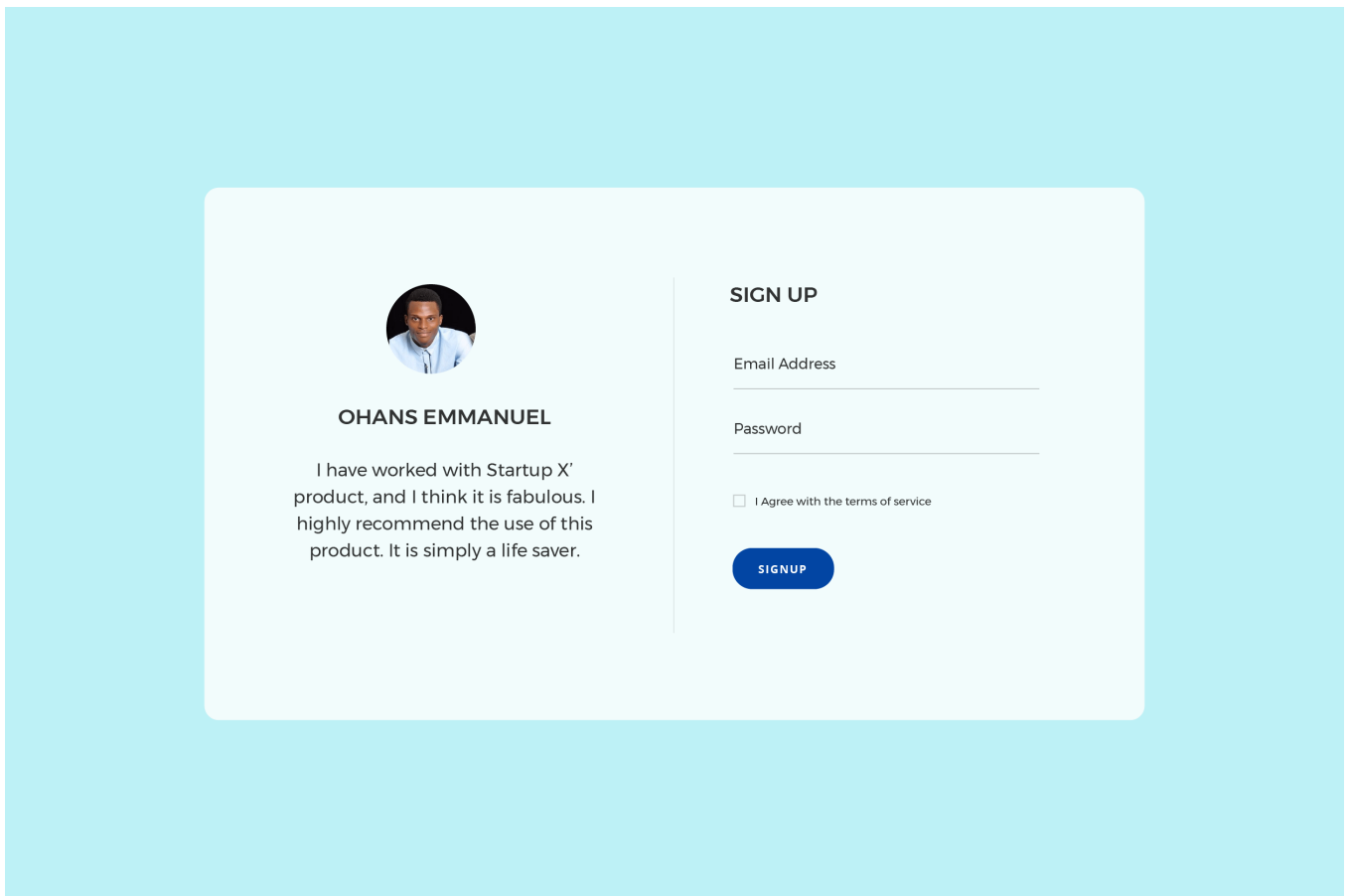


Introduction

How to build a signup page for a startup. One that may be used for validating a business or product idea 💡

One of the goals of this particular design is to understand simplicity in design and a few practical tips too.

At the end of this section, you'd have successfully built this:

A design mockup of a signup page. The page has a light blue background. In the center, there is a white rounded rectangle. On the left side of this rectangle, there is a circular profile picture of a man with short dark hair, wearing a light blue shirt. Below the picture, the name "OHANS EMMANUEL" is written in bold. Underneath the name, there is a paragraph of text: "I have worked with Startup X' product, and I think it is fabulous. I highly recommend the use of this product. It is simply a life saver." On the right side of the white rectangle, the heading "SIGN UP" is at the top. Below it are two input fields: "Email Address" and "Password". Under the "Password" field, there is a checkbox followed by the text "I Agree with the terms of service". At the bottom right of the white rectangle is a blue rounded button with the text "SIGNUP" in white.

design mockup

Enough talking!

Let's get started.

Design Choices

A lot of the time developers make flimsy excuses such as, *“I don’t have an eye for design”* or *“I just hate colors”*, or *“I just dont make a front end person”*

Well, I’m sorry, but I do not agree with that.

I didn’t step into the world and had a design sense handed to me on a platter of gold. Honestly, no one did.

So, my take is, **copy and reproduce other good designs, until you’ve formed the right design mental models**

Ask any chess player, and they will tell you, *“you don’t learn chess by knowing the rules. No. You go out and study the games of the greats”*

Go out and study great designs. Use cheat tools (for now)

Talking about cheat tools, here’s one for you: colorhunt.co

1. How have I chosen the colors for this design?

You know the answer. From colorhunt!

I searched and found this:



Now, you don’t have to worry about color choices. Someone has made them

for you!

Here's the good part. When you hover over the colors, you get the hex values too! How sweet of the guys at colorhunt.

So, here they are:



The Markup

We've got colors out of the way. On to something else.

Great designs should first begin with semantic markup. *Semantic* is just a fancy word to say, *when someone looks at your HTML, they can understand the meaning of your markup*

By implication, it should be clear that you haven't just snuggled in hundreds of `div` but have taken time to structure your `HTML` a bit more thoughtfully.

Let's get into that in the next lesson.