

# Design Justification

## Brand Vision

*"In a world where increasing pressure is being put on young individuals to succeed, we believe in breaking free from old-fashioned beliefs, because only then society can truly progress."*

## Color Palette

Colors used in the brand design/website:



#64C3D

#1d1d1b



#ffffff

These colors allow for a lot of contrast which automatically combined with the strong font expresses "strength" which is one of our brand values. Black represents power, strength, elegance and rebellion which is what our brand represents. White on the other hand stands for goodness, purity, innocence, perfection and positivity. As our company tries to help people these values also intertwine with our mission. Our blue color is very similar to turquoise which stands for refreshing, calming, energy, wisdom and loyalty. This felt like the perfect color to generate a positive and trusting environment for our visitors. The combination of these colors offers us the unique mix of rebellious strong and sweet and caring associations. By using repetition this color pallet appears on every page so coherent style is created that can be easily distinguished and recognized as the "Inferno brand style". The heavy contrast between the black and the white and blue allows for us to emphasize certain elements of the site like headers or important texts.

# Typography

Fonts used in the brand design/website:

Avenir Next Condensed

Avenir Next

**BEBAS NEUE REGULAR**

*Avenir Next condensed Italic*

Oswald

*Oswald Italic*

The chosen fonts together create visual hierarchy. By using proportion with fonts f.e. because the “Bebas Neue Regular” font is very strong and bold this font will automatically be perceived as more important and will draw the eye. This is why most of the headings which have to draw your eye are created with this font. To ensure continuity we chose a Google Font that has the look and feel of Bebas Neue. It fits right into our visual hierarchy since it is a font family that sparks your attention. The fact that it differs a bit from Bebas Neue gives our website edge, which aligns perfectly with the vision of our brand. The content and less important aspects are used with different variations of the “Avenir” font. By using repetition in letting only these fonts appear on every page we create a coherence in our style. The hierarchy on the pages is established by making some fonts slightly bigger than others and by their own unique look where some are thicker than others.

# Textures

The textures in our website and brand design are really smooth. We are not using any kind of rough edges or wonky shapes. All design aspects are very tightly lined. Only the group picture on the about page uses a rougher texture as if our photo “jumps out of the frame”. We wanted to create a liable trustworthy service created by fun students. This is why we chose to use very tight shapes and a clear and clean layout. At the about page to show our target group (students and young individuals) that they can identify themselves with us.

## Patterns

Every page is structured and the same: First the Brand Logo and Navbar and after that the page title and page contents. Every Page is opened with the same size, color and font style page title. After that the page contents that follow are all presented in a unique yet similarly styled form to keep the visitor interested and on their feet. No matter the contents of the page at the bottom there is always a way to get in contact with us, either via social media or via our own contact system.

## Iconography

Iconography is really important for our brand's website. We target our services at young adults mainly consisting of Gen Z. Due to being constantly surrounded by digital innovations and media, Gen Z's attention spans are getting shorter, explaining their preference for video and images rather than text. They are the ultimate consumers of snack media. Hence why it is so important to include as many visual aspects as possible. We do this by using repetition with our logo on all of our pages, creating visually engaging headers, a carousel that moves at a fast pace, and many more visual engaging elements.

## How it connects to the target audience and brand

As mentioned before, our website uses different elements to cater our target audience, which is young adults/students, also known as Gen Z. Regarding our marketing plan, we have discovered that Gen Z struggles with housing, financials, and employment opportunities due to the consequences of previous generations. That is when our brand comes in place, because we provide services that allows our generation to thrive, which is a great representation of our brand!

We also see that our generation is using their mobile phones more often than their laptops or computer screens. That is why we made our website user-friendly for mobile phone by making it responsive for smaller screens. Furthermore, our generation makes highly informed decisions due to their digital savviness, which is why we tried to provide as much straight forward information and content as possible. For example, our testimonials page where the visitor can immediately get an idea of the provided service.

## **Purpose of Website**

The purpose of the website is to make our target audience want to use our services. Everything has been designed in order to create a connection between the visitor and our Brand. We do this by linking to our contact page or services page on several pages. This way we hope to ensure that our visitors will be able to navigate through our pages easily. As we are a serious service, we also want to invoke trust between the site visitors and our brand. This is why, even though we have a more contemporary design, we use a very clean and clear lay out with not too many distractions from what our services are really about.

