

Web & User Interface Design Assignment

For this assignment I have chosen to build a hobby website based on my passion for music. I have picked this subject as I have gained a lot of experience in the field personally and with the band I perform alongside called 'Booka Brass'. I am fortunate enough to have possession of various media including photos and videos that I can showcase on the website. This website will be used to advertise and showcase myself as well as communicate with members. The website will feature a bio, news, blog, upcoming events, media and contact pages. There will also be an array of icons which will direct the user to various social media and streaming services.

The design process involved constructing a medium-fidelity prototype for three device sizes, Desktop, Tablet and Mobile. Along with this a wireframe of the homepage for each device has been created. The program I used for the prototype and wireframe is Axure.

Guidelines

In the design process of this website I used three guidelines;

- Metaphors
- Gestalt Laws
- Miller's Chunking

Metaphors

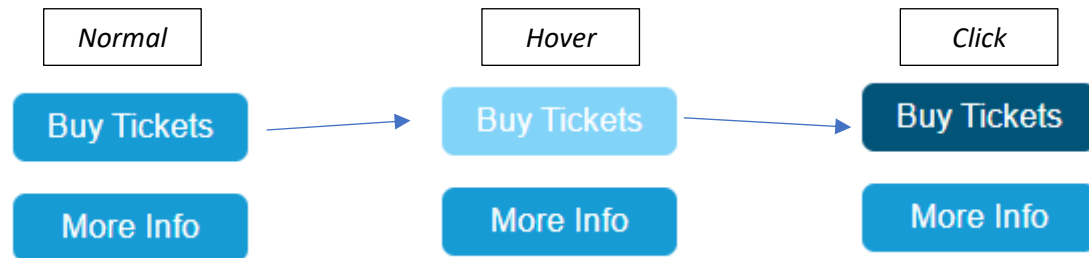
In the 'Events' section of the website you can find upcoming dates for performances. Each event has its own box which has a similar text format and shape to a concert ticket.

All Upcoming Events

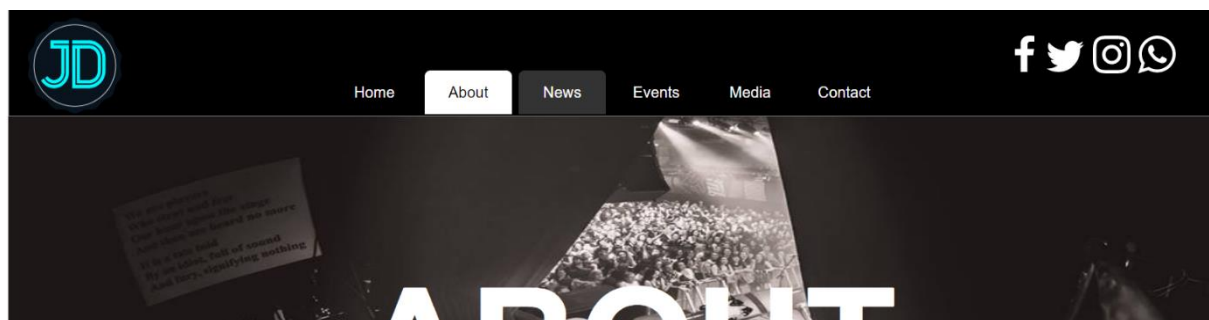
DEC 02	Wed - 20:00 Booka Brass with support from Zaska Vicar Street, Dublin 8	Buy Tickets More info
DEC 18	Fri - 20:00 Booka Brass with support from TooFools Roisin Dubh, Galway	Buy Tickets More info
JAN 12	Tue - 19:45 James Doherty Quintet feat. Mike Buckley The Portobello, Dublin 2	Buy Tickets More info



On top of this there are two buttons within each box. I changed the colour of the boxes for when the user hovers over the button as well as clicking on it to give a pressing sensation.



