Noroff
School of technology and digital media

Technical Report

Project Exam 1

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Word count

Summary: 101 | Main text:5634

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1. Summary

Todays websites is all about making the world a better place. There are many different terms to follow and many things to consider.
Developers must think about creating a website for visually impaired, colour blindness, cognitive impairments and for them who aren't technical skilled.

With all these frames to think about, terms like WCAG, SEO, UX/UI and such like error-feedbacks are important to not confuse or to make the user frustrated.
A good website has to think about the qualitive research and not just quantitative.
A good website isn't created for a short time, but it's created through failing and testing.

2. Body

2.1. Introduction

In this project exam I chose to create a microsite for SpaceX launches. I chose the SpaceX REST API because it was neat and easy to navigate through, but also because there was richly information about everything I envisioned.

First, in this report I will introduce and specify my planning phase about design research, target audience and the method I chose to go ahead to find my design for the website. Also, I am going through the graphical design part. I will talk about typography, images, colours, interfaces, design principles and so on.

I am also going through how I did my coding, and how I followed the DRY method, BEM and to create a neat and semantic HTML. I will talk about HTML, CSS and JAVASCRIPT and what I've learned through these 5 weeks, and so far.

WCAG is a guideline I want to apply into my report, and I will add SEO and content strategy as well. These are important frameworks.

The design part is an important part for me in this report. I will explain the UI and UX design, and the method I did until the finished product. In this part of the report I want to go through the methods which I carried out.

And at the I end you will read about the implementation and conclusion of this project.

Link to GitHub repository:

https://github.com/BenedikteSejersen/Project-Exam-1

2.2. Main section of report

As mentioned in the beginning of this introduction part I chose SpaceX's REST API. I used postman so I could easily read the API and find good content to apply in my site.
In this project the task was to create a microsite. I interpreted this as a "child-site" with specified content, of a bigger "parent" website. Since the task was to create a microsite for launches, I wanted to only add what was necessary.

Planning

As a part of my planning I created a Gantt chart so I could easily schedule my worktime in an effective way. I added this Gantt chart in the appendices.

The first thing I did was to start to orient throughout the task and start thinking about what kind of people who are going to visit the site. I will go into more on this later in the report.

Researching

When it comes to surveys of the target group and design, I visited many different websites that could represent my product. Some of the website were about space, and others about the target audience I thought could fit the website.
Some of the websites I explored was:

- SpaceX.com
- Hubblesite.org
- Google.com/earth/
- Space.com/topics/space-junk

As well, I decided to research on several table schedules for various events. I continuously looked for schedule launches to figure out how I can solve the task, and to make it user friendly.

Target audience

My target audience is not limited in age but in personalities, hobbies, and interests. A person who has no interest of space would probably not go on this kind of website. Therefore, I thought the age range for this website would be exceptionally large and reachable widely.
I am going to tell more about the target audience when the personas and scenarios part will come in the UI/UX design heading.

Gantt chart

As one part of the planning phase, I created a Gantt chart to get an overview for upcoming weeks throughout the project. This helped me to work in a structured way and planning the various session. A Gantt chart is a certain form to structure, manage and prioritize anything into a project timeline.
It's supposed to help every aspects of a project to know where in the process everyone is. It visually displays a timeline. You will find the Gantt chart in a file on GitHub.

Content strategy

Content strategy is something to taking into consider. When I am about to mention context, I want to explain what I mean. Where is the user using the product, how to complete the task, who are the users (go back to target audience part) and when using it?

In other words. Great content for the right users creates a purpose and a good website. It's important to understand the users, and they're behaviour and emotions.

WCAG

WCAG stands for Web Content Accessibility Guidelines and is about how to create a good website for people with disabilities. The benefits of using these guidelines is for universal design and trying to make the world a better (and including) place.

