

PROTOTYPE & TESTING

2023

WORKSHOP

PORTFOLIO

[Prototype link](#)

WHY?

Creating a prototype for a website is a crucial step in the web development process and offers several significant advantages. Here are some reasons why making a prototype for a website is a good idea:

1. Visualization and Conceptualization:

- Clarity of Ideas: Prototypes provide a tangible representation of how the website will look and function. This helps stakeholders, including designers, developers, and clients, to better understand the conceptualized ideas and features.

2. User Experience (UX) Testing:

- Early Feedback: Prototypes allow for early testing of the user interface and user experience. This helps identify usability issues and gather feedback from potential users before significant development work has taken place, saving time and resources in the long run.

3. Efficient Communication:

- Effective Communication: Prototypes serve as a communication tool between different stakeholders involved in the project. It facilitates clearer communication about design elements, features, and functionalities, reducing the risk of misunderstandings.

• Improved Planning:

- Feature Prioritization: Prototyping allows for a better understanding of the scope and complexity of the project. It aids in prioritizing features and functionalities, ensuring that essential elements are addressed first and providing a roadmap for development.

• Iterative Design Process:

- Flexibility for Changes: Prototyping supports an iterative design process, where changes can be made easily based on feedback and testing. This flexibility is crucial for adapting to evolving project requirements and user needs.

• Client Involvement:

- Client Engagement: Prototypes enable clients to interact with a tangible representation of the product early in the development process. This involvement helps manage client expectations, ensures alignment with their vision, and fosters a collaborative working relationship.

In summary, creating a prototype for a website offers numerous benefits throughout the development process, promoting collaboration, reducing risks, and ensuring a more efficient and successful outcome for the project.

PROCESS

I initially conceptualized a book website with a captivating full-page flipping effect after coming across an impressive template. The visual impact of this design struck me immediately, and I thought, "This is the one."

Seeking input, I presented the idea to my colleagues, and they raised a valid concern. They emphasized that the page-flipping animation might impede the seamless flow of reading, potentially extending the time users spend navigating the content.

In light of this feedback, they recommended opting for a classic magazine-style layout, maintaining the functionality of a conventional website. Mindful of the practical considerations raised by my peers, I was reluctant to completely abandon my original vision in favor of a more contemporary approach.

Consequently, I decided to embrace a vintage aesthetic, balancing the allure of the old-school charm with the efficiency expected in a modern web environment.



Here's a breakdown of why I chose to preserve the vintage feel:

- Evoking Nostalgia:
 - The vintage ambiance carries a sense of nostalgia, creating a welcoming and familiar environment for users.
- Distinguishing Identity:
 - In a landscape saturated with modern designs, the vintage aesthetic sets the website apart, offering a unique and distinguished identity.
- Balancing Tradition with Modernity:
 - By incorporating a vintage feel, I aimed to strike a harmonious balance between traditional charm and contemporary functionality, providing users with a memorable and efficient online reading experience.

This decision represents a thoughtful compromise, retaining the essence of my original vision while addressing practical concerns raised during the collaborative feedback process.

In line with my brand style guide, I initially crafted a prototype for the book website. However, constructive feedback prompted a reassessment, with suggestions to incorporate side-scrolling functionality and adopt a more classic navigation approach for enhanced user familiarity.

During the quest for free-to-use images, a serendipitous encounter with compelling black and white visuals dramatically transformed the website's aesthetic. Recognizing the impact of these monochromatic images, I decided to pivot and align my portfolio with this newfound visual direction.



The integration of side-scrolling, classic navigation, and the infusion of black and white imagery collectively contribute to a refined and sophisticated user interface, adhering to both user preferences and the distinctive visual identity established by the brand style guide. This evolution represents a strategic and purposeful refinement in response to valuable feedback and a nuanced exploration of visual elements.



Here's a breakdown of the evolution:

- User-Centric Adaptation:
 - In response to feedback, I iterated on the prototype to include side-scrolling and embrace a classic navigation style. This adjustment aimed to enhance user familiarity and ensure a seamless and intuitive browsing experience.
- Visual Transformation with Black and White Imagery:
 - The discovery of striking black and white images during the search for suitable visuals proved to be a game-changer. The inherent elegance and timeless appeal of these images inspired a complete shift in the website's aesthetic.
- Harmonizing Portfolio with New Aesthetic:
 - To maintain consistency and coherence, I adapted my portfolio to harmonize with the newfound visual style. This deliberate alignment ensures a cohesive and engaging user experience throughout the website.



Following the implementation of side-scrolling and classic navigation, user testing was conducted to gauge the effectiveness of these enhancements. The findings revealed a need for additional user guidance, particularly concerning the horizontal scrolling feature. To address this, a scrolling icon was introduced to provide a visual cue, signaling users that the page offers horizontal navigation.

However, despite these efforts, user comprehension of the horizontal scrolling feature remained a stumbling block. Even with the inclusion of buttons and text cues, the feedback consistently indicated a disconnect. In response, a pivotal decision was made to revert to a one-page layout with parallax scrolling. This shift not only simplified the user experience but also eliminated potential confusion surrounding the horizontal scrolling, aligning more closely with the magazine-inspired aesthetic.

In essence, this iterative process underscored the importance of adaptability in web design. While the initial vision was rooted in a book-like experience, the user-centric approach and feedback-driven adjustments led to a refined website that prioritizes user understanding and engagement. The final transition to a magazine feel with parallax scrolling reflects a strategic decision to optimize usability and ensure a seamless, enjoyable browsing experience for all visitors.