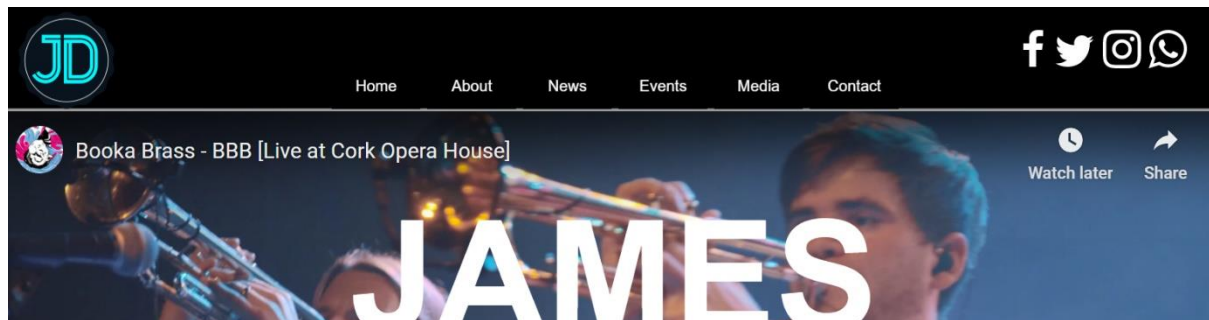
Another use of a metaphor features in the navigation bar. Here I have used folder tabs as a metaphor to highlight the page the user is currently on.



Folder tabs used on navigation bar. With 'About' being the current page and 'News' being hovered over.

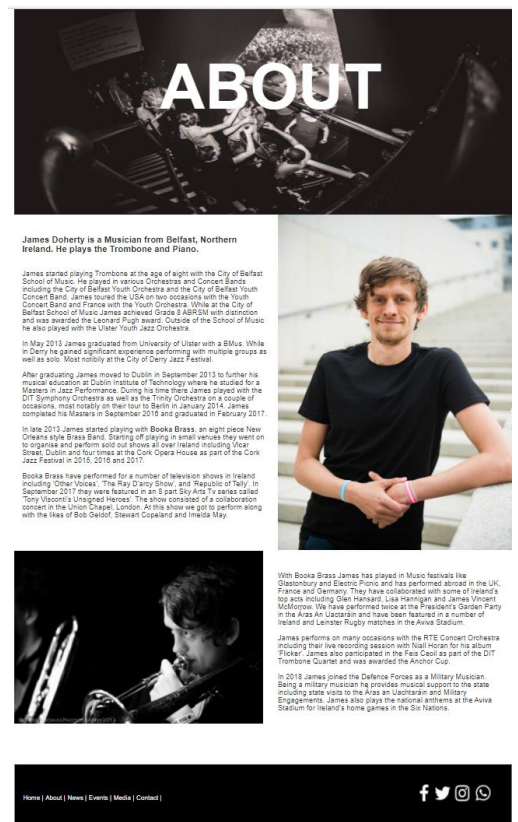
Gestalt Laws

The Gestalt Laws feature throughout the website. The navigation bar shows both *Proximity* and *Similarity*. The menu items represent proximity as they are closely grouped together. Below shows the navigation bar on the homepage when the user first enters the website.



With none of the menu items highlighted this also shows similarity as all the items grouped together have the same font and colour. The law of proximity tells us that the 'JD' logo on the top left is not related to the navigation bar as it is far apart. Finally, the social media icons represent similarity despite their differing shapes. This is due to them being the same size and colour. These icons also show proximity.

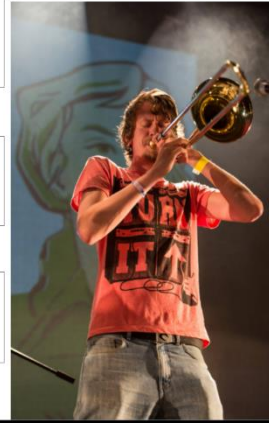
Closure can be seen throughout the website due to the white background. In the 'About' section there is no border around the sides of the page where the main text lies. However, the Hero, pictures and footer show the outlines of the page enough for the mind to fill in the rest.



