



NORTHERN LIGHTS' HUNTER application

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Company name: **Northern Enough**

Digital service concept: **Northern Lights Hunter**

Innovative and unique app providing necessary conditions about:

- weather,
- KP index,
- solar activity, all in accordance to location and travel date,
- a “to plan” function - the user can book flights, accommodation and check for places to visit.



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Our app is designed specifically for travelers from all over the world who want to explore the natural phenomenon of Aurora Borealis, even if they are experienced hunters or planning to travel for the first time. The users have the chance to share their experiences, photos, stories or even inspire each other within our community.

Visual Identity:

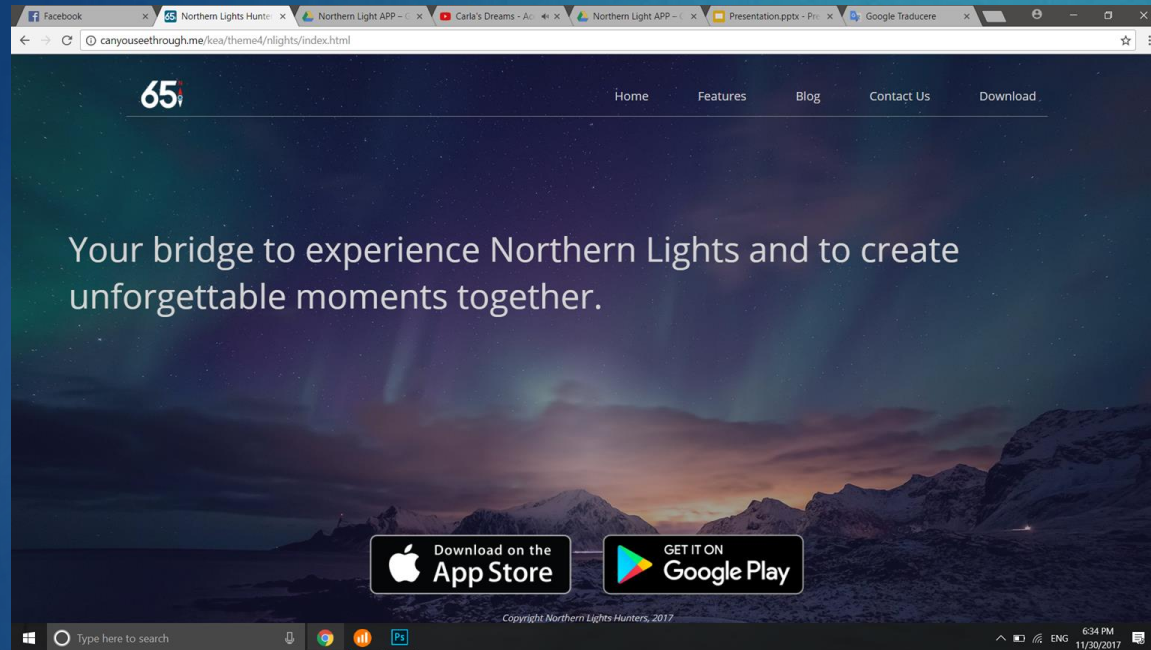


Logo: **65 degrees Northern Latitude**, the starting point of the *subpolar climat*, the only climat with the visibility of the Northern Lights, followed by a compass, representing the *guidance* during the journey.

Colours: specific to the places with this natural phenomenon. Both the website and the app are made using **dark cold colours**. Another important choice for those dark colours where for the app, because the **eye-sight** of the travelers will be adjusted to the **night's darkness**, and therefore we do **not** want them to have a **fully bright app** in front of their eyes, which **could alterate** their night vision and therefore affect their experience.



The users will easily find what about our app is about, from the App Store or Google Play. Also, by visiting our website they can see the features and the blog, getting a right image about our product.



Made in a simple and modern way, the responsive website is easy to read and to use.

The users can access the features page to get a better view about the app, or take a look on the blog to learn about the Northern Light's hunter's community.