## **User Testing**

To assess the target group's response to our website we performed some user testing. Because we were still in the process of perfecting some elements of the website, we had created a 1-minute video where you see the site, scroll through all the pages and click on links in the pages. This showcased the look of our site and how it functioned. Later a questionnaire was sent with specific questions about the functioning and look of our site. These filled in experience reports can be found later in this report. The average grade given by people for our overall website was an 8,1 which in our eyes is a good user experience for a first-time website and brand. However, the improvement suggestions we received most were about making the website a little bit more visual. More photo's or use of videos. Though this was a deliberate design choice explained before we would have to look into this in the future in order to generate the best visitor experience. Other remarks that were often made was that the site was a little bit too dark for some people. However, others mentioned they thought they really liked this style and that it differs us from other websites and brands which was one of our goals with the color choices. When looking to the future we believe that by adding more visual aspects to the website it will simultaneously get less "dark" solving both problems. Of course, in order to proof this further testing would be required. Another remark that was found repeatedly was that some people had trouble figuring out what our brand stands for. It took them a while scrolling through the pages to figure out so we should improve the homepage with better suited info for our brand. Other than this all feedback was pretty positive. Some points we got only positive feedback on is the functioning of the website and the navigation flow of the website. This is of course very important in order to keep people motivated to look through all your pages. Our users mentioned they never felt any trouble with this which is good to know.

