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Publisher	EgoTechWorld (PV00352315)
Series	Web Design for Beginners
Year	2026
Level	Beginner / No-code start

# What is UI/UX Design?

Before we touch a single tool, we need to understand what we are actually doing. UI and UX are two words that get thrown around a lot, especially in 2026 where every business has a website. They sound similar but they mean different things, and a good designer thinks about both at the same time.

## UI - User Interface

UI is what the user sees. The colours, the buttons, the spacing, the fonts, the images. If your travel website has a big orange Book Now button on a sandy background, that is UI. UI is the visual layer.

## UX - User Experience

UX is what the user feels. Was it easy to find the Bali tour? Could they book in three clicks or did it take ten? Did they get confused? UX is the journey from landing on your homepage to completing a booking.

### Quick way to remember it

UI is the salad bowl, the cutlery, and how the food is plated. UX is whether the meal actually tasted good and you would come back tomorrow. A pretty website with broken buttons has good UI but bad UX.

# The 5-Step Beginner Workflow

Professionals follow a process. You should too, even on your very first project. The process below is the same one used at real design agencies in 2026, just simplified for beginners. Every step has a purpose. Skipping a step means you will rebuild things later.

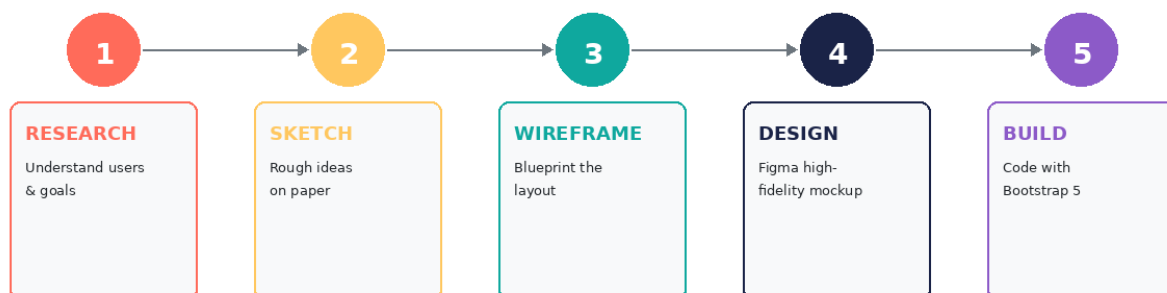


Figure 1 - The five-step beginner UI/UX workflow we will follow in this tutorial.

## Why follow a process?

- Saves time. Fixing a sketch takes 30 seconds. Fixing code takes 30 minutes.
- Saves money. If a client is paying you, every hour of rework comes out of your profit.
- Builds confidence. By the time you start coding, all the hard decisions are already made on paper.
- Looks professional. When you show a client a sketch, then a wireframe, then a Figma file, they trust you more than someone who just opens VS Code.

**PART 1 · THE PROJECT · WANDERLY TRAVEL**

# Meet the Project: Wanderly

Throughout this tutorial we are going to design a 4-page travel agency website called Wanderly. This is not a real client (yet) but the brief looks exactly like a real-world brief you might get on Fiverr, Upwork, or from a small business owner in Sri Lanka who wants to sell tours online.

Client	Wanderly Travel Co. (fictional)
Goal	Sell guided tour packages online to travellers aged 25-45.
Pages	Home, Tours, About, Contact (4 pages)
Tech	Bootstrap 5.3, plain HTML/CSS, no backend
Tone	Friendly, modern, optimistic. 2026 vibe.
Devices	Mobile-first, also work on desktop
Budget	\$200 - \$400 USD (typical for a 4-page site)
Deadline	2 weeks from kick-off

## The 4 Pages We Will Design

Every travel website needs at minimum these four pages. Anything more on a beginner project is just decoration.

#	Page	Job of the page
1	Home	Convince the visitor to look at your tours. Hero, featured destinations, testimonials.
2	Tours	Show all available tours with price, duration, and a clear booking button.
3	About	Build trust. Who runs the company, why travellers should pick you, photos of the team.

4	Contact	A simple contact form, phone number, email, and an embedded Google map.
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### **Why these 4 pages and not 7 or 10?**

Beginners always want to add too many pages. About Us, Our Story, Our Mission, Meet the Team, Press, Blog, FAQ, Privacy, Terms. Real conversion data shows that travel buyers decide on the first 3 pages. Build the 4 essential pages well, then add more later only if the client asks.

## STEP 1 · SKETCH ON PAPER

# Why start with paper?

In 2026 we have AI tools that can generate a whole website in 30 seconds. So why on earth start with paper and a pen? Because paper is the fastest tool ever invented for thinking. You can sketch ten different homepage layouts in 15 minutes. You cannot do that in any other tool, not even Figma.

A sketch is not supposed to be pretty. It is supposed to be cheap to throw away. If you spend two hours making a Figma mockup and the client hates it, you wasted two hours. If you spend two minutes on a sketch and they hate it, you lost nothing. Sketch first. Always.