Take a look at the website

<http://canyouseethrough.me/kea/theme4/nlights/index.html>

Let's talk a little bit about what is behind the code.

```
<div id="div1" class="cursor"></div>
<header>

<label for="toggle">&#9776;</label>
<input type="checkbox" id="toggle">
<a href="index.html"></a>
<nav>

  <ul class="menu">
    <li><a href="index.html">Home</a></li>
    <li><a href="features.html">Features</a></li>
    <li><a href="#">Blog</a></li>
    <li><a href="contact.html">Contact Us</a></li>
    <li id="downloadPadding"><a href="#">Download</a></li>
  </ul>

</nav>

</header>

<article class="articleFirst">
<p>Your bridge to experience Northern Lights and to create unforgettable moments together.</p>

</article>

<footer>


  <div id="copyright"> <i>Copyright Northern Lights Hunters, 2017</i></div>
</footer>

</main>
```

You don't need a lot of knowledge to create your company website.

You need just an innovative idea

```
1
2 ▼ * {
3     box-sizing: border-box;
4     margin: 0;
5     padding: 0;
6 }
7 /*-----GRID-----*/
8
9 ▼ body {
10     display: grid;
11     grid-template-columns: auto;
12     grid-template-areas: "hd nav"
13                          "art art"
14                          "ft ft";
15 }
16
17
18 ▼ header {
19     grid-area: hd;
20 }
21
22 ▼ nav {
23     grid-area: nav;
24 }
25
26 ▼ article {
27     grid-area: art;
28 }
29
30 ▼ footer {
31     grid-area: ft;
32 }
33
34
35
36 /*-----*/
37
```

The whole website is built on grid in order to be responsive and to make the job easier for everyone.

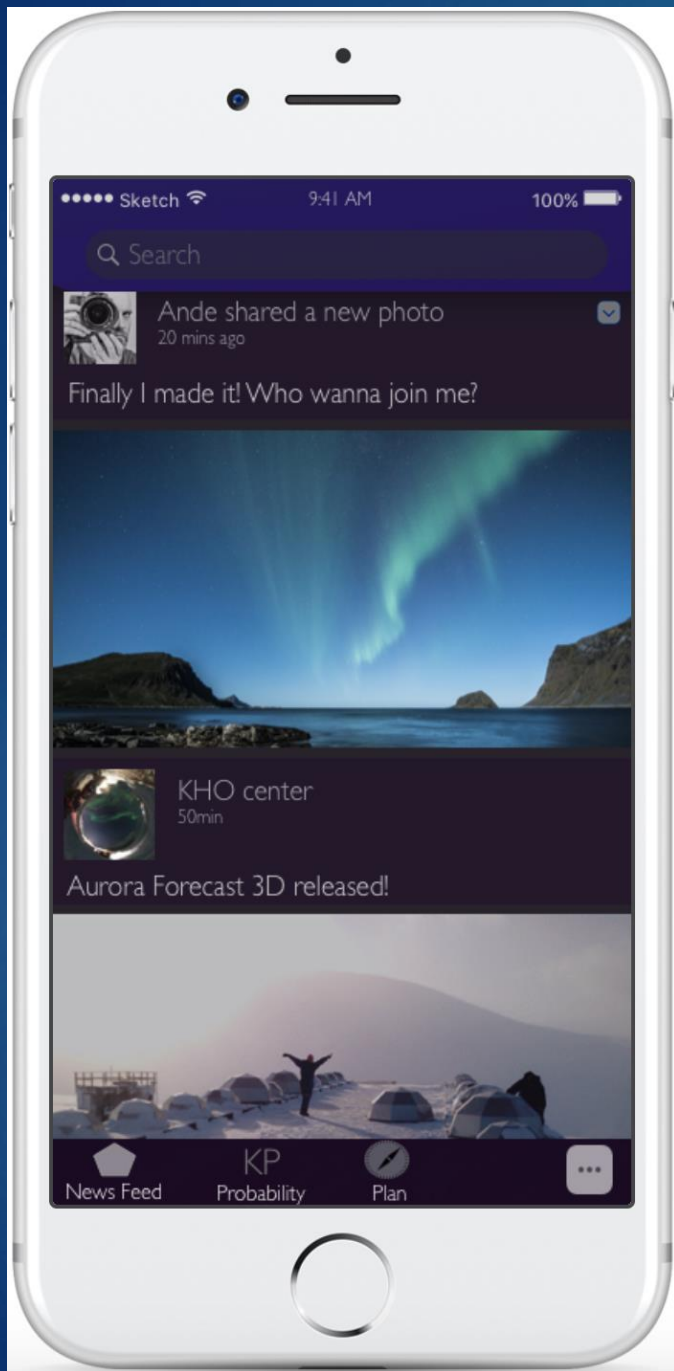

```

90
91 ▼ a {
92     color: lightgrey;
93     text-decoration: none;
94 }
95
96 ▼ a:hover {
97     color: white;
98     font-family: 'Open Sans', regular, sans-serif;
99 }
100
101 ▼ #contact {
102     font-size: 1.5em;
103     color: white;
104     padding: 20px;
105 }
106
107 .cursor
108 ▼ {
109     z-index: -100;
110     opacity: 0.6;
111     width: 400px;
112     height: 400px;
113     position : absolute;
114     background: radial-gradient(rgba(255,255,255,0.4), rgba(200,200,200,0), rgba(150,150,150,0));
115 }
116
117 /*-----Mobile Burger Menu-----*/

