

Technical Report

Project Exam 02

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Introduction

For this project Ive chosen to make a hotel booking website. I started setting up a planning doc with musts, themes, epics, storyboards and a hierarchic chart. This turned into tasks and a Gantt Chart that shaped the whole production and post-production period.

Furthermore I did research online and found inspiration relevant to the hotel booking business. Afterwards I created a content strategy that contained a style guide which was followed once I chose fonts, images and designed icons.

Finally I made a sketches that were later transformed into actual icons and a prototype illustrating what I imagened to be the final result.



Main section of report

Planning

To start off, I wrote down system musts that were based on the assignment requirements.

System musts:

- The website needs to target the audience of travelers.
- The website needs to be easy to navigate through.
- The website needs to be appealing.
- The website should appeal to an audience that is adventurous and needs a holiday.
- The website should be engaging.
- The website should encourage viewers to book a hotel
- The website should be responsive and be easy to use on a variety of devices

The systems musts were converted into themes:

Themes:

- Theme 1: Reach out to an audience of travelers
- Theme 2: Inform efficiently
- Theme 3: Attract an adventurous crowd
- Theme 4: Encourage viewers
- Theme 5: Accessible for all viewers



Afterwards the themes were converted into epics:

Epics:

- Epic 1: As a traveler I want to find hotels in order to find accommodation nearby my holiday destination.
- Epic 2: As a customer of this booking website, I must find out how to reach customer service in order to ask my questions.
- Epic 3: As a guest chosing which hotel to book, I must be able to read more details about the hotel in order to be sure I like this
- Epic 4: As a tourist I need to find relevant information about my destination in order to be prepared for my travels. hotels amenities the most out of all the options.
- Epic 5: As a colorblind visitor of the website, I want to understand the content clearly, so I can book hotels easily on the website.
- Epic 5.2: As a blind visitor of the website, I want to be able to use my screen reader, so I can read all the content.

The epics were made into features I saw necessary to include on the website:

Features:

- An appealing homepage
- A results page with all hotels listed
- Hotel-information page
- A booking form



- A contact page with a form
- Accessibility on all pages; considering color blindness, screen readers, vision impaired visitors.

These features were then used as inspiration for the following user stories:

User Stories:

- "As a visitor of a hotel booking website, I want to feel like this site is reliable so Im sure the accommodation is all set when I arrive."
- "As a traveler Id like to find a hotel nearby my destination quickly to save time".
- "As a guide I need to find information about the hotels easily in order to inform my visitors about the most relevant information about the hotel amenities and the area nearby."
- "When booking a hotel I need to clearly understand what information to fill in."
- "As a tourist, Id like to contact customer service to make sure my booking is confirmed."
- "As I am nearly blind Id like to be informed clearly about necessary information so Im sure I don't forget anything important."

On the next page these points are categorized in a hierarchic chart.



Hotel Booking Website SYSTEM MUST SYSTEM MUST **SYSTEM MUST SYSTEM MUST** The website needs The website needs The website should **SYSTEM MUST** The website should encourage viewers to book a hotel audience of navigate through. The website should be responsive and to be appealing. be easy to use on a The website should variety of devices appeal to an audience that is adventurous and THEME 2 THEME 4 Inform efficiently **Encourage viewers** THEME 3 Attract an THEME 5 adventurous crowd THEME 1 Accessible for all Reach out to an EPIC 4 EPIC 2 EPIC 3 EPIC 5 prepared for my travels. order to be sure I EPIC 1 order to find nearby my holiday destination. **FEATURE** Appeling homepage Enquiry page: FAQ **FEATURE** can read all the **FEATURE** A contact page with page **USER STORY** "As a visitor of a hotel booking website, I want to feel like this site is **FEATURE USER STORY USER STORY** reliable so Im sure **FEATURE** the accommodation Accessibility on all "As a tourist, Id like "As a guide I need A results page with is all set when I pages; considering to contact customer all hotels listed to find information arrive. color blindness, service to make about the hotels screen readers sure my booking is easily in order to vision impaired confirmed. inform my visitors about the most relevant information about the hotel amenities **USER STORY** and the area **USER STORY** 'As a traveler Id like nearby." "When searching to find a hotel for a hotel I need to **USER STORY** nearby my know how its done destination quickly "As a nearly blind before I start to save time.' retired person Id booking so I know I like to be informed do it correctly.' clearly about necessary information so Im sure I don't forget anything important."



