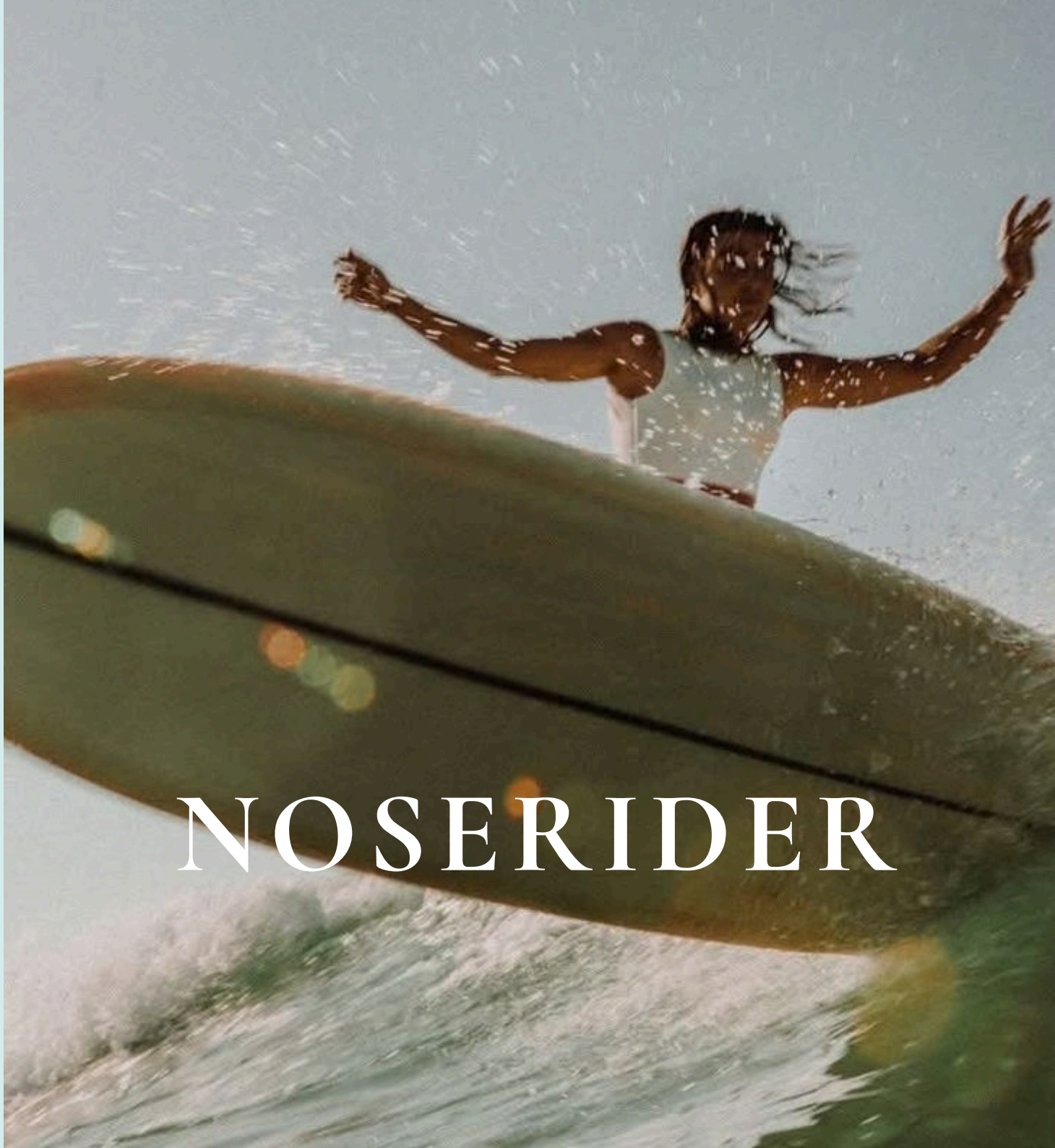
FUNDAMENTALS OF FRONT-END DEVELOPMENT

Project workbook

Lena Grande, 2026



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INTRODUCTION

In fundamentals of frontend-development we were given the task to design and develop our own website using HTML5 and CSS3. I chose to develop a product website featuring a retro surboard brand.

Learning the fundamentals of HTML, CSS and front-end development has been challenging and rewarding. As someone who identifies as a creative, it´s been particularly rewarding to be challenged on a more technical level and learning a new digital skill.

I´ve enjoyed working hands on with a design and development project from start to end and being immersed in every stage of the process. This project has also been especially joyful to work on as I´ve been able to combine my passion for surfing, design and learning new skills - all in one project. This project has also opened my eyes for IT and front end, which is something I would like to dive deeper into throughout my time at Kristiania.



BRIEF

Assignment
Design and develop a simple website using HTML5 and CSS3. The purpose of the assigmnent is to aqcuire practical skills within fundamental frontend- development of websites using HTML and visual design using CSS. Chose a product - an existing one or something you ´ve designed yourself. Define product, target audience and what values and message that you find the most important to share with the audience.

Concept
Noserider

Concept description
A product website featuring a retro surf board brand

Values
Freedom, confidence, joy, connection, simplicity

Target Group
Surfers

Problem
“How can a product website help surfers determine whether a longboard is right for their needs and next surf adventure?”

Solution
Developing a product website that provides surfers with clear product information, specifications and visual content to help them determine whether the board is right for them.

Background
Choosing a surfboard can be overwhelming, especially when product information, technical specifications and intended use are not communicated clearly. Surfers need to understand whether a board matches their experience level, surfing style and the conditions they intend to surf.
How can we help surfers make a confident decision when choosing a longboard for their next surf adventure?

Field of expertise
Digital design, interactive design, UX/UI design, prototypting, visual design, responsive web design, front-end development, HTML, CSS

Tools
- Figma: Wireframing, UI-design and prototyping
- Canva: Project Workbook
- VS Code: Front-end development
- Adobe Photoshop: Mockups
- Adobe Lightroom: Photo editing

Resources
- Google fonts: typography
- Google icons: iconography
- Colormind: color exploration
- Pinterest: visual research & inspiration

Team
Independent

My role
Sole designer and developer, responsible for the project from user research and concept development through to UX/UI design, prototyping and front-end development.

THE PROCESS

Throughout this process I´ve been the sole designer and developer working on the project from start to finish. I started out with doing research, gathering inspiration and looking at what competitors are doing. Then I moved over to design and branding before creating wireframes and prototypes. Finally, I started developing the website in VS Code with HTML and CSS.

Research

- Brainstorming
- Moodboard
- Target audience
- Values
- Competitor analyzis

Brand identity

- Styleboard
- Colours
- Typography
- Design elements

Wireframes & prototypes

- Wireframes
- Prototypes

Design & development

- Choice of HTML and CSS concepts



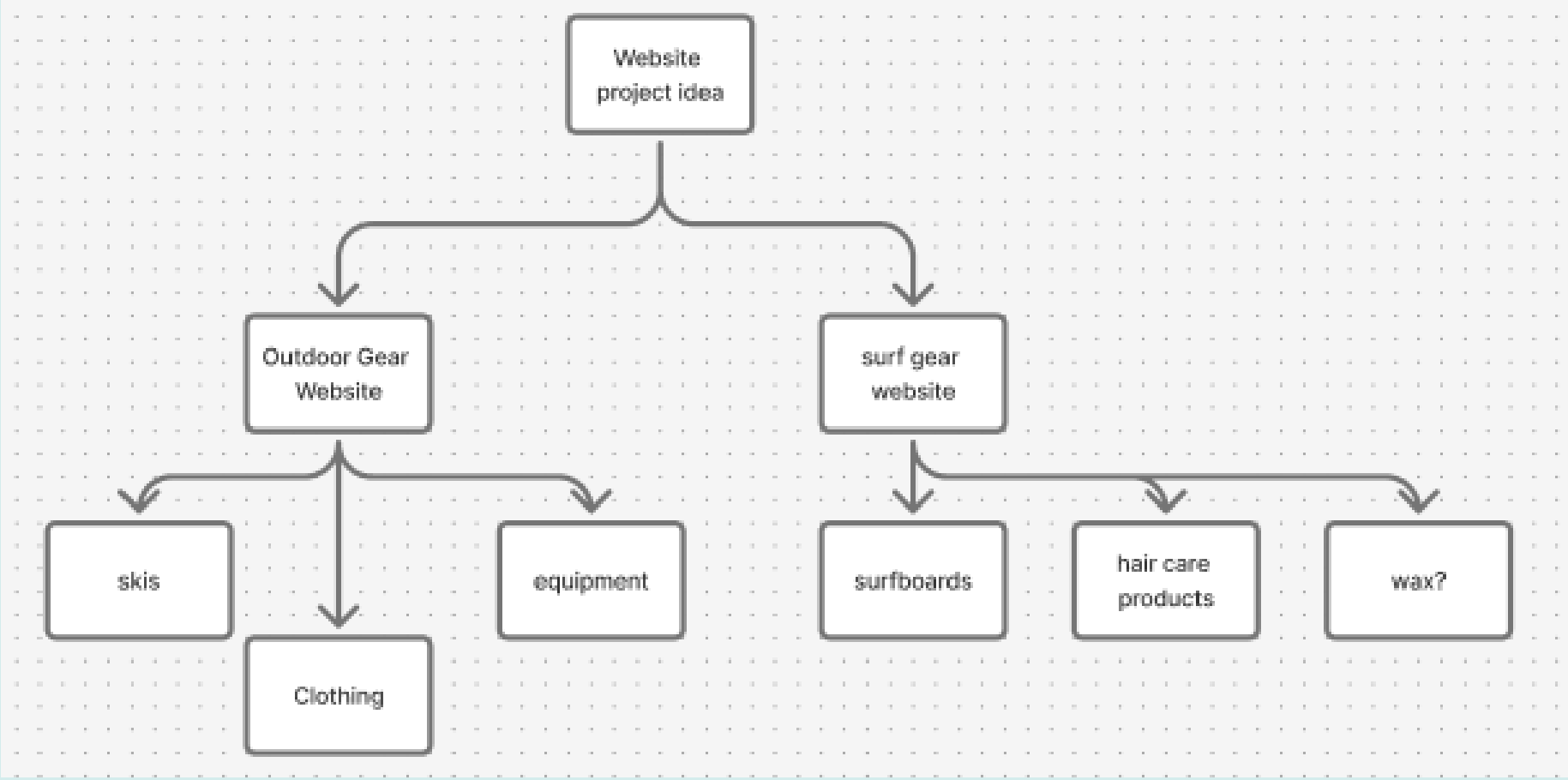
RESEARCH

Brainstorming – Moodboard – Target audience – Values – Competitor analyzis

BRAINSTORMING

Being an outdoor and adventure sports enthusiast - I knew that I wanted to create a product website featuring outdoor sports. After debating on a couple different ideas I decided on developing a surf board concept.

