

Project

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1. Project Description

This project has been an opportunity to choose any webpage that I would like to design. So I mix two things that I like a lot, Sports and Travels.

Here you will see all the process behind the final webpage and all the decision that I have to take from the beginning to the end. I hope you enjoy this design travel, thanks you for the support.

I have to say that is my first big project of this type and topic. If you have any changing request a supportive comment would be grateful for me to hear it.

2. Define Project Requirements

My client is a small travel agency based on my town. it is dependence on another big agency but they want to have their own web page which they really haven't.

The website objective is to catch the attention of the people who want to practice an extreme sport and let them know that they offer the perfect experience for them.

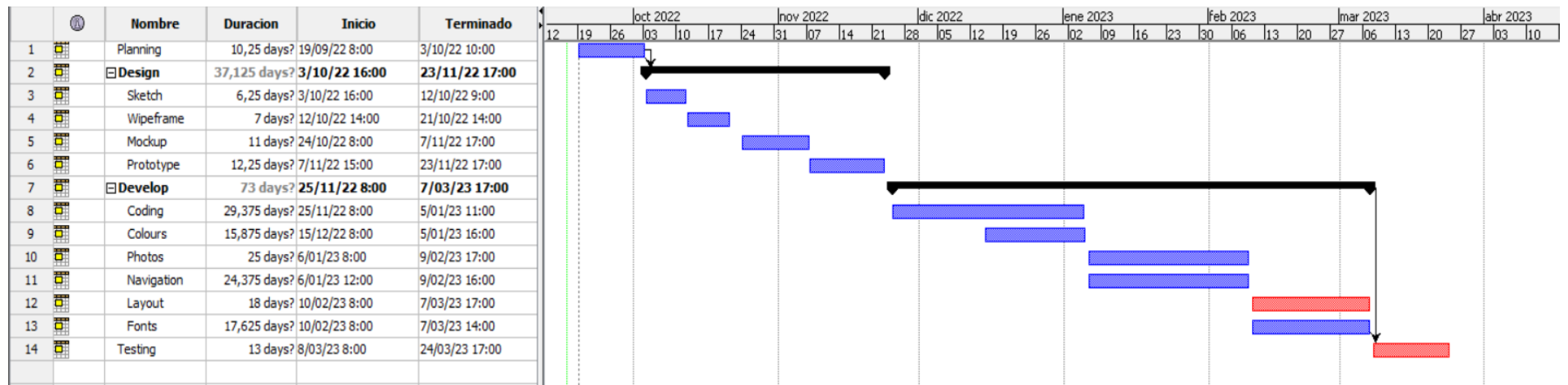
They want an attractive and modern style and design because their principal customers are young people. Their webpage goal is to show all the experiences that they offer for their customers.

They want four different pages:

- **Main** page must have a first fast view of the currently activities.
- **Activities and Travels** page where the people can have a look at all the activities and travels over the world and purchase the one they want.
- **FAQ**, Frequent Asked Questions page.
- **Contact** page where the customers could ask for information to the company.

3. Timeline

This planning includes an specific number of hours for each task



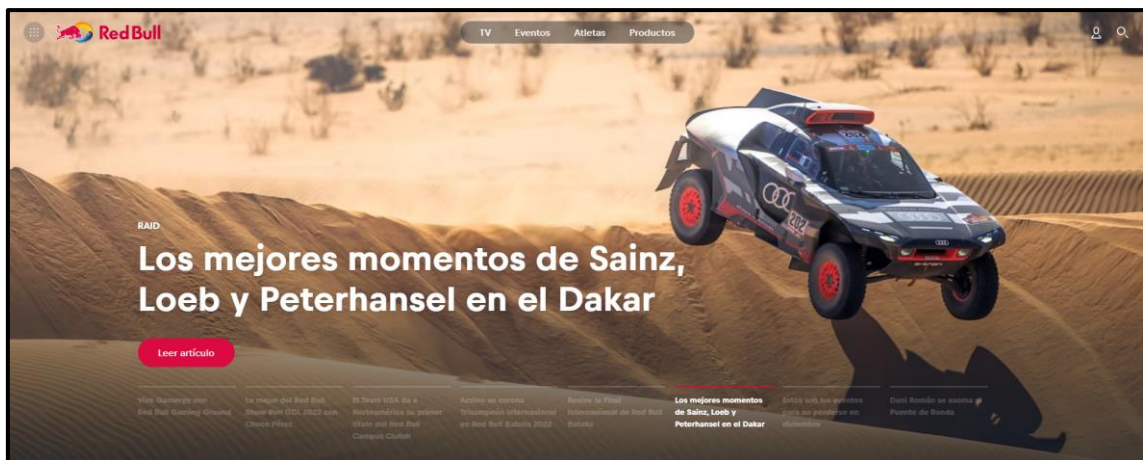
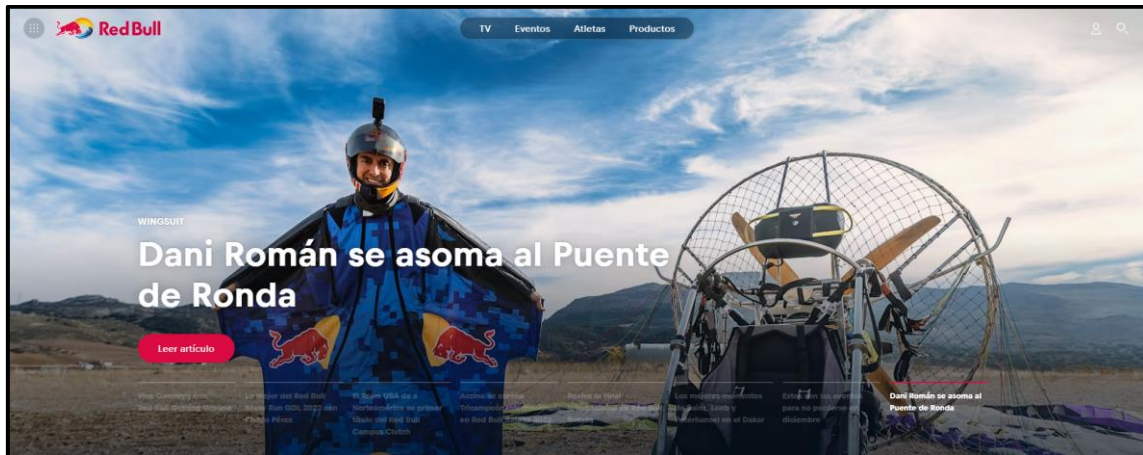
4. Budgeted

The total budget price is chosen according to the hours and cost of each task mentioned in timeline section.

