

1. Choosing the Platform

To build the Snow Better website, we used GoDaddy to ensure flexibility, visual appeal, and ease of updates.

Using an AI, it created the initial structure and design framework, allowing us to quickly customize visuals, page layouts, and navigation based on the Snow Better brand identity. This approach saved development time while ensuring professional, high-quality results

2. Content and Visuals

AI tools were utilized to assist in generating product descriptions, taglines, and supporting visuals for the website. The AI-generated content was then edited and customized to match Snow Better's tone, innovative, performance-driven, and safety-focused.

- The Home Page highlights Snow Better's mission: Born from frustration. Forged by necessity. Built for connection.
- The About Page shares the story behind the innovation, how Snow Better was created to make snow sports safer and more connected.
- The Contact Page enables customers to reach out for inquiries, support, or partnership opportunities.
- The Shop Page showcases Apex Vision smart goggles, featuring detailed specifications, features, and purchase options.

3. Customizing the Layout

Once the content was added, I customized the website layout to make it engaging and user-friendly.

- A clean, modern design with a black, white, and blue color palette inspired by snow and technology.
- Interactive elements, such as product sliders and hover animations, showcase the goggles in action.
- Sticky navigation for easy browsing between pages.
- Call-to-action buttons such as Shop Now and Learn More guide user engagement.