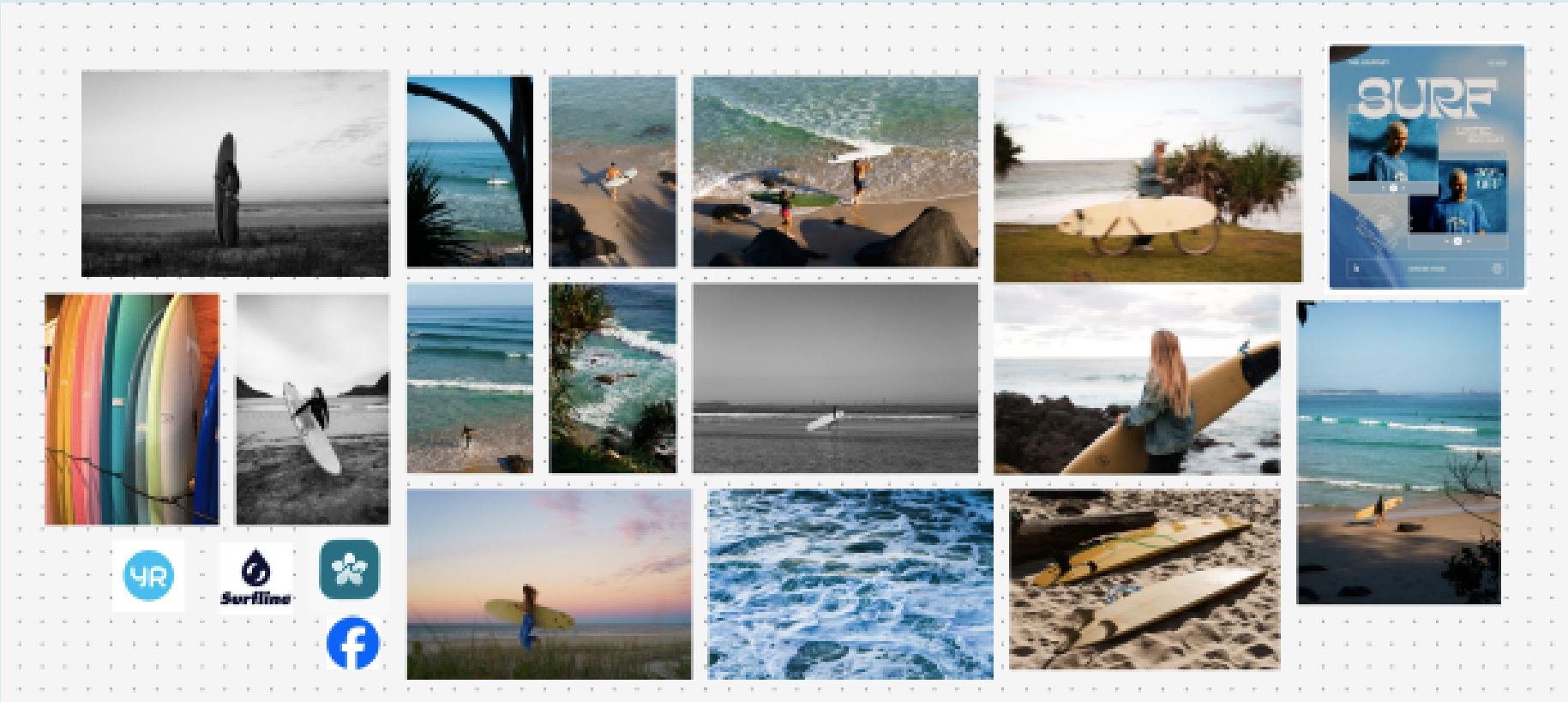
Screenshot from my Figma Workdeck



MOODBOARD

To gather inspiration and deciding on the path for the branding and visuals of the website I created a moodboard with photos featuring surfing, the lifestyle, surfboards, beaches and everything that catches the essence of surf culture.

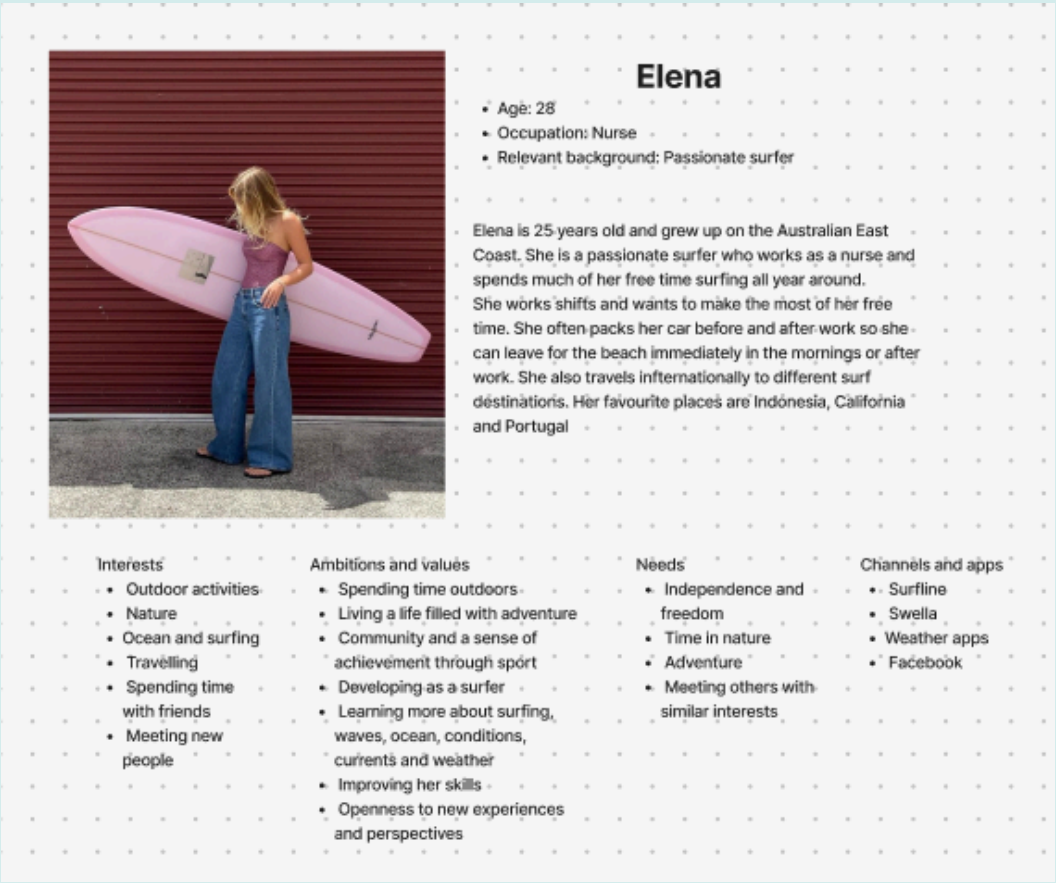
Screenshot from my Figma Workdeck



PERSONA & TARGET AUDIENCE

To get a better understanding of the target audience I created a persona named “Elena”.
The target audience are surfers who ride longboards and are looking for a board for those glassy and cruisy days in the lineup.

Screenshot from my Figma Workdeck



VALUES

RETRO

FREEDOM

JOY

CONFIDENCE

SIMPLICITY

CONNECTION

GROUNDED

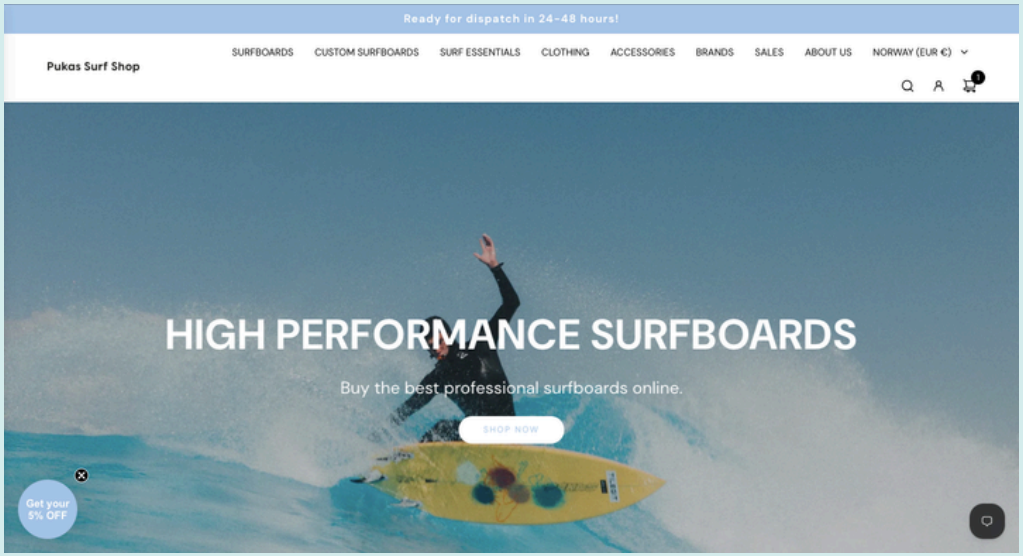


COMPETITOR ANALYZIS

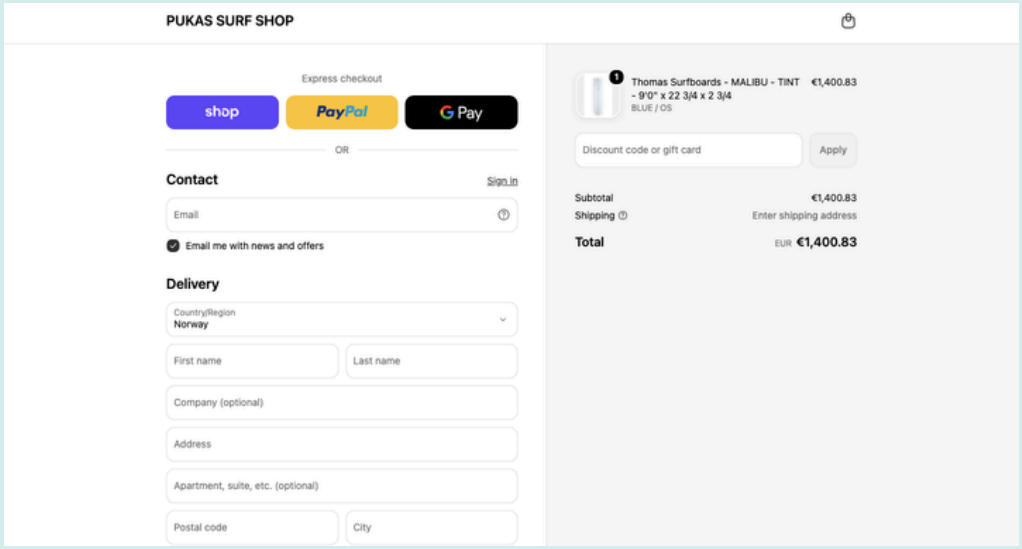
I analyzed several websites who sells similar products and looked for inspiration, what worked well and what I could implement in my own project.

