

STRATEGY

My main goal with this task was to make a homepage promoting Bergsjøstølen.no. I wanted to make a front-end design that was easy on the eye, and fresh in colours.

Bergsjøstølen Fjellstue is a company that is family driven, it is a kid-friendly place to stay with your family, or either you go alone or with friends.

I have tried to highlight this by using large images, which sets an atmosphere. The Open Sans font have I choose because of readability. There are a lot of elderly people traveling too Bergsjøstølen, so it is really important that they get the information they need in an easy way.

Bergsjøstølen's target group is elderly people and young people that likes too go kiting, or on a long stroll.

The colour orange was chosen because the same colour is used in the logo. This provides balance, and the colour makes the site look fresh and energizing. The colour orange in the logo is fresh, and the colour orange is supposedly known for providing energy.