Category and Item	Budget	Actual Cost	Difference	Approval Status
	①	①	①	①
▣ Total Project Budget	\$8.075	\$1.935	\$6.140	
▣ Dessign	\$3.050	\$1.555	\$1.495	
Sketch	\$500	\$200	\$300	Approved
Wireframe	\$600	\$250	\$350	Approved
Mockup	\$750	\$325	\$425	Approved
Prototype	\$1.200	\$780	\$420	Approved
▣ Develop	\$5.025	\$380	\$4.645	
Coding	\$3.000	\$100	\$2.900	
Colours	\$200	\$10	\$190	
Photos	500	200	300	
Navigation	\$500	\$10	\$490	
Layout	\$250	\$0	\$250	
Fonts	\$275	\$10	\$265	
Testing	\$300	\$50	\$250	

5. Research

In other similar websites like for example [Red Bull](#) it used to have a slicing font of the current events and sports in the main page with a title inside on it. Is a great idea that I will take from this page but without the slicing, only a general font image.



An idea that I will discard is the contact page, I take as example the webpage extreme.com/contact-us. It seems to be so boring so I want to make my own style, we will see how it turns out.

Send Message

Drop us a message for any query

If you have an idea, we would love to hear about it.

Name

Email

Phone

Subject

Your Message

Send Message

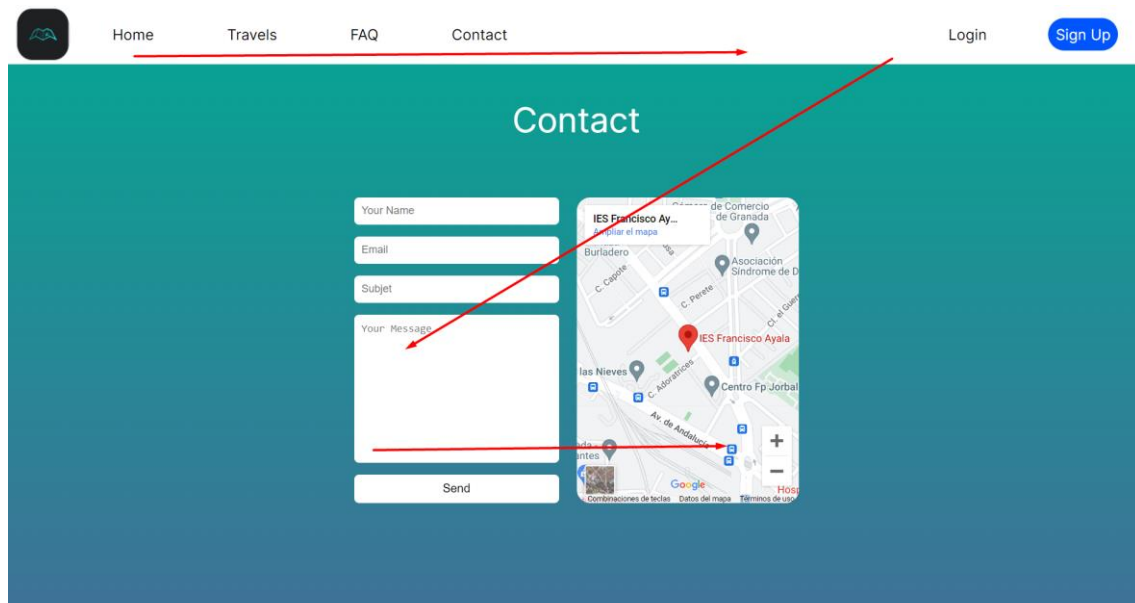
Email

websupport@extreme.com

6. Design principles applied

1.- Using the 'Z' Pattern:

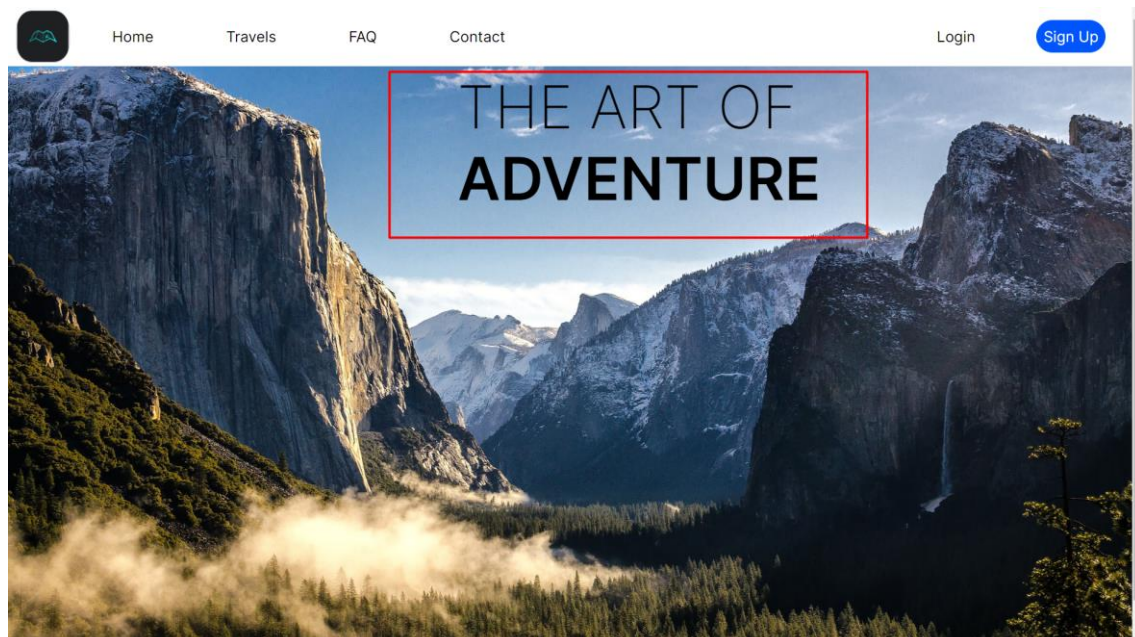
This is when the eye scans from left to the top right, forming an imaginary horizontal line. Then, it goes down to the left side of the page, creating an imaginary diagonal line. Lastly, it trails back across to the right again, forming a second horizontal line.