User-stories were made into needed page and tasks:

| "As a traveler Id like to find a hotel nearby my destination to save time". | A results page - all hotels listed - concise and clear information - link to information page - illustrations - text-content - image Tasks - style guide, mock-ups |
|---|---|
| | - graphic design - html/css - js - text |
| "As a tourist, Id like to contact customer service | A contact page - contact form |
| to make sure my booking is confirmed." | Tasks - html/css - js |
| "As a guide I need to find information about the hotels easily in order to inform my visitors about the most relevant | A hotel information page - image - general info - ammenities - modal for booking - calendar picker |
| information about the hotel amenities and the area nearby." | Tasks - html/css - js |
| "As a visitor of a hotel booking website, I want to feel like this site is reliable so Im sure the | An appealing homepage - simple and attractive design - sections with various information leading to other pages on the website. - Links to social media and other contact points on the page |



| accommodation is all set when I arrive." | Tasks - style guide, mock-ups - graphic design - html/css - js |
|---|--|
| "When booking a hotel I need to clearly understand what information to fill in." | A booking modul: - Simple form to book, clear fields, intuitive |
| "As a nearly blind retired person Id like to be informed clearly about necessary information so | Add accessibility - For color blindness - For screen readers - For hearing impaired users - A link going directly to main content |
| Im sure I don't forget anything important." | Tasks: - Follow HTML and CSS - Accessibility guidelines - Check design for color blindness |

All tasks:

- style guide, mock-ups
- graphic design
- api with content
- image-editing
- html
- js
- CSS
- accessibility and testing

Creating a plan: Gantt-chart

The tasks were sorted into periods of planning:

| Development | Planning doc Create Gantt | 40 hours work |
|-----------------|--|----------------|
| | 3. Research | 1 week |
| | 4. Inspiration | |
| | 5. Create content | |
| | Strategy | |
| Pre-project | Create sketches Make mock-ups | 14 hours work |
| | 3. Create a style guide | 2 days or less |
| Production | 1. Graphic design | 194 hours |
| 1 Todoccion | 2. Prototyping | • • |
| | 3. HTML | 5 weeks |
| | 4. CSS | |
| | 5. JS | |
| 5 | 6. Testing 1. Report | |
| Post-production | Report Testing | 40 hours |
| | Z. resting | 1 week |
| Total | 280 hours | |
| | 7 weeks | |

All tasks are added into a Gantt Chart with the timimg above, in a chronological order (in a period of 7 weeks).

| Total | Testing | Write report | Post-production | Apply and test accessibility | HTML, JS, CSS | Create a prototype | Graphic Design | Production | Create styleguide | Create sketches, mock-ups | Pre-project | Create content strategy | Inspiration | Research | Create Gantt | Plan | Development | 07.06.21-26.09.21 | Project Exam 02 | | | | |
|-------|---------|--------------|-----------------|------------------------------|---------------|--------------------|----------------|------------|-------------------|---------------------------|-------------|-------------------------|-------------|----------|--------------|------|-------------|-------------------|-----------------|--------------------|------|----|----|
| 280 | 24 | 16 | 40 | 24 | 120 | 32 | 18 | 194 | 3 | ω | 14 | 6 | 1 | 1 | 16 | 8 | 32 | 248 | Hours | | | | |
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Research and inspiration

I have googled and looked at other hotel booking websites, such as:

https://www.airbnb.no/

https://booking.com/

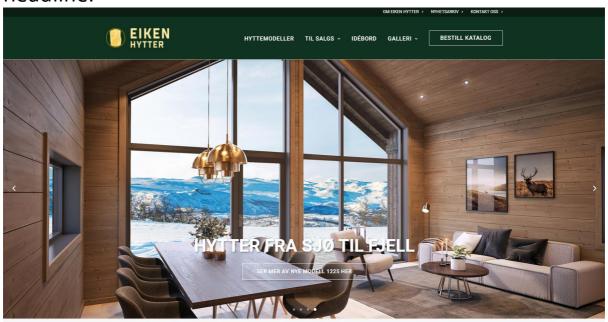
https://www.agoda.com/

https://www.hometogo.no/

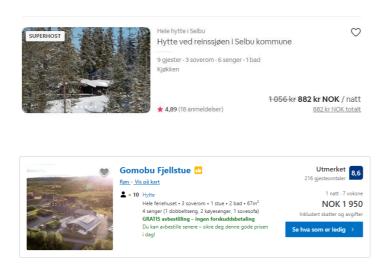
https://www.eikenhytter.no/

Thoughts and impressions:

- Front pages with a big travel images and one clear headline.