## What goes into a sketch

- Boxes for every block of content - navbar, hero, sections, footer.
- Crosses (X) inside boxes that are meant to be images. This is the universal designer shorthand for "image goes here".
- Horizontal lines to represent text. Do not write the actual headlines, just show that text exists.
- Arrows or notes in the margin explaining behaviour - things like "stacks vertically on mobile" or "hover effect".

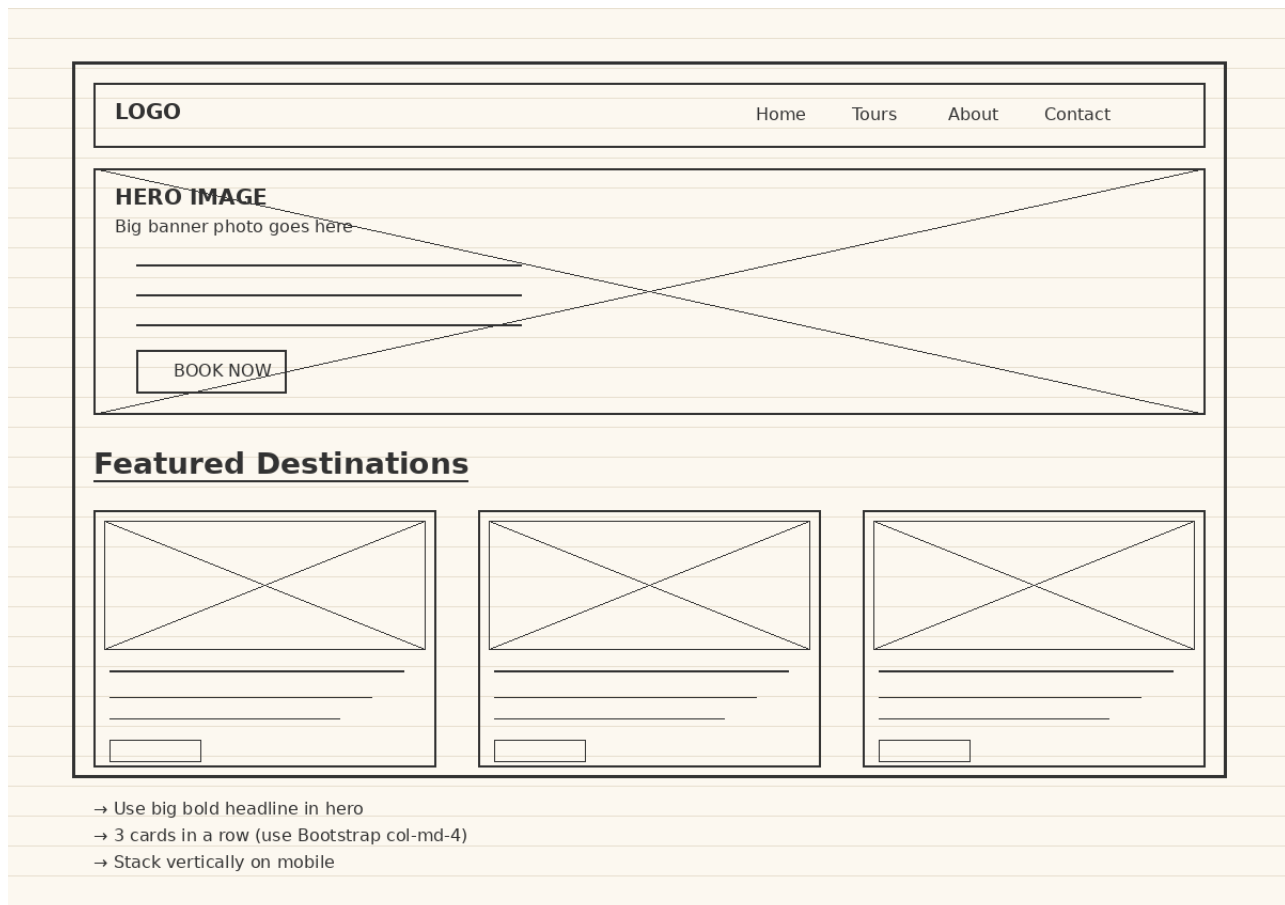


Figure 2 - A homepage sketch for Wanderly. Total time spent: 8 minutes. Notice how every element is just a box with a label.

### Beginner tip - the 60 second rule

If you spend more than 60 seconds drawing one box on a sketch, you are doing it wrong. Sketches should feel rushed. Use a thick marker, not a fine pen. The thick marker stops you from adding detail.

## Sketch all 4 pages, not just the homepage

The mistake every beginner makes is sketching the homepage in loving detail and then forgetting about the other 3 pages. Sketch all four pages on the same sheet of paper, side by side. This way you can see if the navbar matches across pages, if the footer is consistent, and if the visual rhythm feels right.