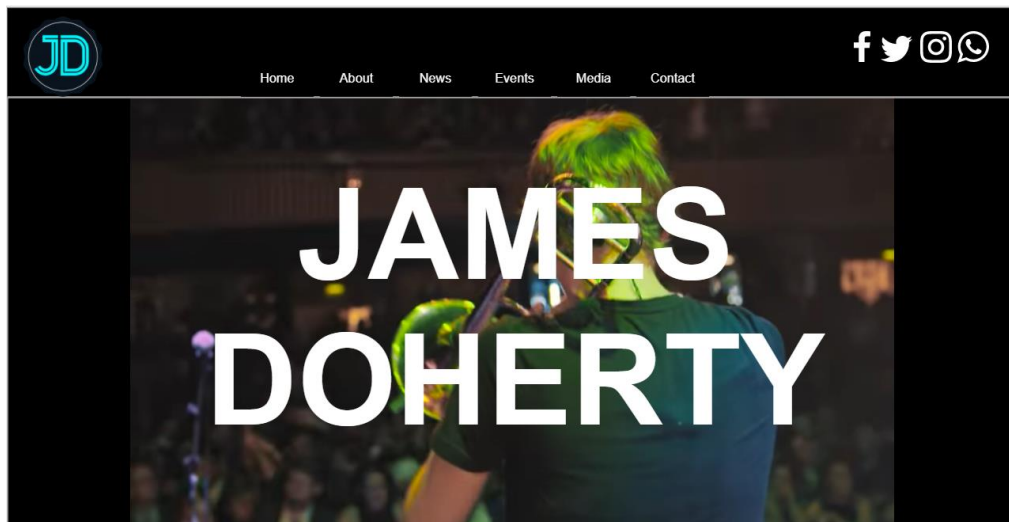
Continuity and *Symmetry* occurs in the 'Events' part of the website. The boxes featuring upcoming events have both of these laws.

All Upcoming Events

DEC	Wed - 20:00	Buy Tickets
02	Booka Brass with support from Zaska	More info
	Vicar Street, Dublin 8	
DEC	Fri - 20:00	Buy Tickets
18	Booka Brass with support from TooFools	More info
	Roisin Dubh, Galway	
JAN	Tue - 19:45	Buy Tickets
12	James Doherty Quintet feat. Mike Buckley	More info
	The Portobello, Dublin 2	

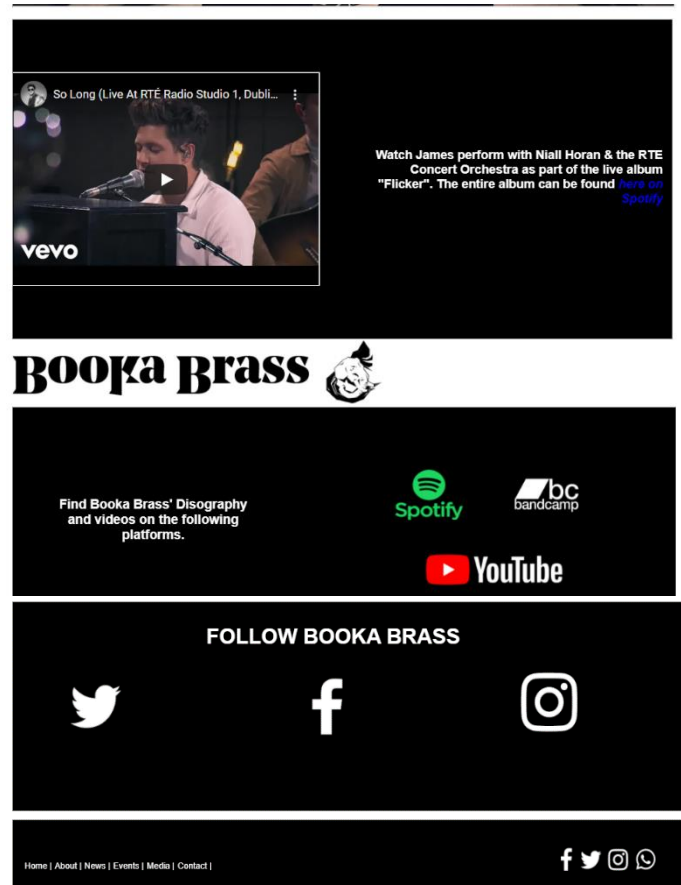


Finally Figure-Ground can be seen on all the hero spaces. With large white writing in the foreground and the video in the background.



