# LANDINGPAGE SMOOTHIE BOWLS
SMART ANIMATED SLIDER

CONCEPT
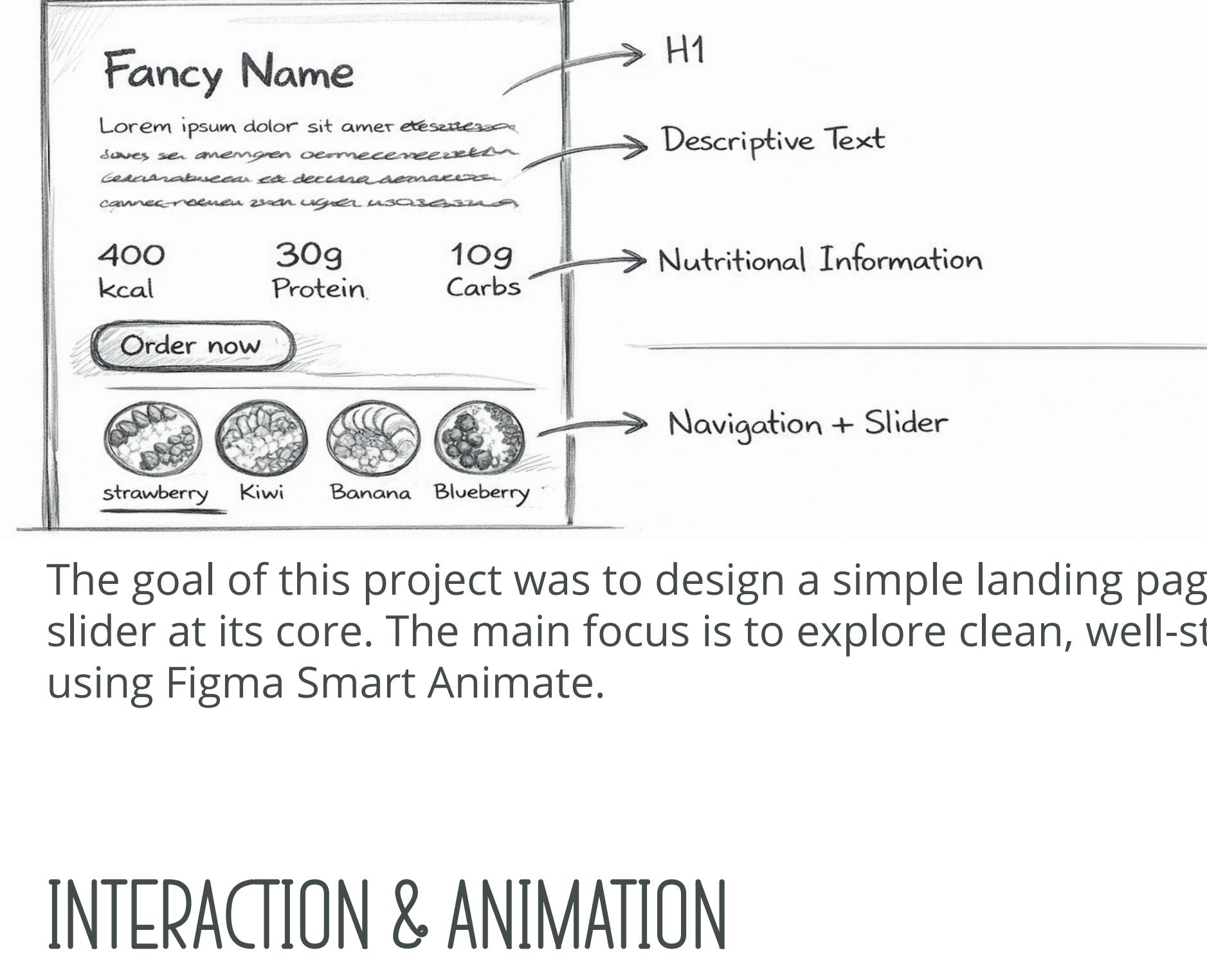
Project: fictional smoothie bowl company landingpage

Focus: smart animate & visual state transitions

Tool: Figma

Format: desktop (1440px)

The goal of this project was to design a simple landing page with an interactive slider at its core. The main focus is to explore clean, well-structured state transitions using Figma Smart Animate.