### Tools you need

- Plain A4 or A3 paper (printer paper is fine)
- A black marker (Sharpie or any thick pen)
- A grey marker for shadows (optional, looks nice but not required)
- Eraser - actually no, do not use an eraser. Cross out and start fresh. Erasing makes you precious about bad ideas.

## STEP 2 · WIREFRAME / BLUEPRINT

# From paper to digital blueprint

A wireframe is the digital, cleaned-up version of your sketch. It uses the actual Bootstrap 12-column grid so that the layout you draw can actually be built later in code. Think of the wireframe as the architectural blueprint of a house - no colours, no decoration, just structure.

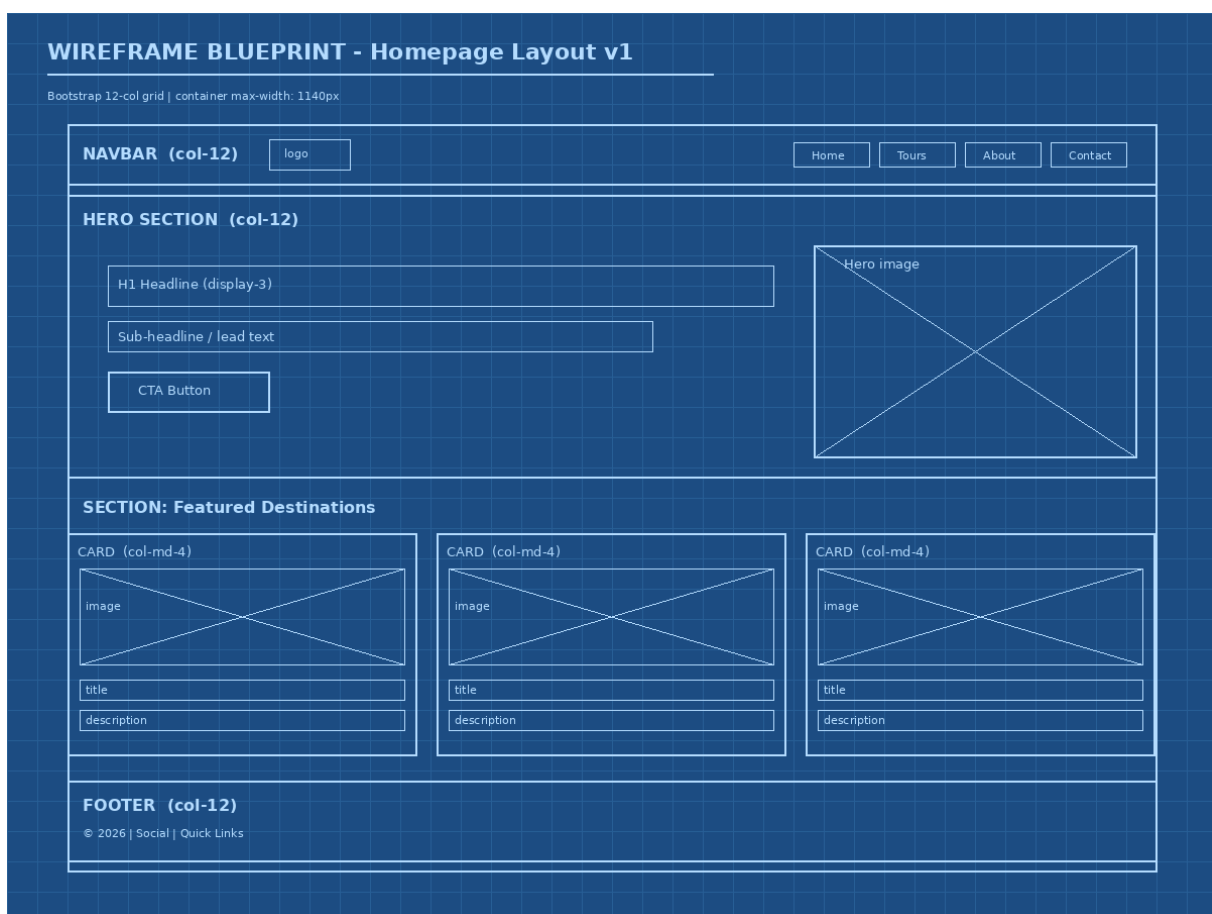


Figure 3 - The Wanderly homepage as a wireframe blueprint. Notice the Bootstrap col labels - this tells the developer exactly how to build it.

## Reading a wireframe

A good wireframe answers three questions for the developer:

- What columns? If a section is split 2/3 + 1/3, that is col-md-8 + col-md-4.
- What stacks on mobile? A 3-card row becomes a single column. We label each card col-md-4 meaning "3 across on medium and up, full width on smaller screens".

- What is the hierarchy? The H1 is the biggest box. The sub-headline is smaller. The button is small but bright.

## Tools for digital wireframes

Tool	Cost	Best for
Figma	Free	All-in-one. Wireframes + final design + handoff.
Excalidraw	Free	Quick hand-drawn-style wireframes in the browser.
Whimsical	Freemium	Beautiful low-fidelity wireframes with drag-and-drop.
Pen + paper photo	Free	Sketch on paper, photograph it, send to client. Surprisingly effective.