 /Pablogrammer

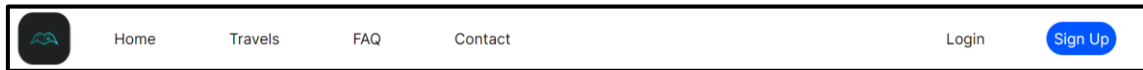
2.- Use negative space:

Sometimes, you can turn a negative into a positive! This is certainly the case with using negative space in your website design. Also known as blank space or white space, this is the empty areas between the visual elements in your design (for example, the photos, text and icons)



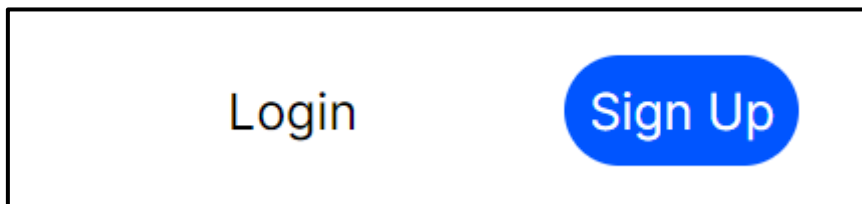
3.- Simple and logical page navigation:

a well-designed website navigation makes for a streamlined and relaxing user experience. This can take many forms—whether it's a drop-down menu, sidebar or sticky navigation. The key is that it's easy to locate, works well across all devices and isn't overloaded with different options.

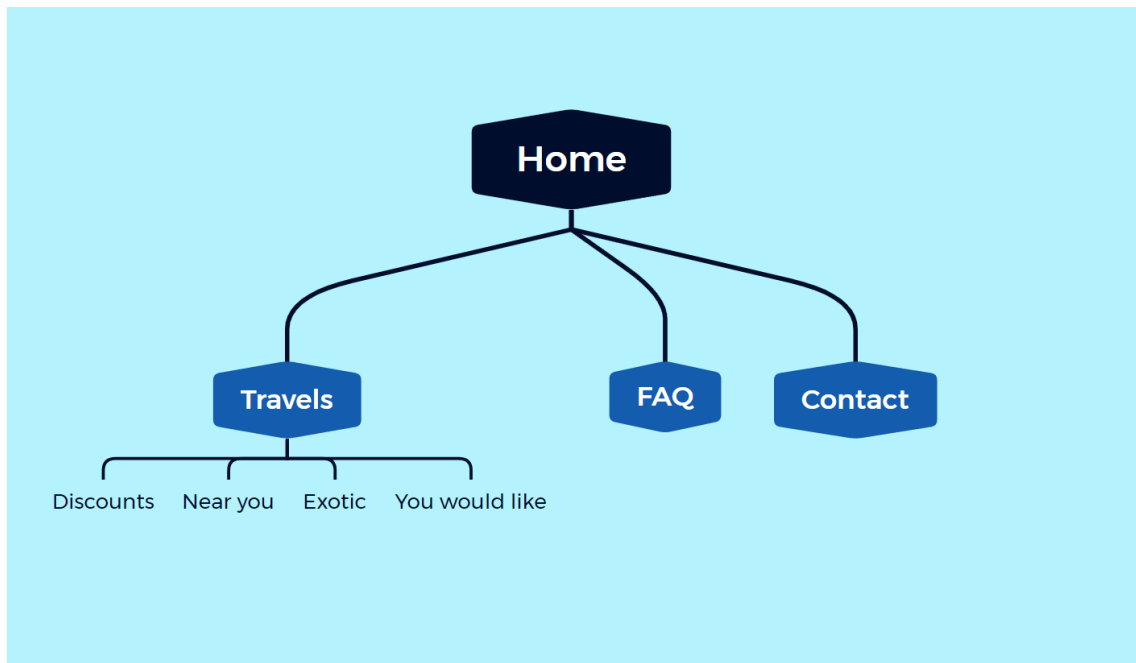


4.- Optimize buttons and calls-to-action:

While buttons are often the last thing to be added to a web design, they play an indispensable role. They can be the deciding factor as to whether the user continues to navigate your website or closes the window. The buttons on your website should shout, not whisper. That is, they should stand out against the other visual elements on the page and be easy to find and click.