Miller's Chunking

Another guideline I have used for this website is Miller's Chunking. This can be seen in the 'Media' page where the black boxes make it easy to distinguish the difference between the Niall Horan video, Booka Brass discography and social media.



The 'About' page also shows Miller's Chunking with Headings that clearly contrast with rest of text. There are also highlighted keywords, short paragraphs and a brief summary.

James Doherty is a Musician from Belfast, Northern Ireland. He plays the Trombone and Piano.

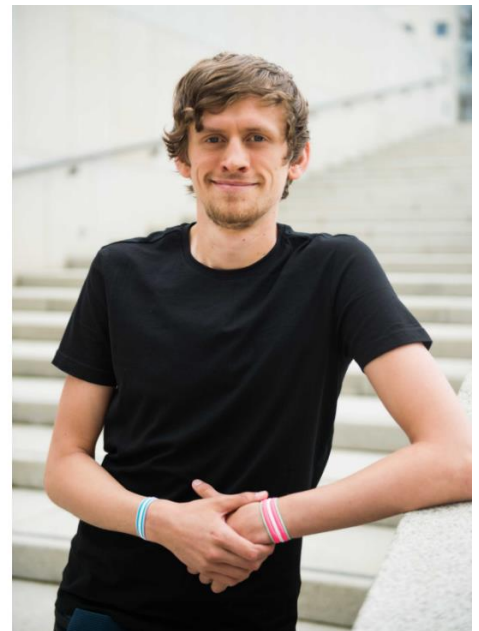
James started playing Trombone at the age of eight with the City of Belfast School of Music. He played in various Orchestras and Concert Bands including the City of Belfast Youth Orchestra and the City of Belfast Youth Concert Band. James toured the USA on two occasions with the Youth Concert Band and France with the Youth Orchestra. While at the City of Belfast School of Music James achieved Grade 8 ABRSM with distinction and was awarded the Leonard Pugh award. Outside of the School of Music he also played with the Ulster Youth Jazz Orchestra.

In May 2013, James graduated from University of Ulster with a BMus. While in Derry he gained significant experience performing with multiple groups as well as solo. Most notably at the City of Derry Jazz Festival.

After graduating James moved to Dublin in September 2013 to further his musical education at Dublin Institute of Technology where he studied for a Masters in Jazz Performance. During his time there James played with the DIT Symphony Orchestra as well as the Trinity Orchestra on a couple of occasions, most notably on their tour to Berlin in January 2014. James completed his Masters in September 2016 and graduated in February 2017.

In late 2013 James started playing with **Booka Brass**, an eight piece New Orleans style Brass Band. Starting off playing in small venues they went on to organise and perform sold out shows all over Ireland including Vicar Street, Dublin and four times at the Cork Opera House as part of the Cork Jazz Festival in 2015, 2016 and 2017.