### What is a 12-column grid?

Bootstrap divides the page into 12 invisible vertical strips. Every section sits on top of these strips. A full-width section spans 12 columns. Three cards each take 4 columns (`col-md-4`) because  $4+4+4=12$ . A sidebar might be 3 columns and the main content 9 columns. Always think in 12s.

## STEP 3 · HIGH-FIDELITY DESIGN IN FIGMA

# Adding colour, type, and life

Now the fun part. We take the wireframe blueprint and add colours, real images, real fonts, and real text. This is the stage where the website starts to look like a website. The tool of choice in 2026 is still Figma - it is free for personal use, runs in the browser, and works on any device including a tablet.

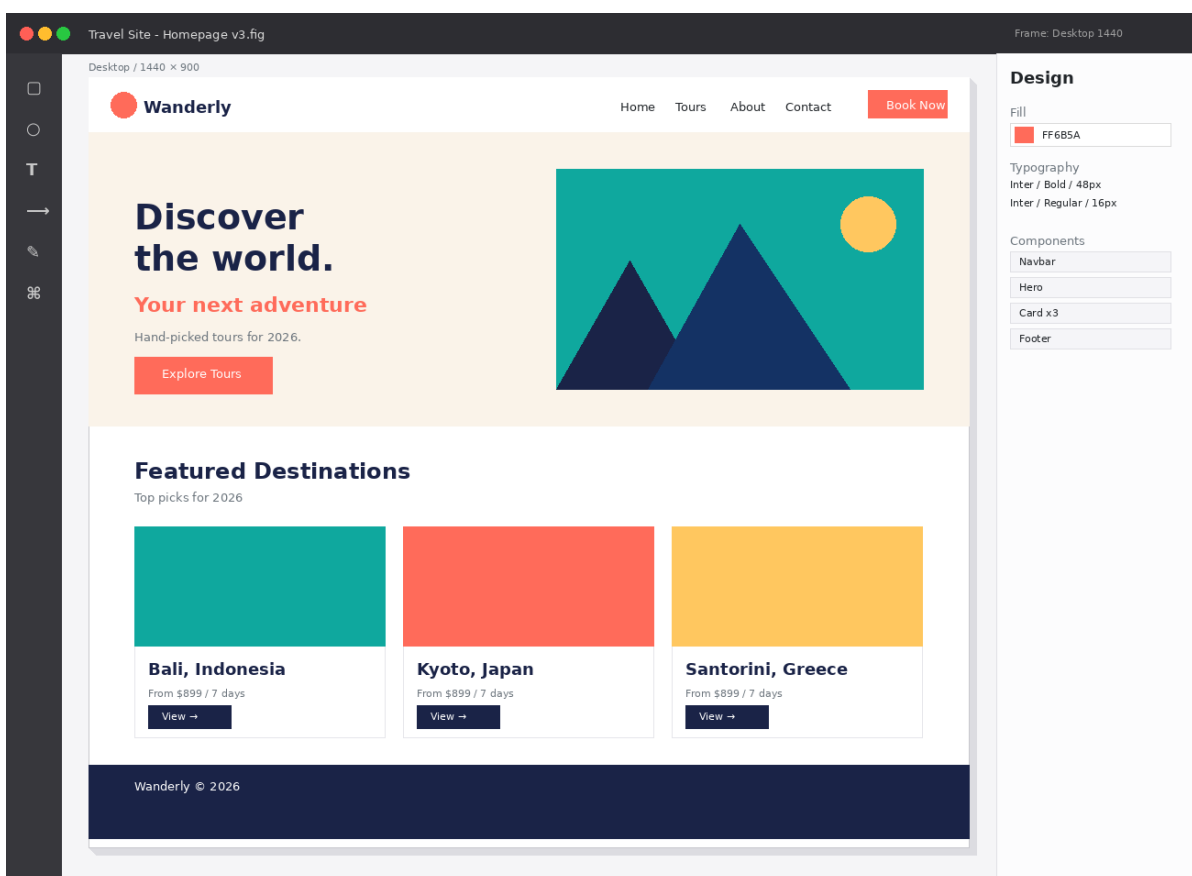


Figure 4 - The Wanderly homepage as a high-fidelity Figma mockup. Notice the design panel on the right showing the typography and colour tokens.

## The design system

Before designing any page, you decide on a small set of rules - the colours, the fonts, the spacing. This is called a design system. Stick to it across all 4 pages. Without a design system, every page looks like a different website.