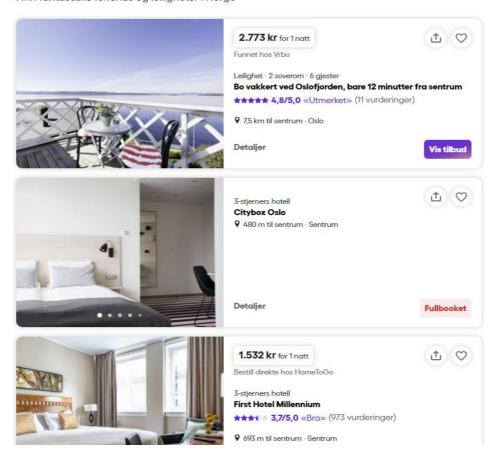


- Hotels are usually in a format with a picture, a headline, bedrooms, guests and a bold/bigger price. Examples:



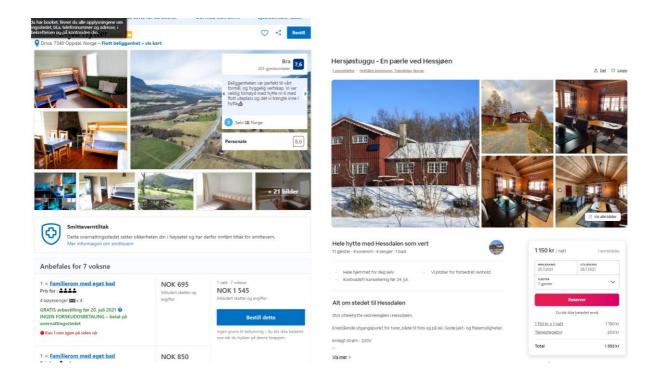
Private Hytter Norge

Finn fantastiske feriehus og leiligheter i Norge

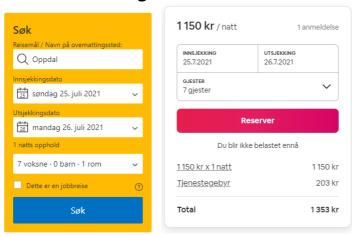


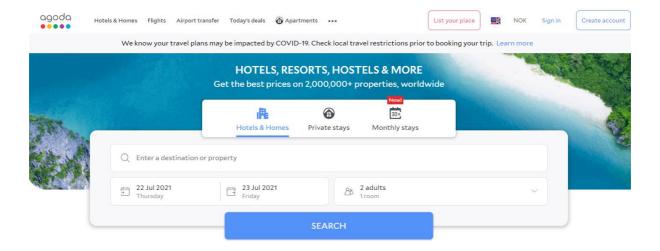


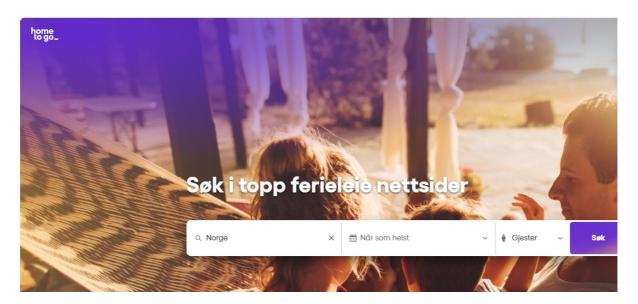
- More details on a detail-page: more images, room types, address, general info, and the possibility to book:



- Searching boxes with date, number of guests and city:







Some websites are more subtle and calm, whilst others are more colorful and loud.

Booking.com is very noisy, it has a lot of information, clear colors, big batches of text and many options. Airbnb has more space and is more personal. Which is more suitable for smaller accommodations.



TARGET AUDIENCE, USER PERSONA AND **STORYBOARDS**

As for my project I have based some of my decisions on research done on Booking.com and Airbnb.com.