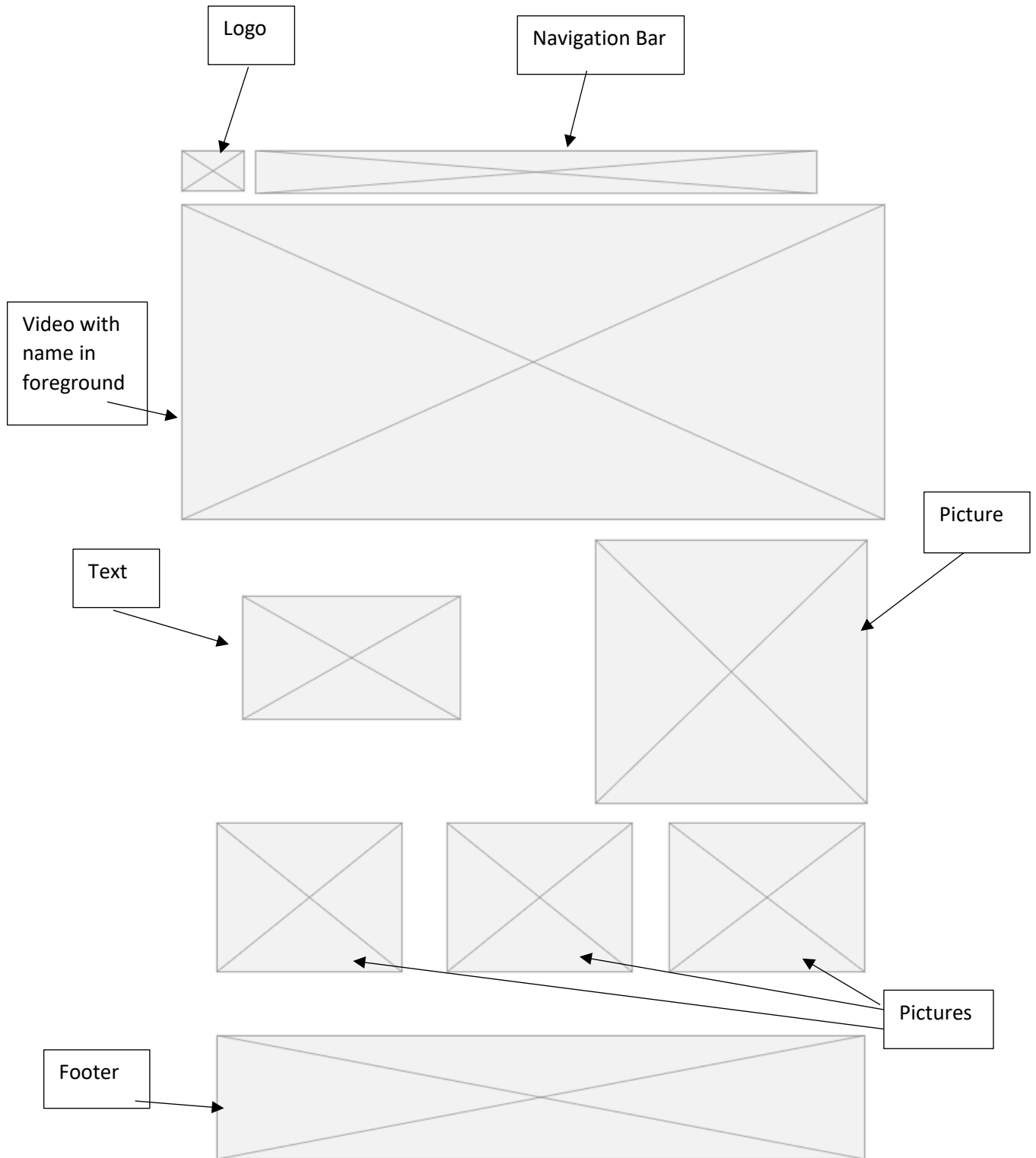
Booka Brass have performed for a number of television shows in Ireland including 'Other Voices', 'The Ray D'arcy Show', and 'Republic of Telly'. In September 2017 they were featured in an 8 part Sky Arts TV series called 'Tony Visconti's Unsigned Heroes'. The show consisted of a collaboration concert in the Union Chapel, London. At this show we got to perform along with the likes of Bob Geldof, Stewart Copeland and Imelda May.



With Booka Brass James has played in Music festivals like Glastonbury and Electric Picnic and has performed abroad in the UK, France and Germany. They have collaborated with some of Ireland's top acts including Glen Hansard, Lisa Hannigan and James Vincent McMorrow. We have performed twice at the President's Garden Party

