

Design Guideline

In the concept phase, before writing code, you should decide the general rules and direction.

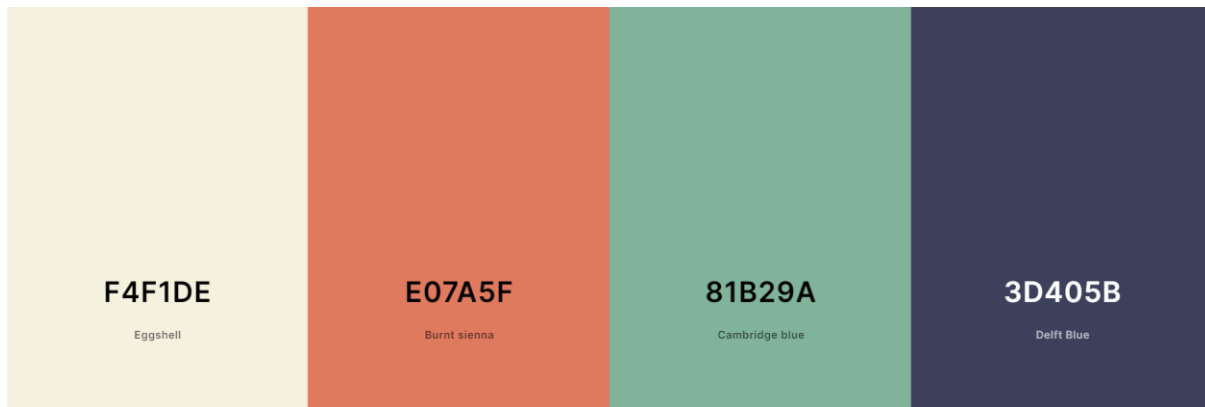
1. Theme

From the project description: “The design should not be childish; instead, we aim for a sophisticated yet engaging aesthetic that invites interaction and exploration.”

Based off that we aim for a design that is both professional and inviting, making the users feel confident in their bookings while also fostering a sense of excitement and adventure. We want to convey a design that is trustworthy and professional, whilst also adding playful elements of personalization features, inspirational content and engagement that makes the user experience more enjoyable (such as vibrant colors, subtle animations and creative travel icons).

2. Color scheme

Our company’s color scheme:



By the theme of the site, the following colors are suggested:

- Green, with its connotations to nature, symbolizes tranquility, security, newness, and freshness.

- Blue bears a soothing resemblance to the sky and ocean and makes one think of key words such as reliability, serenity, inspiration and calmness.
- Terracotta brings in a lot of the same qualities as orange, like enthusiasm, spontaneity, energy giving and joy bringing, but because it is mixed with brown it adds a more comforting feel.

The following is how we plan to use the colors:



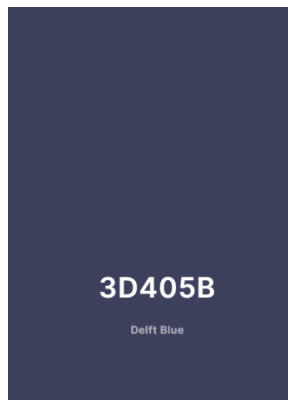
The main color (#F4F1DE) adds a neutral background for a clean and inviting feel.



The accent color (#81B29A) evokes a connection with nature, providing a sense of tranquility and balance to the overall palette. Used to draw attention to key pieces of the website.



For buttons and other highlights, we are using (#E07A5F) to grab attention due to its warm and energetic nature.



For certain text and the footer, we are using (#E07A5F) as it adds a good contrast against the lighter background.

3. Hierarchy and layout

- What is the most important message/product on the page?

The slogan “Discover your dream stay with stay finder today” along with the search boxes where the user can filter for location, date, amount of people etc.

- What is the order of importance for the different elements?
- What sections will there be on the page?

- What layout(s) will you use for the sections?

4. Images:

- Gather the available images

We have downloaded the product images from the project description

- Will there be text on images or aside images?

Aside the image

- Will we use clear images or a color-overlay?

Clear images

- Will there be blur for images?

no

5. Icons:

- Will we use icons and for what?

We will use icons for contact info, social media, search, and the login/user site.

- Colored or black-and-white/greyscale icons?

greyscale

6. Typography:

- Should it be a Serif or Sans-Serif font?

serif

- Bold or thin font?

bold

- Rounded or sharp edges?

sharp

7. Border rounding:

- How rounded should the edges be, according to the theme?

A little rounded edges for some softness: 15 px.

8. Shadows:

- How much shadow will we use in general, according to the theme?

Soft shadows for buttons and such.