## Brand colour palette

### 2026 Travel Brand Color Palette

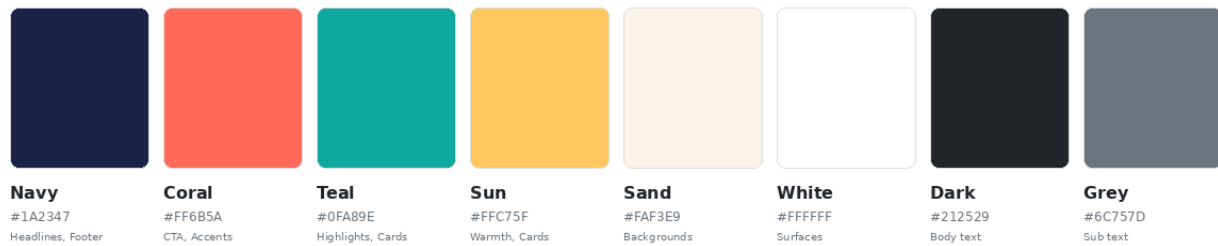


Figure 5 - The 8-colour palette for Wanderly. Pick one or two main brand colours, plus neutrals (white, grey, dark) for text and surfaces.

### The 60-30-10 colour rule

60% of your page should be a neutral colour (sand, white). 30% should be your secondary brand colour (navy). Only 10% should be your accent (coral). If you use coral everywhere, nothing pops. Buttons should be coral because the rest of the page is calm.

## Typography system

One font family is enough for a beginner project. Inter is the safe, modern choice in 2026 - it is free on Google Fonts, looks clean on screens, and is used by GitHub, Mozilla, and many SaaS startups. Use different sizes and weights of the same font to create hierarchy.

### Typography System

# Discover the world.

H1 · Inter Bold · 48px · Hero headline

## Featured Destinations

H2 · Inter Bold · 32px · Section headers

### Bali, Indonesia

H3 · Inter Semibold · 22px · Card titles

Hand-picked tours for the modern traveller in 2026.

Body · Inter Regular · 16px · Paragraphs

From \$899 / 7 days

Caption · Inter Regular · 13px · Meta info

#### Type Scale (rem)

<b>H1</b>	3rem	48px
<b>H2</b>	2rem	32px
<b>H3</b>	1.375rem	22px
<b>Body</b>	1rem	16px
<b>Small</b>	0.8125rem	13px

Figure 6 - A simple 5-step type scale. Big for headlines, small for captions. Same font everywhere.

# Preview - The Final Design

Here is what the homepage looks like once the wireframe is filled in with real colours, type, images, and content. This is what you would show the client for sign-off before you start writing any HTML. Once they approve the Figma file, the development phase becomes much easier.