Simple design

Pukas Surf Shop



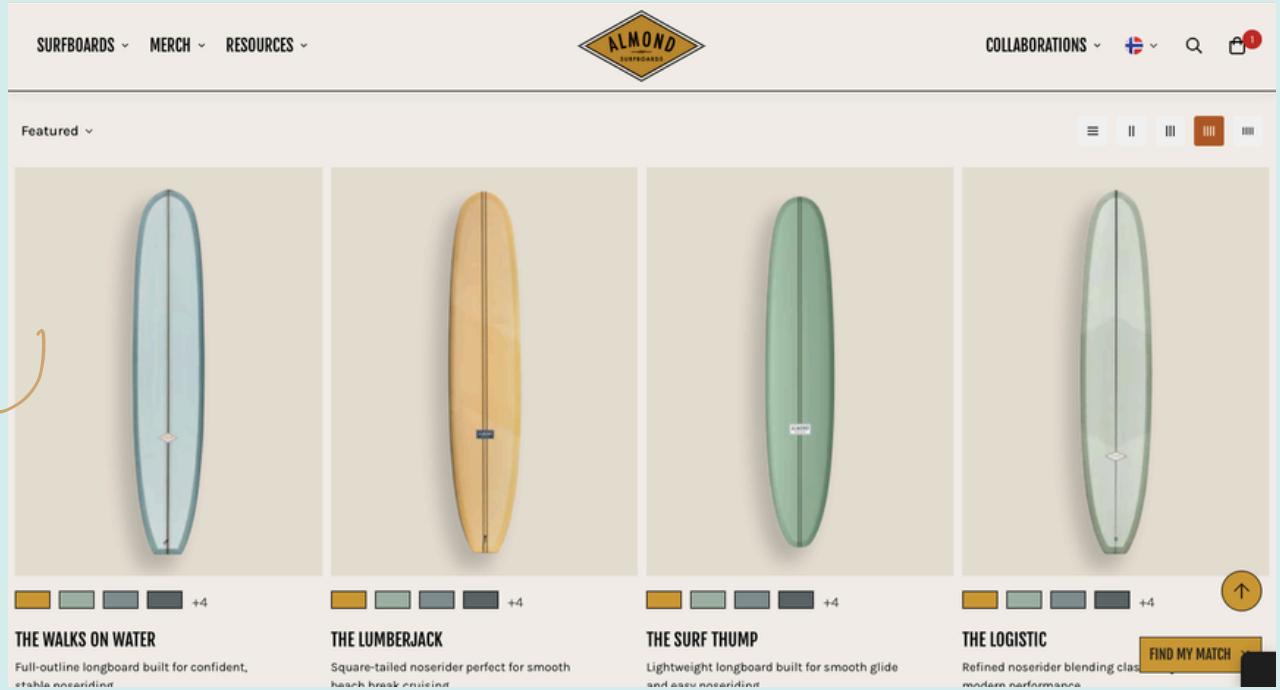
Check out with split screen and minimalistic design



COMPETITOR ANALYZIS

From the brainstorming phase I was already drawn to creating a soft and retro surf brand identity and this was reinforced by stumbling across websites that already had my vision, for example Almond Surboards.

Almond Surfboards



Soft, minimalistic and retro pastel colours

COMPETITOR ANALYZIS

The McTavish website was a big inspiration. I especially liked the style, size and composition of their product photos.

McTavish



Main inspiration for my “Noserider” concept

A product page with big pictures

Product photo style

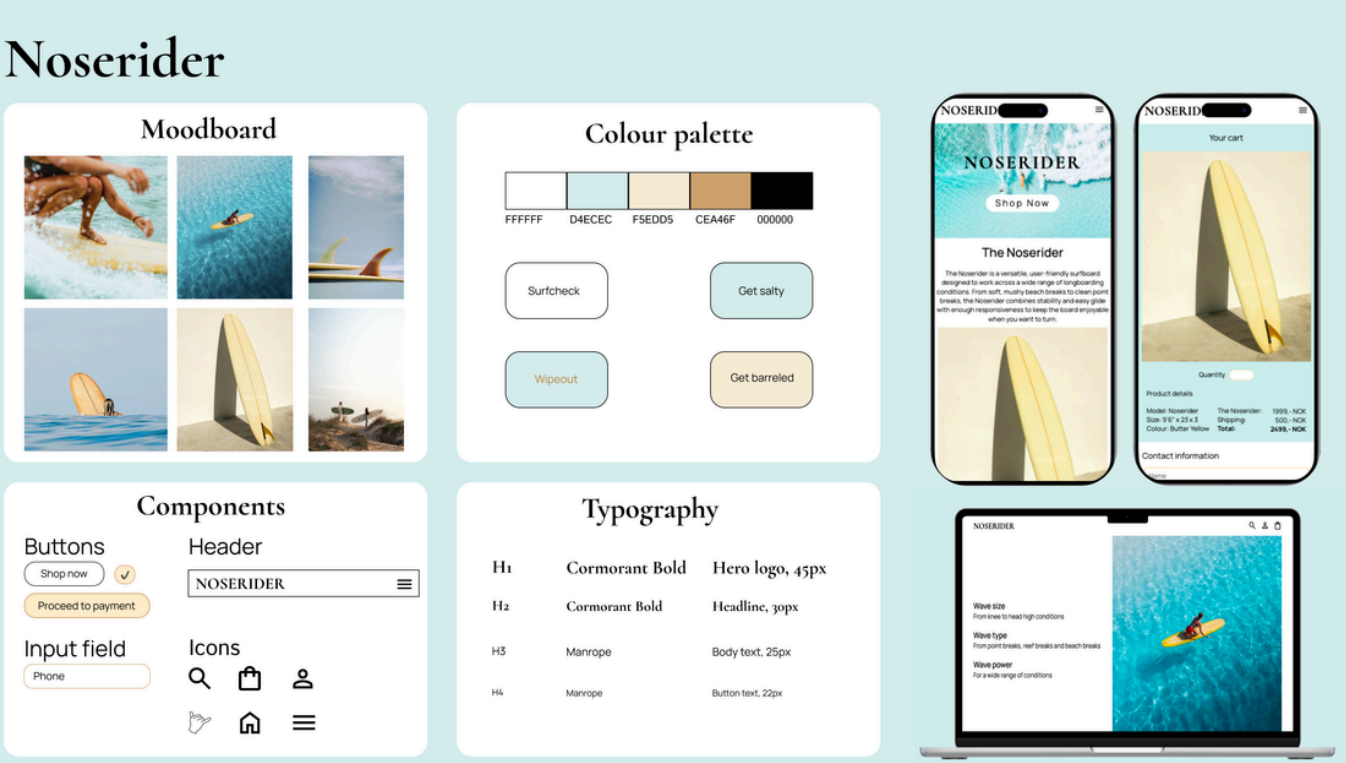
BRAND IDENTITY

Styleboard - Moodboard - Colour palette- Typography - Design elements

STYLEBOARD

When deciding on the concept and style of the website I created a styleboard to maintain a red thread in the brand identity. Choosing colours, fonts and components that surfers relate to and connect with was helpful to create a strong brand identity.

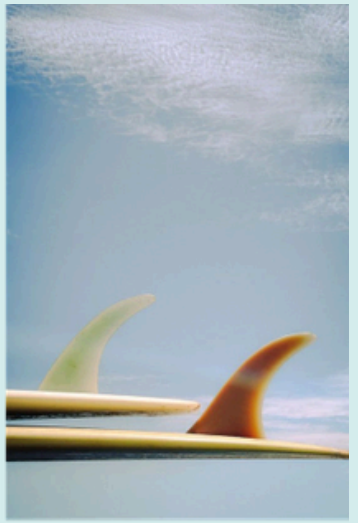
My initial idea and research resultet in a relaxed, retro and simple brand identity that a lot of surfers relate to.



MOODBOARD

I created a moodboard featuring the product and the natural environment it will be used in. This was my insipration for the continuing process of devloping my styleboard.







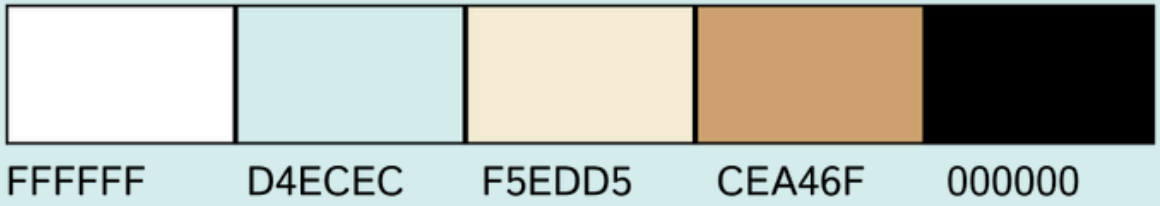

COLOUR PALETTE

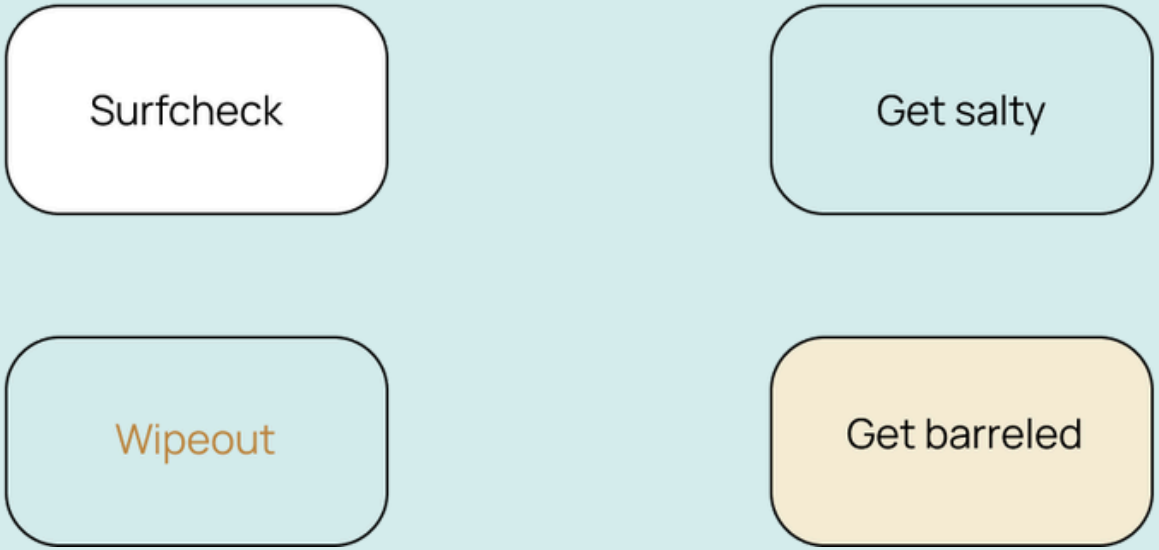
The colour palette was inspired by the moodboard and represents the environment a surfer moves though and recreates in; the ocean and the beach. The colour palette shows how the colours work together and complement each other. The soft shades of blue and white represents the crystal clear water while the beige and sandy/brown shade represents the beach. The colour palette was also inspired by the retro brand identity of the surf brand competitors McTavis and Almond Surfboards.

<u>Colour in design theory</u>
In design theory, colour also represents different psychological responses and moods.

- The soft blue colour represents calmness, reliability, trust and professionalism.
- The neutral/brown colours represent earthiness, warmth, security, and organic reliability.

My choice of colours reinforces the overall brand identity I wanted to create for Noserider.





