**DOCUMENTATION FOR E-LEARNING COMPANY WEBSITE DESIGN**

**Design Decisions:**

1. **Simple and Minimalistic Layout**: The design features a clean and minimalistic layout, which helps to focus the user's attention on the content. The use of ample whitespace and a simple grid system creates a sense of calmness and makes it easy to navigate.
2. **Hero Section**: The hero section is designed to grab the user's attention with a high-quality background image. This section sets the tone for the rest of the website and encourages users to explore further.
3. **Card-based Layout**: The use of card-based layout for the features section creates a sense of organization and makes it easy to scan through the content. Each card has a clear heading and description making it easy for users to understand the benefits of each feature.
4. **Typography**: The typography is clean and modern, with a clear hierarchy of headings and paragraphs. The use of a sans-serif font (Open Sans) creates a sense of professionalism and makes the content easy to read.

**Colour Choices:**

1. **Primary Colour**: The primary colour used is a deep blue (#212121), which creates a sense of trust and professionalism. This colour is used for the hero section, CTAs, and accents throughout the website.
2. **Secondary Colour**: The secondary colour used is a bright orange (#FFC107), which adds a touch of playfulness and energy to the design. This colour is used for hover effects, icons, and highlights.
3. **Background Colour**: The background colour used is a light gray (#F7F7F7), which creates a sense of neutrality and makes the content stand out.

**Interactions:**

1. **Hover Effects**: The hover effects on the icons add a sense of interactivity and provide visual feedback to the user.
2. **Scrolling Animations**: The scrolling animations on the hero section and features section create a sense of dynamism and make the content more engaging.
3. **Responsive Design**: The website is fully responsive, which means it adapts to different screen sizes and devices. This ensures that the user experience is consistent across different devices.

**How the Design Enhances the Overall User Experience:**

1. **Clear Hierarchy**: The design creates a clear hierarchy of content, making it easy for users to understand the structure of the website and find what they're looking for.
2. **Visual Interest**: The use of high-quality images, icons, and animations creates visual interest and makes the content more engaging.
3. **Easy Navigation**: The simple and intuitive navigation makes it easy for users to move around the website and find what they're looking for.
4. **Emotional Connection**: The design creates an emotional connection with the user by using a deep blue color, which evokes feelings of trust and professionalism.