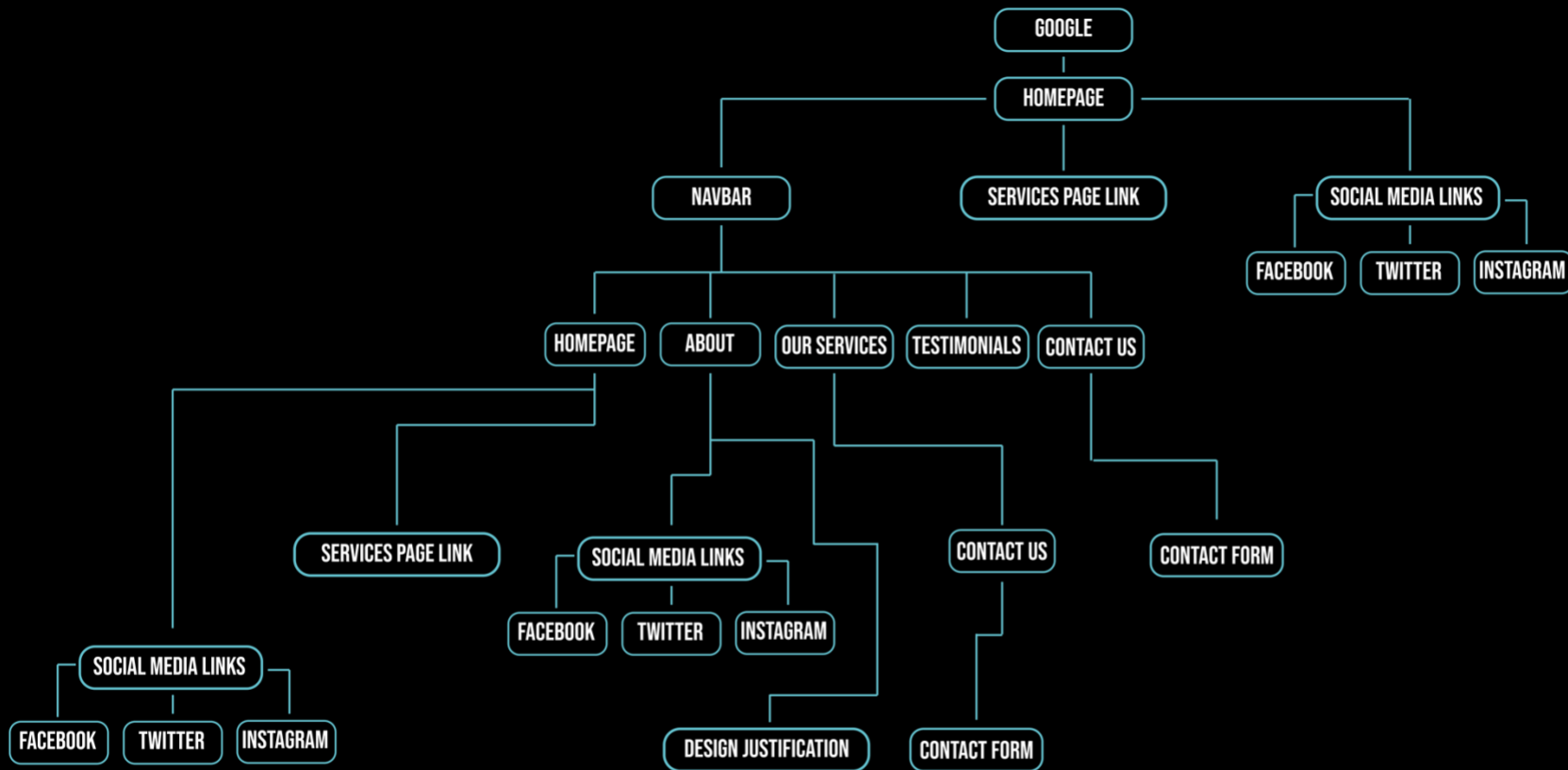
## **Main Learning Points**

Our main learning points are that a website is harder to create than one might think. Apart from this, our user testing was very insightful into the different tastes people have. Some people like a lighter site whilst others like a darker website. It is hard to make a decision about such matters because you can never please all your visitors. We therefore try to stay within our brand style as much as possible, yet also consider feedback received. We also learned that the homepage is really the most important page. It not only welcomes your visitor's but also should convey a message about what you are selling, your brand and should be visually appealing in order to keep visitor's attention. This is something we could definitely still improve in.

## **Future Planning**

- When looking at this feedback we would change the homepage to insert more visual cues in order to make it more appealing. We were thinking about using components such as a more visual slide show, photo's or videos to create this.
- We would have to add more information about the service we offer on the homepage in order to generate more positive feedback on understanding what our brand was about. This would have to be done in a visually appealing way, so we were thinking about adding a video as a header that plays from itself that explains what we do and who we are.
- Of course, we would continue to post on our social media pages to make our reach bigger and establish a more present media personality.
- When all these points are adjusted correctly in our website, we would conduct more user testing in order to generate intel on if this approach and our efforts had resulted in the desired effect.

## Flow Diagram with Navigation Structure



This diagram explains the journey with possible routes the site's visitor can take. Of course, the navigation bar is displayed on every page. Some pages, such as the homepage, use hyperlinks to guide the visitors to possible other information they would like to know after that page. The social media links direct the visitors directly to our company's Facebook, Twitter and Instagram page.

## Content of Pages

| HOMEPAGE   | ABOUT  | OUR SERVICES   | TESTIMONIALS  | CONTACT US  |
|--|--|--|---|---|
| <ul style="list-style-type: none"><li>- LOGO</li><li>- NAVBAR</li><li>- BRAND VALUES</li><li>- OUR MISSION</li><li>- UNIQUE COMPETENCIES (UVP)</li><li>-OUR SERVICES PAGE HYPERLINK</li><li>- SOCIAL MEDIA LINKS</li></ul> | <ul style="list-style-type: none"><li>- LOGO</li><li>- NAVBAR</li><li>- GROUP PHOTO</li><li>- TEXT EXPLAINING WHO WE ARE</li><li>- BRAND VISION</li><li>- LINK TO DESIGN JUSTIFICATION</li></ul> | <ul style="list-style-type: none"><li>- LOGO</li><li>- NAVBAR</li><li>- 3 DIFFERENT SUBSCRIPTIONS</li><li>- EXPLANATION OF SUBSCRIPTIONS</li><li>- LINK TO CONTACT PAGE</li><li>- IN TEXT INCORPORATED VALUE PROPOSITION</li></ul> | <ul style="list-style-type: none"><li>- LOGO</li><li>- NAVBAR</li><li>- 9 TESTIMONIALS</li><li>- 9 ROUNDED PERSON PHOTO'S</li><li>- DATE OF TESTIMONIAL</li></ul> | <ul style="list-style-type: none"><li>- LOGO</li><li>- NAVBAR</li><li>- MAP OF WHERE WE ARE</li><li>- CONTACT FORM</li><li>- SOCIAL MEDIA LINKS</li></ul> |

Each page has its own unique content and uses a responsive bootstrap grid. In this chart you can see what content each page will hold exactly.





## Experience Report Inferno

Name of site visitor: Lorena van Vliet  
Date: 22-04-2020  
Overall review (0/10): 8

### What did you think about the navigation on the site - Was it clear where to find what?

Clear guidance, very clear with all the options the site offers.