A hotel-booking website is targeting an audience of travelers. Here are some of the findings:

- Informative
- Clear messages
- Use of icons (bed for hotel, plane for flights, flags for destinations, calendar, person icon in-dicating number of guests)
- Use of destination images









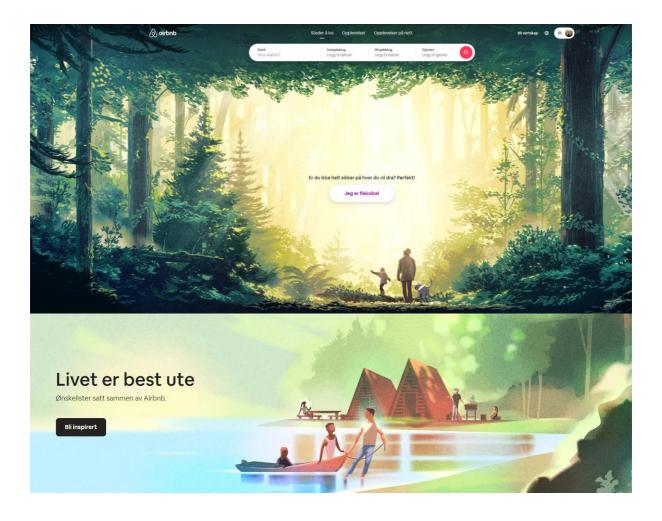






Kjæledyr tillatt

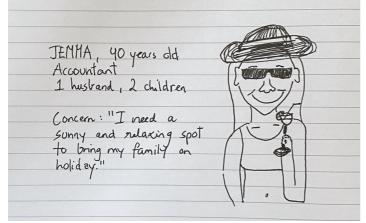
- Memorable logo
- Illustrations



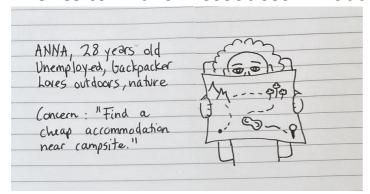
• Adventurous theme and colors that are fun and intriguing.

Based on the findings, I created three user personas:

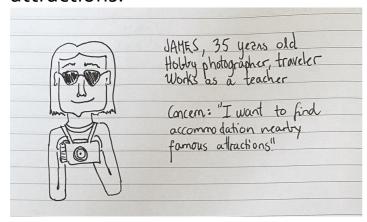
1. Female, accountant, 40 years old, has a family and wishes to travel with them to a sunny and relaxing spot.



2. Female, in her late 20s, unemployed and adventurous. Likes backpacking, nature and exploring the outdoors. Wishes to find low-cost accommodations.



3. Male, mid 30s, hobby photographer and traveler, works as a teacher. Wishes to find accommodation nearby famous attractions.



All three personas has good reason to use a hotel-booking website. Based on these personas, as well as research done on Booking.com and AirBnb, I have made a scenario that I experienced on both websites:



The user finds it difficult to navigate on the website as there are too many alternatives, buttons and options to choose from. This is worth considering when making a similar themed-website.



Content Strategy

User, motivation and goals

- Theme of the website: Accommodation & booking
- Key points: Adventurous, exploring, easy to navigate, clean, informative, direct.
- Target audience: All genders between 18 and 100 years old who wishes to book accommodation for a holiday/trip.
- Motivation: Encourage and inspire users to travel to a certain destination.
- Goal: Make a travel-themed website that is clean in its design, but also inspirational. I want it to give the user a sense of calmness and a need to travel.
- Tone of voice: Calm, warm, adventurous, neat, spacious, simple
- Concerns: Over-complicated, too many options
- Solution: Keep it spacious and intuitive.

Analysis and structure

- What is relevant: Images, icons illustrating actions, maps, locations, prices, number of people and themes.
- What is useful and what should be created: A website with several options that are easy to sort and choose from. Only necessary information that makes it simple, yet informative. The site must be appealing and calm in its design, but also inspirational and adventurous.



What can we offer that competitors don't? A very simple and user-friendly website that is spacious and not distracting.

A scenario that has to be solved A traveler is in a hurry to find a cheap hotel or accommodation when traveling. Internet is slow due to the location. The booking process must be efficient. The user must be able to see the cheapest options first in the area he/she wishes to book in.

Solution

The website is generally spacious to give the user space to be intuitive. It will contain few distractions which will make the website load and work fast. The front-page will open up for filtering between location and price, which will let the user the most suitable options first.

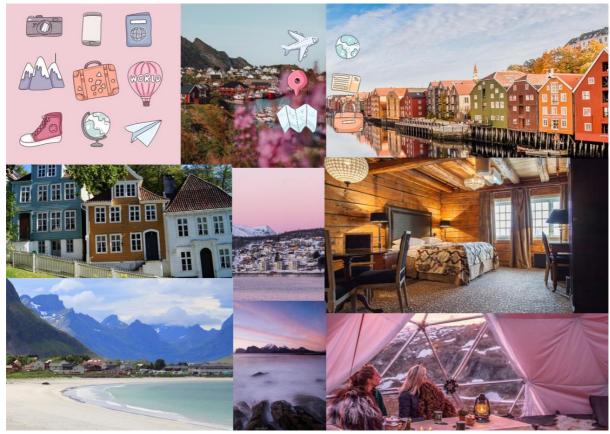


Styleguide

As mentioned in the introduction I have one some research online. This is I have noted in terms of design:

- Clear text
- Themed colors
- Pop-ups with time left to book
- Offers and distractions in yellow
- Images of cities and destinations
- Icons relevant to the travel industry
- Videos and gifs that gives and interactive look
- Contrasts

From this I created a moodboard:



All images are found on google.



