Overview

The name of our website is called “Health Wizard”. It is a website for providing health products for our customers and letting our customers using health web apps inside it. The purpose of this website is encourage our customers to build a healthy lifestyle in their daily life through using our health apps every day and buy our health products. We have used latest technologies including HTML5, CSS3 and JavaScript to build our website.

Brand name

The inspiration of the website name “Health Wizard”. In the old days when you are going to install a new software, the setup process of a software always come with the title “Welcome to the xxx installation wizard”. In this context, the word “wizard” means to guide users through the installation step-by-step and giving users different options to customize their preferred style, layout, install location and additional components. User can also go back and forward to make correction and ensure that the setup options meets their requirements. Our team believe that the word “Wizard” fits perfectly of the purpose of our website just like installation wizard do. “Wizard” is a personal guidance to led our customers from having no idea of the meaning of health to manage our customers’ health in the best way and get our customers a better life.

Design

Because of our website is all about health, we decided to use the color green as our theme and main color. Thinking of the color green, people usually refer it to nature, fruit, organic, relax and freshness. All these elements are health related so that green colors are the most suitable for our website’s background and components. Black colors are being used as secondary color for showing title and paragraphs.

For font families “Poppins” and “Raleway” are used on the website.

Home page animation

One of the most important purpose of a website’s home page is to attract initial users, aka potential customers to keep scrolling and looking at the content of the page. Usually a user visiting a new website will first be looking at the homepage of the site so that it is crucial to make the homepage looking nice and good. We can use animation to draw user’s attention and lead users to scrolling down. The animation library we are used is called AOS (Animate On Scroll library) which is an open source library that provides different kinds of animation for website’s use.

Why not Bootstrap

Even through Bootstrap can reduce the website’s development time period and let web-developer build a website layout easier than the traditional CSS way, it may not suitable for website that has various types of elements and styles like our Health Wizard website. Most of the Bootstrap components are pre-built.