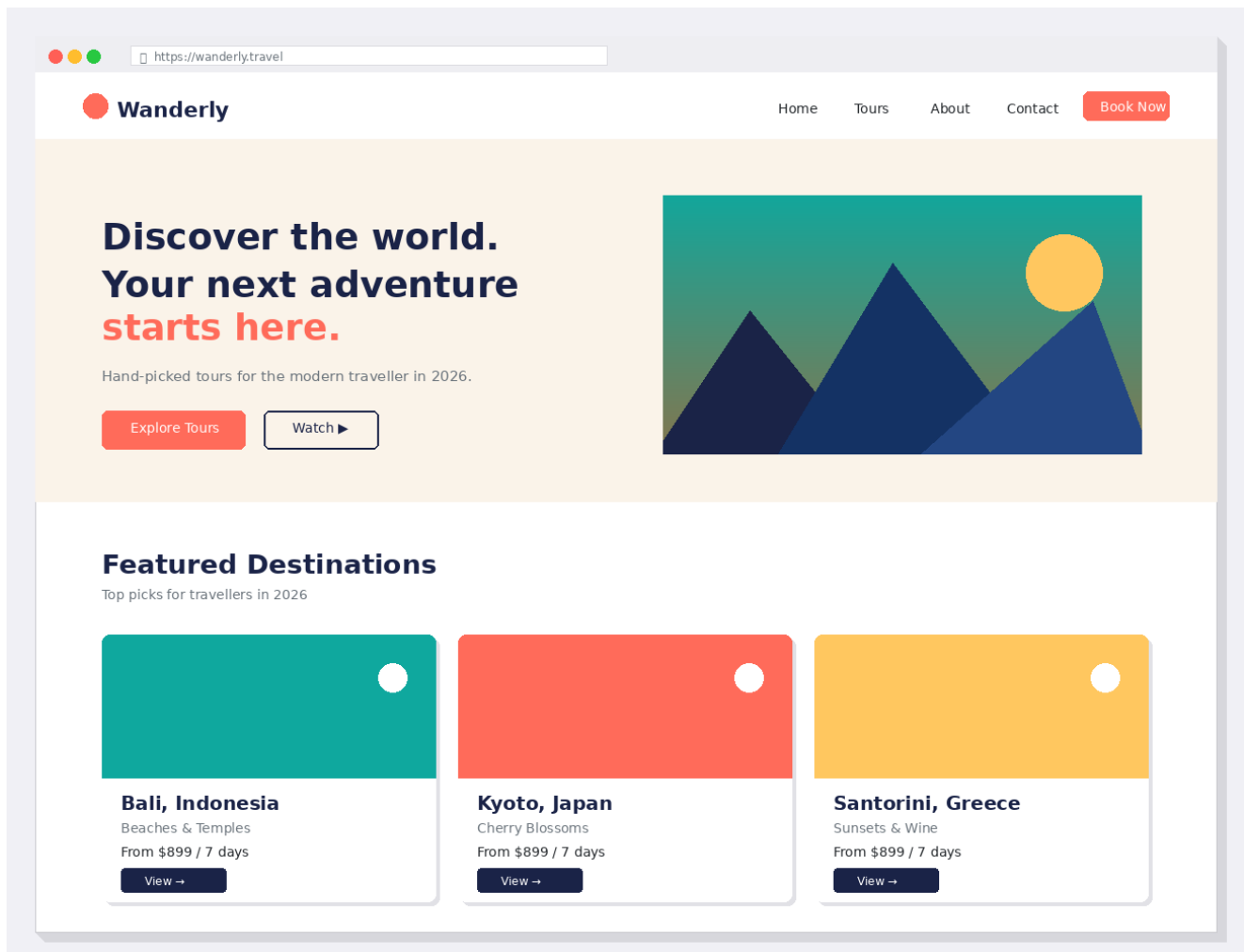


Figure 7 - Desktop preview of the Wanderly homepage. The browser frame is included so the client immediately understands this is the website, not a print poster.

## Mobile is not optional

Over 65% of travel website visitors in 2026 arrive on a phone. If your design only works on desktop, you have already lost two thirds of the audience. Always design a mobile preview alongside the desktop one.

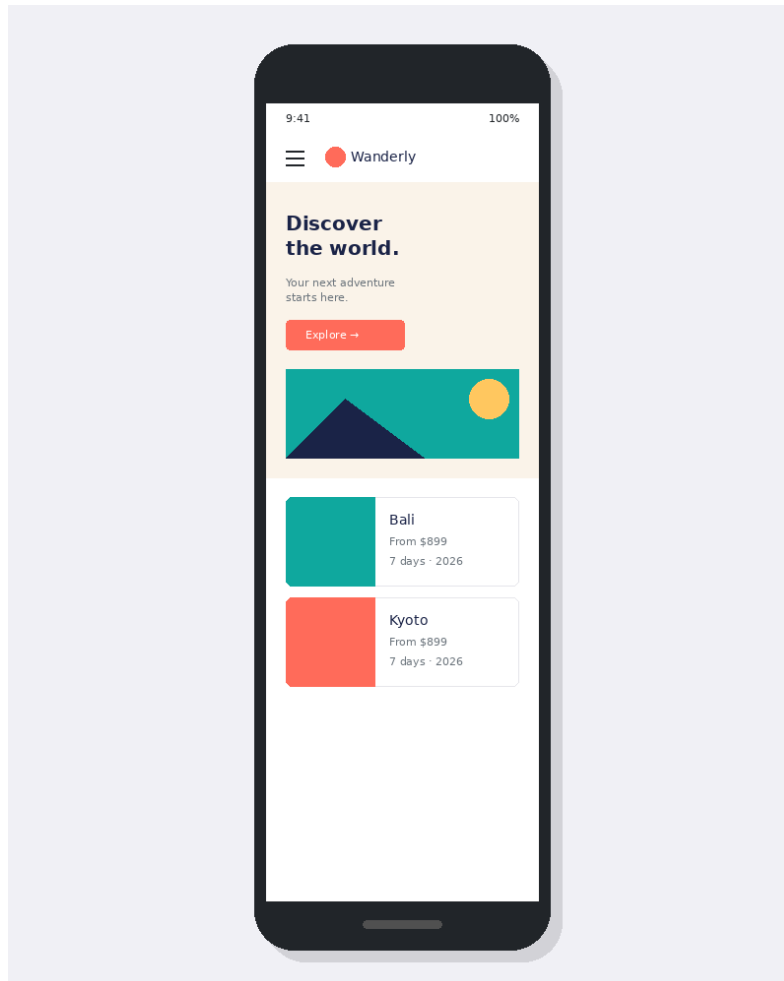


Figure 8 - Mobile preview. Notice how the 3-card row from desktop has stacked into a single vertical column, and the navbar collapsed into a hamburger menu.

### Mobile-first thinking

Design the mobile version first, then expand to desktop. It is much easier to add space than to remove it. Bootstrap is built mobile-first by default - the base styles target small screens, and md:, lg:, xl: prefixes add desktop styling on top.

## STEP 4 · BUILD WITH BOOTSTRAP 5

# Turning Figma into HTML

The Figma design is approved. Now we translate it into HTML using Bootstrap 5.3. Bootstrap gives us a 12-column responsive grid, a button library, navbar, cards, and everything else, all for free with one CSS link.