Fonts

Typeface 1: Montserrat

As a default for all text content.

Why? Its clean, rounded, urban and adventurous.

Montserrat Thin AaBbCcDdEeFfGgH

Montserrat Thin | 1946 Glyphs

Montserrat Thin Italic AaBbCcDdEe

Montserrat ExtraLight AaBbCcDdEe

Montserrat ExtraLight | 1946 Glyphs

Montserrat Extra Light Italic AaBbCc

Montserrat Light AaBbCcDdEeFfGg

Montserrat Light | 1946 Glyphs

Montserrat Light Italic AaBbCcDdE

Montserrat Light Italic I 1973 Glyphs

Montserrat AaBbCcDdEeFfGgHhliJj

Montserrat Regular | 1946 Glyphs

Montserrat Italic AaBbCcDdEeFfGg

Montserrat Italic | 1973 Glyphs



Typeface 2: Dancing Script

For titles and special content

Why? Its playful and lively, but gives a nostalgic feelings which suits well when you want to create experiences for the customer. Its friendly, informal and spontanous, just like our user personas/travelers.

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Dancing Script with Monserrat



Colors

Going back to the tone of voice I am aiming for:

• Tone of voice: Calm, warm, adventurous, neat, spacious, simple

Inspiration



I have selected the following colors to work around:



The lighter colors gives a warmth and calmness, whilst the peachy, pink and burgundy colors are more adventurous although still warm and complementing to the light colors. They are all mellow and calming.

Use of pictures

To match the tone of voice set in the colors, Ive chosen to use images that looks simple, vintage and adventuorous:

















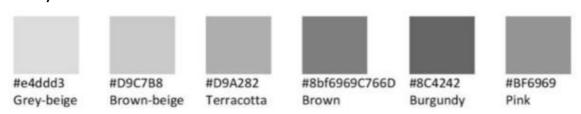
WCAG

I have tested the colors on Toptals website to check for accessibility for color blindness.

Original:



Greyscale:



Tritanopia (blue-yellow):



Deutanopia (red-green):



Protanopia (red-green):

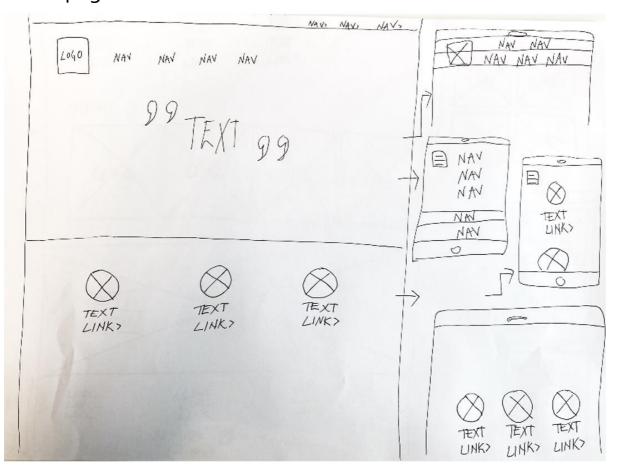


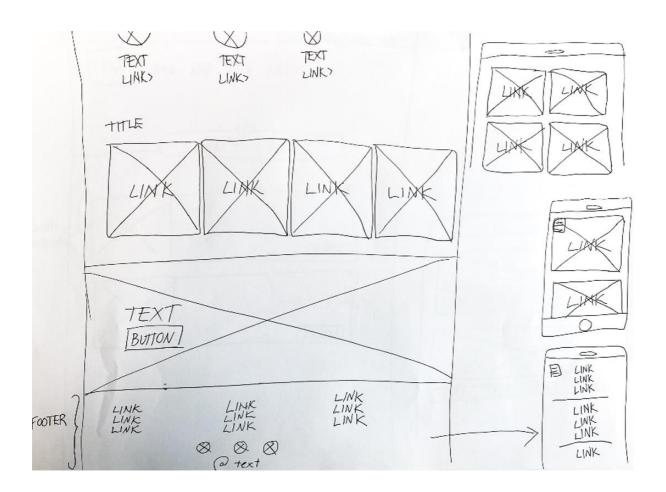
None of the colors overshadow one another on neither of the types of color blindness. The only ones that don't go well together are the light colored ones. These will not be next to one another to make contrast, only to differ between backgrounds

