I met my client and we had a very long conversation about his personality, and his target people.

My client is a traditional oud maker. He has built a strong identity in his country, and now he wants to expand his project to include the rest of the world.

I made sure that I get as much information as I could from him through asking various questions:

* What do you offer people? 🡺 Handmade ouds
* What makes you unique?
* What is your problem? 🡺 reach more customers
* When did it start? 🡺 waiting for people to come is not helping
* Why other solutions did not work? 🡺 they have become outdated/ not professional
* What do you need? 🡺 a professional landing page that represents my brand’s identity
* How do you want it? 🡺 simple and elegant as my ouds
* Who are your potential customers? 🡺 musicians, music lovers, artists, traditional goods collectors. 🡺 in other words, those who are interested and appreciate art

From my client’s answers I could deduce that his brand personality is based on **Simple and Elegant**.

The page he wants doesn’t perform any actions, just a simple page that presents the process of making the handmade ouds, and at the end a form through which the interested client can order his/her oud, and discuss the specifications even further.

Therefore, we tried to come up with simple and strong idea for his landing page product presentation. The idea was to make a very simple, traditional, luxurious, responsive, clear, simple, and concise design that meets the clients standards and the customers standards.

The first stage was scripting the process through which the oud gets made. The making takes more than 40 stages to produce, but we made sure to reduce the number of steps into 8 major steps so that it is not long for the customer to leaf through.

Then, with all that data in mind, we started sketching the ideas we have in mind. In fact, we adopted the first sketch because it met the requirements.

Then, we made sure to visually present how the landing page would look, and so we made a prototype in Figma. With the sketch in mind, we made a simple page. We started by the mobile sketch, because 64% of people in the world access sites through their mobiles. So, after we finished prototyping the mobile version, it was not hard to transform it into the desktop version, or wide screen version.

The client did not have a colour choice in mind. We suggested the wooden colour pallet and he liked it, and so it was adopted as the main pallet.

Then we moved to coding the landing page with HTML and CSS. With the right references in hand, the coding part was not hard. We had all the data available: images, fonts, colours, logos, and the prototype.

We started coding each section separately. First, we started working on the main part and navigation. The main where the process of making the oud is presented requires only two classes one for the text and one for the image that goes with it. And we separated process into sections. Then we started working on the navigation bar. The desktop version of it was simple, but we had some difficulty creating the **dropdown menu** because we wanted to create a simple landing page that doesn’t include any JavaScript. So, we fixed that through using the dropdown that works just through hovering over it. It functions very well with the mobile version. After that we moved to coding the first page layout. We made sure the start sign is the very good-looking oud, and that it is the only object that has more weight in the whole page. Based on that we put beside it an outlined call to action button which fills up when you hover over it. We made sure that we put only two call to actions win the whole landing page, the first at the beginning and the second at the end. The first takes the customer to the footer’s form, and the second is the form itself which calls the user to reach out. The footer is made simple with only **the golden quote of the brand** and an email field and a button which allow the customer to register his email, and so the brand managers will contact the customer for further negotiations. We made sure that we don’t overwhelm the customer with requiring her/him to write a message. Thus, registering his email is the easiest and it has proved to be the best way to collect potential customers database. That was the last part of our coding process.

The techniques we used during coding the page is mostly percentage and flex. We have noticed that the flex is enough, and so we didn’t use the grid. The most used unit in our app is **percentage** and **rem.** Why percentage? Because when it comes to responsiveness it works better in a certain size until it reaches a level in which it becomes unfunctional, and so here comes the **@media** query. By **@media** query we adjust the numbers and percentages I need to change slightly to match small screens. We used **rem** to keep track of the font we are using. We give 10px as the font size of the whole project and so using the **rem** unit with the texts in my page. 1**rem** = 10px, 2rem=20px, and so on. This is very easy for me to control the font sizing.

Then, we received a suggestion of adding the **scrollSnip** to the project. This adds a seamless scrolling experience to the page, and make it look more focused on certain sections. It is very easy to add and requires only one line of code. This in addition to scroll behaviour smooth make the experience of scrolling so nice professional. In fact, it reflects simplicity too.

Also, we added interactive styling to the buttons, icons, links in order to make show that the site is alive. The tags that have been used are :hover and :active to interact with the cursor every time it moves over it.