## Step 4.1 - Set up the page

Every Bootstrap page starts with the same boilerplate. Create a file called index.html and paste this:

```
<!doctype html>
<html lang="en">
<head>
  <meta charset="utf-8">
  <meta name="viewport"
    content="width=device-width, initial-scale=1">
  <title>Wanderly - Discover the world</title>
  <link href="https://cdn.jsdelivr.net/npm/bootstrap@5.3.3/dist/css/bootstrap.min.css"
    rel="stylesheet">
</head>
<body>
  <!-- our content goes here -->
</body>
</html>
```

## Step 4.2 - The navbar

The navbar is the same on all 4 pages. Build it once, copy it to the other pages.

```
<nav class="navbar navbar-expand-md bg-white shadow-sm">
  <div class="container">
    <a class="navbar-brand fw-bold text-primary"
      href="index.html">Wanderly</a>
    <button class="navbar-toggler" data-bs-toggle="collapse"
      data-bs-target="#nav">
      <span class="navbar-toggler-icon"></span>
    </button>
    <div class="collapse navbar-collapse" id="nav">
      <ul class="navbar-nav ms-auto">
        <li class="nav-item">
          <a class="nav-link" href="index.html">Home</a></li>
        <li class="nav-item">
          <a class="nav-link" href="tours.html">Tours</a></li>
        <li class="nav-item">
          <a class="nav-link" href="about.html">About</a></li>
        <li class="nav-item">
          <a class="nav-link" href="contact.html">Contact</a></li>
      </ul>
    </div>
  </div>
</nav>
```

### What does navbar-expand-md mean?

It tells Bootstrap to collapse the navbar into a hamburger on screens smaller than the md breakpoint (768px). On larger screens, the menu items show in a horizontal row. This is the same behaviour we drew in the mobile preview.

## Step 4.3 - The hero section

The hero is the big block at the top. We use a Bootstrap row with two columns - text on the left, image on the right.

```
<section class="py-5" style="background:#FAF3E9;">
  <div class="container">
    <div class="row align-items-center g-5">
      <div class="col-md-6">
        <h1 class="display-3 fw-bold text-dark">
          Discover the world.
        </h1>
        <p class="lead text-secondary mt-3">
          Hand-picked tours for the modern traveller in 2026.
        </p>
        <a href="tours.html"
          class="btn btn-danger btn-lg mt-3">
          Explore Tours
        </a>
      </div>
      <div class="col-md-6">
        
      </div>
    </div>
  </div>
</section>
```

## Step 4.4 - The 3 destination cards

This is the row of three cards we drew in the wireframe. Three col-md-4 blocks inside a single row.

```
<section class="py-5">
  <div class="container">
    <h2 class="fw-bold mb-1">Featured Destinations</h2>
    <p class="text-secondary mb-4">Top picks for 2026</p>
    <div class="row g-4">
      <div class="col-md-4">
        <div class="card shadow-sm">
          
          <div class="card-body">
            <h3 class="h5 fw-bold">Bali, Indonesia</h3>
            <p class="text-secondary mb-1">
              Beaches & Temples</p>
            <p class="fw-semibold">From $899 / 7 days</p>
            <a href="#"
              class="btn btn-dark btn-sm">View →</a>
          </div>
        </div>
      </div>
      <!-- repeat for Kyoto and Santorini -->
    </div>
  </div>
</section>
```

### Tip - g-4 is the spacing magic

g-4 on a row adds equal gaps between every column. g-1 is tiny gap, g-5 is huge gap. Without it, cards stick to each other. Always add a g- class to rows that contain cards.

## PART 2 · QUALITY · THE 12-POINT CHECKLIST

# Before you ship

A beautiful website that fails on a phone or takes 12 seconds to load is not a good website. Before you send the final files to the client, run through this 12-point quality checklist. Senior designers do this on every project, every time.

<input type="checkbox"/>	Area	Check
<input type="checkbox"/>	Visual	All 4 pages use the same navbar, footer, font, and colours.
<input type="checkbox"/>	Visual	Every image has alt text. Blind users and SEO both depend on it.
<input type="checkbox"/>	Visual	No more than 2 fonts on the entire site. Ideally just 1.
<input type="checkbox"/>	Layout	Pages stack correctly on a 360px wide screen (smallest phone).
<input type="checkbox"/>	Layout	Tap targets (buttons, links) are at least 44px tall on mobile.
<input type="checkbox"/>	Layout	No horizontal scrollbar appears on any screen size.
<input type="checkbox"/>	Speed	Hero image is under 200 KB. Use WebP format for 2026.
<input type="checkbox"/>	Speed	Page loads in under 3 seconds on a 4G connection.
<input type="checkbox"/>	Content	Every CTA button leads somewhere. No href="#" in production.
<input type="checkbox"/>	Content	Contact form sends to a real email and shows a thank-you.
<input type="checkbox"/>	Trust	Real photos, not generic stock photos that look like 2010.
<input type="checkbox"/>	Trust	Footer has copyright year (2026), business name, and contact info.