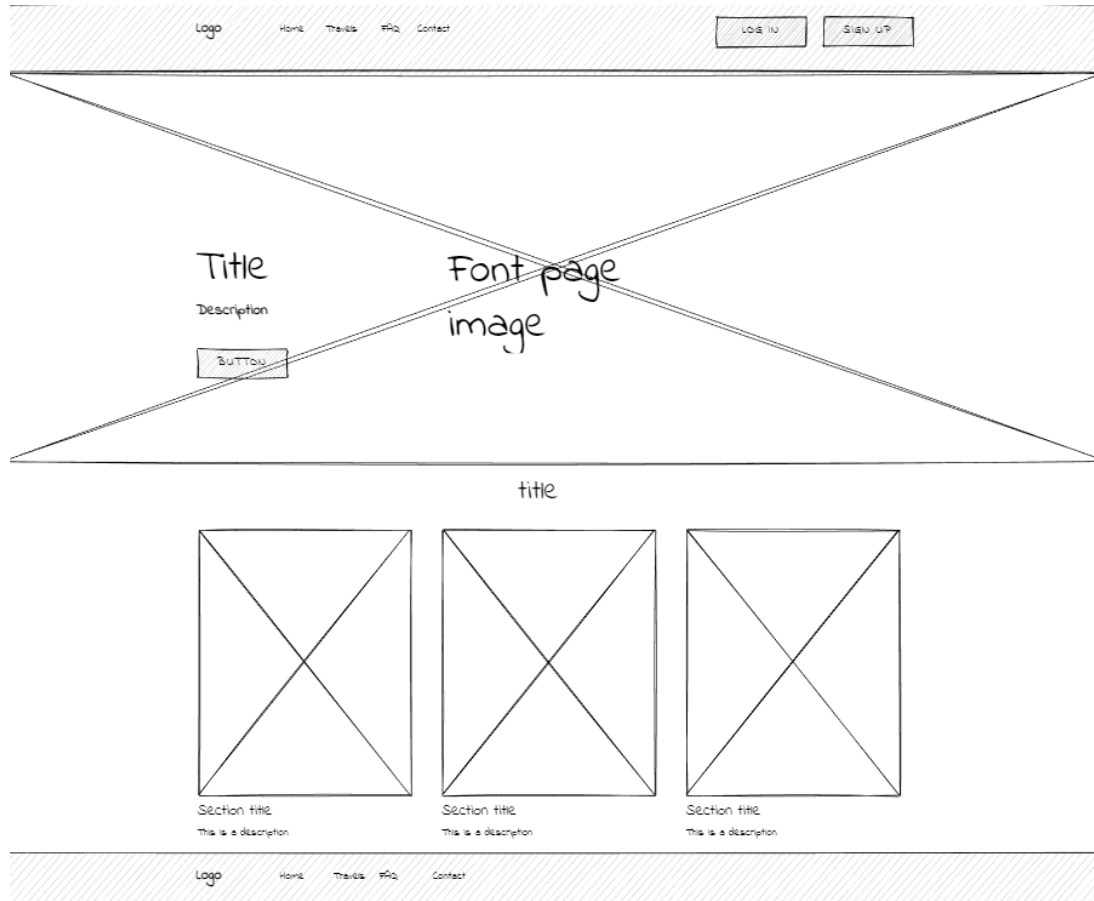
7. Navigation bar



8.-Prototypes

8.1 Sketch

Home



Travels

Logo

Home

Travels

FAQ

Contact

LOG IN

SIGN UP

title

Text
text
text
text

title

Text
text
text
text

title

Text
text
text
text

title

Text
text
text
text

title

Text
text
text
text

title

Text
text
text
text

Logo

Home

Travels

FAQ

Contact

FAQ

Logo

Home

Travels

FAQ

Contact

LOG IN

SIGN UP

FAQ

our story

Question
paragraph

Question
paragraph

Question
paragraph

Logo

Home

Travels

FAQ

Contact

Contact

[Logo](#) [Home](#) [Thanks](#) [FAQ](#) [Contact](#) [LOG IN](#) [SIGN UP](#)