INTERACTION & ANIMATION

The slider is controlled through clickable smoothie bowl options that also function as navigation.

When switching between states, color, content and imagery transition smoothly using Smart Animate.

Text elements fade in with minimal movement to keep the interaction calm and readable, while the visual focus remains on the product images itself and color transitions.
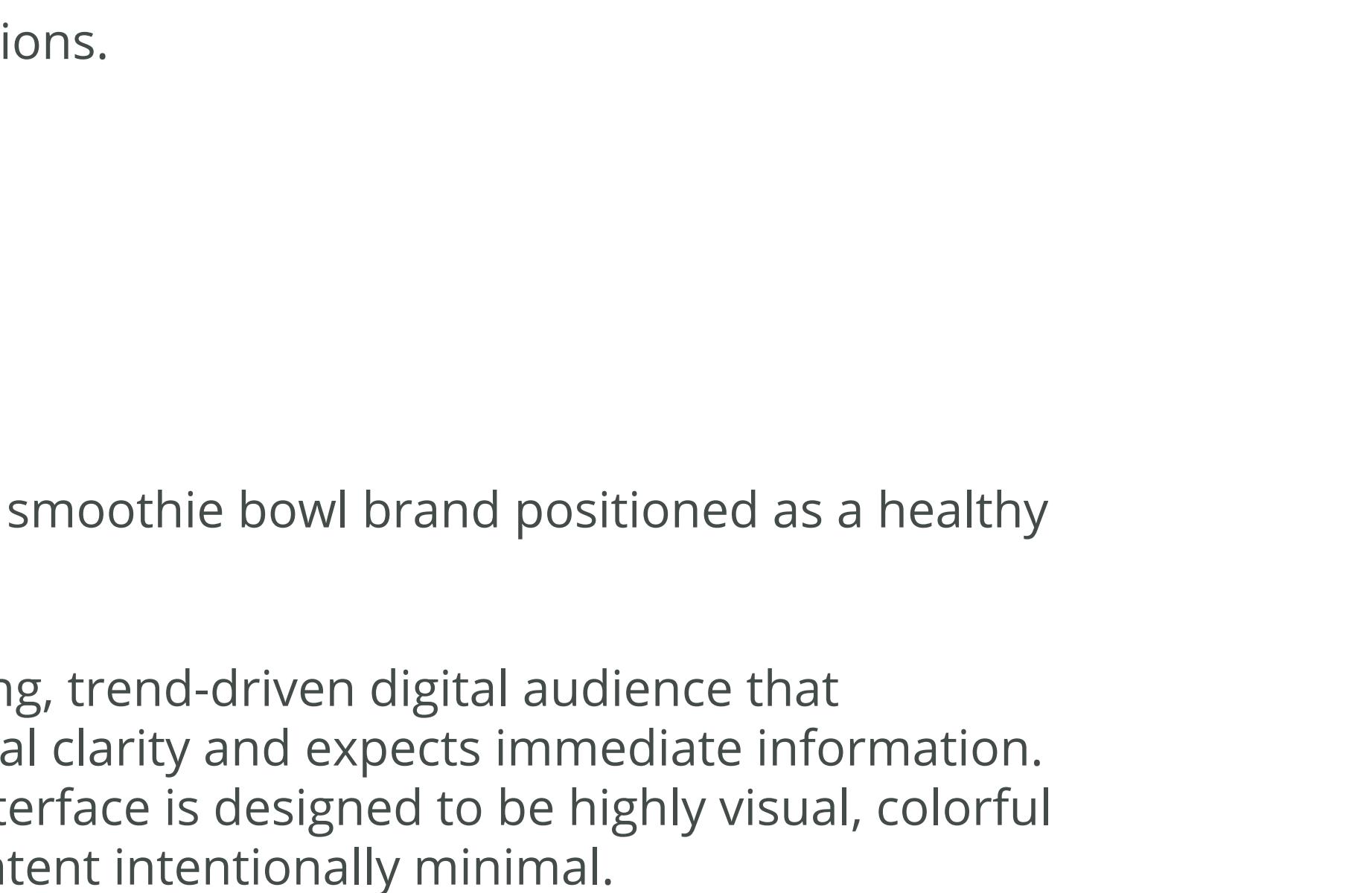
REALISATION

