

CREATING A RESPONSIVE LANDING PAGE USING FIGMA TOOL!!

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OUTLINE

- Agenda of the Landing Page 🎯
- Research and Competitive Analysis 🧐
- Quick Wireframing 📄
- Setting up for Visual Design 🧐
- Text Styles 🌐
- Colour Styles 🎨
- Grids 🕸
- Visual Design 🦄
- Result
- Conclusion
- Future Scope
- References

AGENDA OF THE LANDING PAGE

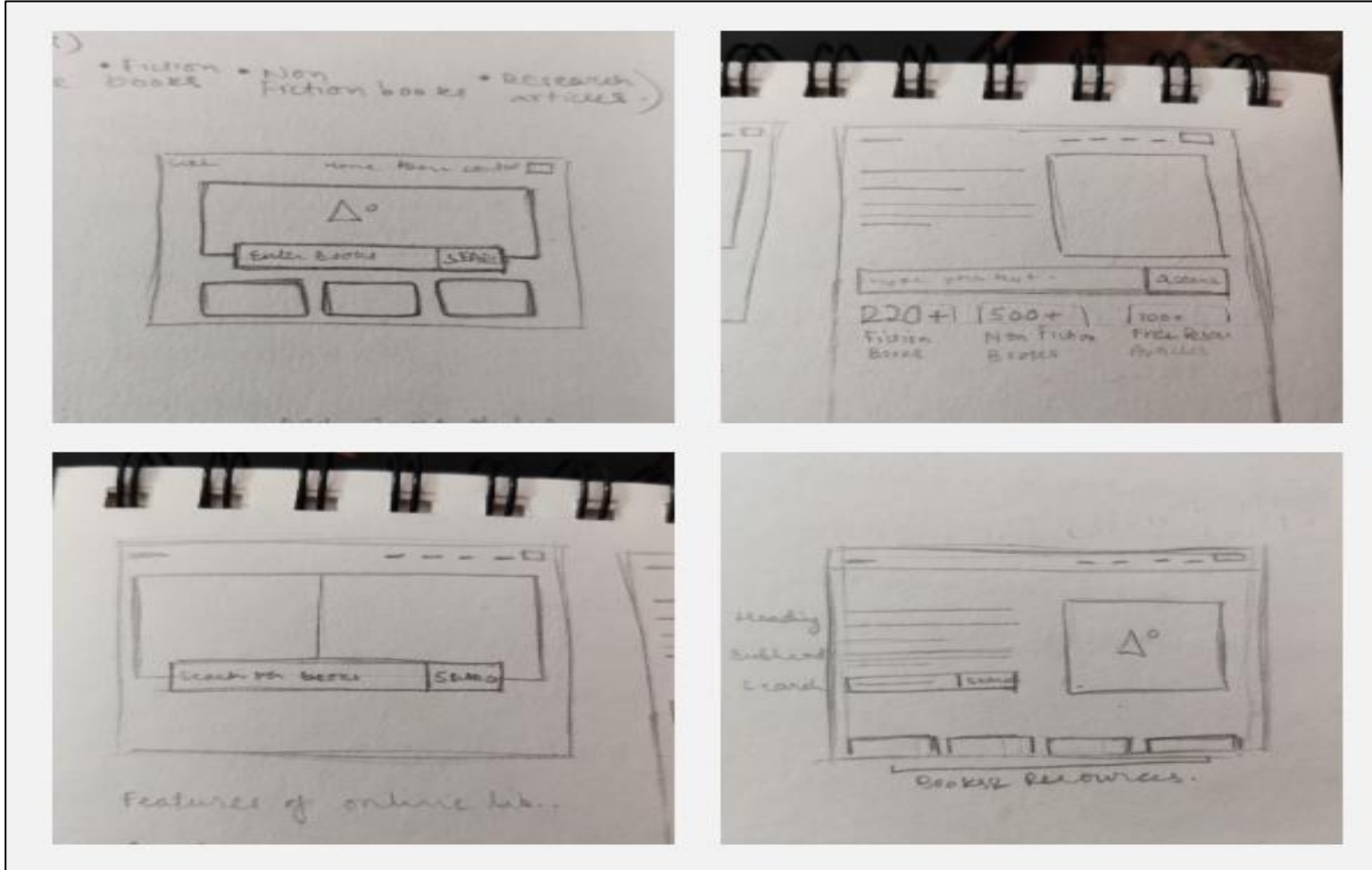
- 1.Creating Awareness:** Creating Awareness about the new platform.
- 2.Building Trust:** Presenting the website in a way that it comes out as **helpful, engaging, and reliable** for the users.
- 3.Conversion:** Get users to **Sign-up** once they find the website helpful and reliable.