### Did the visuals of the website appeal to you?

Yes, I really like the black and white and especially the blue contrast, it maybe could have more images to make it more visual, so you really understand what the product is.

### Was it clear what the brand/company is about?

Mostly the brand was very clear, the product itself a little less. But the vision and mission were clearly visual.

### Were there any 'hiccups' in the functioning of the site whilst experiencing it?

No hiccups! A very smooth experience.

### Is there any aspect of the site you wish to see differently?

Maybe adding some more images/videos to make it more visual. But maybe you can combine some pages, A lot of pages are a sort of empty, like combining the about and contact page.

### Did you feel motivated to look through the different pages of the website?

Yes, very curious what each page holds because it looks very coherent.

## Experience Report Inferno

Name of site visitor: Martijn van Wuijtswinkel  
Date: 22 april 2020  
Overall review (0/10): 9

### What did you think about the navigation on the site - Was it clear where to find what?

All pages where very clearly labeled and made sense with the content of the page.

### Did the visuals of the website appeal to you?

Yeas, is was very clean looking and straightforward. Interesting design choices!

### Was it clear what the brand/company is about?

From the first look you immediate get to know what this brand does, without additional clicks, which was very nice.

### Were there any 'hiccups' in the functioning of the site whilst experiencing it?

Nope

### Is there any aspect of the site you wish to see differently?

Maybe make the first page a bit more visual, for example the brand logo and design bigger. However, Everything is there 😊

### Did you feel motivated to look through the different pages of the website?

Yes!

# Experience Reports

## Experience Report Inferno

Name of site visitor: Hristina Tsochevska  
Date: 22/04/2020  
Overall review (0/10): 10/10/2020

### What did you think about the navigation on the site - Was it clear where to find what?

I like the navigation menu. It was clear where to find what!

### Did the visuals of the website appeal to you?

Yes! I like the dark background and how you managed to present all the participants in the project!

### Was it clear what the brand/company is about?

The design is simple but at the same time interesting. I can understand what is the purpose of the website.

### Were there any 'hiccups' in the functioning of the site whilst experiencing it?

No, the website functions perfectly fine. I like the smooth transitions.

### Is there any aspect of the site you wish to see differently?

I would like to see more visuals – picture, maybe some quotes, something catchy.

### Did you feel motivated to look through the different pages of the website?

As mentioned above, I am missing only the visuals. It is good that you present all the participants in the project but you could add something more 🍷

## Experience Report Inferno

Name of site visitor: Annieka Smith  
Date: 22<sup>nd</sup> of April  
Overall review (0/10): 7,5/10

### What did you think about the navigation on the site - Was it clear where to find what?

- The navigation was clear. Clear links to the socials, and clear headers on every page.

### Did the visuals of the website appeal to you?

- Yes, they did. I would have liked to see an actual group picture and I think the site is a bit dark.

### Was it clear what the brand/company is about?

- Not at first notice, you need to have a better to look to see what the brand is actually about.

### Were there any 'hiccups' in the functioning of the site whilst experiencing it?

- No.

### Is there any aspect of the site you wish to see differently?

- I would use more visuals. I don't know what I think of the black background.

### Did you feel motivated to look through the different pages of the website?

- I think the main page is quite empty, this didn't particularly want to make me click through the rest.

## Experience Report Inferno

Name of site visitor: Alex van Leeuwen  
Date: 23-4-2020  
Overall review (0/10): 8

### What did you think about the navigation on the site - Was it clear where to find what?

- The navigation on the website is very clear, the only thing is that I don't know if you guys had names to your tabs like titles, I couldn't see them but I think that is because of safari.

### Did the visuals of the website appeal to you?

- Yes it was very sophisticated and minimalistic. I really like that.

### Was it clear what the brand/company is about?

- I think its is clear, when you land on the homepage you can immediately see what the company offers.

### Were there any 'hiccups' in the functioning of the site whilst experiencing it?

- Not really.

### Is there any aspect of the site you wish to see differently?

- Maybe in the navbar when you select a tab, that the tab colors differently, so when you visit the page the tab turns into another color.

### Did you feel motivated to look through the different pages of the website?

- Yes, because I really liked the design and was curious how it was applied to other pages.

## Experience Report Inferno

Name of site visitor: Sophie van Deelen  
Date: 23<sup>rd</sup> of April  
Overall review (0/10): 8

### What did you think about the navigation on the site - Was it clear where to find what?

- Yes, everything was clear and easy to find.

