Website Design Rationale

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Aims

With a constant rise in technological advancements, smart devices are becoming increasingly more advanced and are being introduced more into our daily lives. As such, technology has made its way into fitness and with that came the invention of smartwatches. These devices can provide all sorts of information necessary to people who exercise, and one leading company creating these devices is Fitbit. With this website, I plan to inform people about how these devices work, give the users a rundown on some of the company's history, what they can be useful for, who can benefit from using such a device and how Fitbit compares to its rival companies on the market. This site can help those who are unsure about what kind of product they should purchase, if they are looking into it, but also explore what else Fitbit has to offer to then that isn't so widely talked about.

Target Audience

The main target audience for this site is going to be young adults, people aged roughly 18 – 25, as most people this age are more prone to indulge in fitness and possibly want to learn about what Fitbit do and why these smartwatches exist. Alongside this, these people would have more social opportunities, due to starting work or studies, they may become concerned about how they present themselves to others. Such, Fitbit is a great option as it can appeal to their fashion sense while also keeping their fitness side subtly shown to others.

Objectives

- Make a simple and clean site that is easy to navigate around and can provide useful information to the user.
- Make sure to use valid and working links.
- Make sure sites load properly and have no missing images or text.
- Structure content and information clearly and appropriately.

Design Notes

The way I wanted my site to look is to have a modernised site that doesn't look too blocky but keeps a constant clean layout. Also, I wanted the site to contain a similar colour palette to the Fitbit website, the colours used in the banners have been taken from some of the watches' bands to not only catch the eye of the user, so they instantly know what the topic of the website will be about from looking at the highlighted Fitbit images, but to also make the website seem more modern. For the banners the colour chosen is a

peach/salmon-like colour to contrast the images and make the watches stand out more. For the logo, I went with a bright blue colour as blue is generally related to technology, with big brands like Intel being mostly blue and white - as this will inform the user that the main purpose of this company is to inform about technology.

In the design on Figma, I went with the font "Inter" but on the actual website I changed it to "Youtube Sans". This is because this font gives the characters more thickness to it making it easier to read, whereas with the previous font, the font size had to be pretty high to make the text readable.

As for the content provided on the site, I believe that having an eye-catching homepage is important as this is the site that gives the user an impression on how the remainder of the site will look, such, I chose to homepage to have a few images to not overload the user with too much info, and text that will grasp the reader's attention and make them want to explore the site more.

With the navigation, I decided to use a simple header that the user can change between all of the sites and have the navigation text short and to the point so the reader can grab the information they want as fast as possible. On mobile, I have used a logo and a burger menu in the header that the user can interact with to change their current site.

As for accessibility, I've used an off-white colour for the background to add more contrast to the elements on the site. The other colours used in the site like the light blue and the peach/salmon colours also aren't too bright to make the site be easier to look at.