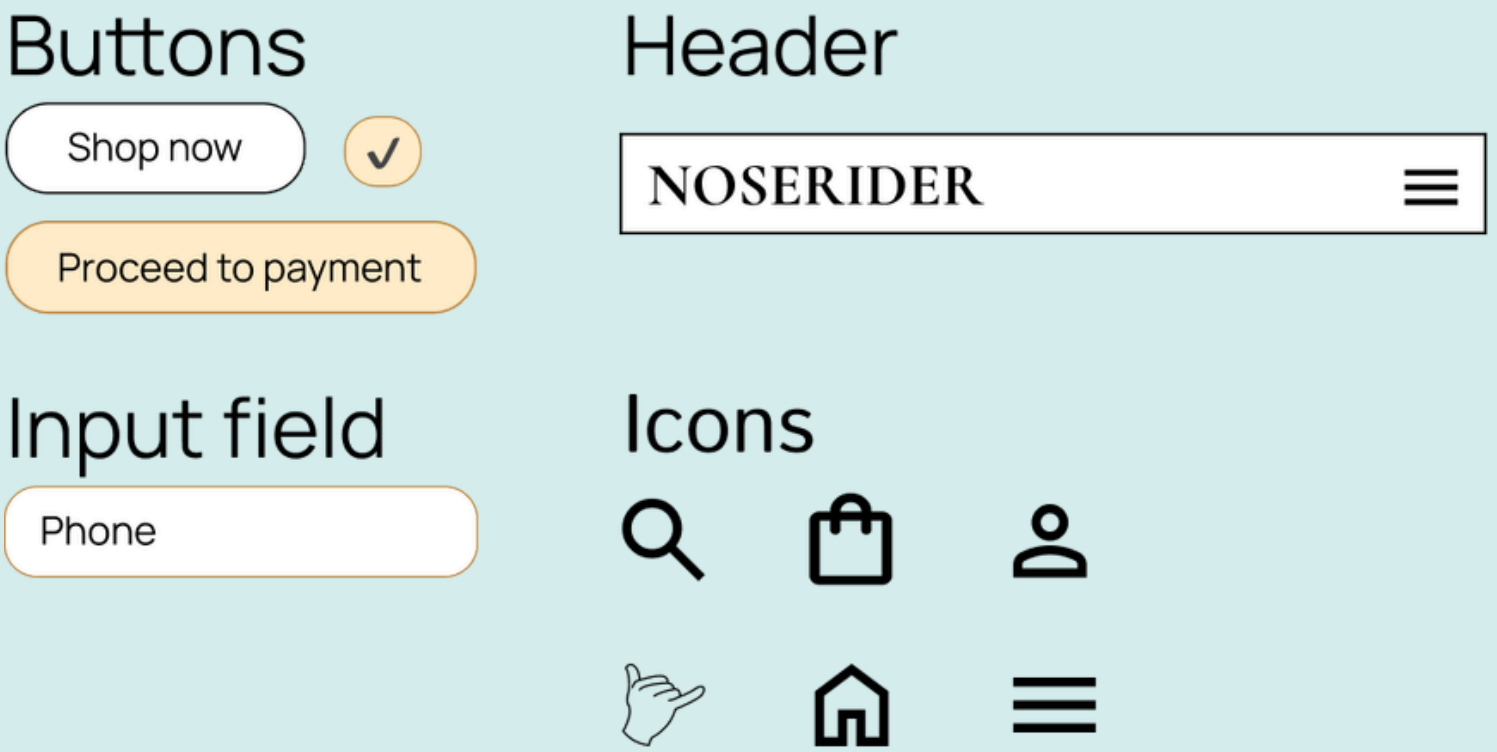
TYPOGRAPHY

I chose the fonts Cormorant and Manrope to strenghten the retro, minimalistic and simple image of Noserider. Cormorant has a more characteristic and strong deign and identity which gives the brand a strong image, while Manrope reinforce the minimalistic and simple brand identity I was looking to create.

H1	Cormorant Bold	Hero logo, 45px
H2	Cormorant Bold	Headline, 30px
H3	Manrope	Body text, 25px
H4	Manrope	Button text, 22px

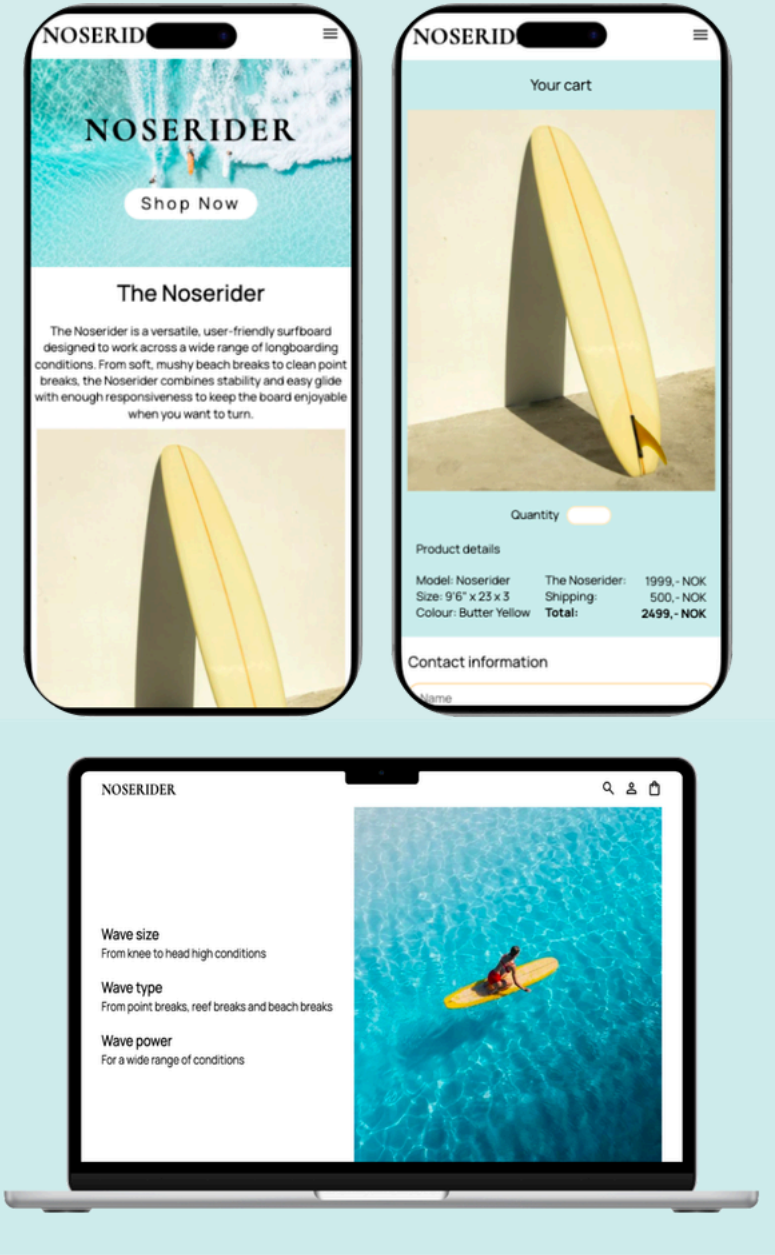
DESIGN ELEMENTS

Buttons, header, icons and input fields are all designed to support the overall image and brand identity of Noserider. Simple, grounded and retro.



MOCKUPS

I put together some early mobile and desktop mockups to get an idea of the final visual look and how the choice of colours, components and typography would work together.



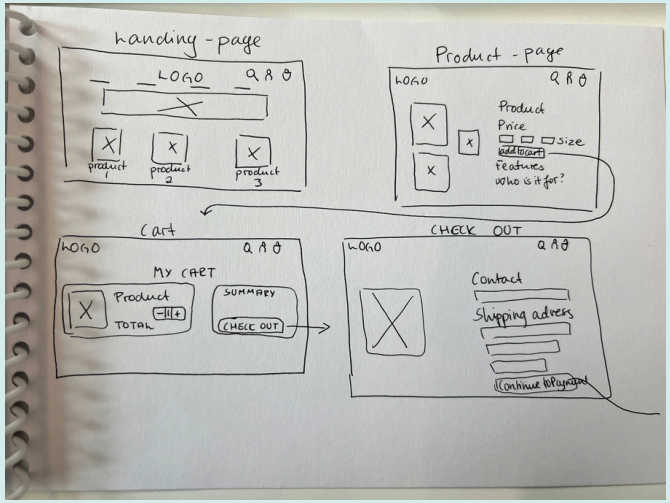
WIREFRAMES & PROTOTYPES

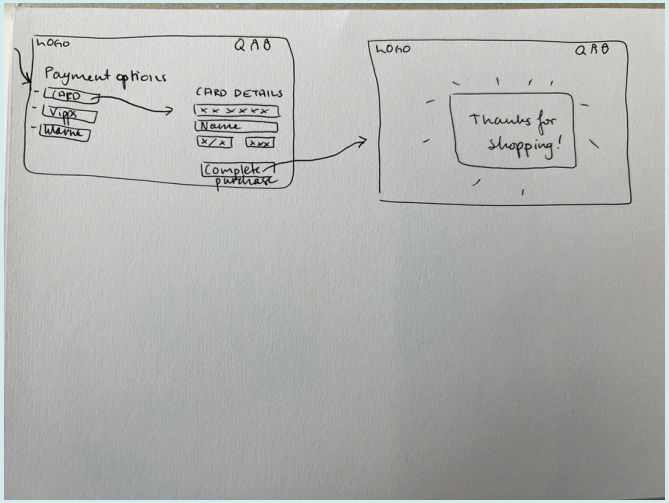
Wireframes - Prototypes

WIREFRAMES

Paper wireframes – 1st draft

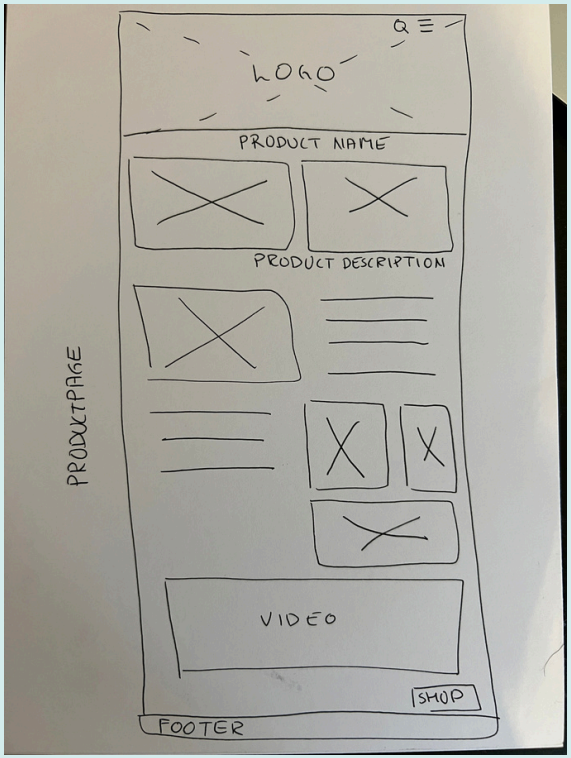
For my first wireframes I had an initial idea of creating a classic online shop-look.

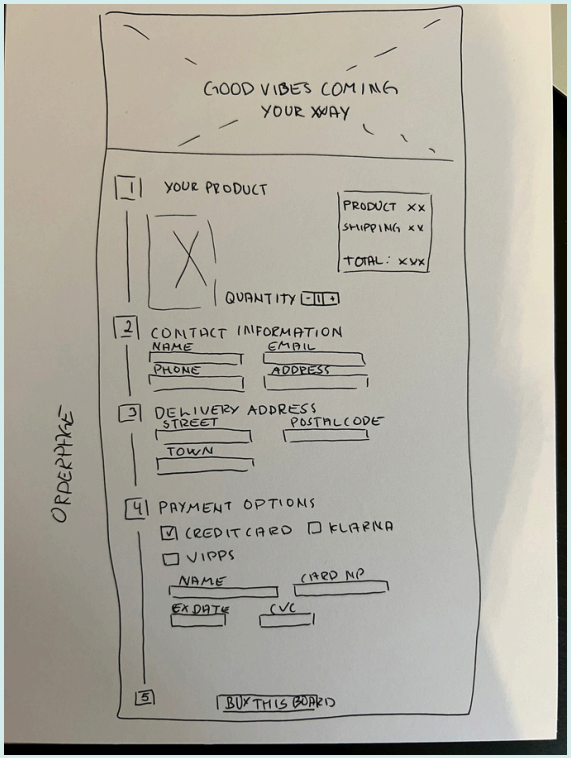




Paper wireframes – 2nd draft

However, after some thinking and brainstorming I created a second set of paper wireframes with a bit of a different layout. The final result was largely based off the 2nd wireframe draft.