Contact

NAME

Input

EMAIL

Input

SUBJECT

Input

MESSAGE

Input

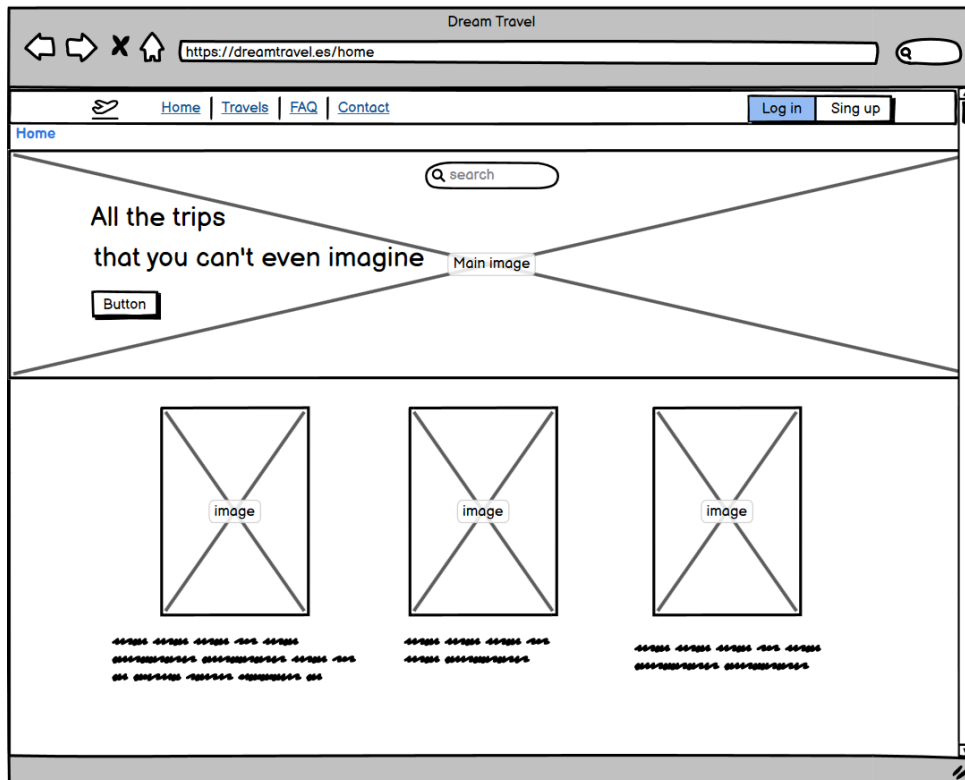
SEND MESSAGE

Map

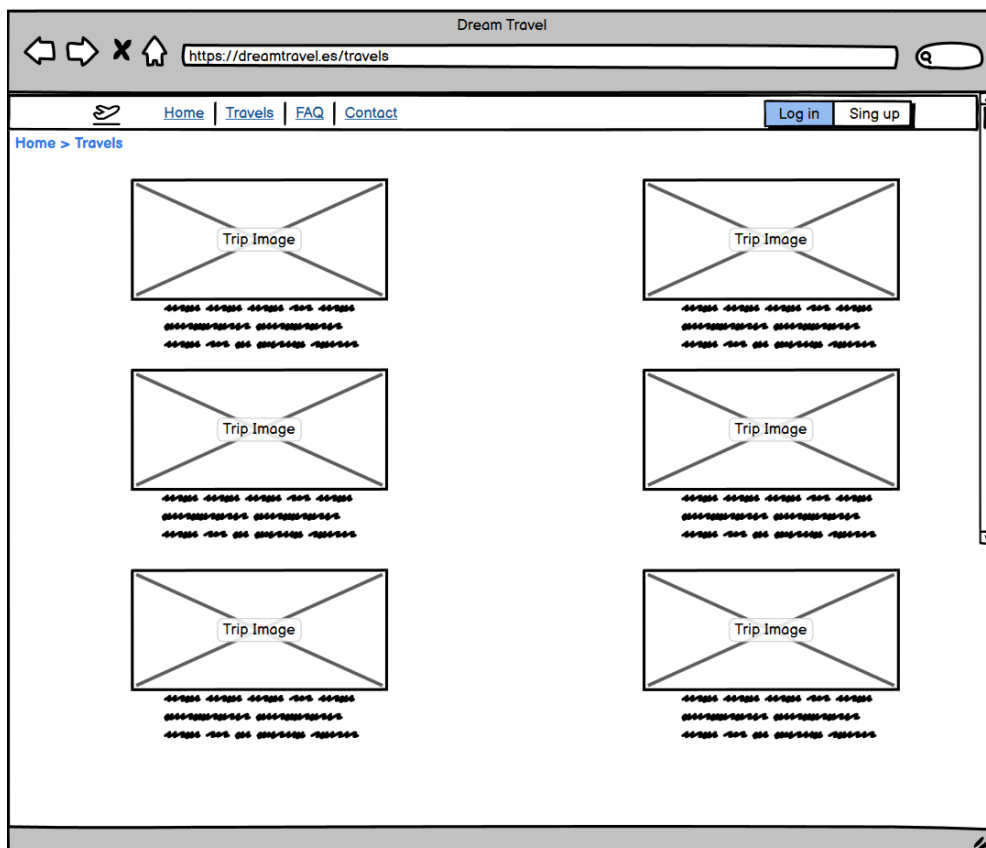
[Logo](#) [Home](#) [Thanks](#) [FAQ](#) [Contact](#)

The Client says that there is something that he didn't like but he wants to keep going to see more result and try to changing his mind.

8.2 Wireframe



Definitely the problem was here, he says that we don't need all that's div under the main page and he didn't like too the slogan, we need a more simple but effective main page.



Dream Travel

[Home](#) | [Travels](#) | [FAQ](#) | [Contact](#) [Log in](#) [Sing up](#)

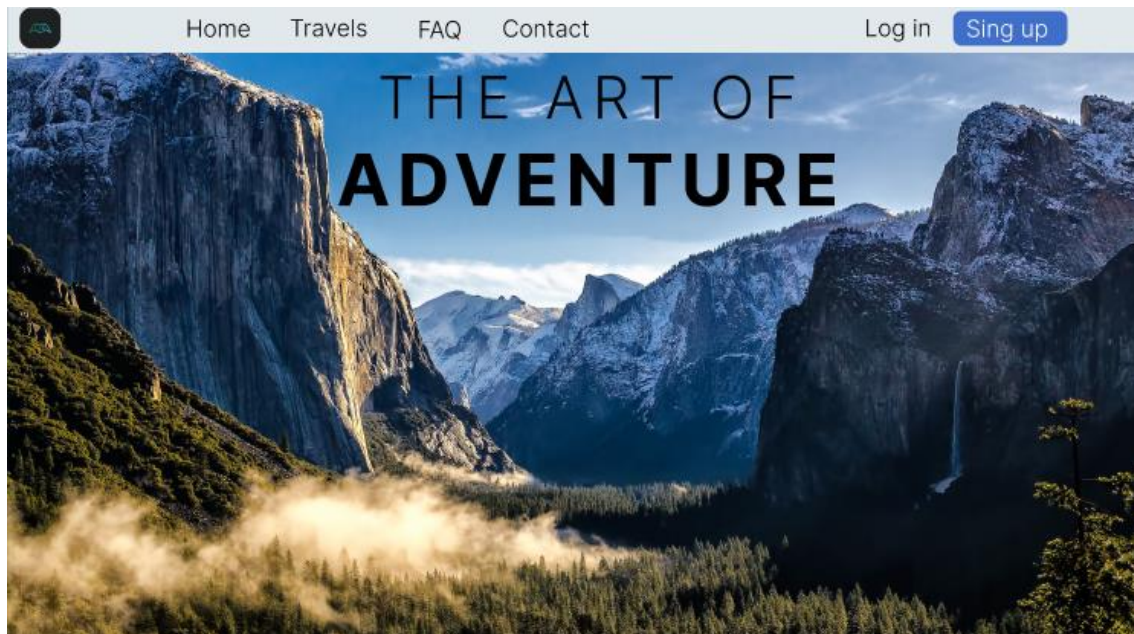
[Home > Log in](#)