RESEARCH AND COMPETITIVE ANALYSIS 🧐

Some key points from my observation were:

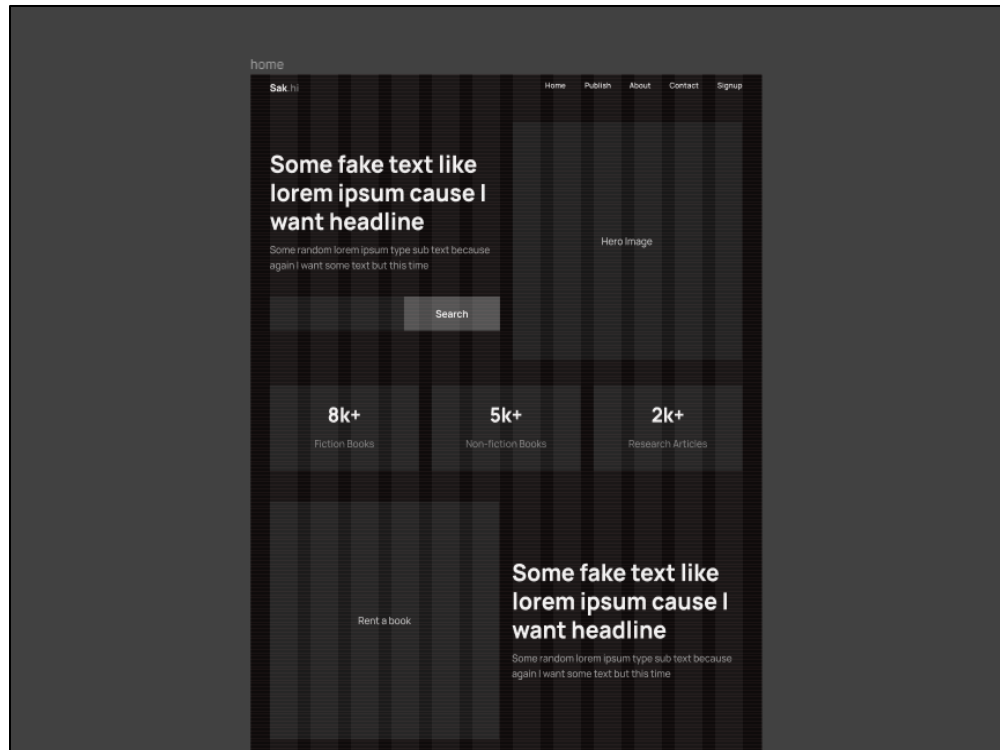
- 1.No clear CTA:** Websites lacked clarity of what is supposed to be done by the users.
- 2.Lack of Communication:** It almost felt like I was abandoned by the website to figure out what is supposed to be done because there was a strong lack of communication.
- 3.Visually Unappealing:** Most of the platforms appeared dull and lacked simple yet strong Visual language.

