

Design Process

I began the process by researching some possible ideas and by sketching the first wireframes. I wanted to design mobile first, and grow the content (and adapt the layout) to suit larger screens.

Once I had the sketch ready, I redone all the wireframes (and included the tablet design) in an online programme to give me more clean design to base my mock up on. I was also able to better consider different layouts.

Once the wireframes were ready, I started to build the mock up in Photoshop. I based the colour theme on the picture I wanted to use as the hero image (below) and chose two that offered me good contrast, plus one to use as a complementary one used to highlight few features, as the links for the blog articles.



The two font styles I selected are quite similar in style and simple in design. I have used a lot of strong and colourful pictures and for that reason I did not want to overpower the user with heavy or highly stylized font.

Also, due to the characteristic of the business I designed the web page for, I wanted the company information to be easily accessible. I tried to keep the content inspirational with heavy focus on the actual subject. The more business minded message in the footer, so it is available at all times.