Wireframes

Desktop Wireframe



Tablet Wireframe

Logo

Drop
Down
Menu

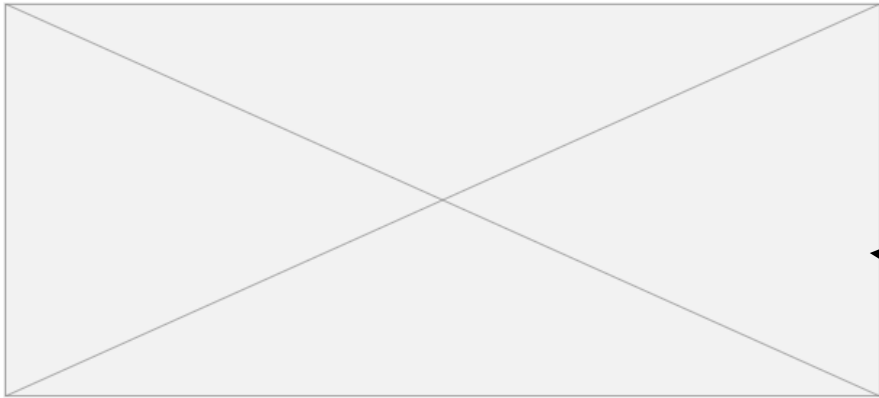
Video with
Name in
foreground

Pictures

Text

Picture

Footer



Mobile Wireframe

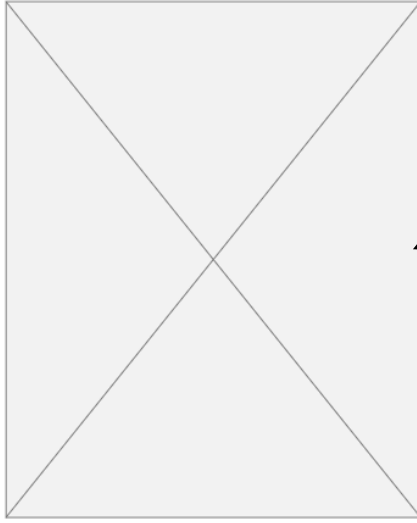
Logo



Drop down
Menu



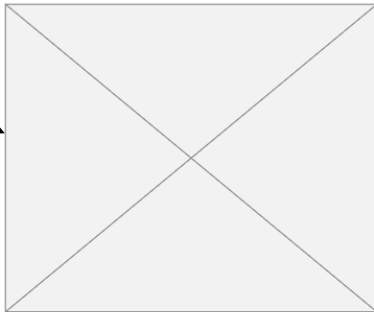
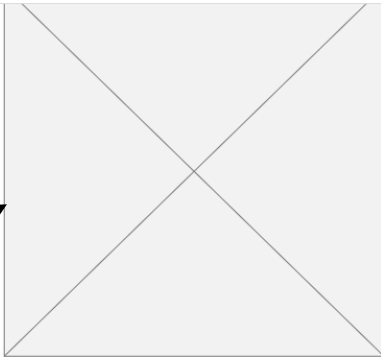
Video with
name in
Foreground



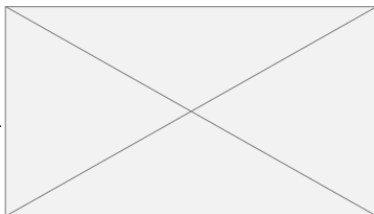
Text



Pictures

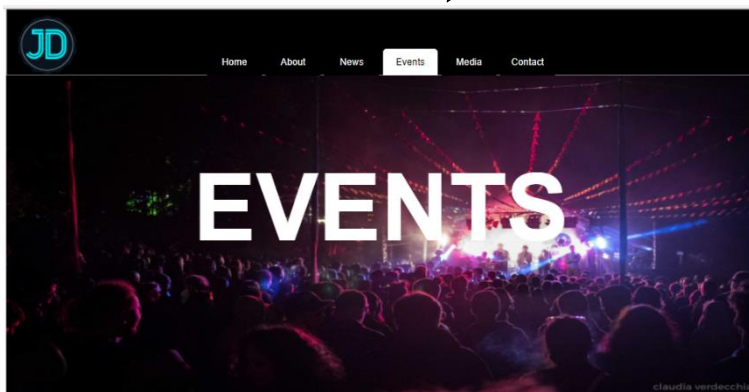
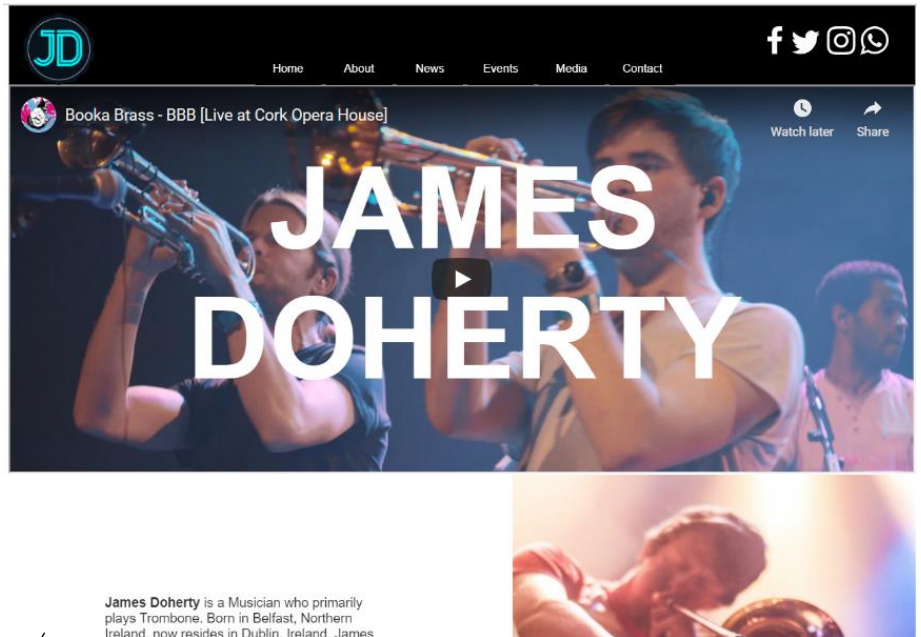


