Launchpad 24-25

Web Dev Resources

Why a website?

Pros

- Easy development
- Accessible on any internet-connected device
- Cheaper

Cons

- No direct interaction with device (like notifications)
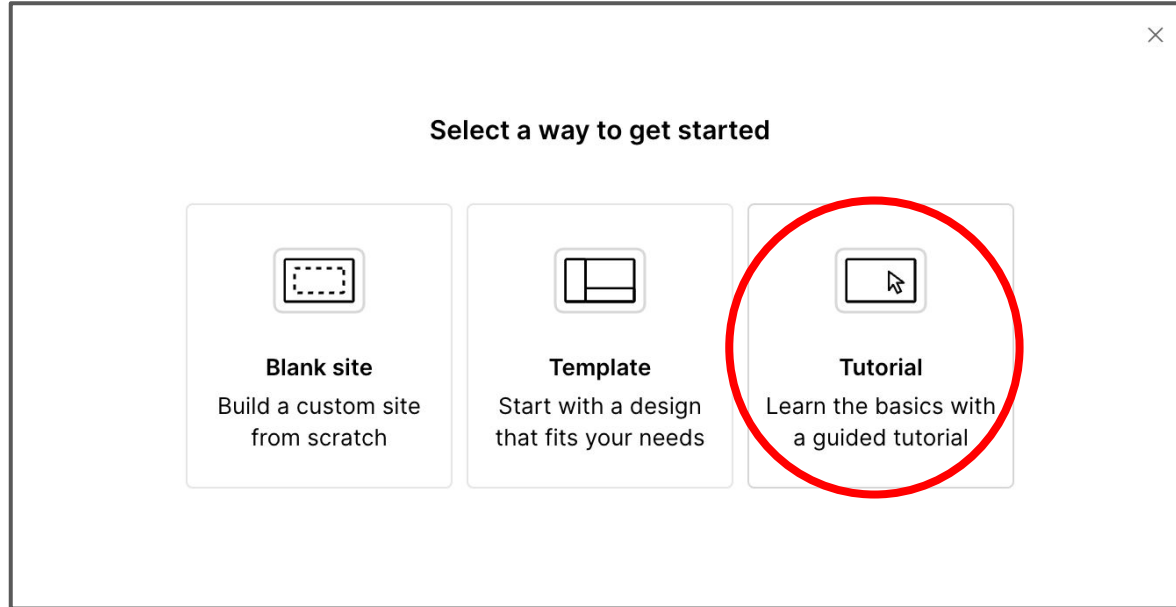- Worse performance for complex tasks
- Requires internet

Consider similar existing companies (Uber is only tailored to mobile, for example)

Webflow

https://webflow.com/

- Drag and drop interface to quickly build a mock-up / MVP

- Can export to code or use its many features for iterating & scaling

Suggested: tutorial

Select a way to get started

Blank site
Build a custom site from scratch

Template
Start with a design that fits your needs
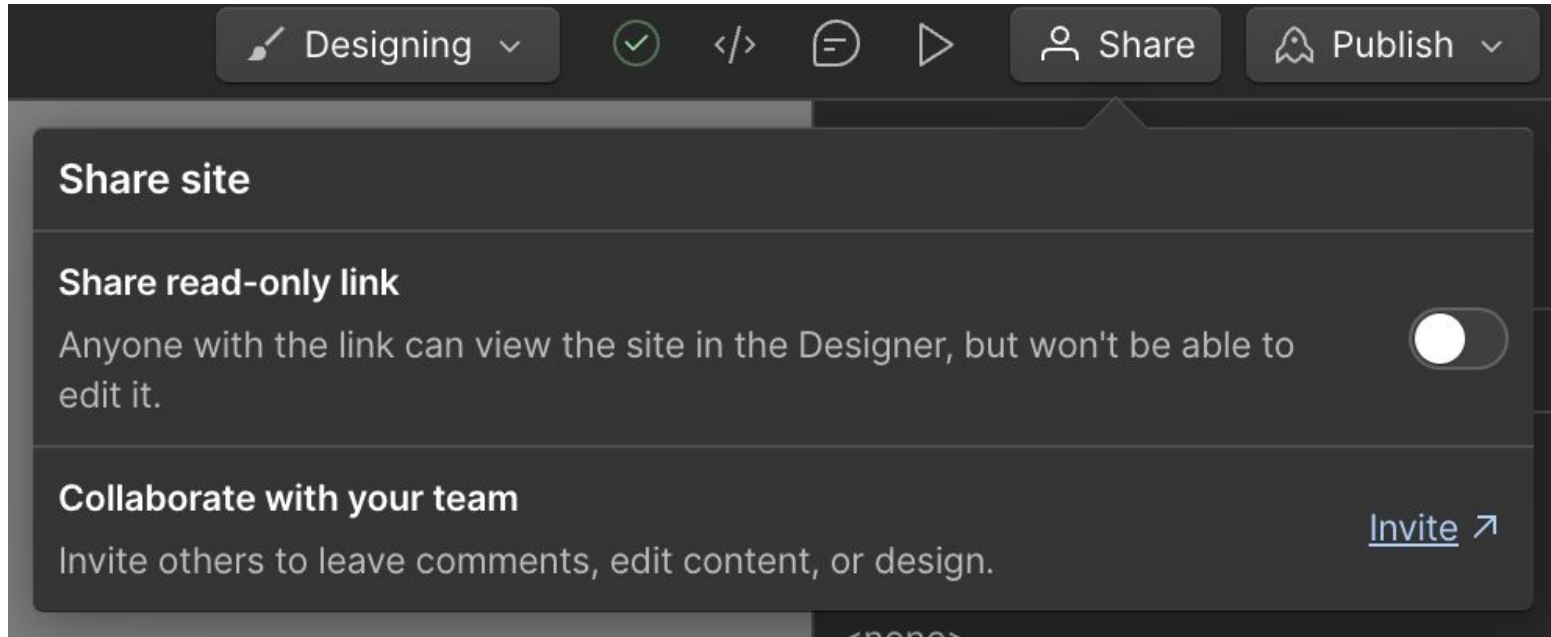
Tutorial
Learn the basics with a guided tutorial