### Test on a real phone, not the browser dev tools

The Chrome dev tools mobile preview lies. Touch targets feel different in real life. Always open the deployed site on your actual phone before you say it is finished.

## PART 3 · THE BUSINESS PROPOSAL

# Selling the Design

Designing a website is half the work. Selling it to a client is the other half. In 2026, even small business clients expect a written proposal before they pay. A clear proposal also protects you from scope creep - the polite name for clients who ask for "just one more thing" until you have rebuilt their entire CRM for free.

The structure below is what professional freelancers use. Copy it. Fill in your details. Send as a PDF, never as a Word document - PDFs feel more final and cannot be edited by the client.

## Section 1 - Cover & Greeting

Your logo at the top. Then "Proposal for [Client Name]" in a big font. Include the date and a one-line summary - A 4-page Bootstrap travel website with mobile-first design, ready in 2 weeks.

## Section 2 - The Problem

Restate the client's problem in your own words. This proves you listened. Example - Wanderly currently has no online presence. Customers find competitors first on Google. The goal is a fast, trustworthy 4-page website that converts visitors into bookings.

## Section 3 - The Solution & Scope

List exactly what is included. Be specific. Vague proposals lose money.

- 4 pages: Home, Tours, About, Contact
- Mobile-first responsive design (Bootstrap 5.3)
- 1 round of sketch + 2 rounds of Figma revisions
- Up to 3 sets of edits during development
- Hosting setup on existing cPanel
- Basic SEO: meta tags, sitemap, alt text
- Contact form connected to a real email inbox

### What is NOT included (just as important)

Always write a "Not included" list. Logo design, content writing, professional photography, ongoing maintenance, additional pages, e-commerce, blog setup, and language translation are all extra. State this in writing or the client will assume it is free.

## Section 4 - Timeline

Week	Phase	Deliverable
Day 1-2	Discovery	Brief sign-off, sketches of all 4 pages
Day 3-5	Wireframe	Low-fidelity wireframes for client approval
Day 6-9	Figma Design	High-fidelity desktop + mobile mockups
Day 10-12	Build	HTML / CSS / Bootstrap implementation
Day 13-14	Polish & Launch	QA, fixes, deploy to live hosting

## Section 5 - Investment

Always use the word investment, not cost or price. "Investment" frames the spend as something that will return value. Offer two or three packages so the client feels they are choosing, not just accepting.

Package	Includes	Investment
Starter	4 pages, Bootstrap, mobile responsive, contact form, basic SEO	\$249
Standard ★ recommended	Everything in Starter + custom illustrations, image optimization, Google Analytics, 1 month free support	\$399
Premium	Everything in Standard + tour booking module, WhatsApp chat integration, 3 months support, monthly performance report	\$649

## Section 6 - Payment Terms

- 50% upfront - this is non-negotiable. Without a deposit, the client has no skin in the game and can disappear.
- 50% on launch - the final payment is due before the site goes live, not after.
- Late fee of 5% per week after due date for unpaid invoices.
- Files and source code remain your property until final payment clears.

## Section 7 - Sign-off

End the proposal with a clear acceptance line. Make it as easy as possible for the client to say yes.

To accept this proposal:

Reply to this email with the words "I accept" and pay the 50% deposit invoice attached. Work begins the next business day.

This proposal is valid for 14 days.

# Wrap Up & Next Steps

You have just walked through the entire UI/UX design lifecycle for a real-world 4-page travel website - from a rough paper sketch all the way to a Bootstrap-coded preview, ending with a professional business proposal. This is genuinely the same process used at design studios in 2026.

## What to do this week

- Day 1. Take a piece of paper and sketch all 4 pages of Wanderly yourself. Time yourself - aim for under 30 minutes.
- Day 2. Sign up for free at [figma.com](https://www.figma.com). Recreate your sketch as a wireframe.
- Day 3-4. Add colour, fonts, and real images. Use free photos from Unsplash.
- Day 5-6. Open VS Code, create the 4 HTML files, and build the site using the Bootstrap snippets in this PDF.
- Day 7. Run the 12-point quality checklist. Deploy to a free host like Netlify or GitHub Pages.

## Common beginner mistakes to avoid

- Skipping the sketch. You will spend triple the time in Figma redoing layouts.
- Using too many colours. Stick to your 8-colour palette. Resist the urge to add purple just because purple is nice.
- Ignoring mobile. Two-thirds of visitors are on phones.
- Forgetting the proposal. If you do not send a written proposal, you are working for free until proven otherwise.

### Where to go next

Once you have built Wanderly successfully, the next tutorials in this series cover: (1) Adding a real backend with PHP form handling, (2) SEO and Google Analytics setup, (3) Converting the design into a Laravel-based booking system. All free at [egotechworld.com](https://egotechworld.com).

### Thanks for reading

This tutorial is part of the Web Design for Beginners series by EgoTechWorld. If it helped you, share it with a friend who is stuck staring at a blank Figma file.

More tutorials, source code, and free PDFs at [egotechworld.com](https://egotechworld.com)