Footer



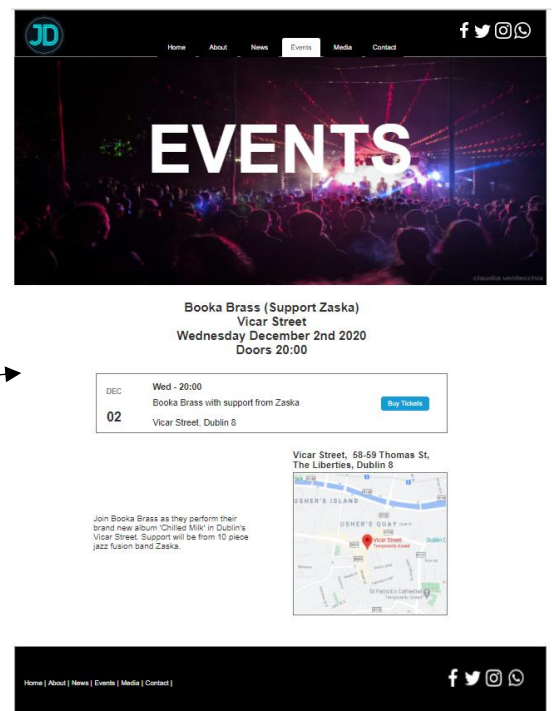
Prototypes

1. For the **Desktop** prototype I have mapped out a storyboard involving the user looking up information for an upcoming event. To begin the user will click on the 'Events' tab on the main navigation bar



All Upcoming Events

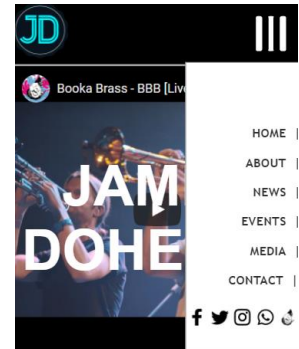
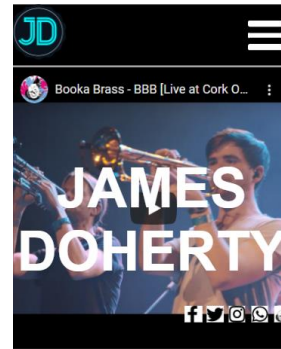
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2. This will take the user to the Events page where he can choose to buy tickets or ask for more information on a concert. The 'Buy Tickets' button will lead the user to an external website (Ticketmaster, entertainment.ie). We are going to press 'More Info'

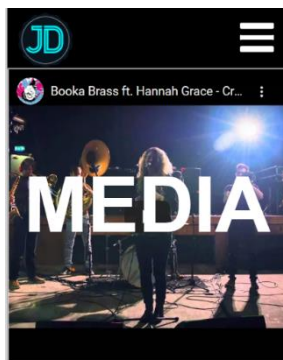
3. Pressing this button will show the user information of the selected concert. This includes address, map location and a description.