QUICK WIREFRAMING

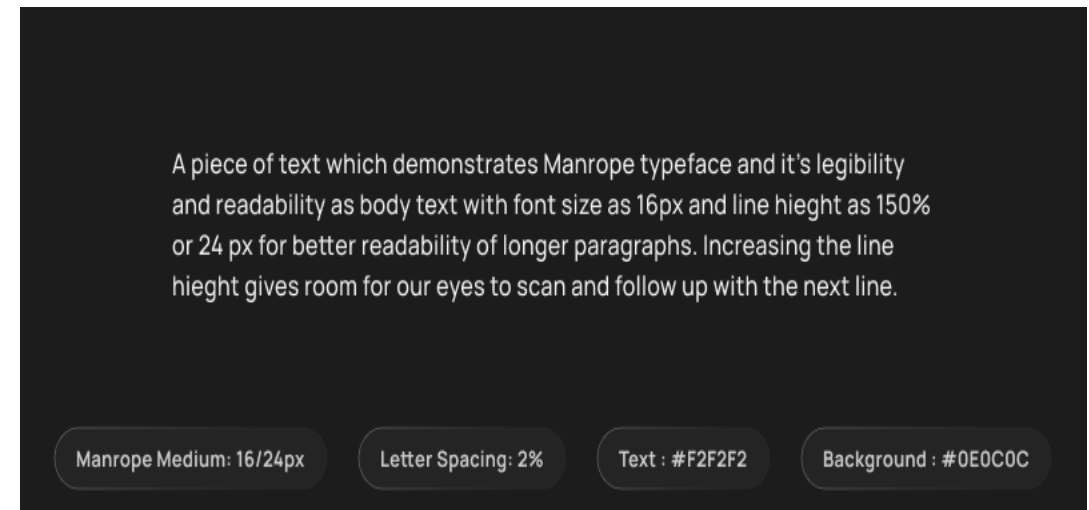


Paper Sketches exploring different layouts

SETTING UP FOR VISUAL DESIGN 🤪



The basic structure of the Landing Page in Figma



Body Text

TEXT STYLES



Heading 1 - 56px

Heading 2 - 48px

Heading 3 - 40px

Heading 4 - 32px

Heading 5 - 24px

Heading 6 - 20px

Small Heading 1 - 32px

Small Heading 2 - 28px

Small Heading 3 - 24px

Small Heading 4 - 22px

Small Heading 5 - 20px

Small Heading 6 - 18px

Heading 1 - 56px

Heading 2 - 48px

Heading 3 - 40px

Heading 4 - 32px

Heading 5 - 24px

Heading 6 - 20px

Small Heading 1 - 32px

Small Heading 2 - 28px

Small Heading 3 - 24px

Small Heading 4 - 22px

Small Heading 5 - 20px

Small Heading 6 - 18px

Body 1 - 18px

Body 2 - 16px

Body 3 - 14px

Body 4 - 13px

Body 1 - 18px

Body 2 - 16px

Body 3 - 14px

Body 4 - 13px

Nav Item 1 - 18px

Nav Item 2 - 16px

Small Body 1 - 16px

Small Body 2 - 14px

Small Body 3 - 13px

Small Body 4 - 12px

Small Body 1 - 16px

Small Body 2 - 14px

Small Body 3 - 13px

Small Body 4 - 12px

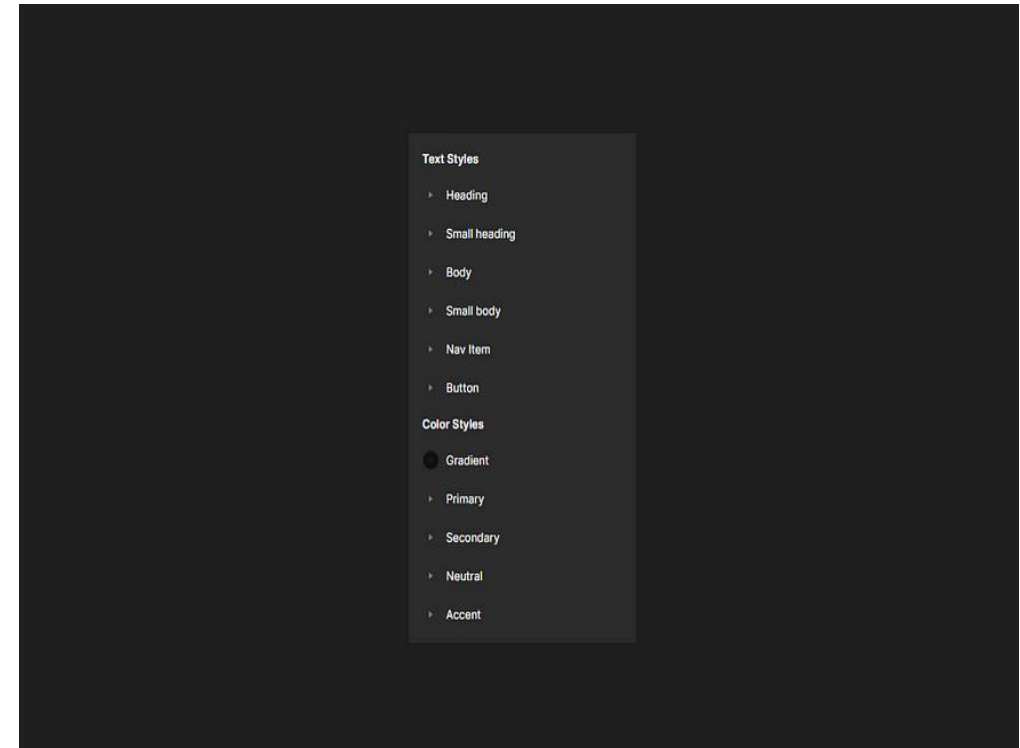
Headings and Small headings with different font weights

