Introduction

The initial pages for the web application had a lot of inspiration in websites like Monzo's and Starling. Small concise sections explaining what the product offers is an idea that I like a lot and their layout was simple and elegant.

I tried my best to keep the information of my website the same way, trying to maintain a pattern to create an identity to the website. I sketched the main idea in pen and paper, as the best tools were paid and overall, I think it worked best for me.

On the sketches, I had to think really hard on how I would rearrange the elements so they would be displayed in a nice way, and later on, how to effectively do this using CSS. The best way I could get was to transform all the columns in rows, where the two elements displayed side by side in each section would now me displayed one at a time. This way the website could still be readable in a small device.

The navbar adaptation for the mobile version was a big challenge too, but turned out to be very good. It was inspired in the classic dropdown hamburger menu and fits the mobile version very well.
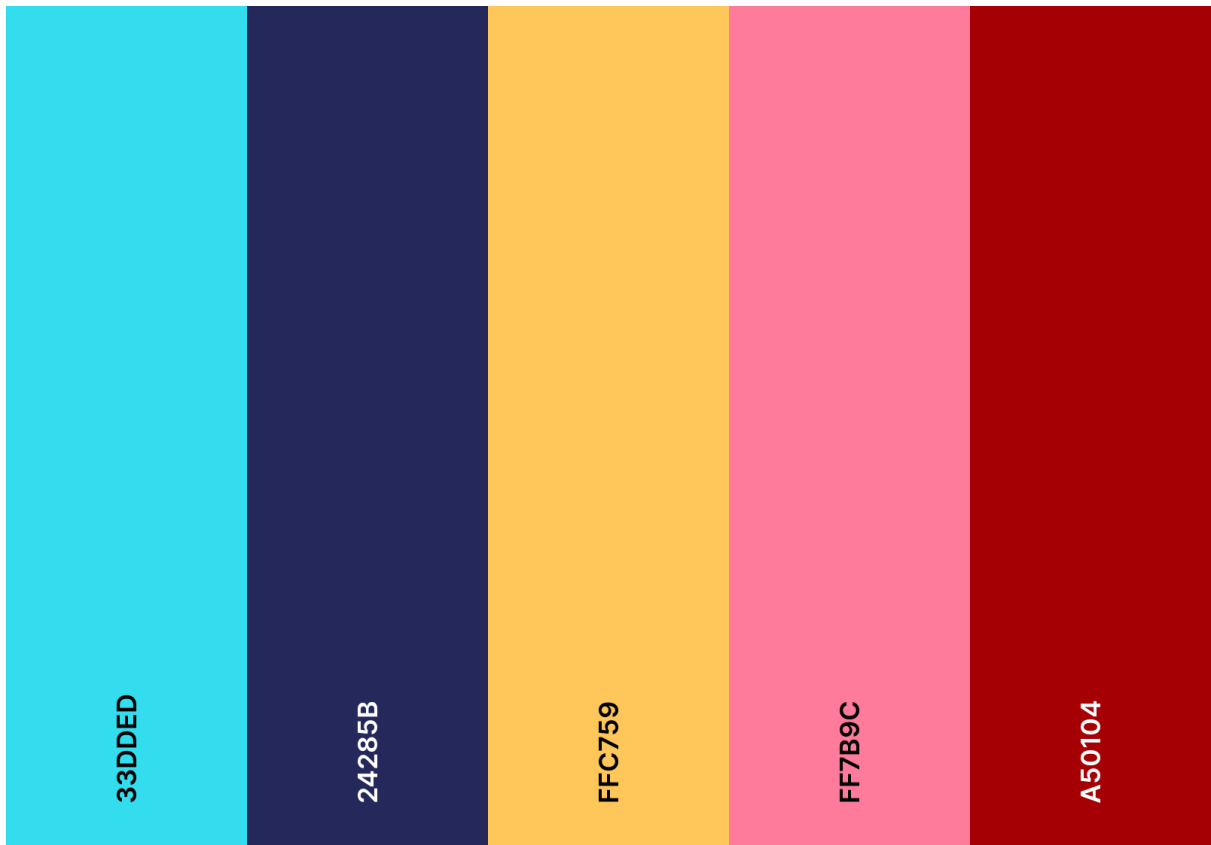
Persona

The end user is someone who wants an intuitive website to manage their expendings. There is not any age group in particular, but of course, the approach of a more modern and minimalist website would attract young people more.

Project changes

In the beginning, as the sketches show, I planned to make a separated contact page. But later on realized, with some feedback from the professor, that it would be more intuitive if it was available in the first page, and accessible through a smooth scroll link, as the About section already was. This way, I could make the website even more minimalist and simple, but at the same time, providing all the information the user needs more efficiently and elegantly.

The color palette

I wanted to make a website with a very minimalistic palette, using a lot of black and white. But for the color to give more contrast, I always liked an aquamarine-like color. This way, as recommended, I went to coolors.com and tried to see which colors would fit well with aquamarine and this was the conclusion.