```

In the end I realised that I didn't use any Js and I tried to make something different. This is the CSS for the glowing cursor.

Digital Services



1.Community

- get the most relevant updates and news
- share your own experiences
- join meetups
- experience Northern Lights through live streams or
- share your awesome photographer's skills!
- connect with like-minded people

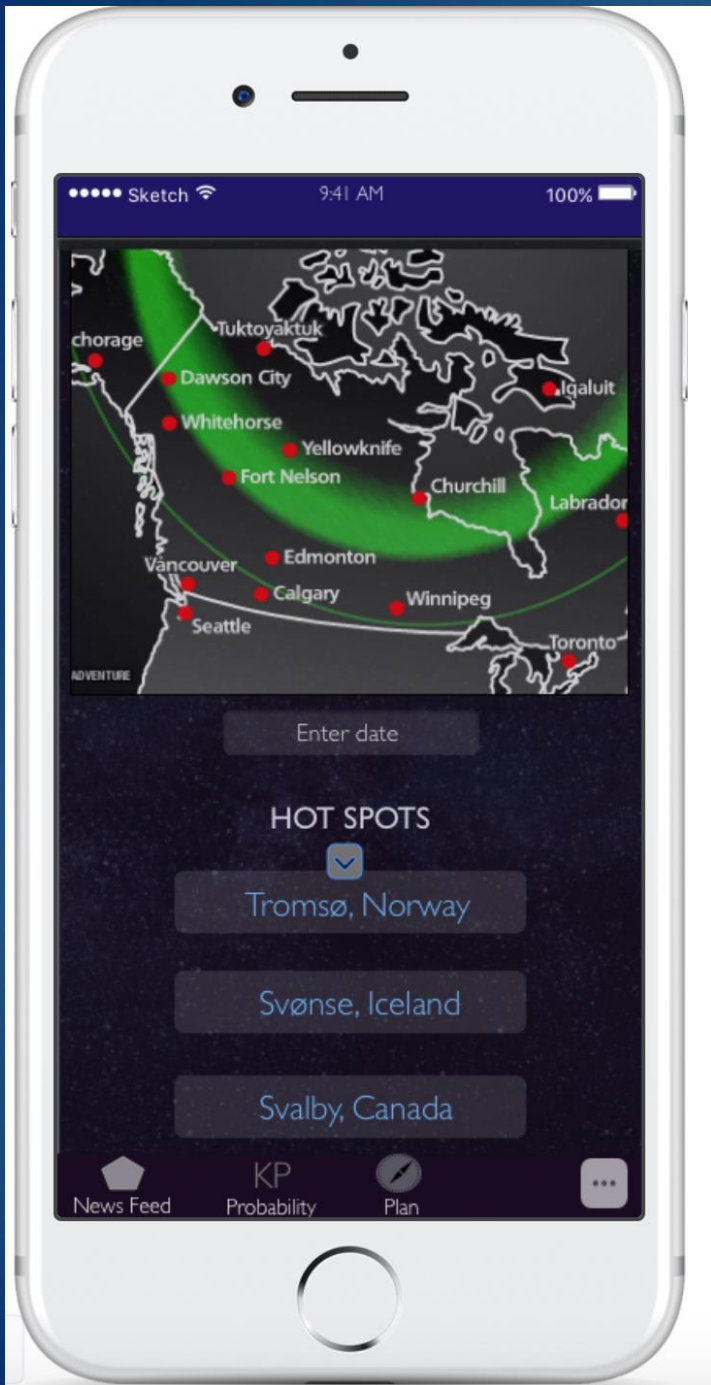
2.Forecasts



- KP index, cloudiness, magnetic field, temperature- we got it all!
- forecast is updated every minute and shows accurate information for the time being, next hour or next days
- customized notifications will lead to experience the best and unforgettable moments