### Did the visuals of the website appeal to you?

- Yes, they are simple and clear which makes them very appealing

### Was it clear what the brand/company is about?

- Kind of, the slider/carrousel on the front page made clear what the brand/company's values are.

### Were there any 'hiccups' in the functioning of the site whilst experiencing it?

- No.

### Is there any aspect of the site you wish to see differently?

- It's very dark. Maybe add a little lighter aspects.

### Did you feel motivated to look through the different pages of the website?

- Yes, very much. The website was appealing to me.

## Experience Report Inferno

Name of site visitor: Bart Vranken  
Date: 21<sup>st</sup> April  
Overall review (0/10): 7/10

**What did you think about the navigation on the site - Was it clear where to find what?**  
- It was very obvious to me; everything was easy to find.

**Did the visuals of the website appeal to you?**  
- Yes, I like the design of the visuals on the website a lot.

**Was it clear what the brand/company is about?**  
- Yes, the main page made that clear to me.

**Were there any 'hiccups' in the functioning of the site whilst experiencing it?**  
- I didn't notice any.

**Is there any aspect of the site you wish to see differently?**  
- It was a bit darkish, maybe a little lighter design will make it more appealing!

**Did you feel motivated to look through the different pages of the website?**  
- Yes, I was curious to what more it had to offer.

## Experience Report Inferno

Name of site visitor: Angelique Hoekstra  
Date: 22 April  
Overall review (0/10): 8/10

**What did you think about the navigation on the site - Was it clear where to find what?**  
- Yes, it was very easy to find and was very clear to me.

**Did the visuals of the website appeal to you?**  
- Yes, I really like the colors mixed with the black background. This makes it really nice to look at.

**Was it clear what the brand/company is about?**  
- No, it wasn't very clear to me.

**Were there any 'hiccups' in the functioning of the site whilst experiencing it?**  
- I didn't notice any hiccups whilst visiting the website.

**Is there any aspect of the site you wish to see differently?**  
- No, maybe try to portray a bit better what the brand or company are all about.

**Did you feel motivated to look through the different pages of the website?**  
- Yes, the appealing look and feel of the website made me want to see more. s

## Experience Report Inferno

Name of site visitor: yanni vanzijderveld Paipai  
Date: 22/04/2020  
Overall review (0/10): 8/10

**What did you think about the navigation on the site - Was it clear where to find what?**

The layout was really clear and dynamic. There were nice margins and space between the elements that was nice on the eye. The navigation bars at the top were easy to see also.

**Did the visuals of the website appeal to you?**

Yes, I liked the slide effects of the headers, and the scroll down function of the page.

**Was it clear what the brand/company is about?**

The intro page had the quote which gave a brief overview but could have a little more, however the about page and package page gave a lot more information which was good.

**Were there any 'hiccups' in the functioning of the site whilst experiencing it?**

The social media icons at the bottom needed an extra click sometimes, but other than that everything worked fine 🍷

**Is there any aspect of the site you wish to see differently?**

Maybe some pictures on the homepage? Instead of just text.

**Did you feel motivated to look through the different pages of the website?**

Yes, I wanted to learn more about the brand and what is on the website.

## Experience Report Inferno

Name of site visitor: Eva-Nina Collignon  
Date: 23/04/2020  
Overall review (0/10): 8.5/10

**What did you think about the navigation on the site - Was it clear where to find what?**

Yes, it looks very clear

**Did the visuals of the website appeal to you?**

Yes, I like the dark theme and the blue contrast

**Was it clear what the brand/company is about?**

No, on the first glance this is not entirely clear

**Were there any 'hiccups' in the functioning of the site whilst experiencing it?**

I noticed that the field of 'premium' was longer than the other two blocks on the page.

**Is there any aspect of the site you wish to see differently?**

I think the homepage is a little empty. It does seem mysterious, but I honestly don't know much about the brand by just looking at the home page.

**Did you feel motivated to look through the different pages of the website?**

Yes, all the pages look different.

## Experience Report Inferno

Name of site visitor: Dennis den Boef  
Date: 22/04/2020  
Overall review (0/10): 8.5

**What did you think about the navigation on the site - Was it clear where to find what?**

Yes, it was very clear.

**Did the visuals of the website appeal to you?**

Yeah the blue black contrast really stands out when you compare it to other websites.

**Was it clear what the brand/company is about?**

The information on the front page was a bit short but enough to get the general idea.