Dream Travel

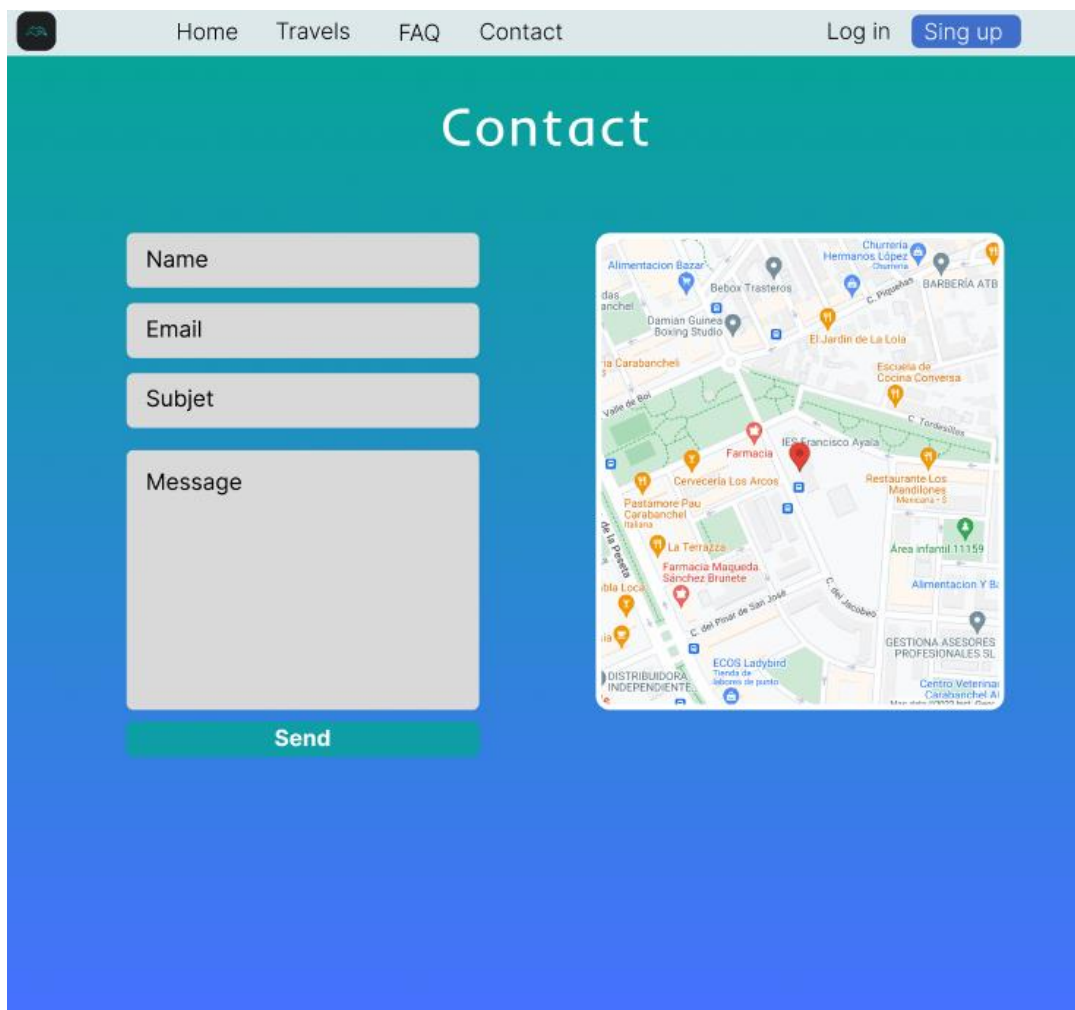
[Home](#) | [Travels](#) | [FAQ](#) | [Contact](#) [Log in](#) [Sing up](#)

[Home > Sing up](#)

8.3. Mockup

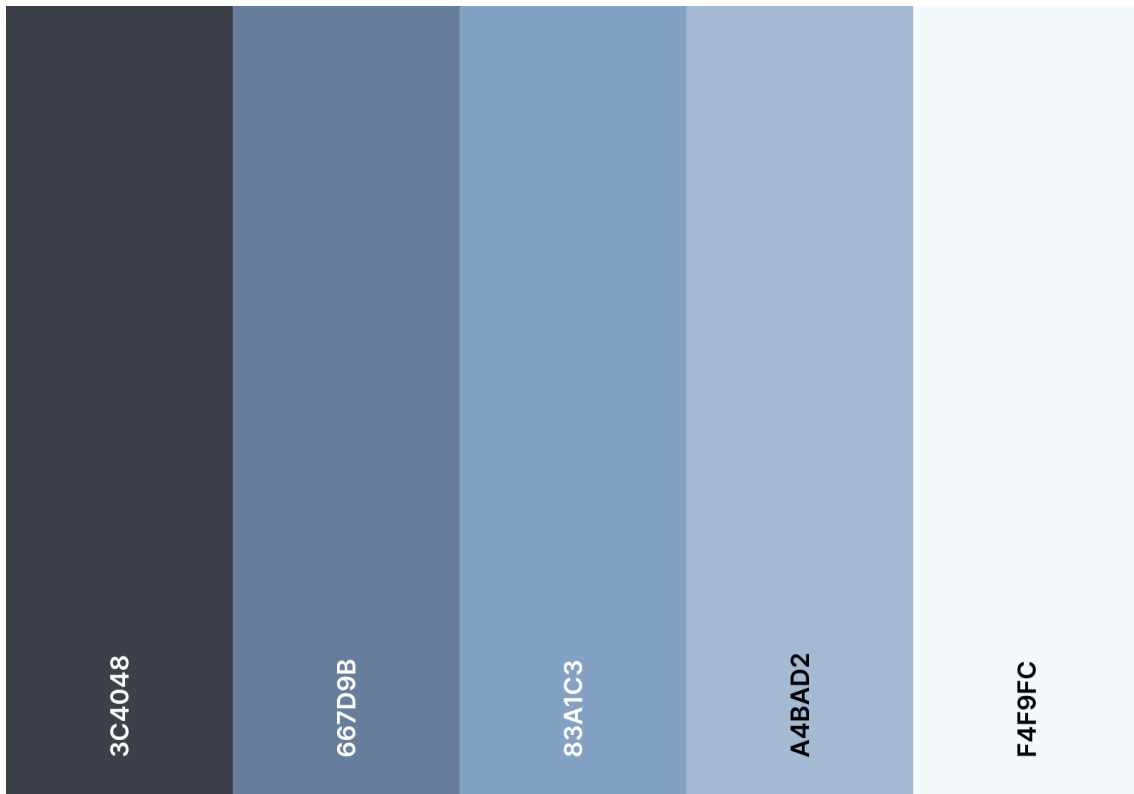
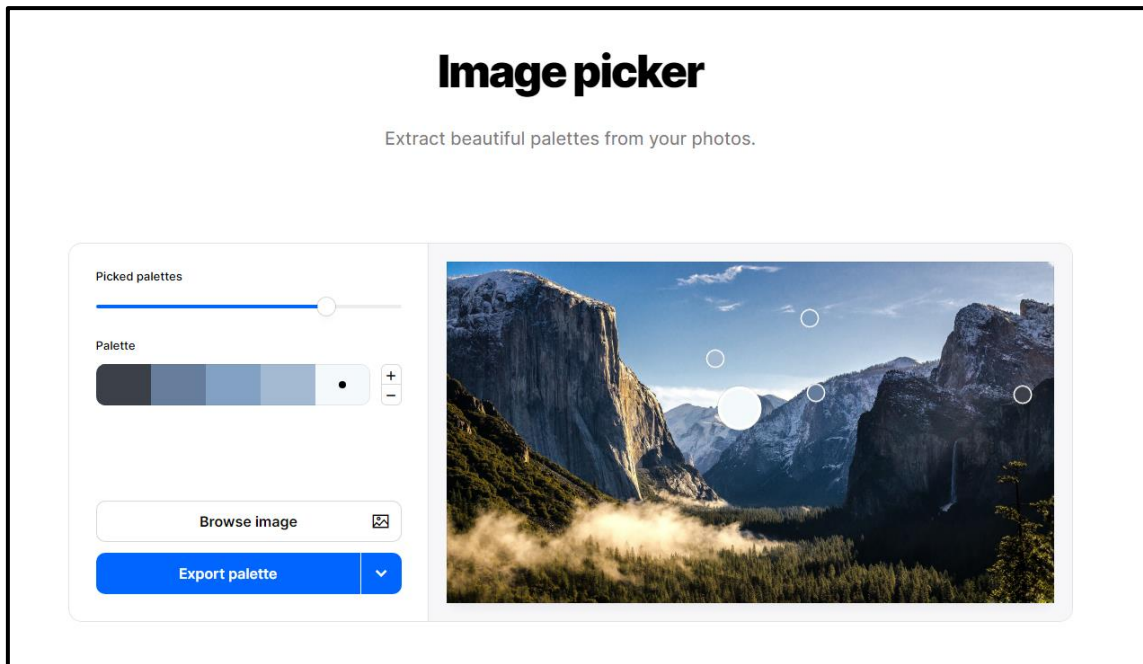