After completion, building off a template is also recommended
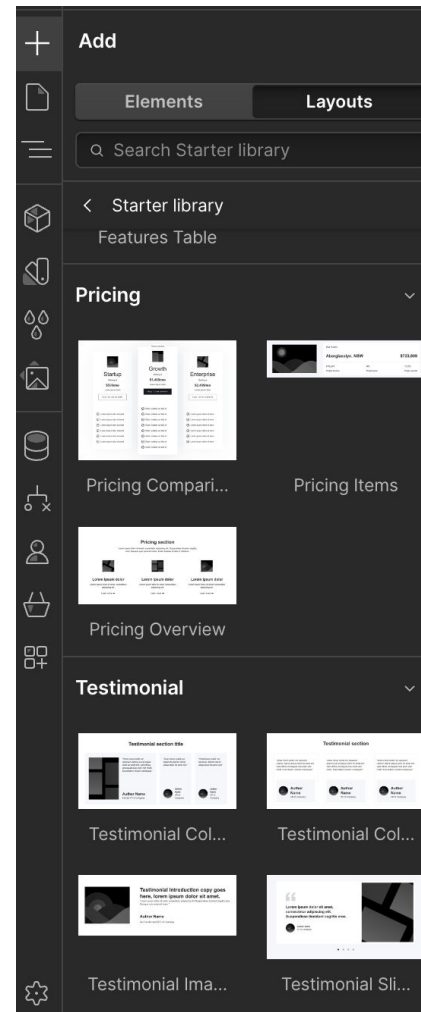
Collaborating

Simply invite your teammates ↓

Adding elements with layouts

Add > Layouts

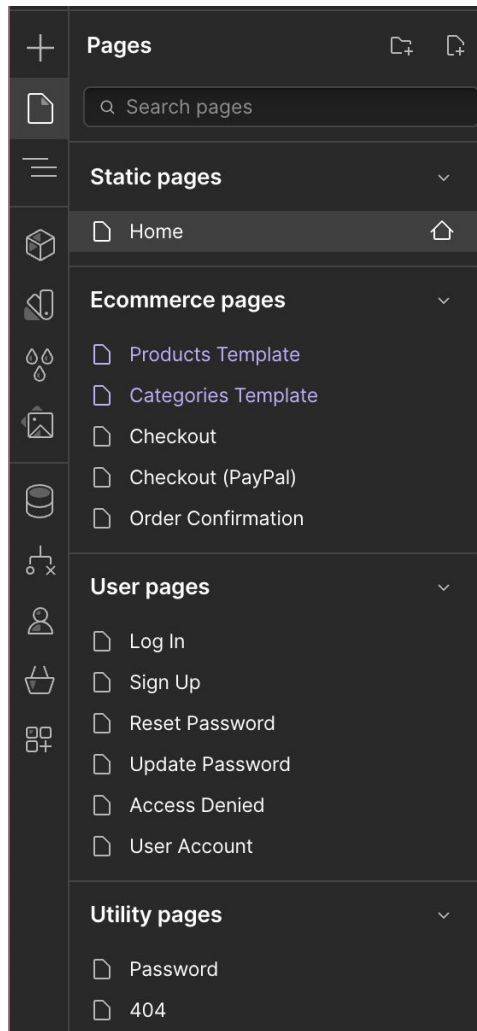You may want to include some (pricing, testimonials)

Navigate/create new pages →

Pages will be different URLs on your website:

example.com/home, example.com/product, etc.