PROTOTYPES

The journey of my desktop prototypes

Changes I made from the first to the last draft:

Product page

- Work on colour contrast on header for
- Apply different background colour to differentiate between different sections
- Add footer with brands, social and contact links
- Add white sticky navigation bar
- Add call to action button on hero section

Check out page

- Remove the hero section
- Make the input fields more comprimated for less scrolling

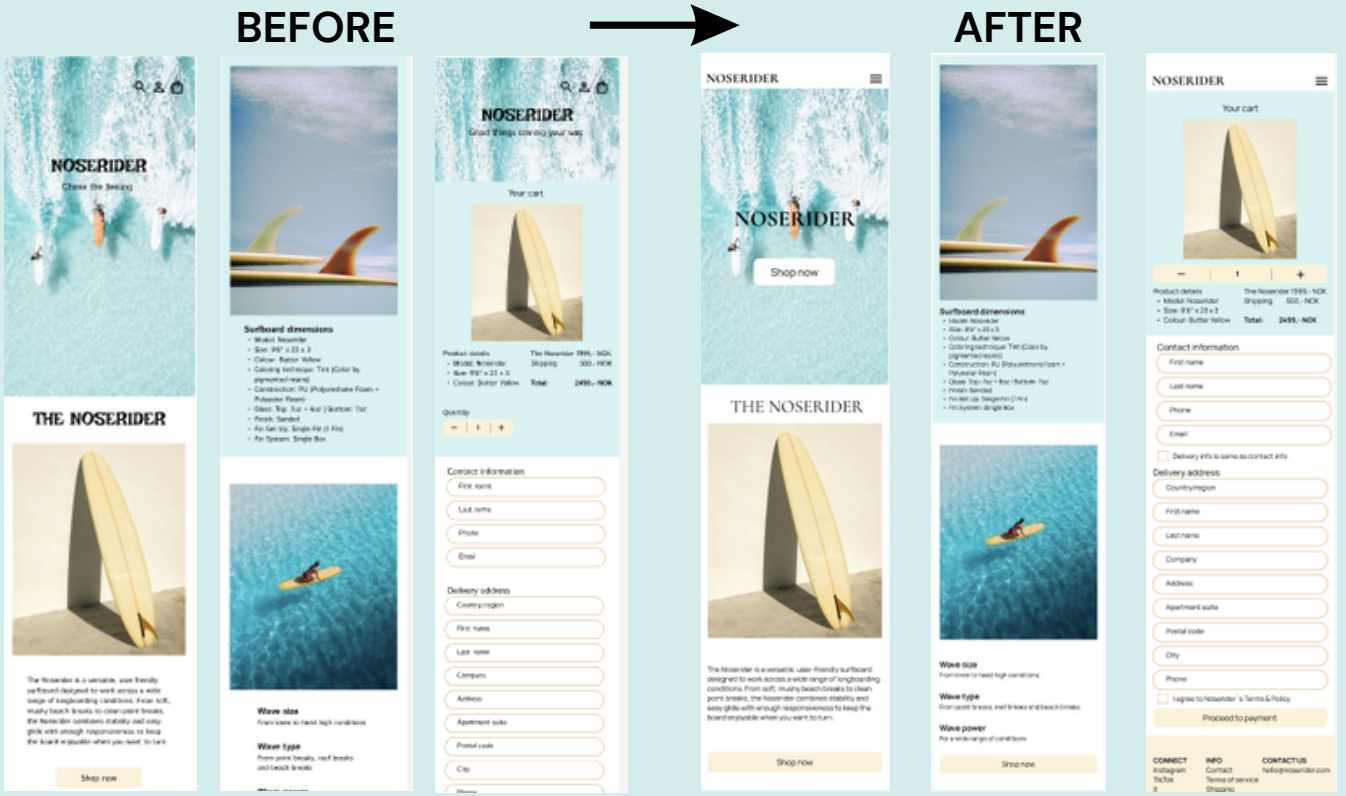
These prototypes improvements were made to reinforce usability and accessibility by focusing on visual impairment support, general readability and clear navigation.



PROTOTYPES

The journey of my mobile prototypes

I´ve made similar changes to the mobile prototype as I did to the desktop prototype.



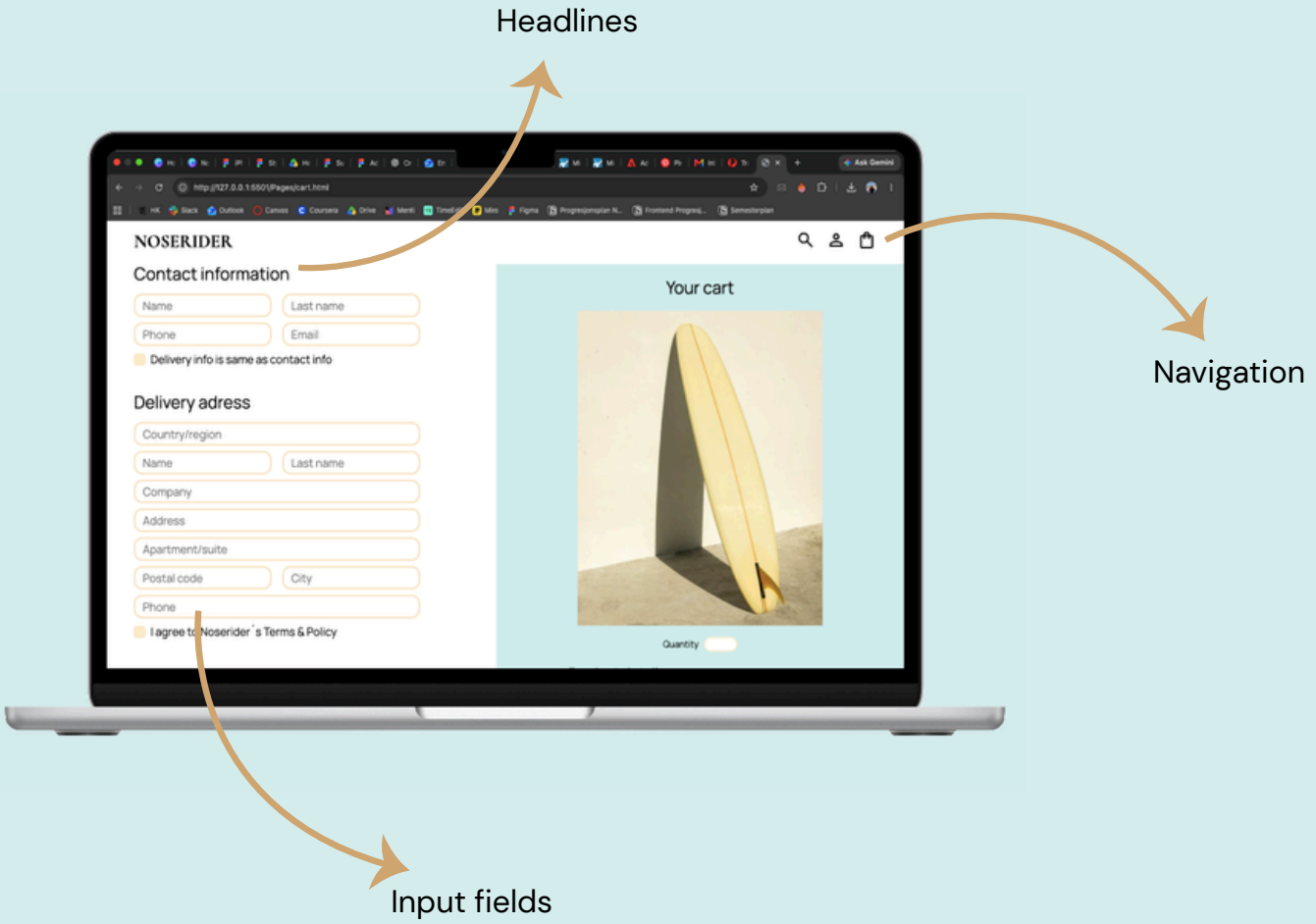
DESIGN & DEVELOPMENT

HTML & CSS CONCEPTS

HTML & CSS CONCEPTS

HTML-structure and semantic tags
I´ve used the following HTML-structure and semantic tags to create a well-structured HTML-page which makes it easier to understand, maintain and navigate through the content.

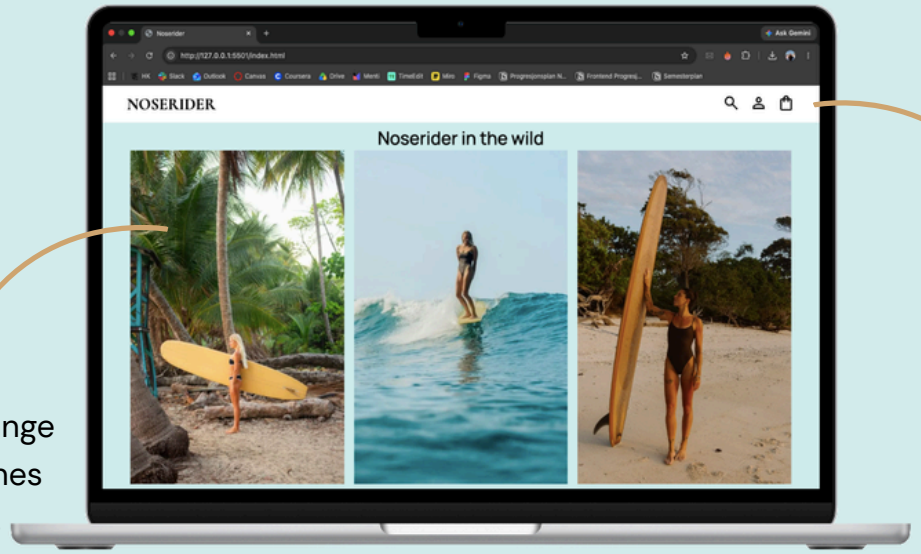
- Header, nav, main, section, footer
- Headlines: H1, H2, H3, H4 etc
- Input fields for the check out page
  - Phone
  - Contact info
  - Quantity
  - Check buttons



HTML & CSS CONCEPTS

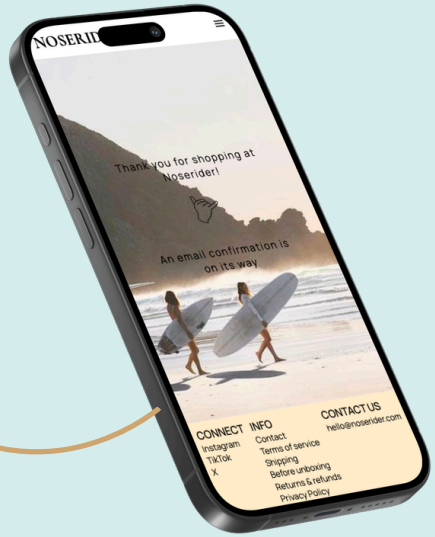
CSS, layout and respnsiveness
I´ve used CSS and flexbox to style the content and make it responsive for both desktop and mobile browsing

- Flexbox to place and adjust elements to fit in lines or columns.
- Margin, padding and gap to create a consistent layout.
- Media queries to atjust the layout for both desktop and mobile.
- Position: I´ve used sticky to make the header stick to the top of the browser while scrolling



Sticky header

Flexbox to arrange elements in lines or columns



Media queries to make a responsive page

HTML & CSS CONCEPTS

CSS reusability and organization
I´ve used the following approach to keep my code organized in order to easily make local changes without it affecting the whole website

- Consistent CSS styling for navigation, buttons, typography and footer
- Classes for specific components
- Linking HTML-classes and CSS-selectors
- Avoiding unnecessary duplication of code
- Comments in the code to stay organized