•

Sketches/Mock ups/Wireframing

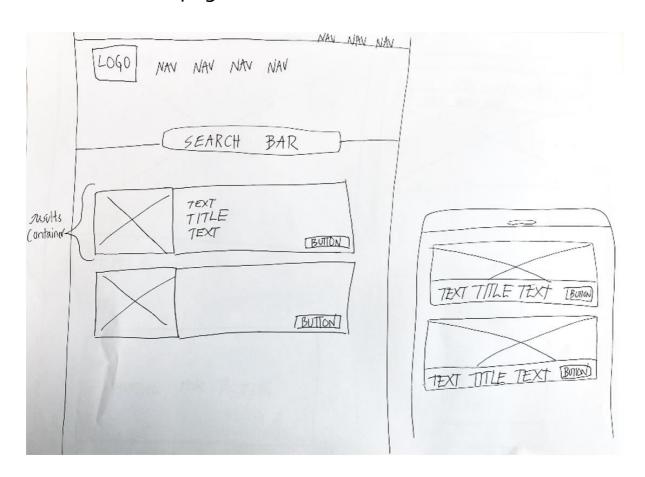
Homepage



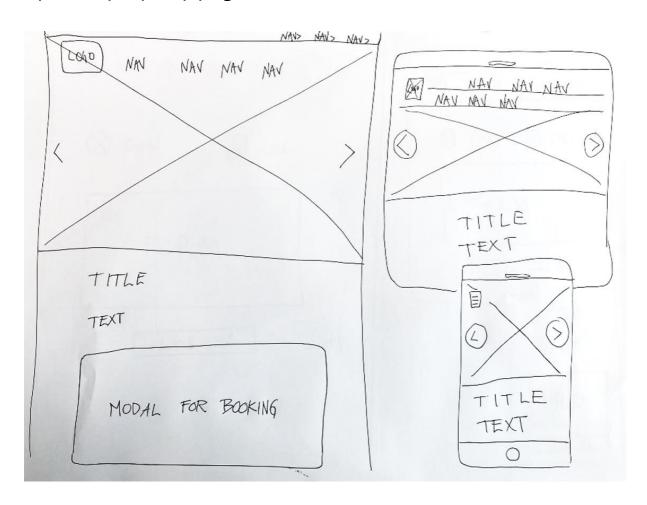




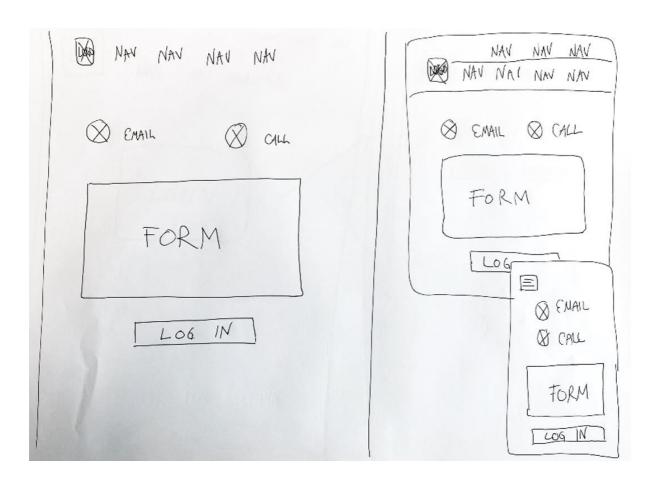
Hotel overview page:



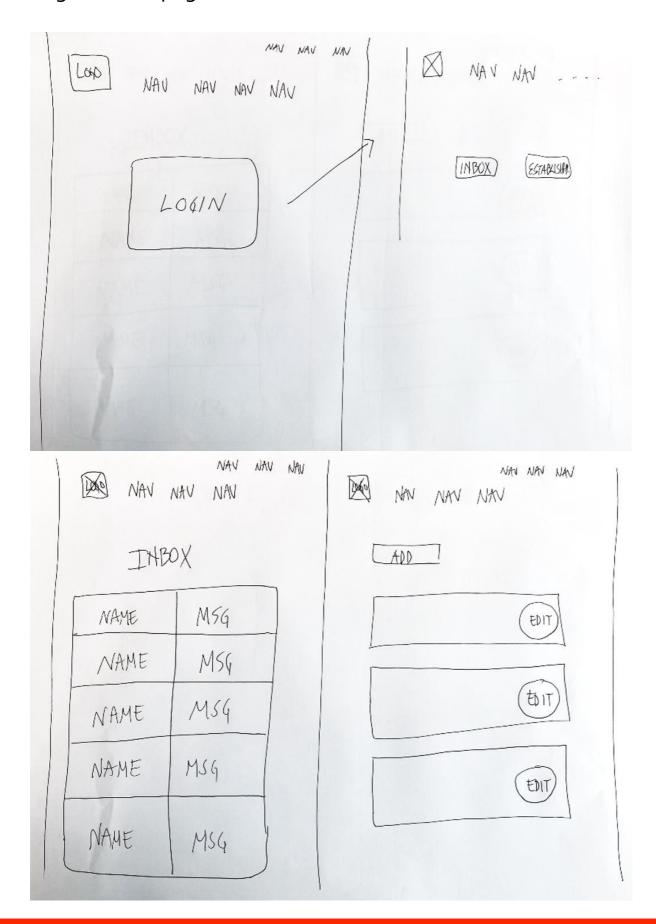
Specific property page:



Contact page

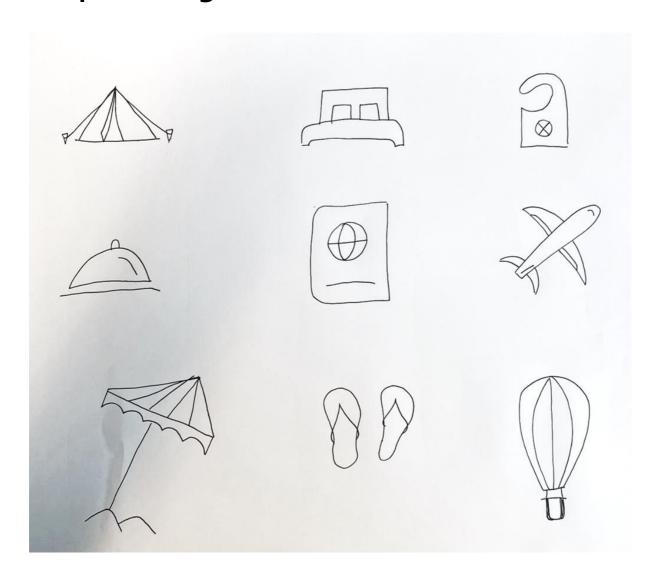


Login/admin page





Graphic design



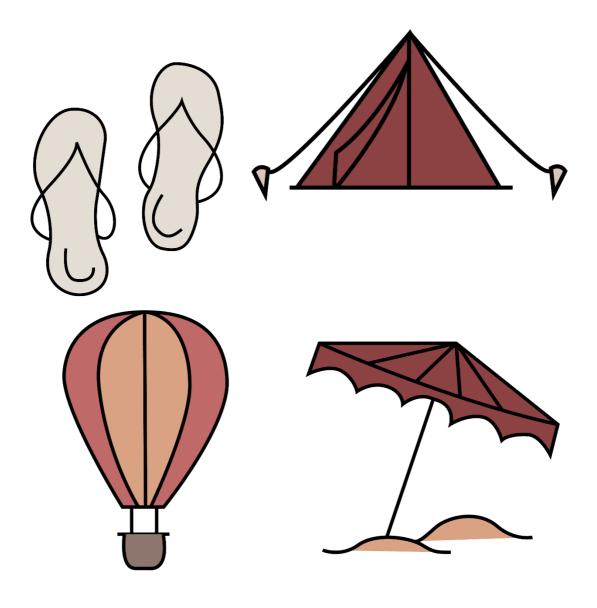
These icons where made into illustrations:

The logo

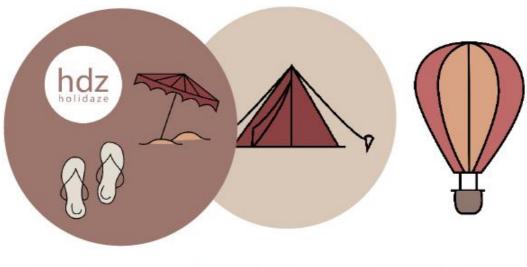




Icons:



All the elements were finally added to a style guide:







Brown-beige

#D9A282

Terracotta



#8bf6969C766D Brown



#8C4242 Burgundy



#BF6969 Pink



Montserrat Thin Italic AaBbCcDdEe

Montserrat ExtraLight AaBbCcDdEe

Montserrat ExtraLight Italic AaBbCc

Montserrat Light AaBbCcDdEeFfGg

Montserrat Light Italic AaBbCcDdE
Montserrat AaBbCcDdEeFfGgHhliJj

Montserrat Italic AaBbCcDdEeFfGg

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.