1. For the **mobile** version of the website I have created a storyboard where the user would like to listen to Booka Brass' album 'Chilled Milk'. The homepage (two pictures to the right) features a hamburger icon which presents a drop-down menu. The user would proceed to click on 'Media'



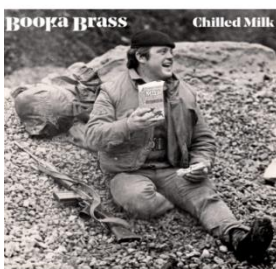
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Watch James perform with Niall Horan & the RTE Concert Orchestra as part of the live album "Flicker". The entire album can be found [here on Spotify](#)

BOOKA BRASS

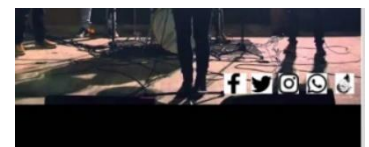


Listen to Booka Brass' Album Chilled Milk right [here](#)



2. On the 'Media' page the user will scroll down and click on the link advertising the album.

3. Finally the user can play the album using the icons



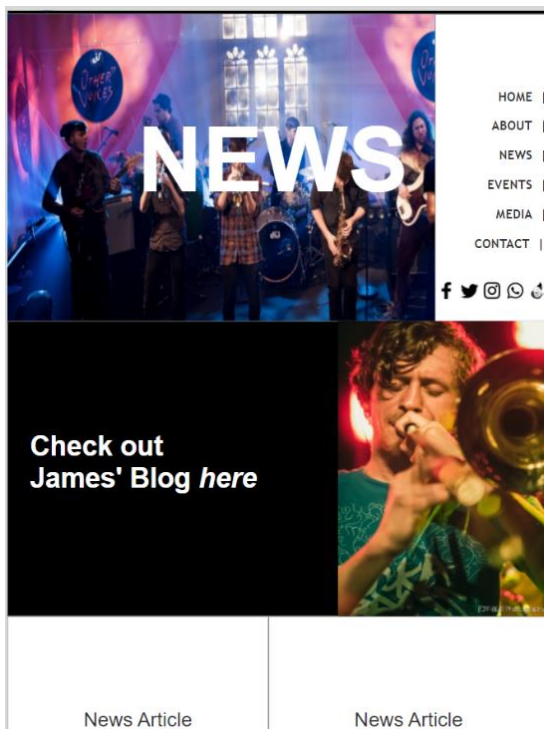
Chilled Milk
BOOKA BRASS



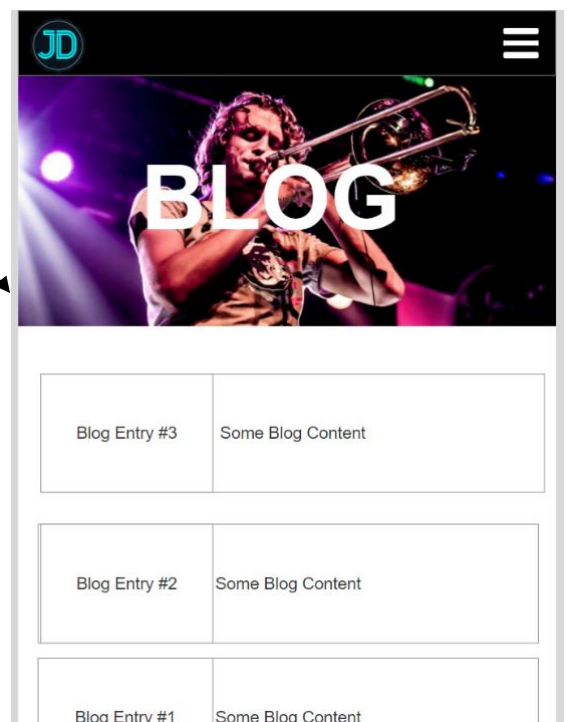
Make That Do Noise	2:50	▶
Trip The Switch	4:07	▶
Chilled Milk	3:49	▶
Astrocyte	3:17	▶

Tablet Prototype

1. For the **tablet** prototype the storyboard I am using is getting the user to access the blogs. Similar to the Mobile version there will be a hamburger icon to present a drop-down menu. The user will click on 'News'.



2. In the News section there will be a clear link to the Blog



3. This blog posts will be found on this page. The most recent posts will feature at the top of the list