

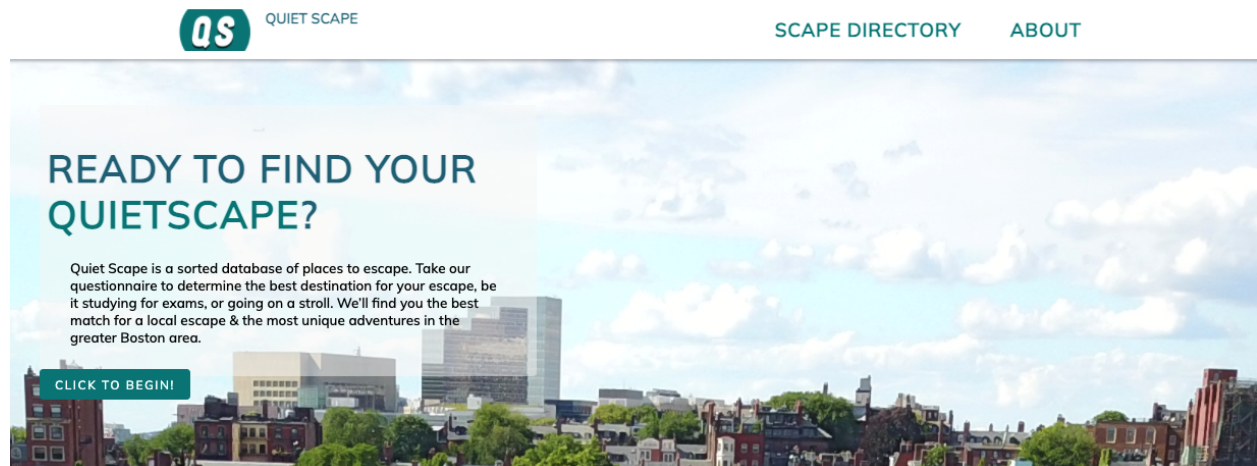
STYLE GUIDE

Design structure:

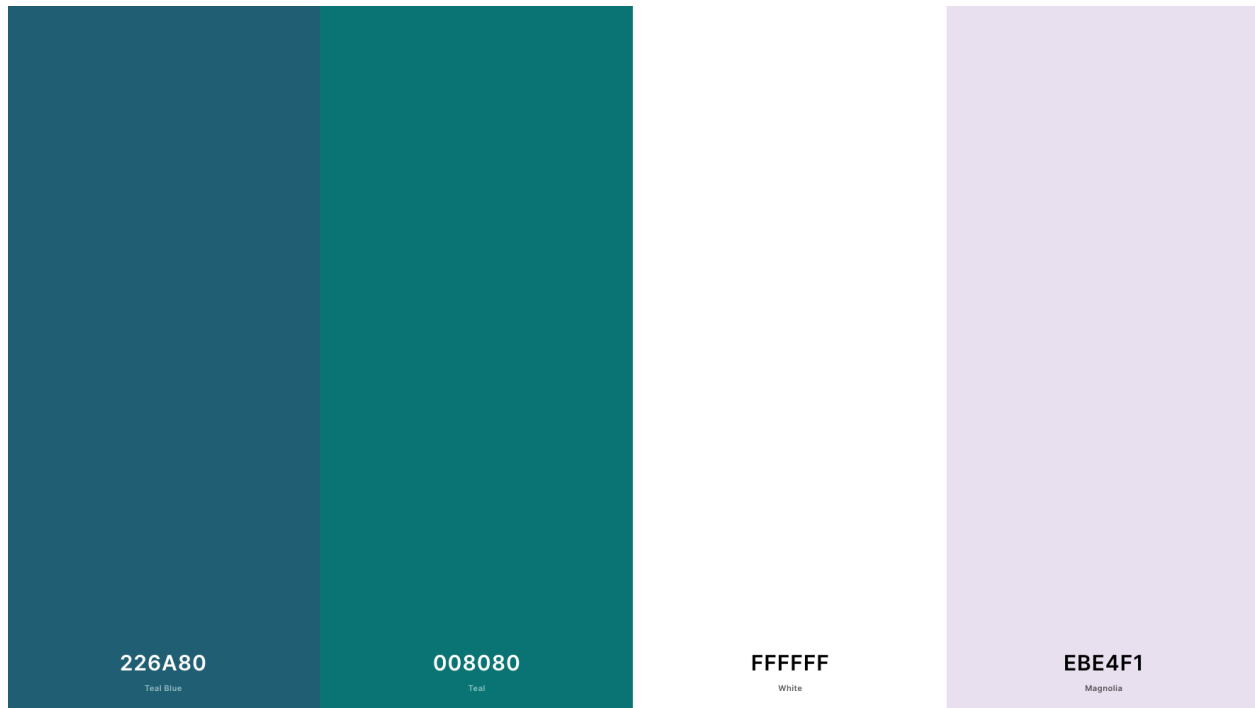
The structure of this homepage starts off with a landing page in which the user is greeted with what Quiet Scape is and a button to dive right into the questionnaire. We decided to do this because we want the user to have a sense of why they are taking the quiz and for them to get to know the company values a little more.

Then we enter the quiz, which only has 6 questions, to help gauge which recommendation is best for them. We decided only on 6 because we wanted a variety but didn't want the user to feel overwhelmed with unnecessary questions. This questionnaire will be in the middle and simply integrated into our quiz page.

At the end of the quiz, the user will get the best recommendation as a picture (credits to unsplash.com) of the recommendation will be projected below the questionnaire.



Colors:



As a team we decided that it would be best that we add more colors than basic earthy tones. We realized we are not a sustainable, naturalistic company and so we added some unique colors like the different shades of teal you see above.

We specifically choose teal because it has the same feel of tranquility and calmness that we want our users to feel when they decide on which activity to do. Typically trying to find unique locations for whatever activity you desire is stressful and people tend to overthink as they end up weighing too many options. As a result, we wanted to boost our user with not only the simplicity of design but also the calm aesthetic to provide them the best experience possible.

At the end, we also added different shades of white and grey to maintain a clean look to again seem more modern and friendly.

Fonts:



We found the font style during our wireframing period and fell in love with the mundane but yet professional look of Mulish. Instead of using the traditional san-serif we decided to use a more elevated san serif, which in our opinion was Mulish. We utilized the bolder versions for headers and h1, h2, and h3 headings while keeping the h4, h5, and p all relatively light and normal weight. Mulish was fun to play with because both the extra bold and extra light variations didn't offer too much contrast so it was a subtle touch we decided to keep consistent throughout the whole web design.

Navigation:

[SCAPE DIRECTORY](#) [ABOUT](#)

We decided to not implement a navigation menu for the sake of simplicity (but really it was time...) What we have in the navigation aspect of the header is just a directory to store all our images and also an about page to link all the documentation we did throughout the whole process. To get back to the intro landing page, the logo on the top left is a button that lets you restart the quiz.

Buttons:



Again due to simplicity (aka lack of time), our team decided to utilize a combination of older style buttons with newer ones that best fit our colors and font styles. We used radio buttons with the ability to hit the label instead of the small circle for ease. The other two buttons are pretty responsive and as a team, our favorite one would have to be the landing page button which is displayed in the middle.