Developing

Making a prototype

I used the style-guide and mock-ups above when I created the prototype.

The prototype is made in Adobe XD and can be found on the following link: https://xd.adobe.com/view/5f8dbf4d-of2e-496o-af1o-34eoc7fo3e23-oade/

Creating an API

The API is created through the headless CMS Strapi. Once the content-types were created, I published the API publically through Heroku.

URL: https://infinite-beach-96874.herokuapp.com/

HTML/JS

Most of the code is exported and imported through modules in Javascript.

Working in modules has been efficient in many ways, as it saves plenty of time seeing that I don't need to write the same code over and over.

I personally find JS challenging, I have probably spent majority of the time Ive had on this project trying to solve error messages and installing packages correctly.



CSS Modules

I find it easier to have control over the CSS and where it is written when I keep them in separate files, therefor I decided to use parts of the React Bootstrap Library and CSS Modules. Seperating code in folders keeps the code semantic and the structure tidy. Each element is styled seperately in its own module and is seperately kept live. Seeing that the code is written this way, there is no need for BEM nor other naming conventions.

WCAG

The following has been followed in regards of Web Content Accessibility Guidelines:

- Sematic code and logical structure with header, navigation tags, main and footer.
- Made sure language is set to English in the HTML docs.
- Descriptions for all images on the website, including the images fetched from the API.
- Use of contrasts in colors
- Input errors and call to actions.
- Unique titles are on every page.
- Above the header there is a hidden <a>-tag that directs users directly to main content of every page.



Interface Design

To create credibility I have made sure to be consistent in terms of design. I have used several items from the Bootstrap library such as cards and buttons in order for the website to be consist and recogniseable. Similarity, afffordances and patterns is a natural part of the library, seeing that elements reacts the same way on hover, and looks similar on every page. Once the user experiences familiarity the website becomes more user friendly since all items will be perceived as call-to-action. The user will automatically know what to do when, and how the different elements will react.

To make the user experience is greater I have made sure to have input validation that gives the user information if something is incorrectly written in the forms. The warnings are clear. I have added a warning sign on all warnings, it will therefor be obvious and work as a warning-metaphor similar to other warnings on the internet.



SEO

In addition to neat, hierarcical and semantic code, I have added keywords in file-naming, alt-texts and the head of the docs for seach engine optimisation. Furthermore Ive added links to social media to attract users on multiple platforms.

In addition there is a share button at the bottom of every property card on the detail page to encourage users to share our properties.

Share on Facebook

The H1 element is used on every page to make sure there is a searchable element that is prioritised on each page. The layout is adjusted according to size and optimised for all devices.



Feedback

Feedback from fellow students:

- Missing a H1 element on every page.
- Can be difficult for users to go back to previous page.
- There are a lot of properties to navigate through on the admin page.

Changes done based on feedback:

- Added H1 on all pages (this was not in the prototype.
- Addd breadcrumbs for the user to be aware of where they are, as well as making it easier to navigate back.
- Added a "Back to homepage" or "Back to Admin-page" on all pages.
- Added a search bar on the admin page, so admin can search for the property they are looking for.

What would I have done differently if I had more time:

- Focus on the hotel details page, add more ammenities and photos of the property.
- Add the possibility to book specific rooms.
- Add a delete button on all properties.
- Add the possible for admin to edit the properties.



Conclusion

I began this project by well-thought out planning. I spent a lot of time making sure I had every detail ready before I began coding.

Unfortunately, this gave me less time to develop the webite, which was challenging seeing that I ran into a few error messages and struggled to get the React App up and running.

As soon as the projects shell was installed, I finally got to develop the website with React, CSS Modules and parts of the React Bootstrap Library.

I was reminded of the missing pieces from fellow students and managed to apply all requirements from the assignment.

Results:

Prototype:

https://xd.adobe.com/view/5f8dbf4d-of2e-496o-af1o-34eoc7fo3e23-oade/

The full project on Github: https://github.com/Noroff-FEU-Assignments/project-exam-2-siljela



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