The landing page promotes a fictional smoothie bowl brand positioned as a healthy fast-food alternative.

The concept is tailored towards a young, trend-driven digital audience that consumes content quickly, values visual clarity and expects immediate information. Due to shorter attention spans, the interface is designed to be highly visual, colorful and interactive, while keeping text content intentionally minimal.

Key information such as nutritional values is reduced to its essentials and immediately visible, allowing users to understand the product at a glance. The overall focus lies on strong product imagery rather than long-form text.
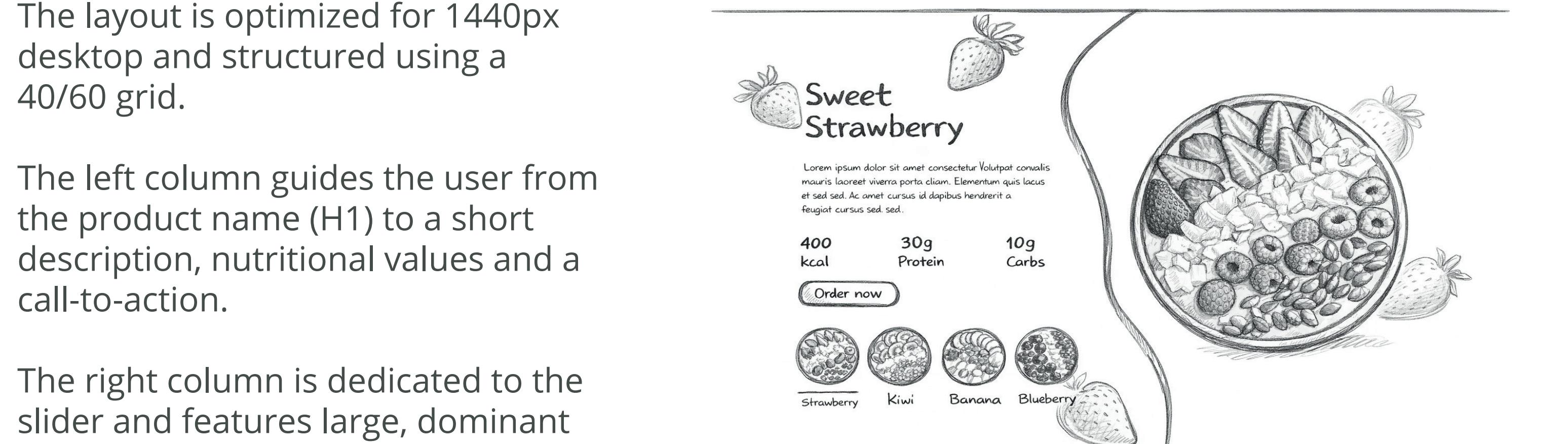
LAYOUT

The layout is optimized for 1440px desktop and structured using a 40/60 grid.

The left column guides the user from the product name (H1) to a short description, nutritional values and a call-to-action.

The right column is dedicated to the slider and features large, dominant product images.
The bowl selection at the bottom acts as both navigation and state control for the slider.

Each smoothie bowl represents its own visual state, including:
individual primary colors, specific content and nutritional data and unique product imagery. All colors were carefully adjusted to meet WCAG AA contrast requirements against white text.

FINAL RESULT

SEE ON FIGMA