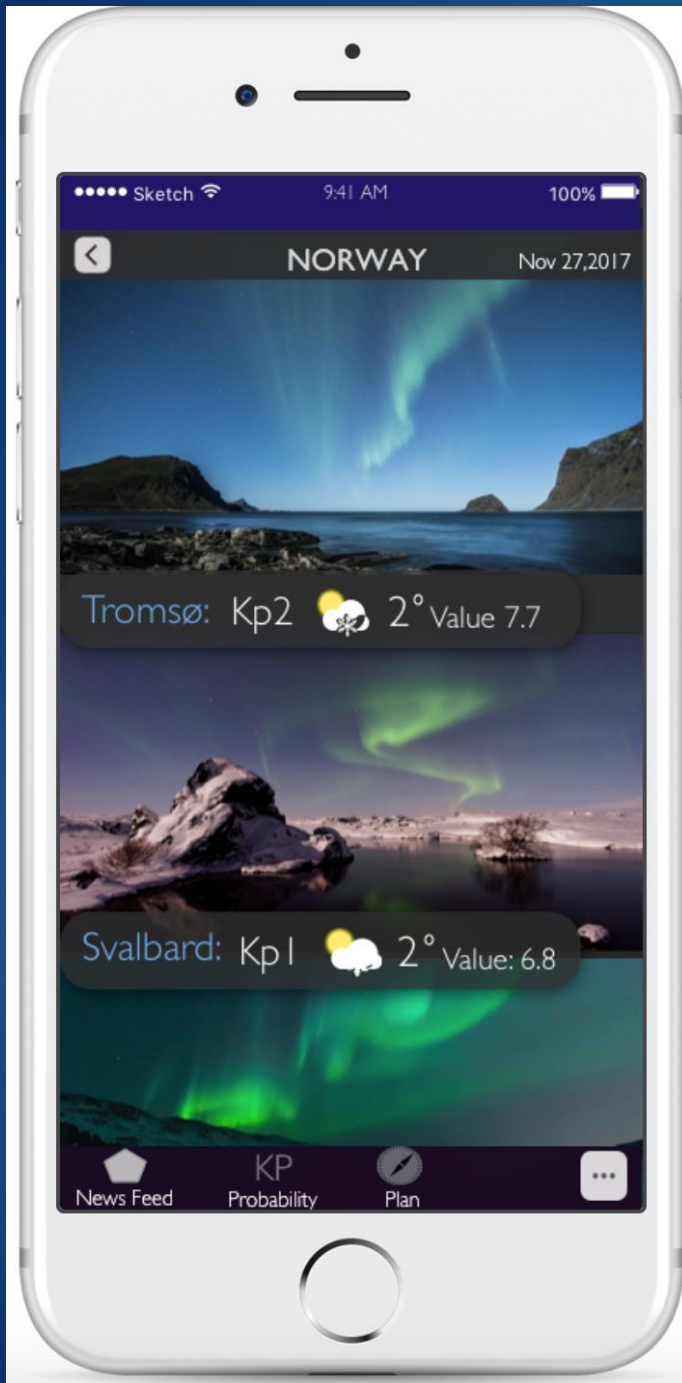
3. Plan

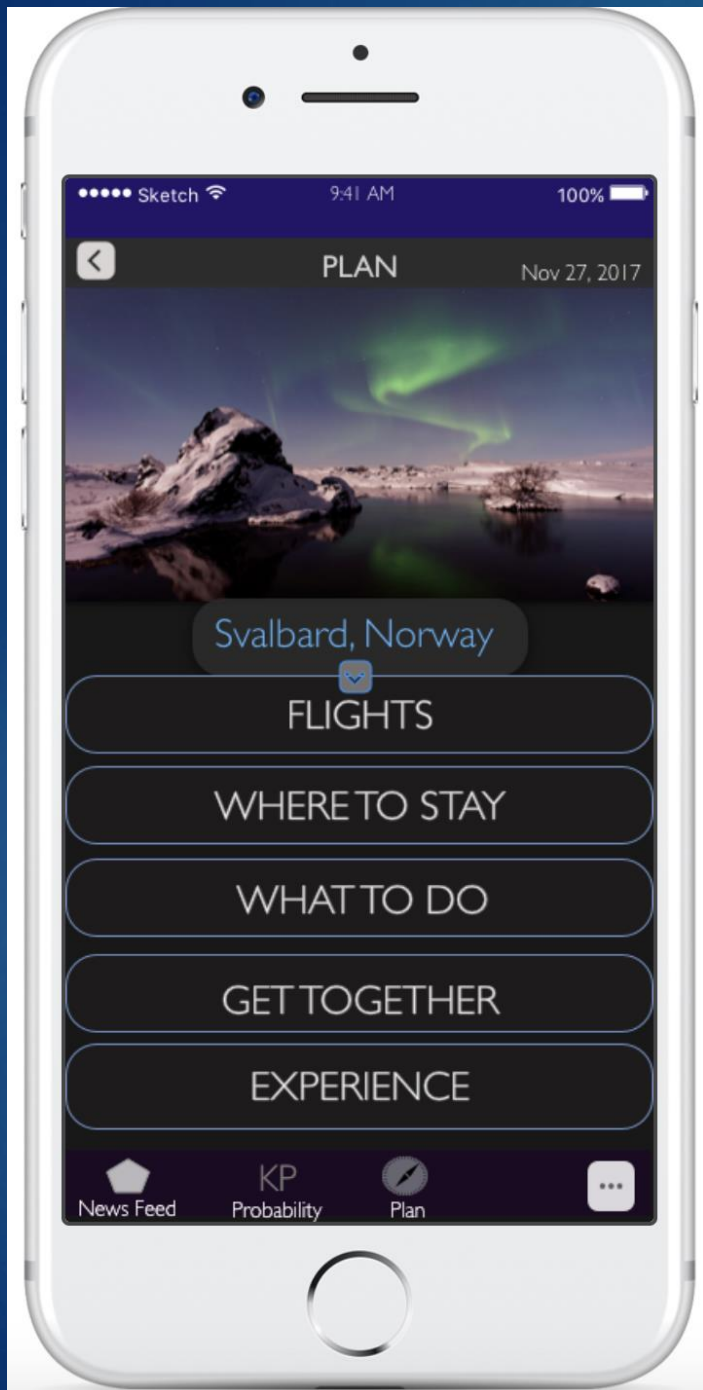
- get inspired where to travel by exploring the map
- if you don't have any idea - the list of hot spots is provided!



3. Plan (2)

- hot spots are displayed by combining two important factors – overall rate based on other hunters' experience and forecast for Northern Lights probability during selected travel dates.





3. Plan (3)

- when you know where you are headed to
- we have your back as well! Explore the best options how to get to your desired location, deciding on the places where to stay or to eat!

Prototype

LIVES HERE: <https://marvelapp.com/11fh3cig/screen/35337803>