Varying Body text weights and sizes

COLOUR STYLES

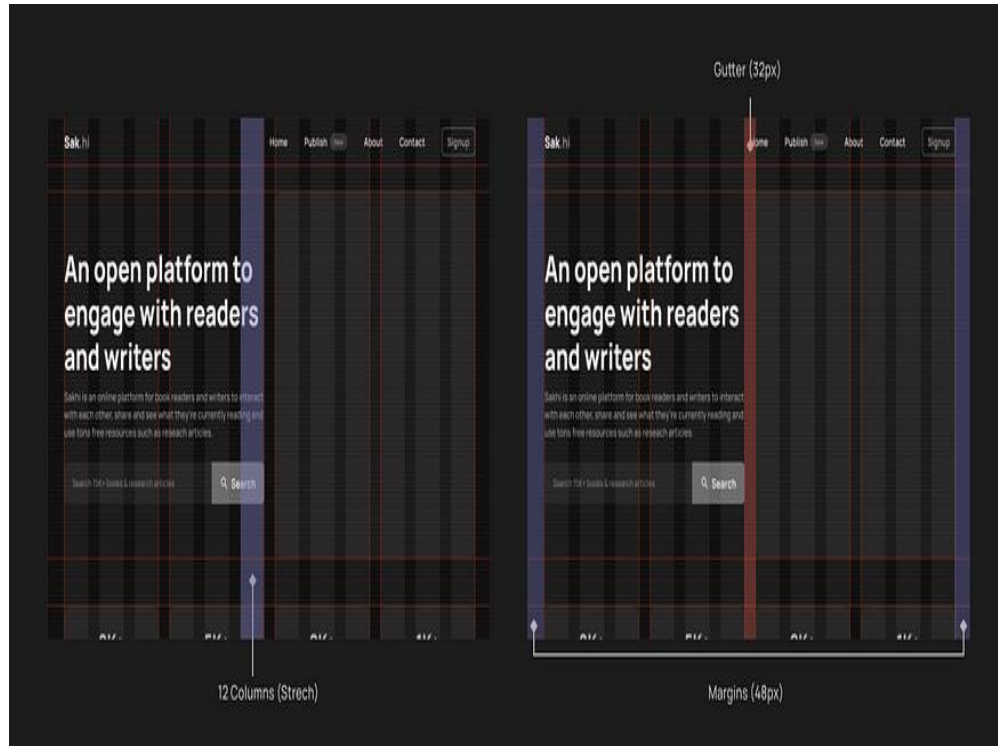


Tints and shades for each category of Colors

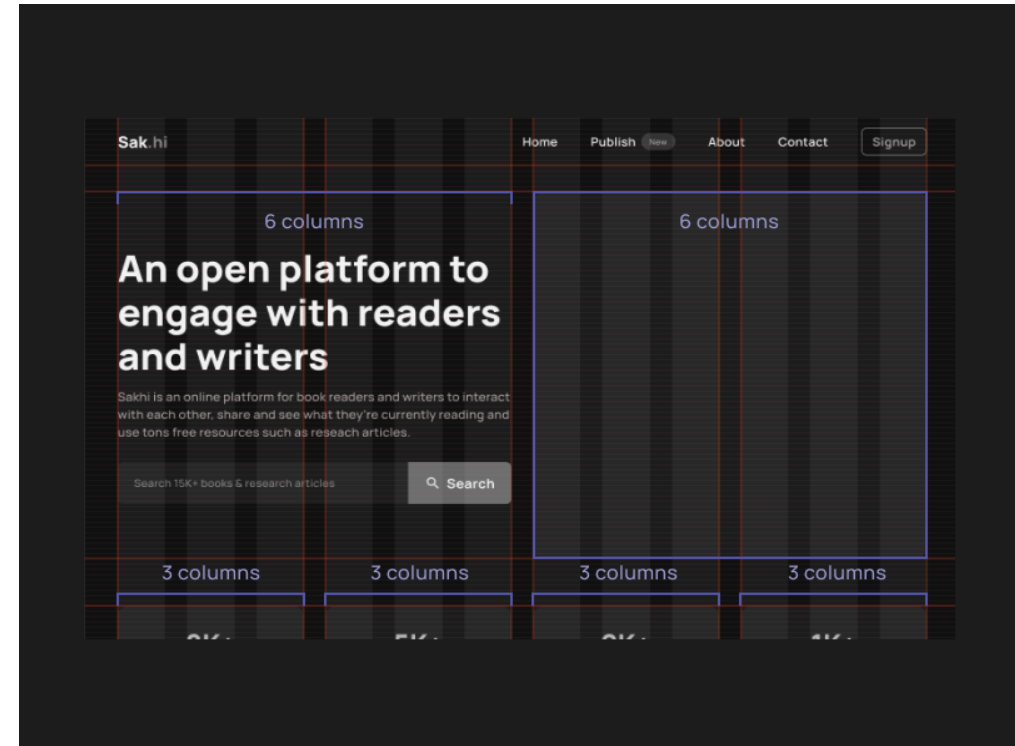


Text and Colour Styles

GRIDS

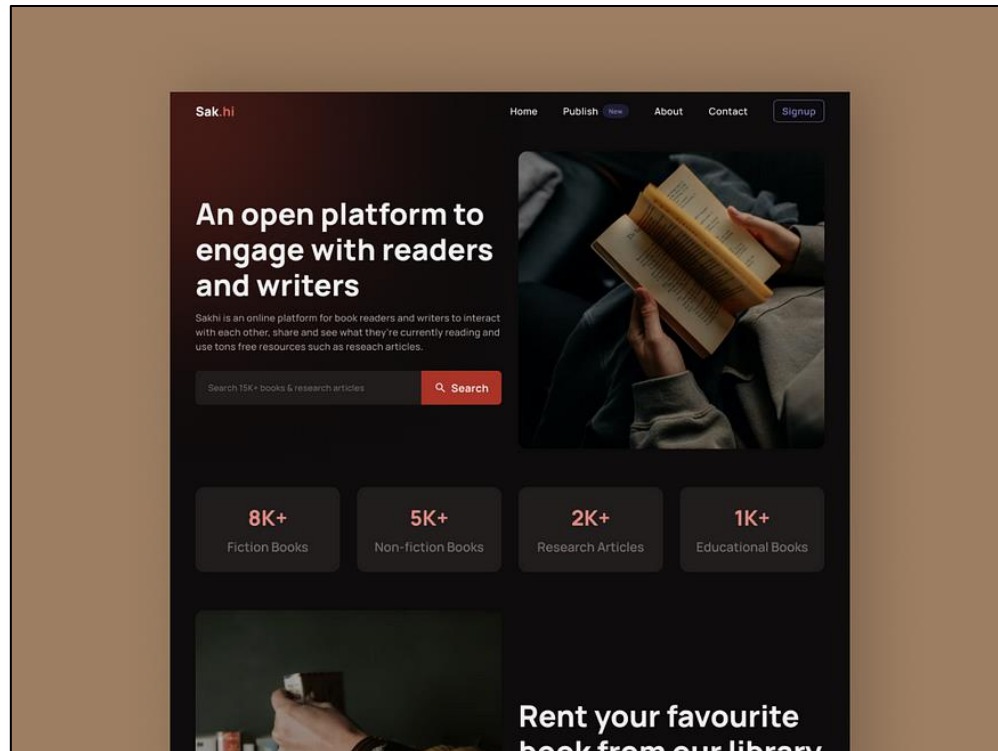


Column Grid Layout

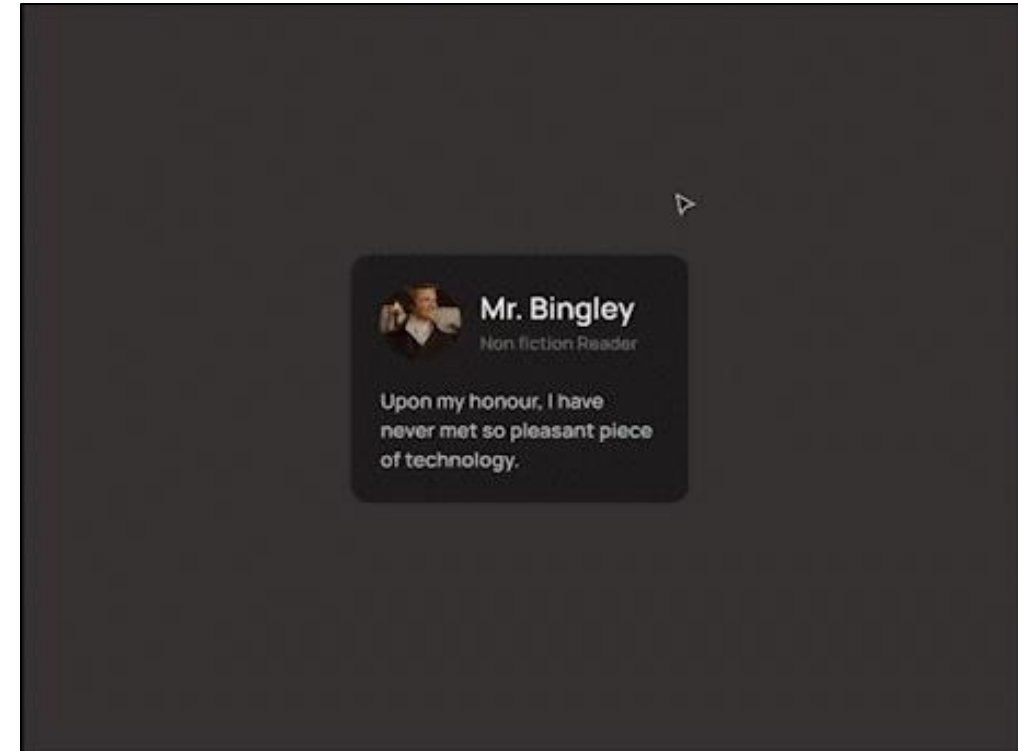


Hero Section Grid Layout