This is the result of The main page, a simple but modern style and a new slogan with more potential



9. Color Palette

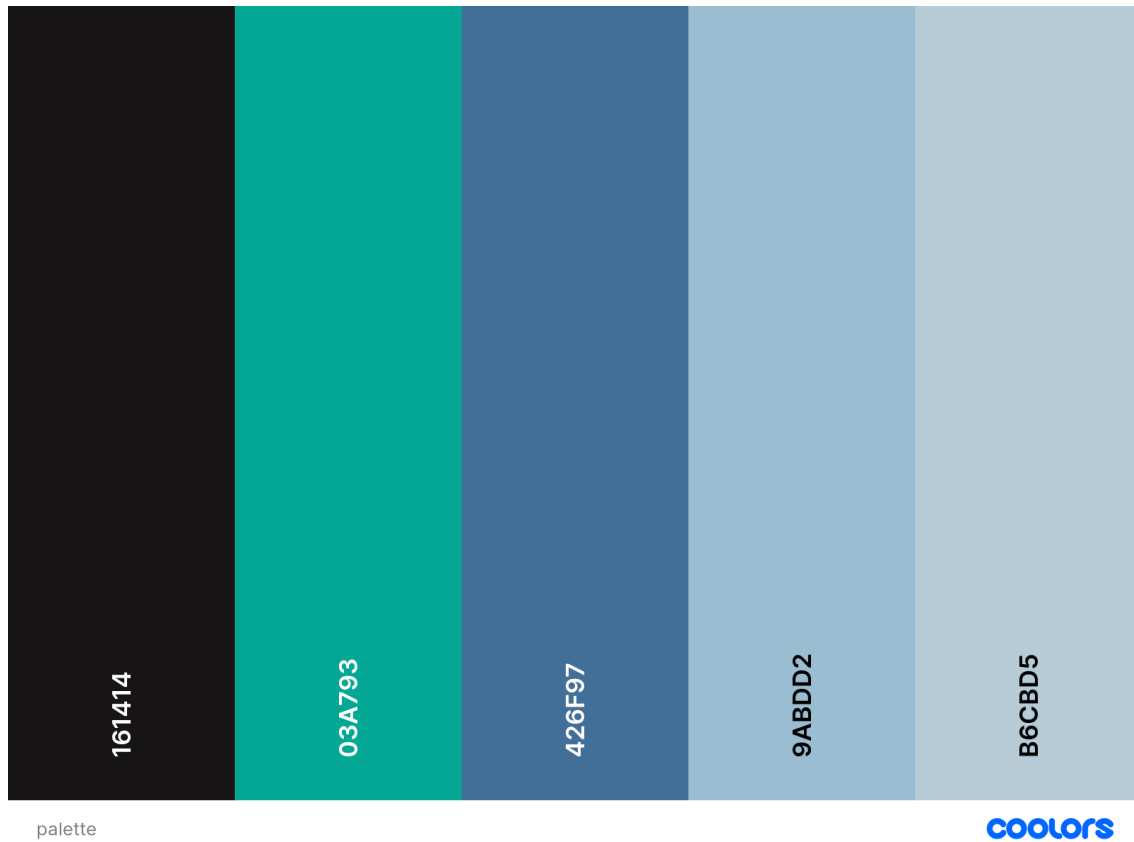
I choose a tool from colors.co called image picker who select automatically a color palette from a photo.



initial_palette

colors

But I didn't like at all so I decide to personalize it with another tool from the same webpage, palette generator, here I have the freedom to choose any color that I want. I keep some colors that I like but remove others that don't.



The decision to have a blue-green color on my blue palette is because I wanted to do a gradient in some of my pages so I need to have a striking color so that the gradient looks good, but it still looking professional.

10. Typography

I started from a general typography that I like a lot:



Helvetica Light
Helvetica Light Oblique
Helvetica Regular
Helvetica Oblique
Helvetica Bold
Helvetica Bold Oblique

But I was not convinced a lot so I start to search similar font until I found this:

Inter

A variable font family carefully crafted
and designed for computer screens.

