

Concept Design (CD) - Getix

Repository Link:

<https://github.com/ddoonnaatt/Getix>

1. Website Overview

The Getix website is designed to offer a user-friendly experience for purchasing tickets for various events. Our goal was to create a clear, easy-to-navigate layout with a strong branding effect that allows users to quickly recognize and engage with the platform.

2. Design Elements

a. Logo & Branding

The website features a logo prominently placed at the top of the homepage, ensuring a strong first impression and easy recognition. The logo represents the simplicity and clarity of our website, using a modern and minimalistic design approach to resonate with our target audience.

b. Layout

The layout is simple yet functional, focusing on the user's ability to navigate seamlessly between sections. Key elements include:

- **Header:** Contains the logo and navigation links to the homepage, events, and contact information.
- **Main Content Area:** This area is reserved for event information, including upcoming and featured events.
- **Footer:** Includes quick links, the imprint, and contact details. It also provides legal disclaimers, ensuring the website adheres to relevant regulations.

c. Color Scheme

We selected a minimalistic color palette, primarily using neutral tones with accent colors to draw attention to important elements, such as the call-to-action buttons (e.g., purchasing tickets or contacting customer support).

d. Typography

The font choice balances readability and style, using a sans-serif typeface for the main body text to ensure clarity and modern appeal.

3. CSS Design

Our CSS file manages all visual elements of the website:

- **Layout:** The website employs a grid system to organize content, ensuring a consistent and responsive design across all devices.
- **Typography and Colors:** Font styles, sizes, and colors are defined in the CSS to create a cohesive visual identity across all pages.
- **Button Styles and Hover Effects:** Interactive elements, such as buttons, have clear hover states to enhance the user experience.

4. Pages Implemented

a. Homepage (index.html)

The homepage serves as the landing page for users, showcasing the upcoming events. It includes placeholders for images and descriptions of each event. The layout guides the user to important sections without overwhelming them with too much information.

b. Imprint Page (imprint.html)

The imprint page contains all the necessary legal information, such as the contact address, which has been altered to protect against spam robots. The page also includes a disclaimer regarding external links, ensuring compliance with German jurisdiction.

c. Contact Page (contact.html)

The contact page includes a simple contact form for name, email, and message, styled to match the overall branding. Email addresses are protected using “at” instead of “@” to prevent scraping. The page also lists a physical address and phone number for easy contact.

5. Branding Effect and User Experience

The branding effect is achieved by maintaining a consistent look and feel throughout the site. From the colors and typography to the layout, every element contributes to a seamless

and professional user experience. The website design focuses on simplicity and efficiency, making it intuitive for users to navigate.

6. Placeholder Elements

We have set placeholders for the various parts of the website to emulate the desired layout:

- **Event Sections:** Placeholders for images, titles, and event details.
- **Footer:** Placeholder text for contact information and links.

7. Legal Disclaimer

“The following disclaimer is included on the imprint page:

This website is student lab work and does not necessarily reflect Jacobs University Bremen opinions. Jacobs University Bremen does not endorse this site, nor is it checked by Jacobs University Bremen regularly, nor is it part of the official Jacobs University Bremen web presence.

For each external link existing on this website, we initially have checked that the target page does not contain contents which is illegal w.r.t. German jurisdiction. However, as we have no influence on such contents, this may change without our notice. Therefore, we deny any responsibility for the websites referenced through our external links from here. “

No information conflicting with GDPR is stored in the server.

8. Conclusion

The Getix website is designed with user experience and legal compliance in mind. Our design choices ensure high recognition through branding while providing users with a seamless, professional platform for event ticket purchases.