33DDED

24285B

FFC759
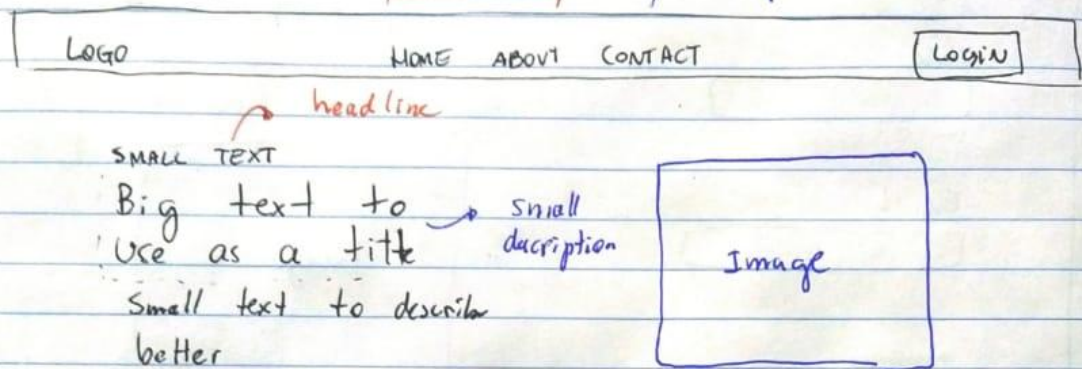
FF7B9C

A50104

colorpalettewp1

coolors

I ended up only using the first two colors, but I can see me using the other ones in the WP2, where I'll add more elements to the project, such as the dashboard, with graphs and dynamic elements. The major use of the second color was the contrast issues I had using the first one specially in the light background, so it ended up being more like a detail color than a primary one, and the second ended up being more used.
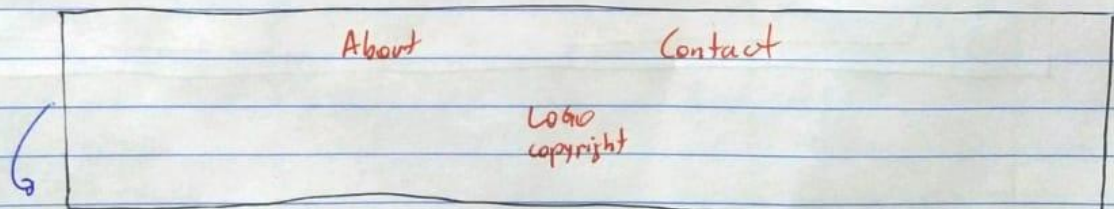
The Sketches

The Piggy Bank Sketch

1. Home Page   scroll   link to another page

| LOGO | HOME ABOUT CONTACT | LOGIN |

headline

SMALL TEXT

Big text to → small
use as a title   description

Small text to describe
better

Image

Reuse this section but find a way to alternate
the image side, the next sections can be the 'about',
showcasing the features (think about the texts later)

:

| About | Contact |
| | Logo copyright |

↳ that's the footer

Mobile?
* reorganize navbar
Logo   ≡

2. CONTACT PAGE

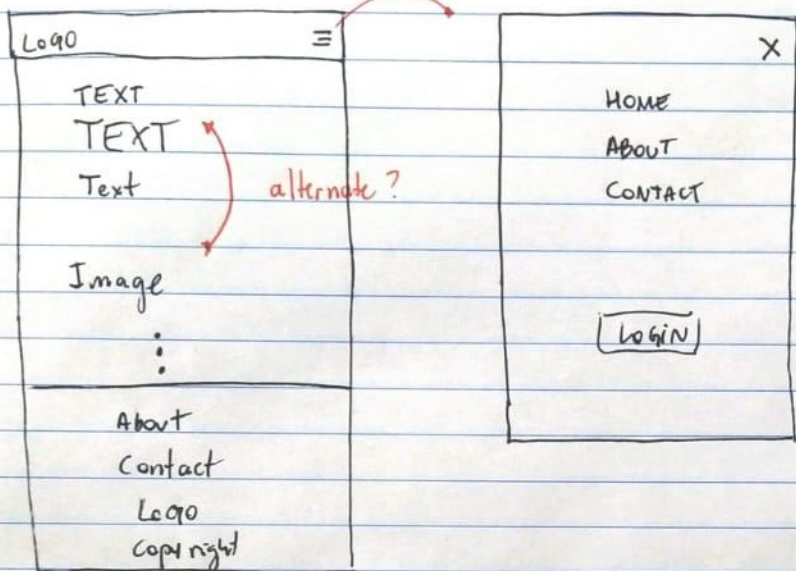LOGO
↳ sends back to home when clicked

Contact US

Name

Trying to follow a similar design to the home page to create an identity

Email

Message

Image

Reuse footer

3. MOBILE HOME PAGE

when clicked

LOGO ☰	✕
TEXT	HOME
TEXT	ABOUT
Text *alternate ?*	CONTACT
Image	
⋮	[LOGIN]
About	
Contact	
Logo	
Copyright	

4. Mobile contact page

Logo
Contact Us

Name

Email

Message

Continues to →

Image

Footer