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R & V Tutoring Website Final Design Brief

Overview

The purpose of our project is to create a simple and easy-to-read site that is functional to the user. We want to make sure to convey information, without overcrowding our site with too many words. There is going to be lots of content however, each will be simple to understand, and they will not be confusing such that the user feels like clicking away. We will be making our site look friendly and professional, as we want to showcase our tutoring services, while also drawing in customers.

We believe that by including many pictures such as of the tutors, classroom, and reviews will be colorful enough to draw in an audience. Then for housekeeping items, there will be a schedule to show when tutoring classes occur, as well as the pricing at the bottom. There will be a menu bar at the top, in which the user can access multiple pages of our website such as they wish to see additional content, and when shrunken such as to mobile view, the menu will turn into a hamburger menu so the website stays sleek. And of course, the footer will contain the standard info such as the address of the tutoring place, phone number, and social media handles. After actually viewing how everything looks, we may need to make some changes to ensure everything fits and looks right, as we have only built a wireframe at the moment.

In terms of the design, we are keeping a basic look with simple colors so that the user is not bored by the basic black and white, but also not taken back by bright colors. There will also be minor details such as shadows or hover effects that will enhance the user experience. As seen in the color palette below, our font family will be legible but not over the top, to where reading is not enjoyable.

In summary, we want to create a professional-looking website that promotes our tutoring service and encourages users to visit and interact. This will all be accomplished by the layout of our site, minor but important details, and the legible fonts and basic color scheme that we use.

Wireframes

Desktop: https://ibb.co/tLhyssW

Mobile: https://ibb.co/tJHVgCB (Note that not all content boxes are shown in the wireframe, as we expect the user to scroll on their mobile device to access everything.)

Design Palette

Text:

Font family - https://fonts.google.com/specimen/Arimo#standard-styles

Default text size – 16px

H1: Arimo

H2: Arimo

H3: Arimo

H4: Arimo

H5: Arimo

H6: Arimo

P: Arimo

A: Arimo

Colors:

#222c3c	#989da6	#93634a	#ae9789	#a19e9f
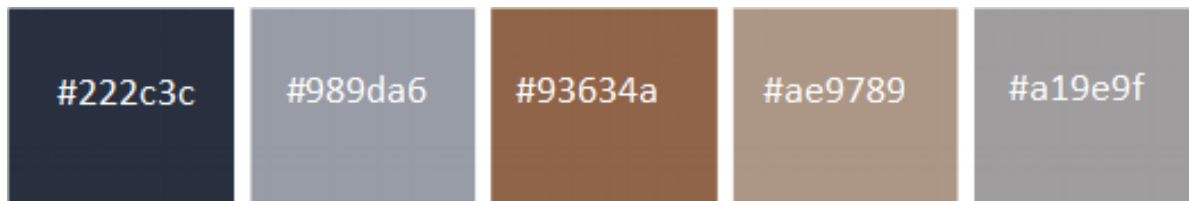
There might be also some other random colors used within small UI elements, but essentially all major UI elements are going to use the colors provided above.

UI elements:

Disclaimer: UI elements described below might differ compared to final website elements. We're going to be adjusting design as we build the website and if there's a discrepancy in overall design we might adjust few of the UI elements.

The **navbar** is going to look like this. There's going to be our logo, few items such as Home, About us, etc.

Mobile version of the **navbar**. There's going to be a logo on the left and a hamburger menu icon on the right that will include all the links to nav items.

Content blocks are going to look similar to this. They are going to have rounded borders and a slight box shadow. Some of the blocks will enlarge once hovered over.
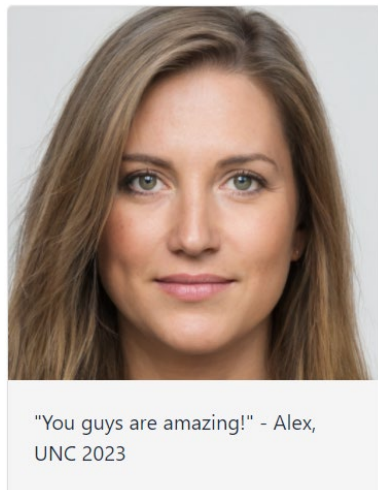
The **footer** is going to look very similar to the navbar. It's going to use the same color palette and items positioning.

To sum up the UI elements, our goal is to make all of them look minimalistic and clean. On top of writing the code for most of the elements ourselves, we also plan on using bootstrap 4.0 to source more advanced UI components and then customize them to fit our overall theme.