designed by: Rasmus Andersson

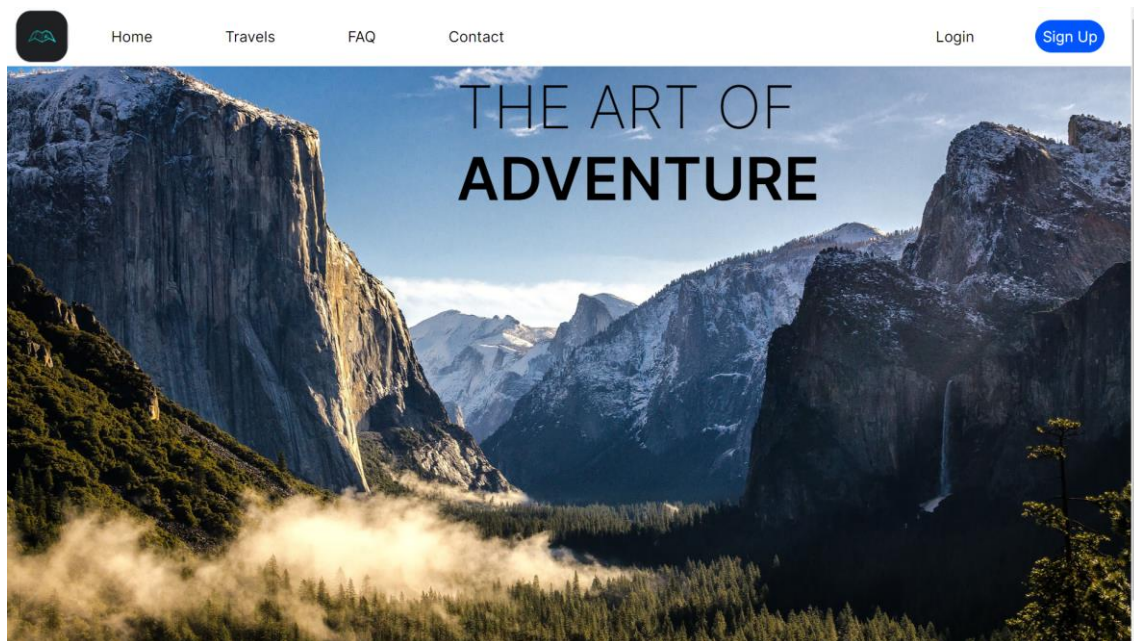
It still been professional and understandable at the same time, so I'll keep this one for sure.

11. Icons

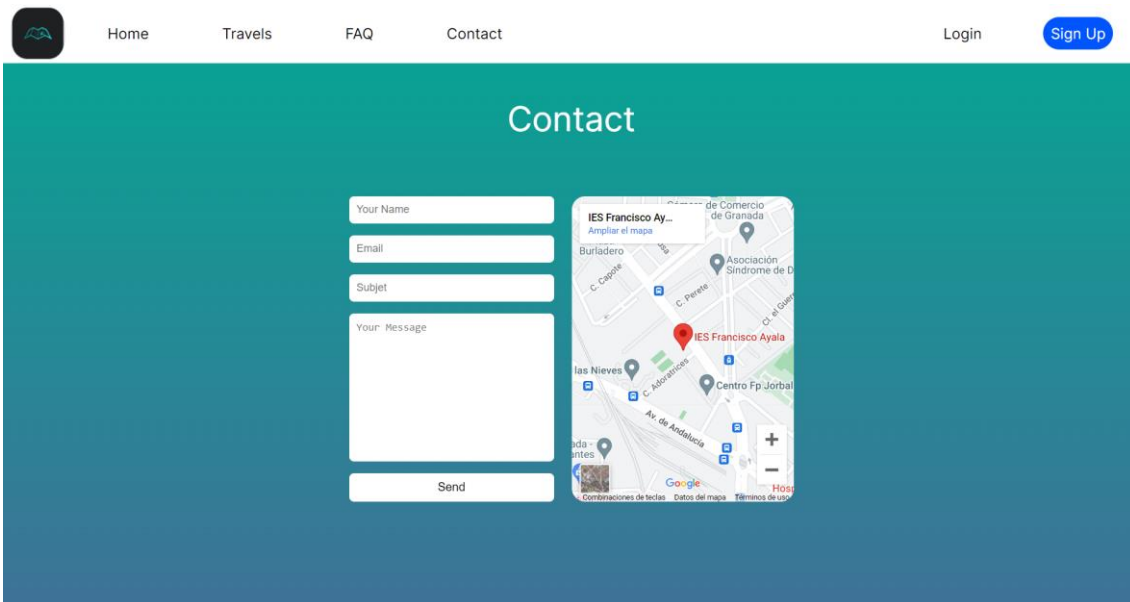
The only icon that I have is the logo of the page and the company:



12. Layout



Here I have used the in common part which is the header. And I have use a img as background with the slogan on it. I have used absolute display for the header, and for the text. The page seems to be simple but very professional and with a modern and safety style.



In the contact page I have use a general div container with all the layouts and the map including on it but separated in two different div at the same time. I have used flex display for all the form. In this way it seems to be very professional and simple.

13. Images used

This image is the main one because it is used in the Home background. It is a free use photo and I found it on a Reddit page called [r/wallpaper](#) here is [the link](#) to the photo.

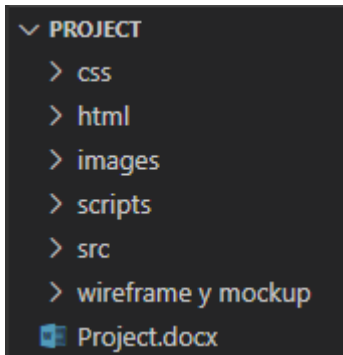


Resolution: 3840 x 2160

Size: 2 MB

14. Project Organization

The project folder contains all the others folders related to the code, images and even the wireframe and mockup.



Each .html has its own .css file and the heather and footer are separated also.

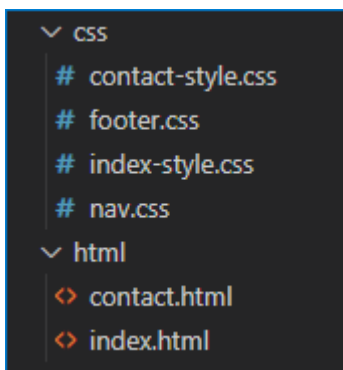
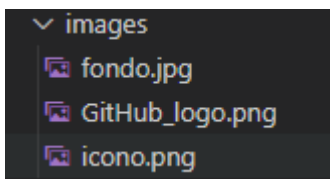
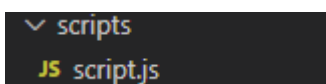


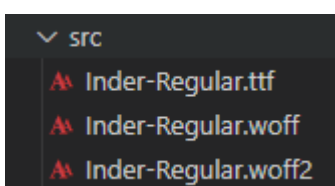
Image folder contains all the images used.



Script folder contains only one script.js file but it is empty because it is not used but it will be used in a future.



Src folder has the Inder typography in case you like to download it, but in the code I use the Google Fonts API so I don't need it, is only for your commodity.



15. Link to GitHub Repository

Take a look to the project in GitHub with this link:

https://github.com/Pablogrammer/Design_project