Comments to divide sections and stay organized

```
<!--Surfboard dimensions-->
<section class="surfboarddimensions">
  <img src="./Assets/Images/photo5.jpeg" alt="noserider surfboard" />
  <div>
    <h4>Surfboard dimensions</h4>
    <ul>
      <li>Model: Noserider</li>
      <li>Size: 9'6" x 23 x 3</li>
      <li>Colour: Butter Yellow</li>
      <li>Coloring technique: Tint</li>
      <li>Construction: PU</li>
      <li>Glass: Top: 7oz + 6oz | Bottom: 7oz</li>
      <li>Finish: Sanded</li>
      <li>Fin Set Up: Single Fin</li>
      <li>Fin System: Single Box</li>
    </ul>
  </div>
</section>
<!--Wave size-->
<section class="wavesize">
  <div class="waveinfo">
    <h4>Wave size</h4>
      <p>From knee to head high conditions</p>
    <h4>Wave type</h4>
      <p>From point breaks, reef breaks and beach breaks</p>
    <h4>Wave power</h4>
      <p>For a wide range of conditions</p>
      </div>
    <img src="./Assets/Images/photo6.jpeg" alt="noserider surfboard" />
</section>
```

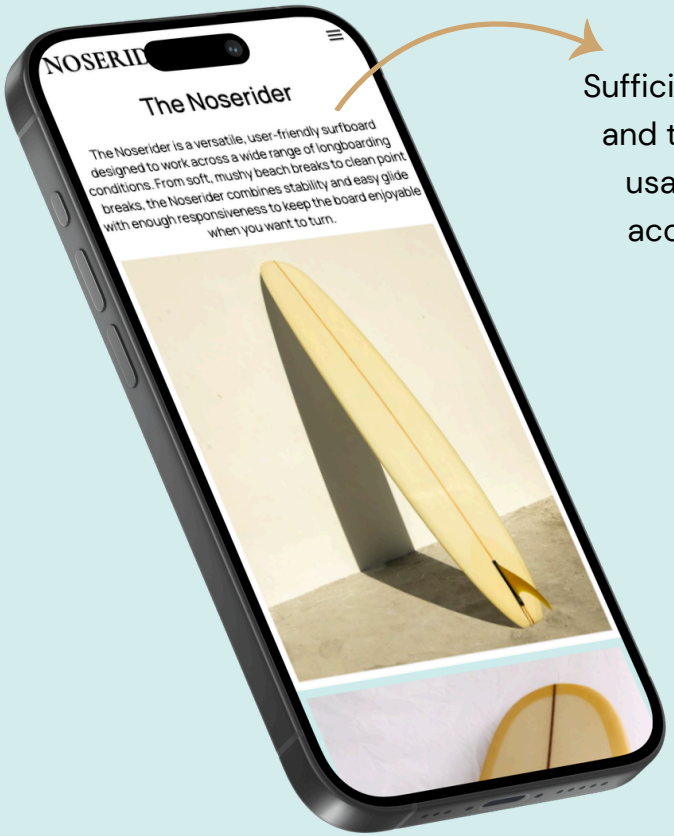
Sticky header

Using classes for specific parts and components of the website

HTML & CSS CONCEPTS

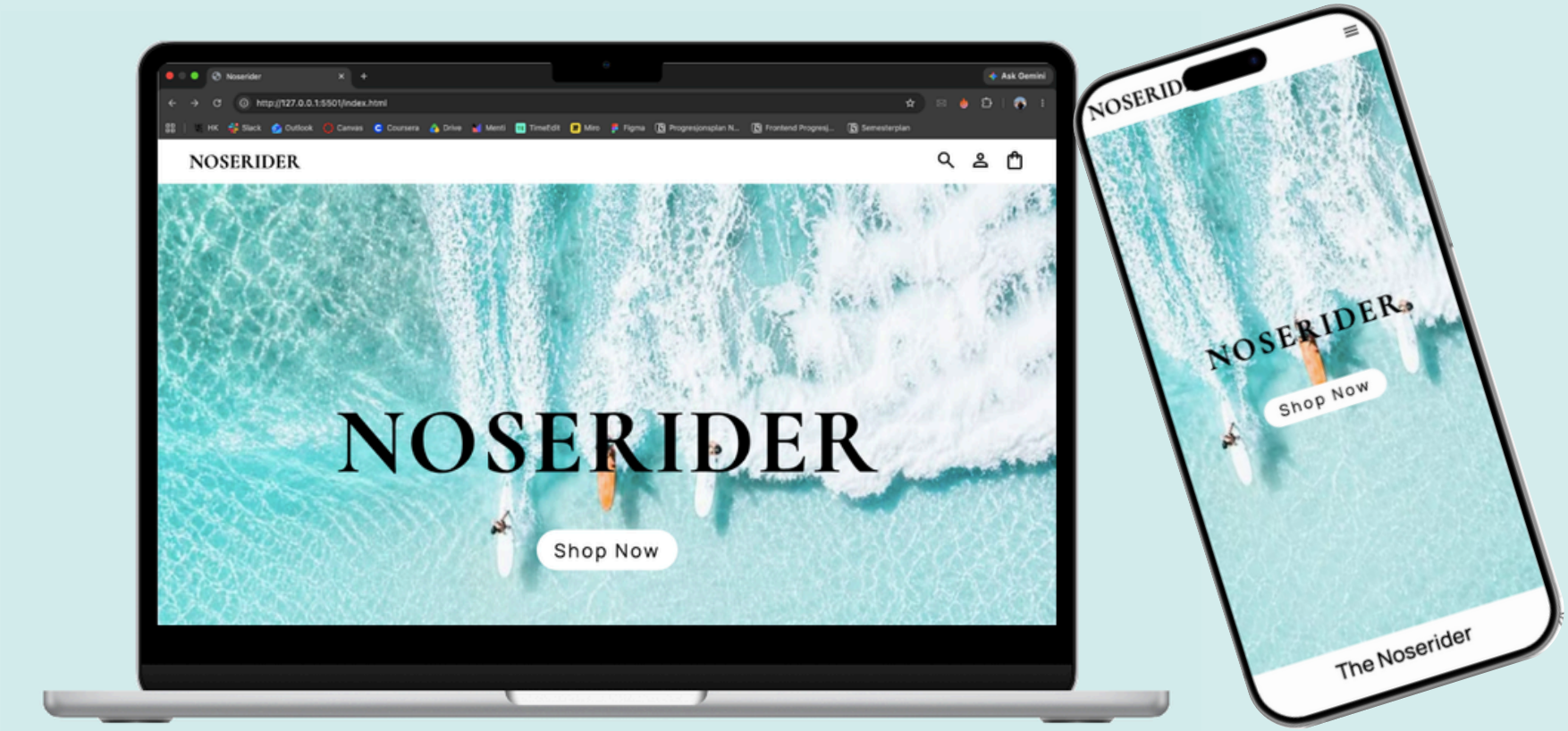
Usability and accessability – technical design choices that support the user
I´ve made the following choices to maintain a visual interface that is easy to understand, navigate and access for the user

- Sufficient contrast and font size to make text easy to read
- Alt-text to describe pictures
- Logical content hierarchy and a mobile friendly layout
- Links and buttons with sufficient description