Use these to separate different sections of your site

Pages

Static pages

Home

Ecommerce pages

Products Template

Categories Template

Checkout

Checkout (PayPal)

Order Confirmation

User pages

Log In

Sign Up

Reset Password

Update Password

Access Denied

User Account

Utility pages

Password

404

Linking to Other pages

Select the element (i.e. a button)

Settings > Link settings

Components

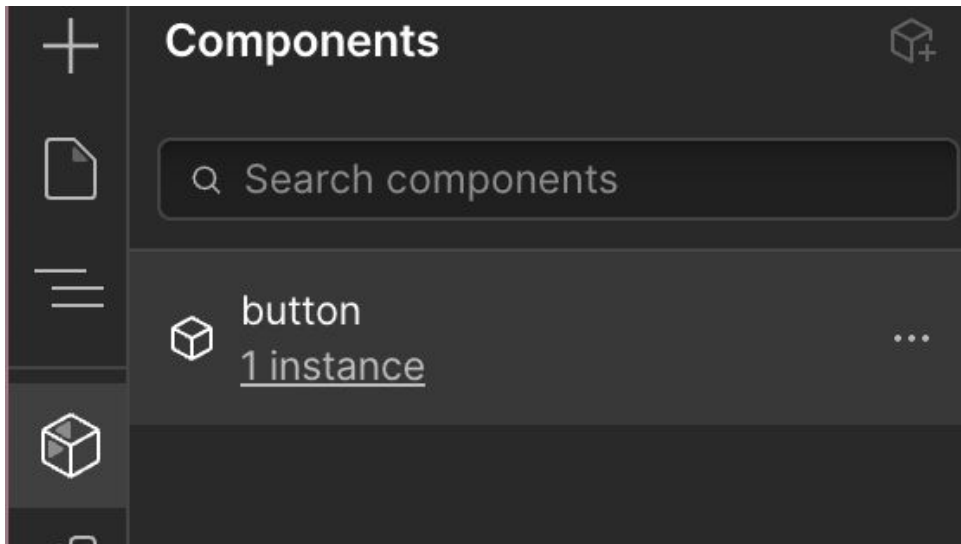Components allow you to reuse everything like colors, alignment, and animations.

Suggestion: create a color palette for your brand early on so you can reuse it across your site

Hosting / deploying

Publish for free on a webflow.io domain   Publish ⌄

Webflow will automatically have SEO (Search Engine Optimization); publish early to share it and get feedback

Not required, but custom domains are available on the basic plan

Places to buy domains: https://www.namecheap.com/ https://godaddy.com/

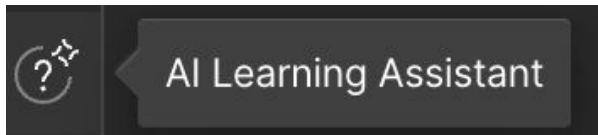# More tips

https://webflow.com/interactions-animations
How-to: animations such as mouse parallax, scroll bars

Test your designs on all display sizes

Use flex styling / webflow's layouts

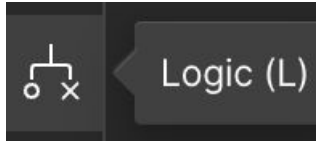**Questions? Use Webflow's AI**

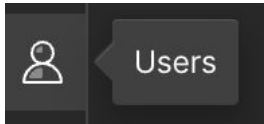# Iterating

Advanced Features

CMS:

Store content in the tab, and it will dynamically upload to a container you link
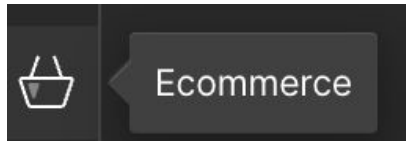
Logic:

Automatically perform actions such as sending emails from a trigger on the site

Users :

Create/manage accounts and subscriptions associated with them

Ecommerce:

Integrate payment methods to sell your products/subscriptions

Making a subscription-accessible site

First, fill out business/payment info

Ecommerce > create product > product type: membership
Under users tab, set up access groups with "paid access"

Startup idea too complex for Webflow?

Think about the context of use for your product!

Consider developing an app, which has more broad use cases

If a website makes sense, but it must be custom developed, you can export your design code from webflow.
+ see next slide of other databases for logistics

Other database/hosting options

- https://firebase.google.com/ : free plan that scales as you grow
  - Enable functions & firestore - use node package manager to get Stripe integration
- You will have to implement* the functions that your product has
  - AI on site: use python
  - Other cases: I recommend node.js + Javascript

*Write yourself, hire a freelancer, or AI-generate

Thank you 🚀