The revamped design features a solid, full-screen page that dynamically changes content as users scroll. Leveraging parallax scrolling, the website now provides a visually engaging journey, enhancing the overall storytelling aspect.

In summary, the journey from the initial prototype to the current design represents a commitment to adaptability, responsiveness to user feedback, and a dedication to creating a visually compelling and user-friendly online presence. The one-page layout with parallax scrolling stands as a testament to the iterative nature of web design and the pursuit of an optimal user experience.

TESTING

Plan:

Date:it was a Thursday I think

Objective: Evaluate the user experience and effectiveness of design changes implemented in the website prototype.

Plan: A/B testing, Im more of a code first, prototype later kinda girl. So I coded the initial horizontal scrolling website, and the new newspaper site, and showed them 1 after the other, asking the participants what they liked and didn't like about both pages

Participants: Danielle (F, not very familiar with the internet in general)

Richard (M, has built websites himself, more adept technically) \

Max.(M, simple knowledge of technology)

Process:

Participant 1: Danielle

Website 1:

- Observation:

- She found the horizontal scrolling feature confusing.
- Noted that the images were aesthetically pleasing and visually captivating.
- Liked the overall look and feel but expressed difficulty in navigating horizontally.

- Participant Feedback:

- "The images were beautiful and really caught my eye, but I was a bit lost with the horizontal scrolling. It took me a while to figure out how to navigate through the content."

Website 2:

1. Observation:

- She found the navigation on the newspaper-style website much easier.
- Appreciated the consistent and straightforward navigation.
- Liked the visuals, mentioning that they were still visually appealing.

2. Participant Feedback:

- "The second one was way easier to navigate. The images were still nice, and it felt like I could find what I was looking for without getting lost."

Participant 2: Richard

Website 1:

- **Observation:**

- Alex also found the horizontal scrolling confusing.
- Appreciated the visually appealing images and acknowledged their aesthetic value.
- Raised concerns about the navigation disrupting the flow of exploration.

- **Participant Feedback:**

- "The pictures were pretty cool, very eye-catching. But, man, that horizontal scrolling got me all turned around. It looked nice, but it was a bit too tricky to navigate smoothly."

Website 2:

- 1. **Observation:**

- Alex experienced no confusion with the navigation on the newspaper-style website.
- Acknowledged the aesthetic appeal of the images.
- Expressed satisfaction with the straightforward navigation.

- 2. **Participant Feedback:**

- "The second website was a breeze to navigate. The images were cool, and I didn't have to think too much about where to go. Much more user-friendly."

Participant 3: Max

Website 1:

- **Observation:**

- Max quickly grasped the concept of horizontal scrolling.
- Appreciated the visually appealing images.
- Found the navigation interesting and engaging.

- **Participant Feedback:**

- "I really enjoyed the horizontal scrolling on the first website. It felt unique and interactive. The images were stunning, and the navigation, though different, added an interesting twist to the browsing experience."

Website 2:

- 1. **Observation:**

- Max navigated effortlessly through the newspaper-style website.
- Liked the consistency and simplicity of the navigation.
- Appreciated the visuals.

- 2. **Participant Feedback:**

- "The second website had a more conventional setup, and it was easy to find my way around. The images were great, and the navigation was straightforward. Both designs have their charm, but the second one felt more familiar."

Key Findings:

1. Horizontal Scrolling Comprehension:

Observation: Users expressed difficulty in understanding the horizontal scrolling feature despite the inclusion of buttons and text cues.

Recommendation: Introduce a visual scrolling icon to provide a clear and intuitive indication of the horizontal navigation.

2. Visual Content Impact:

Observation: Participants responded positively to the use of black and white images, noting a transformative effect on the website's overall aesthetic.

Recommendation: Continue leveraging impactful visuals and consider experimenting with additional grayscale elements for a consistent and visually appealing experience.

3. Parallax Scrolling Engagement:

Observation: Users enjoyed the parallax scrolling effect, finding it engaging and enhancing the storytelling aspect.

Recommendation: Explore opportunities to further optimize parallax scrolling effects for specific content sections, ensuring a captivating user journey.

4. Navigation Clarity:

Observation: The transition to a one-page layout with parallax scrolling was well-received for its improved clarity and seamless flow.

Recommendation: Fine-tune content transitions and explore interactive cues to guide users through various sections of the page.

Action Items:

1. Implement Scrolling Icon: Introduce a visually distinct scrolling icon to reinforce the horizontal scrolling functionality.
2. Optimize Visual Elements: Continue incorporating impactful black and white visuals, exploring additional grayscale elements for a cohesive and aesthetically pleasing design.
3. Refine Parallax Scrolling: Further optimize parallax scrolling effects to enhance engagement and storytelling across different content sections.
4. Interactive Navigation Cues: Explore interactive cues or indicators to guide users through the one-page layout seamlessly.

Based on the key findings from user observations, there are a few recommendations that can be implemented to enhance the website's design. Firstly, introducing a visual scrolling icon can provide users with a clear and intuitive indication of the horizontal navigation, solving the issue of difficulty in understanding it. Secondly, incorporating impactful black and white visuals and exploring additional grayscale elements can transform the website's overall aesthetic. Thirdly, optimizing parallax scrolling effects can further engage users and enhance storytelling across different content sections. Lastly, interactive cues or indicators can help guide users through the one-page layout seamlessly, ensuring navigation clarity. By implementing these recommendations, the website can provide a visually appealing and engaging user experience.