

- Create a clear and intuitive navigation system that allows users to easily find information and features. The navigation should be well-organized, user-friendly and prominently displayed on each page.
- Strategically place compelling call-to-action (CTA) elements throughout the website to encourage user interaction and achieve desired actions. CTAs should be visually appealing, clearly communicate the intended action and be easily clickable.
- Provide both light and dark versions of the pages to accommodate user preferences and enhance the overall visual experience. The light version should have a clean and bright appearance, while the dark version should convey a modern and sleek feel.
- Include a dedicated section to highlight JDoodle's unique features, showcasing the platform's advantages and differentiating factors. This section should effectively communicate the value proposition to users and convince them to choose JDoodle.
- Incorporate a section that emphasizes JDoodle's commitment to user success and showcases testimonials or success stories from satisfied users. This will help build trust and confidence in the platform.
- Mobile-first Design: Prioritize mobile-friendly design and ensure that the website is optimized for mobile devices. Test the website on different screen sizes and resolutions to ensure a seamless and intuitive experience across all devices.
- Visual Hierarchy: Establish a clear visual hierarchy by using appropriate font sizes, colours and spacing to guide users' attention and prioritize important information and features.
- Typography: Select fonts that are easy to read and complement the overall design. Use typography consistently across the website to maintain visual coherence. Please share the names of the fonts used.
- Colour Palette: Choose a harmonious colour palette that aligns with JDoodle's branding and evokes the desired emotions. Utilize colour to create visual interest, highlight key elements and differentiate sections or functionalities.
- Iconography: Implement a consistent set of icons that are visually cohesive and intuitive to users. Icons should effectively communicate functionality and enhance the overall user experience.
- Imagery and Graphics: Incorporate relevant and high-quality images and graphics that support the content and resonate with the target audience. Use visuals to enhance the storytelling and overall aesthetic appeal of the website. Please share the licence and source of the imagery and graphics used.

- **White Space:** Utilize white space strategically to create a sense of balance, improve readability and highlight key content. Avoid overcrowding elements and allow for breathing room between sections.
- **Grid-based Layout:** Design the website using a grid-based layout to ensure alignment, consistency and an organized appearance. Grids help create a visually pleasing structure and maintain a sense of order throughout the website.
- **Consistent Design Elements:** Maintain consistency in design elements such as buttons, forms, headings and content blocks throughout the website. Consistency helps users navigate the website more easily and enhances the overall user experience.
- **Micro interactions:** Incorporate subtle animations or micro interactions to provide feedback, guide users and create an engaging and interactive experience. However, ensure that animations are purposeful and do not hinder usability or slow down the website's performance.
- **Accessibility in Design:** Design with accessibility in mind, considering factors such as colour contrast, text legibility and assistive technology compatibility. Make sure the website is accessible to all users, including those with visual impairments or other disabilities.
- **Consistent User Interface (UI):** Create a consistent UI design by using common interface elements, such as buttons, menus and navigation, across the website. Consistency in UI design helps users navigate and interact with the website more easily.