**Were there any 'hiccups' in the functioning of the site whilst experiencing it?**

No the experience was super smooth.

**Is there any aspect of the site you wish to see differently?**

The premium options height was different from the other options I'd like to see it even.

**Did you feel motivated to look through the different pages of the website?**

Yes, the black blue contrast was a big motivator for me.

## Experience Report Inferno

Name of site visitor: Pascal de Bruijn  
Date: 22/04/2020  
Overall review (0/10): 7,5

**What did you think about the navigation on the site - Was it clear where to find what?**

Navigation was easy with the taskbar at the top and multiple links on the homescreen redirecting to the corresponding tab.

**Did the visuals of the website appeal to you?**

The website was a bit too dark for my taste

**Was it clear what the brand/company is about?**

Except for one sentence on the home screen it was not entirely made clear what the site is about

**Were there any 'hiccups' in the functioning of the site whilst experiencing it?**

The website ran smoothly.

**Is there any aspect of the site you wish to see differently?**

Make the website a bit lighter of color and make it directly clear what the site is about

**Did you feel motivated to look through the different pages of the website?**

Yes the website was smooth and easy to use

## EXPERIENCE REPORT INFERNO

Name of site visitor: Chee-Lok Wong  
Date: 22/4/2020  
Overall review (0/10): 7

**What did you think about the navigation on the site - Was it clear where to find what?**

Yes, I could find everything very easily!

**Did the visuals of the website appeal to you?**

I didn't really like the visuals as it is not my style, but I do believe that it represents the brands.

**Was it clear what the brand/company is about?**

Yes, it was very clear what the brand/company is about, because of the information stated on the homepage

**Were there any 'hiccups' in the functioning of the site whilst experiencing it?**

No, I did not experience any struggles while using the website

**Is there any aspect of the site you wish to see differently?**

No, I think that the website is very clear in what it represents and informative. Furthermore, the brand's identity comes through very clearly.

**Did you feel motivated to look through the different pages of the website?**

I wouldn't say motivated as I usually go through all the pages by myself. However, I do have to say that, due to the blue/cyaan-ish colour, it did urk me to click on it quicker as it stands out from the rest of the page.

## Experience Report Inferno

Name of site visitor: Mitchell Hulshoff  
Date: 22<sup>nd</sup> April  
Overall review (0/10): 9/10

**What did you think about the navigation on the site - Was it clear where to find what?**  
- It was all very clear to me.

**Did the visuals of the website appeal to you?**

- I thought the visuals of the website looked very appealing I really liked how the blue mixes with the black background.

**Was it clear what the brand/company is about?**

- It did take me a bit longer to figure it out. But once I figured it was clear to me.

**Were there any 'hiccups' in the functioning of the site whilst experiencing it?**

- No, not that I know of.

**Is there any aspect of the site you wish to see differently?**

- Even though the visuals were very nice, I would have liked to see a bit more of them. Especially on the home page.

**Did you feel motivated to look through the different pages of the website?**

- Yes, I was very curious to what more the site had to offer. The main page was a bit empty though, if this would have been a bit more filled up with cool visuals it would have made the rest more appealing.

## EXPERIENCE REPORT INFERNO

Name of site visitor: Hillewies Zhang  
Date: 23/4/2020  
Overall review (0/10): 8.5

**What did you think about the navigation on the site - Was it clear where to find what?**

I really like the light blue color of the page names, and it was very easy to find everything as the names clearly states what can be found on the pages.

**Did the visuals of the website appeal to you?**

Yes, I really like how the website looks! It's very modern and stylish, as well as very intriguing.

**Was it clear what the brand/company is about?**

Yes, I could understand as the homepage actually delivered all the information that showcases the brand's identity. Although, it wasn't very clear to me what the brand provided. Like I could find that they provide service packages, but I find it very hard to organize my mind around what exactly differentiates one package from the other.

**Were there any 'hiccups' in the functioning of the site whilst experiencing it?**

No, everything ran smoothly!

**Is there any aspect of the site you wish to see differently?**

Yes, as mentioned before, I would have liked to see or know in an instance what differentiates one package of service from the other.

**Did you feel motivated to look through the different pages of the website?**

Yes, I was. The website looked very interesting with the sliding pictures in the homepage, but also the testimonials, because I would also like to know what other people are saying. However, I do would've liked to see the testimonials on the homepage where I can immediately get an idea of what others think of the provided services and if it's worth my time to look at it and pay for it.