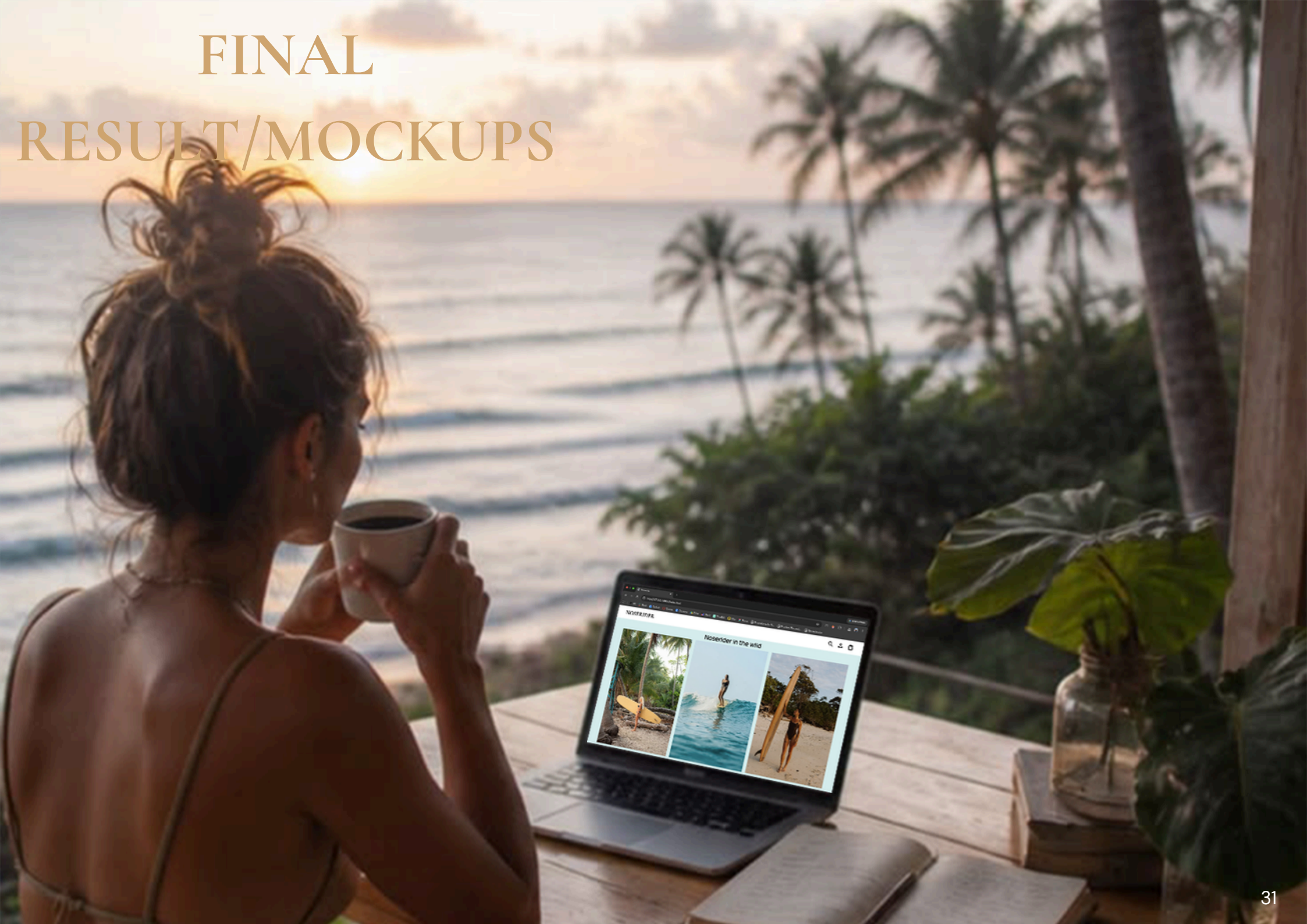


Sufficient contrast and text size for usability and accessibility

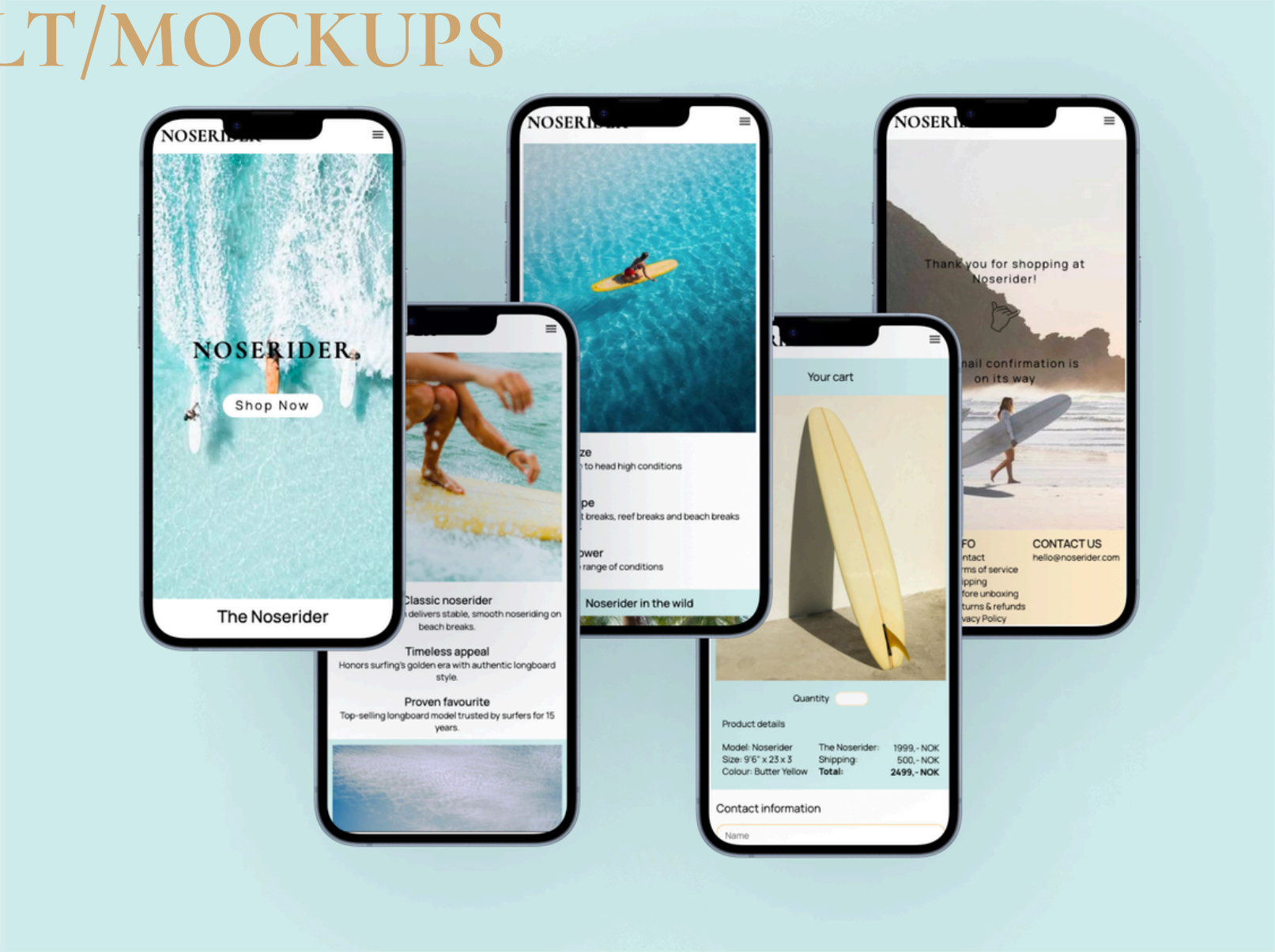
FINAL RESULT/MOCKUPS



FINAL RESULT/MOCKUPS



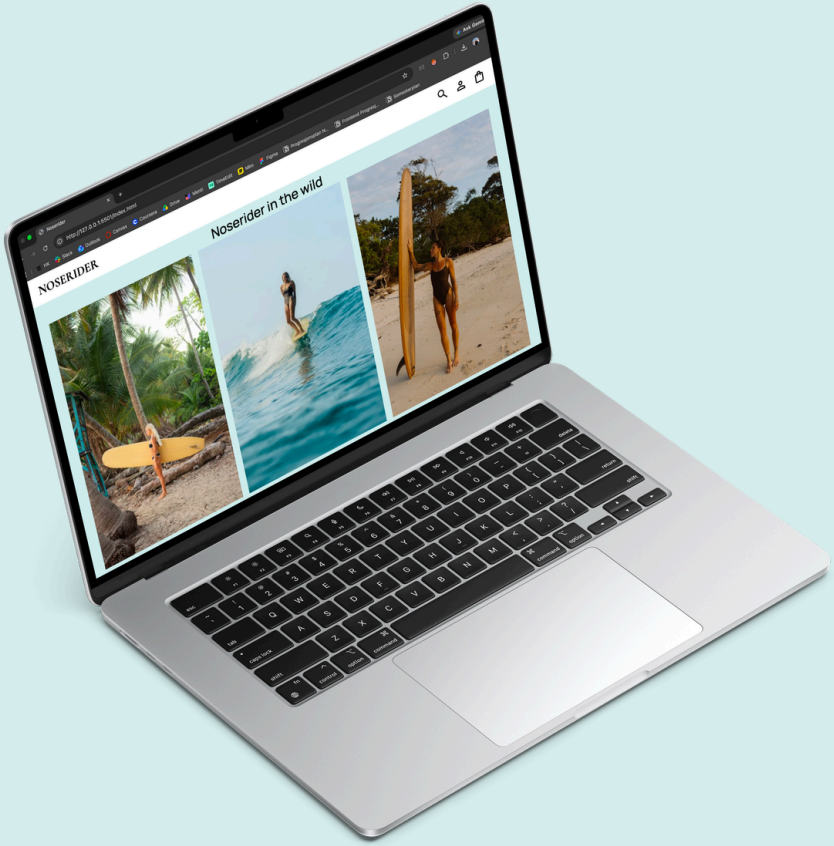
FINAL RESULT/MOCKUPS

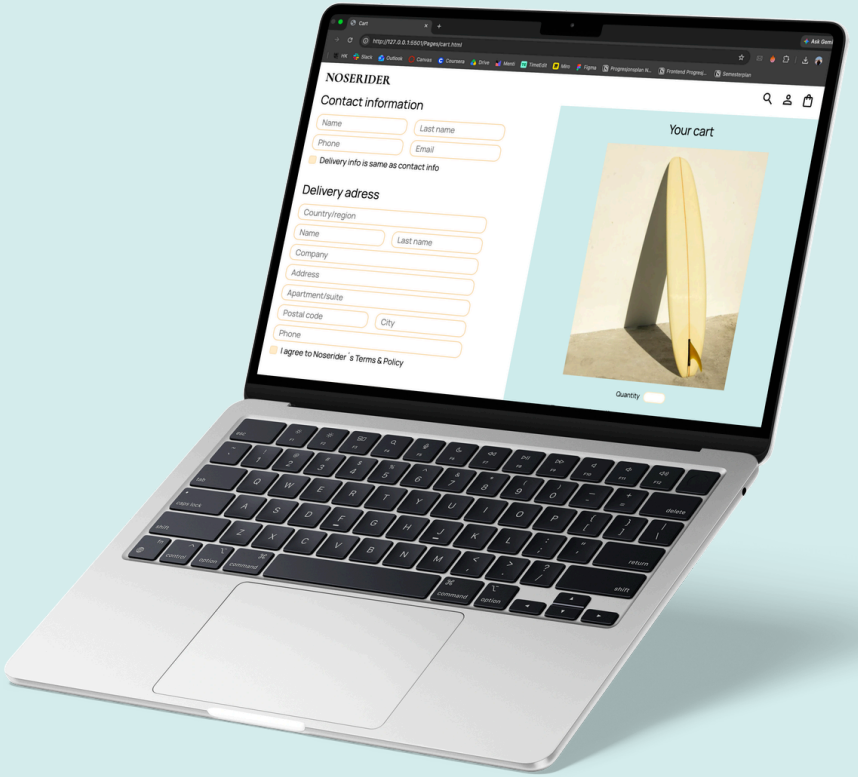


FINAL RESULT/MOCKUPS

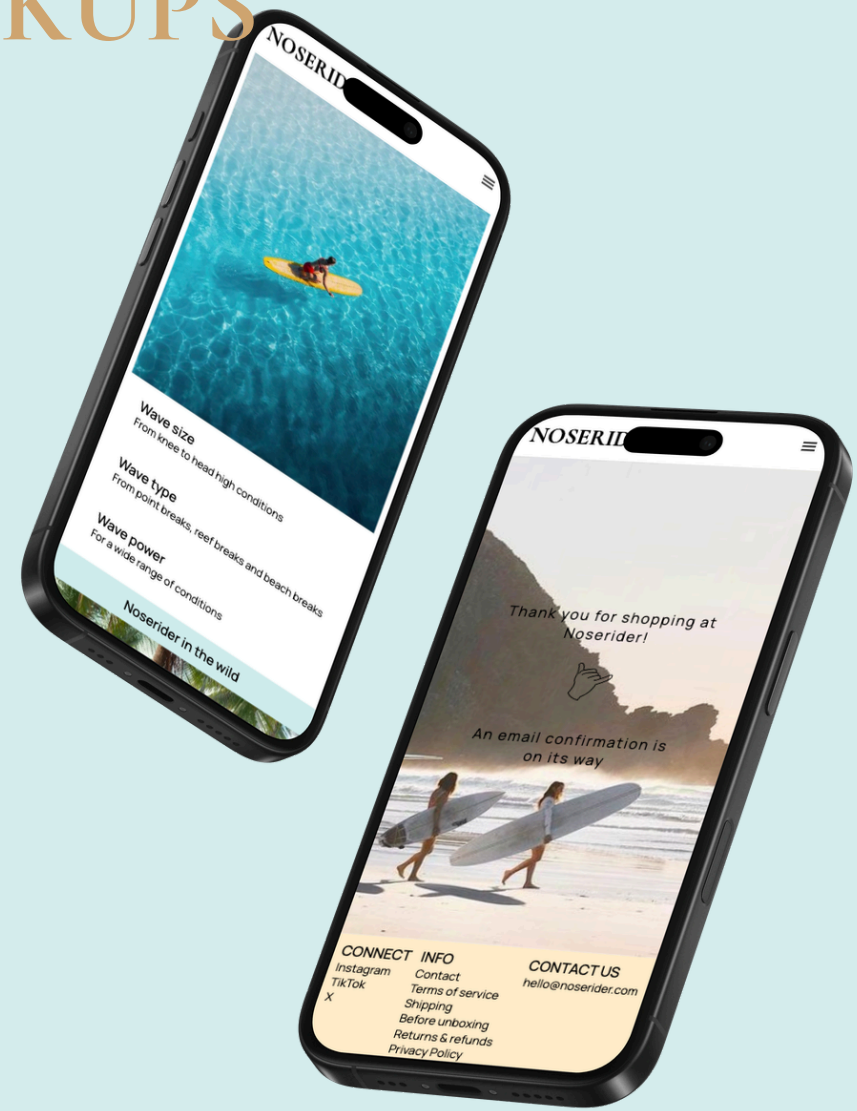


FINAL RESULT/MOCKUPS

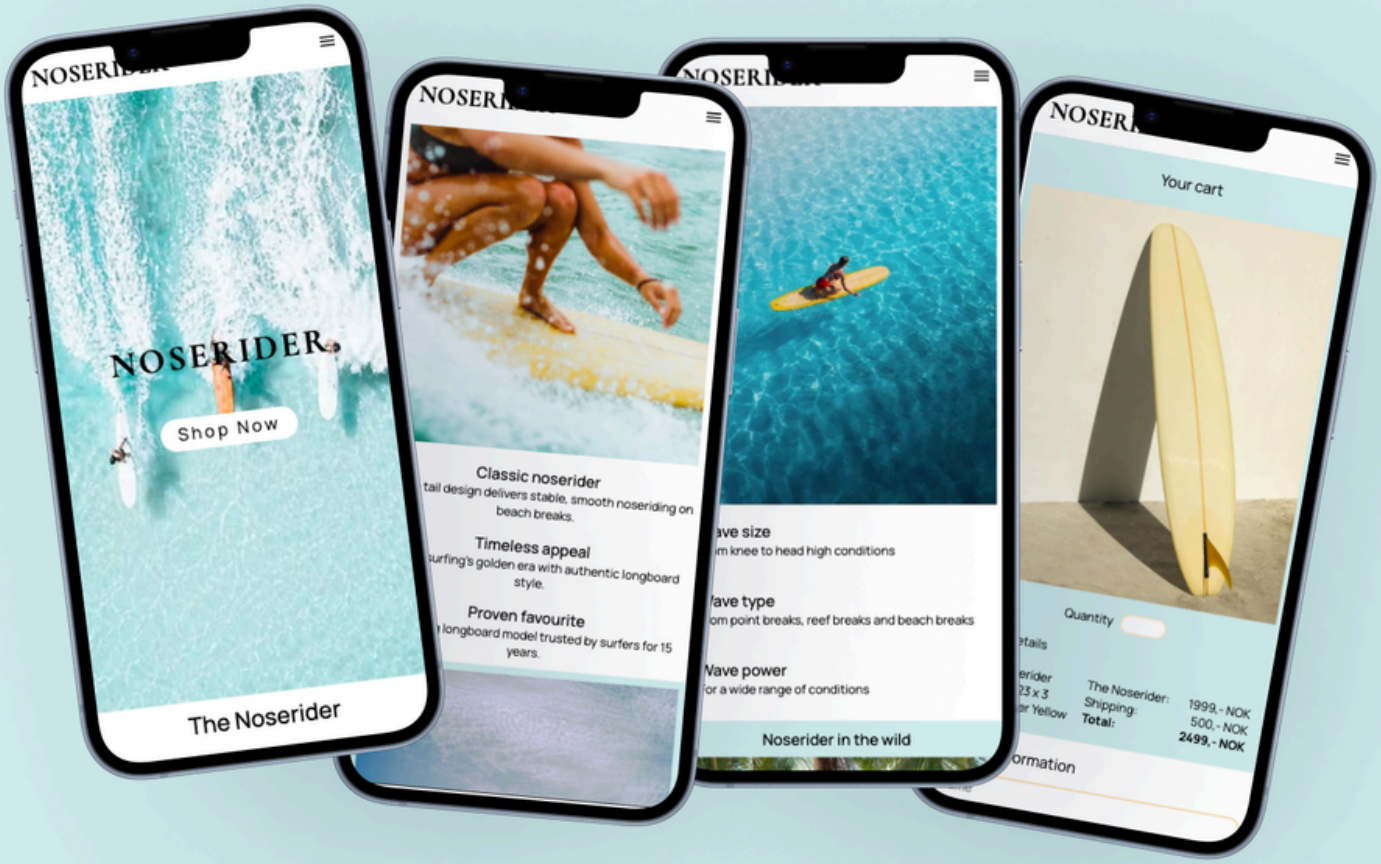




FINAL RESULT/MOCKUPS



FINAL RESULT/MOCKUPS



FINAL RESULT/MOCKUPS



FINAL RESULT/MOCKUPS



REFLECTION

Thoughts

I`ve enjoyed diving into the fundamentals of front-end development and it´s been a steep learning curve. Being the sole designer and developer for this project has allowed me to get hands on experience from the very start of the design phase to the end of the development phase. This project has opened my eyes to the front-end field and it has given me a strong foundation for further development within the field. I´ve developed quite the curiosity for this field and I´ve realised that it ´s something that I would like to work more on in the future.
Although I moved systematically through research, brainstorming, ideation, design, prototyping and development - this project has also largely been an iterative process where I´ve moved back to earlier stages of the process to make changes and adjustments.

Future Improvemets

For future improvements I would like to develop the Noserider website into a full online shop, including colour variations of the existing product and provide a wider range or products. My current draft is closer to a product showcase and for future development I want to redesign it towards an online shop.
I would also like to add a wider variety of input fiels and drop down fields for the check out pages as well as working on future development of the design of the website.

In addition to product improvements I also want to develop my skills in photoshop, indesign and figma to be able to create better prototypes, workbooks and mockups.



REFERENCES

Photo and text assets for website:

- Pinterest

Competitor analyzis and inspiration

- Almond Surfboards: https://almondsurfboards.com/
- McTavish Surfboards: https://www.mctavish.com.au/
- Pukas Surfboards: https://pukassurfshop.com/



DESIGN BINGO

BEKK UXCUP

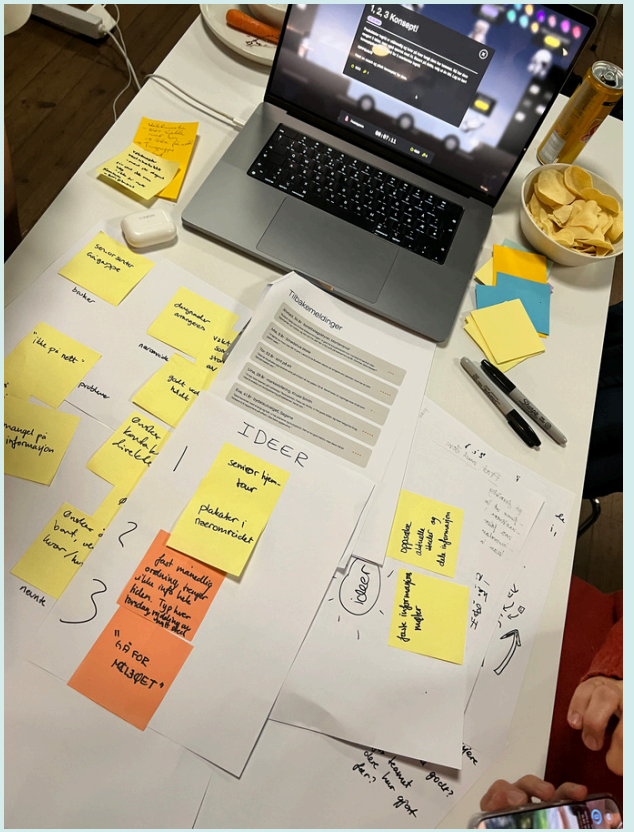
In September I attended the yearly UX-Cup arranged by Bekk. We were divided into groups and were given real life client problems to solve.

Reflections

The UXCUP gave me hands-on experience in teamwork, problemsolving and the design process. I really liked how the competition was organized as a design sprint, which gave us insight on how design sprints work. As it was my first time attending a sprint I larned a lot about communication when working with others, brainstorming techniques and the work process. This experience also made me reflect on my own strenghts as well as areas that I can improve when it comes to working in teams and solving problems.

