

## Summary

This thesis aimed to enhance communication between Kivi bar and its customers. The webpage addresses several issues, including the loss of upcoming and past events in the endless stream of Facebook information, difficulties in viewing the drinks menu in low-light settings, and the goal of popularizing the Kivi brand to attract new clients.

The thesis comprises both theoretical and practical parts, culminating in the creation of a webpage for Kivi bar. The theoretical portion is divided into four sections: principles of modern webpage design, groundwork, design process, and building Kivi's webpage using the Webflow platform.

In the section on modern webpage design principles, the thesis provides an overview of user experience and user interface design, the Atomic design concept developed by Brad Frost, mobile-first design, and the integration of design and development roles.

The groundwork section outlines the preparatory work before the design process, including the brief, competitor analysis, identifying Kivi bar's needs, defining the task, mapping out user experience, and gathering additional information. This section concludes with the project scope as the final written document before design implementation.

The design chapter introduces low-fidelity and high-fidelity prototypes and their use in user testing, the design concept, and the establishment of a visual hierarchy.

The final chapter details the process in Webflow, including initial impressions, translating designs from Figma to Webflow, publishing the website, and future plans for Kivi's website.

Throughout the project, tasks involved understanding the target audience, translating Kivi bar's needs into solutions, and ensuring the design aligns with Kivi's alternative and underground vibe. The published webpage includes essential features such as an online drinks menu, comprehensive event management, and important contact information.

Kivi's webpage has been in use since its soft launch on 27.05.2024. Further information will be gathered between the soft launch and the official launch to enhance the design and improve the user experience.