FOUNDIT HOMEPAGE

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Deliverable 1: High-Fidelity Design Mockup

For the high-fidelity design mockup of the homepage, I have created two versions: one for desktop (1280x832px resolution) and one for mobile (360x800px resolution). These designs incorporate the company's branding elements, including the *purple* colour scheme.

Deliverable 2 & 3: Explanation of Design Choices and How my design meets the requirements:

- *Design Choices and Rationale*
  I have taken a simplistic approach to creating the home pages. Brightly visible buttons and separate sections for graphic components backed up with a responsive layout to provide a consistent and optimized experience across desktop and mobile devices. This ensures that users can easily navigate and interact with the website regardless of the device they are using.

  Branding Elements
- The company's branding elements, including the logo and colour scheme, were incorporated into the design to maintain brand consistency and create a cohesive visual identity. The colour palette was carefully selected to evoke a sense of professionalism, trust, and energy.

- *Clear Calls to Action*
  Throughout the design, clear and prominent CTAs were strategically placed to guide users towards essential actions, such as exploring job listings or submitting their resumes. These CTAs are designed to stand out and encourage engagement, driving users to take the desired actions.

  Readability and Accessibility
- The design prioritizes readability and accessibility to ensure that users can easily consume and understand the content. Careful attention was paid to typography, ensuring appropriate font sizes, contrast ratios, and line spacing. The colour choices and use of whitespace contribute to a clean and legible design.

- *Original and Innovative Design*
  My design showcases creativity and innovation by using visually appealing images, icons, and layout arrangements. It aims to differentiate the homepage from competitors and create a memorable user experience.

Deliverable 4: Used the Content on the current homepage as placeholders.

All FIGMA Links:
Desktop Homepage Figma Link: https://www.figma.com/file/fqfEWDoq0LHxuYFEQFX3KW/Foundit-Desktop-Homepage?type=design&node-id=0%3A1&t=kPBvbSTIt1IrqnFm-1

Mobile Homepage Figma Link: https://www.figma.com/file/bSbYWYZqBmJRJlII4qRzGC/Foundit-Mobile-Homepage?type=design&node-id=0%3A1&t=Mvwzh41EgBUEWTYg-1

Desktop + Mobile Figma Links: https://www.figma.com/file/NEI9O7VIWhQMfhgim7qjEa/Foundit-Desktop-%2B-Mobile-Homepages?type=design&node-id=0%3A1&t=Ue5FI0ISLljBbYp6-1