Students from various universitites and programs in Oslo attended the UXCUP and it was interesting to meet students with other backgrounds, experience and viewpoints. I learned a lot from working with others and sharing thoughts, experiences and reflections.

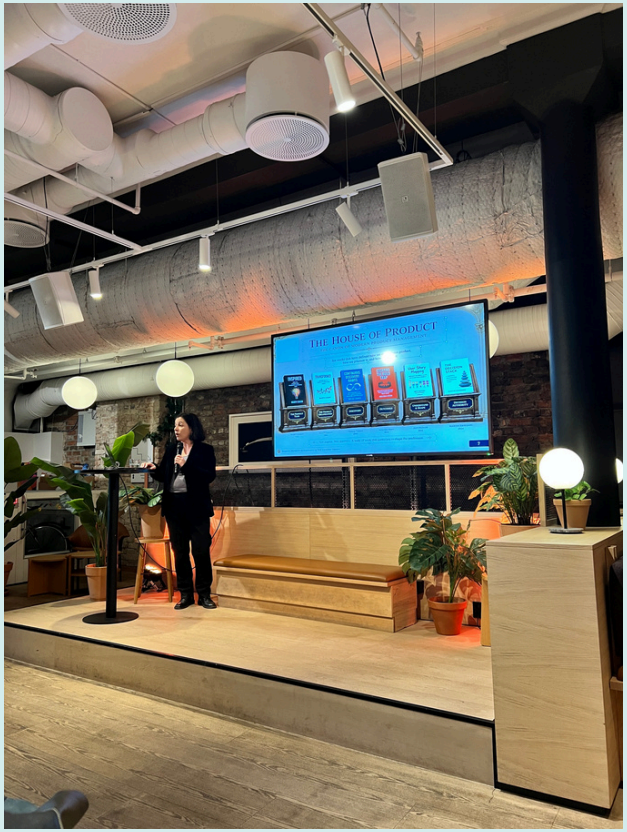


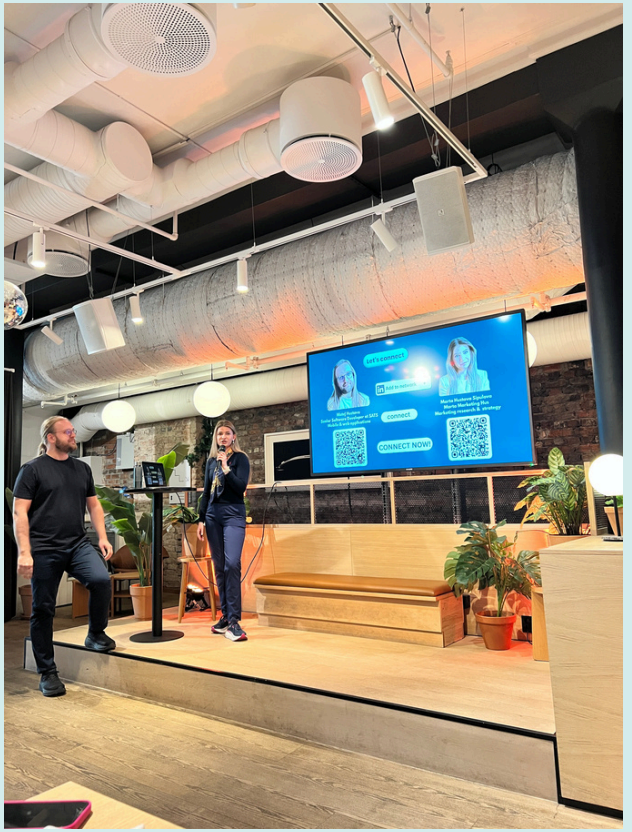


DESIGN BINGO

Shipped in Oslo – UXDX Meetup

In September I attended the UX-event Shipped in Oslo at Mesh Youngstorget. The event brought together experienced product professionals who shared their experience, thoughts and past work/projects within the product design field.





Reflections

This event was a great way to dive into the product/design/tech community in Oslo and see what´s going on. It was inspiring listening to experienced product professionals and getting an inside scoop into their background, experience and projects.

I met individuals who were at different points in their careers. Some had worked in product design for a long time while others had just made a career change and landed their first design/product role. I was inspired by learning about other peoples journeys and seeing how many different backgrounds people tranition into design from.

DESIGN BINGO

Design in the urban landscape of Oslo

After enrolling in the Interaction Design program at Kristiania I´ve gotten more aware of design in my daily life and surroundings. Throughout august, september and october I´ve taken the time to stop, observe and reflect over design in the urban landscape of Oslo.

Reflections

- Flying horses at Jernbanetorget
  - I pass through Jernbanetorget rather frequently and have noticed the flying horse art installations. I think the horses make people stop and reflect on their meaning and what the art is representing.
- Design at Evita Espressobar
  - On the way to school I often pass Evita Espressobar with its warm, colourful and cozy design. I especially like the vibrant and cozy wall combined with the checked floor.
- Classic architecture at St. Hanshaugen
  - After living overseas for a couple years I really appreciate European classic architecture. I´m particularly drawn to St. Hanshaugen and the surrounding area.
- Quotes - Real time passenger information display
  - I really like how Ruter provides a dash of humour, encouragement and inside jokes on their RTPI display when you travel with public transport. It´s the small things that spice up your bus ride!



Flying horses at Jernbanetorget



Design at Evita Espressobar, Grønland



Classic architecture at St. Hanshaugen



Quotes at the RTPI display