VISUAL DESIGN

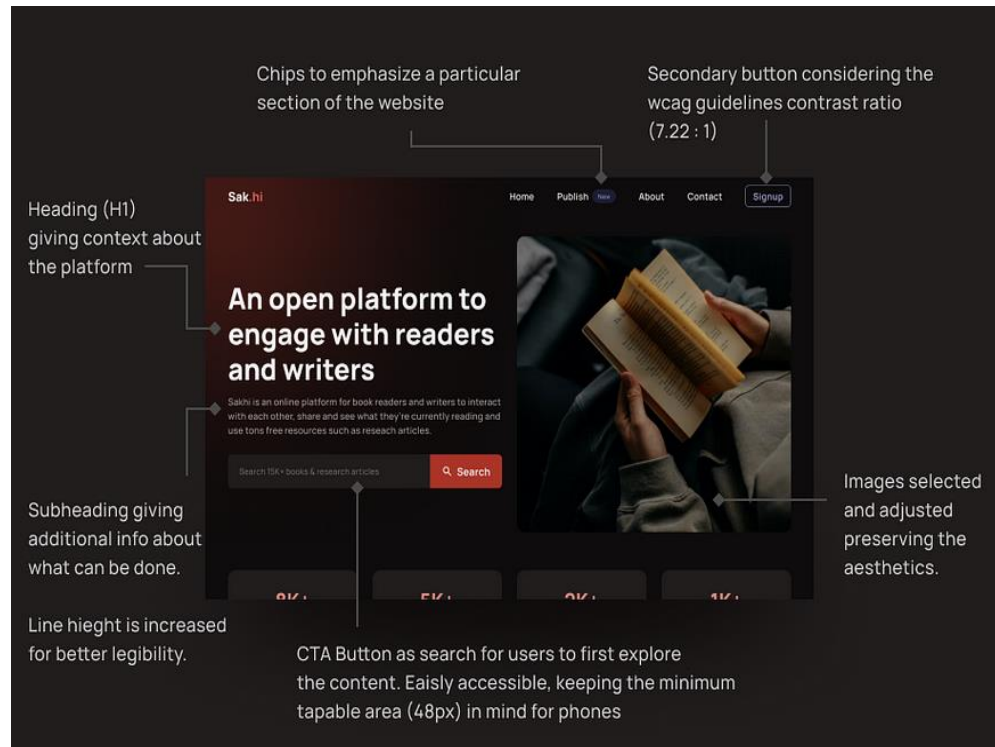


Hero Section

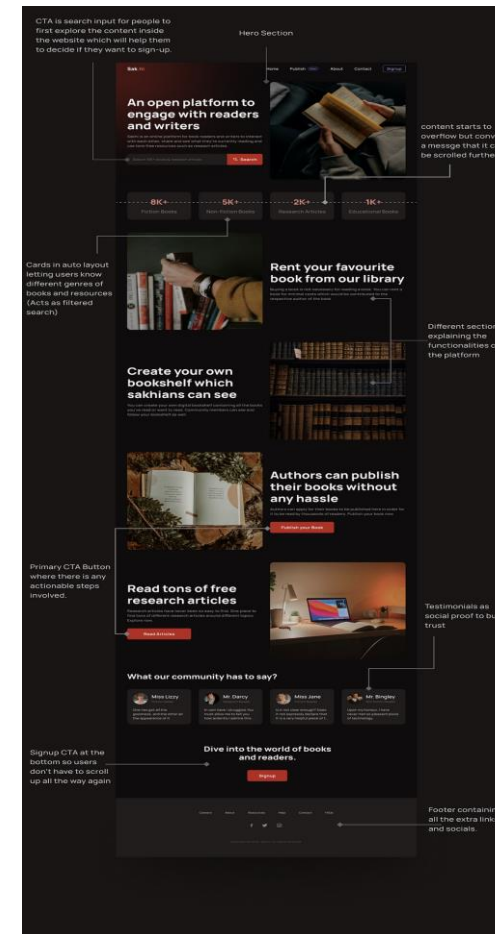


Responsiveness of a component

VISUAL DESIGN

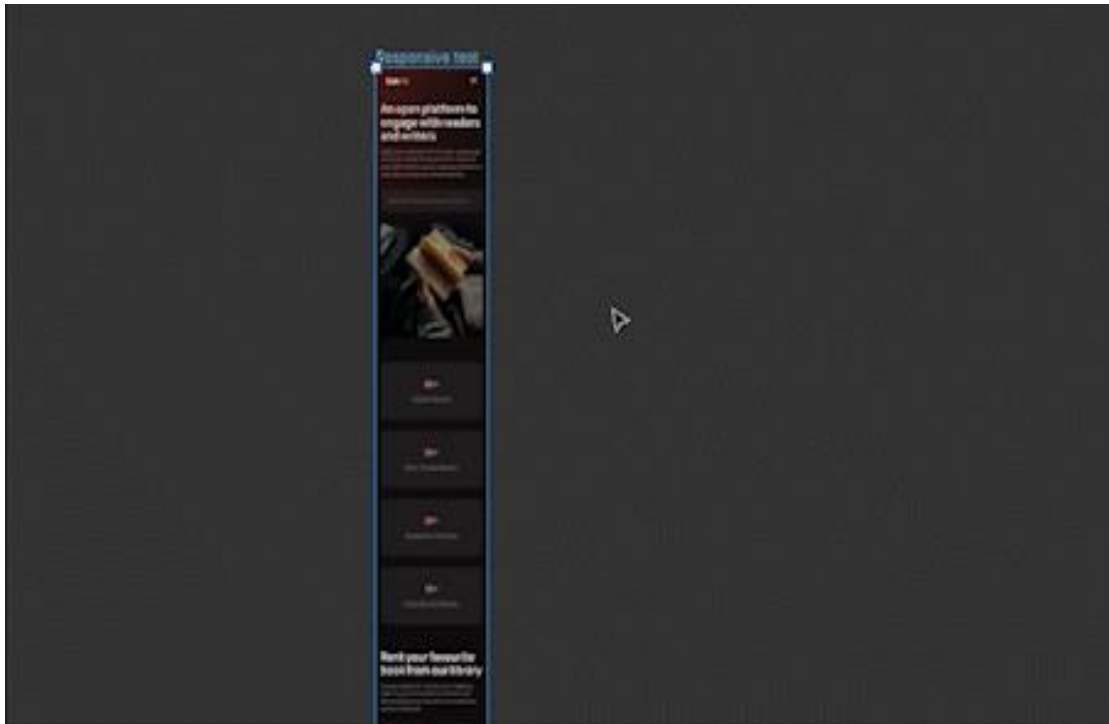


Hero Section Explained

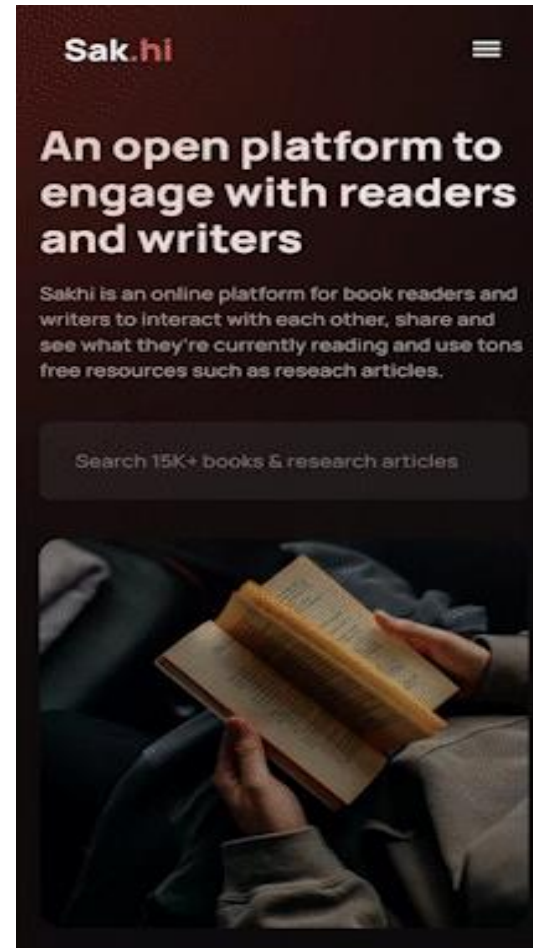


Full Landing page

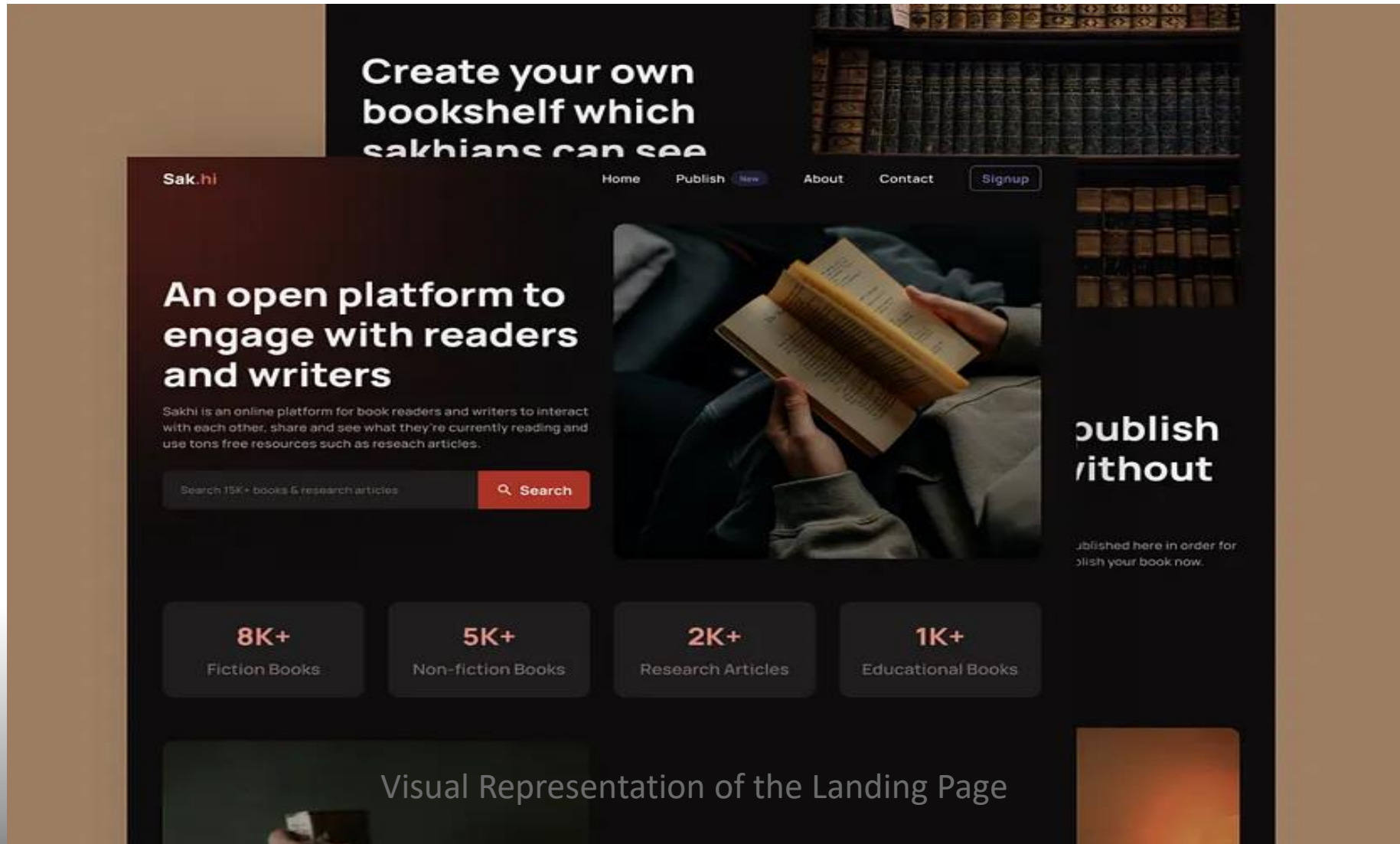
RESULT



Design responding to different breakpoints



Mobile View



Visual Representation of the Landing Page

RESULT

CONCLUSION

- 1.Responsive Design (Designing for different break-points)
- 2.The call to action should be clear for users to know what is expected from them and what are the secondary options
- 3.Keeping the copy easy to understand
- 4.Power and use of Auto-layout, constraints, and resizing features in Figma
- 5.Efficient use of Text and Color Styles

Thank you for reading 🤝 If you liked my case study then **you can let me know by giving some claps** 🖐️ (claps are good for confidence 🧐) or by commenting 💬

Also **do let me know if you didn't like anything** or if anything could be improved, or just **any general feedback for me is very much welcomed** 📧

You can connect with me on [Twitter](#), or [Linked-in](#), or can mail me at: **piyushux@gmail.com** for work-related opportunities. **Thank you :)**

REFERENCES

- <https://www.figma.com/proto/43ajrYhrB2NRKXFPUGe8xi/Responsive-Page?node-id=0-1&t=8Dmq08Acf0GJmUFL-1>



THANK YOU