

Home Page Design : Knowde

Design Requirements

- The home page of our start-up knowde will have two hero images with a slider.
- The two hero images needs to designed.
- Current home page of our website is www.knowde.biz
- The colors we use for our brand are

- White (R:255,G:255, B:255)



- Blue (R:19,G:158, B:200)



- Brown (R : 61 , G : 57, B : 54)



- We need to design the images for 1366x width viewing

First Hero Image Design



This is our previous hero image. We will use only the concentric blue rings around the Mobile phone for our new design. These concentric rings with the mobile phone indicate proximity mobile engagement

New first hero image.

Too bright spot,
eliminate this

Navigation bar of the home page

Text for this hero
image is placed here
(see next slide for
the text)

Add the concentric
Rings from the
previous slide
around the mobile
Phone of the girl



Design first hero

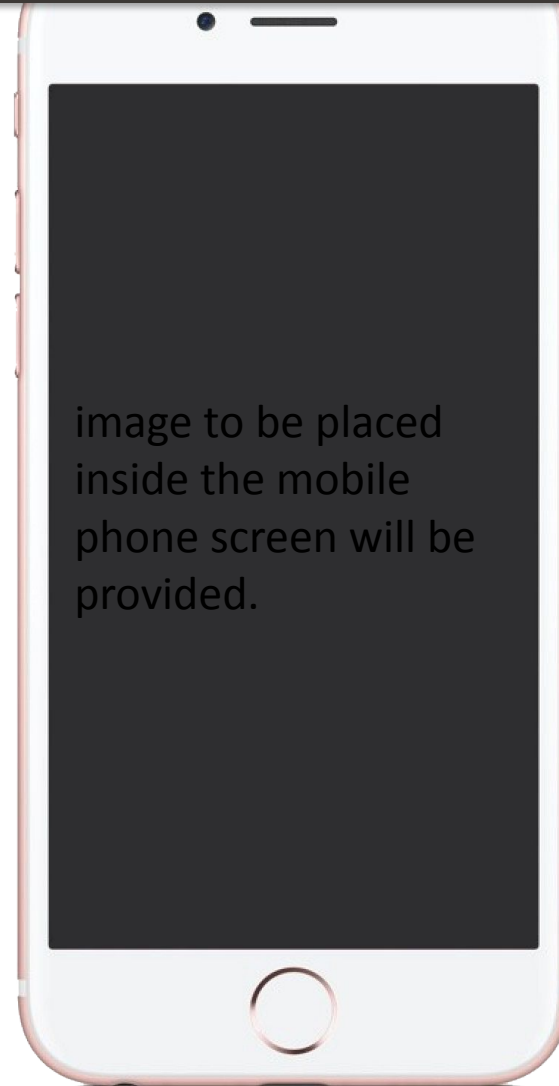
- Text for Hero Image
- Heading : “Boost Engagement”
- Text below Heading : “Boost customer engagement with Knowde’s proximity mobile engagement platform. Deliver timely, relevant information to deeply engage your customers at any location”
- We need a call to action button below the text “Get started for Free”
- Inspiration of text placement and design can be taken from www.roximity.com
- The new hero image tone is a bit too bright , we can add some filter to make it a touch dark ? Any suggestions ?
- Use the brand colors for text and other graphics enhancements.
- The width of the image with the girl and the text should be 900px and should be centered.

Second Hero Image Design

Navigation bar of the home page

Text for this hero image is placed here (see next slide for the text)

I am planning to keep a blank BG, any suggestions on BG image or color is welcome



Second Hero Image Design

- Text for Hero Image
- Heading : “Simply, Smartly”
- Text below Heading : “Knowde’s simple drag ‘n drop content management tool helps you to design mobile content within minutes. Deliver smart customized content for your products, services or brand effortlessly”
- We need a call to action button below the text “Get started for Free”
- Inspiration of text placement and design can be taken from www.roximity.com
- I will provide the image to be placed inside the mobile phone screen
- Use the brand colors for text and other graphics enhancements.
- The width of the iphone image and the text should be 900px and should be centered.
- I would like to have stock image of pink and white iphone 6s, we can try which one suits best