WCAG can be added in all kinds of things/elements. I added alt text on images and icons, chose WCAG friendly colours and contrasts, sizes of text and visual hierarchy, pseudo elements on links, breadcrumbs, shapes and patterns, white space, readable content and understandable HTML tags so the browser knows how to behave.

Graphical design

I think graphical design is an important part of the UI design. This is because that I'm thinking that graphic design should not be something you think about, it should just be there and a part of the website.
It should create a harmony and balance along with the interaction design and content. It should be repeated all over the website so the users can recognize that they're still on the site. It's an exceedingly small part of the navigation of the site.
Style tile and moodboard is applied in a file you will find in the GitHub repository.

Typography

When I selected my web fonts, I tried to read about a lot of user-friendly fonts on websites. On headings and subheadings, the fonts don't need to be so much simple as the paragraph text would need to be. Therefore, I chose obvia to h1. Obvia is a user-friendly and playful web-font with geometric shapes. Source sans pro is a safe and readable font, Noto sans is for h3, and h4 headings and is a web-safe font and then Asap is selected for the smaller texts. Asap which stands for "as soon as possible" will fit good into the smaller texts, because it is easy to read.

Visual hierarchy is used wisely. To create a good and neat overview of the range of importance, the h1 has the font-size of 50px. I know that is quite big but this is one of the first thing you will see when coming to a new page. H2 have the size of 30px and h3 and h4 are having 22px. The paragraph tag is having 16px in the same way as h4 and h5. The typography of the buttons is having the size of 20px and uppercase letters to indicate to the user that this is a button.

Colour

The website consists of wite text on black background, orange and purple buttons, black text on white background and different scales of grey.
I chose a black background though there isn't so easy to find a good balance to for it to be aesthetics and readable. Most people associate black with mystic and power, which I think is a great synonym to the space. I wanted the users to get an emotion of being in the space, therefore are these my selected colours.

The meaning of the colours is that purple is a colour there's a lot of in the space. Purple can also associate with power, ambition, magic, and mystery.
Orange is associated with joy, happiness, attraction, and encouragement. This colour is added on the primary buttons, while purple on secondary buttons.

To make the buttons and text WCAG friendly, I tested the contrasts against each other and with other elements. On smaller text I added a light grey over a clear white to make the text more readable. The links which isn't buttons has the white colour so it's easier to notice that there's a link.
I placed h1 text over header-images. To make this text readable I applied black or white background on the textbox with the opposite colour on the text.

Buttons
I chose to divide the buttons into primary and secondary buttons. The primary buttons are in minority because I wanted it to stand out from the secondary buttons. I wanted the users to be more attracted, curious and into action, more than I wanted them to do in the secondary buttons. Yet, the buttons shape is all the same. This is to maintain the balance and create a user-friendly website for all ages.
Maybe you also discovered that the text is in uppercase letters. I wanted the text in the buttons to be understandable and easy to see for the users.
The text in the buttons has short and descriptive text so the users know were the button will lead them to.
The buttons are displayed simple and has minor disturbances.

Images and icons
To find images that were not in the API, I used pixabay, unsplash and pexels. Images taken from these sites is used to get an overall visually good looking and interested website. I used images that had a context to the content. The icons are also used on the same term.

Design principles
Although colours and typography go under the category design principles, I want to separate them in this report based on how important these elements are.

Proximity means relation between elements. On my website I tried to create a harmony of all the elements that is placed beside each other. This is in form of shapes, colours, and sizes. In shapes you will see circle, with these I wanted to indicate that it links to a specific part of a page. Squares and rectangles are meant for information boxes.

White space, also called negative space are all empty spaces between elements. This is important to create a good content for the users. With less space, the website would been more messy and more unreadable.

For me, white space is necessary to maintain a structured and clear website. There is added much of margins in the coding so it creates room for every element. The power of white space is that white space is also an active element, not just a background.

UX/UI design

I tried to understand the user's goals, but also the pain points. I began to read about content strategy and trying to specify the users. This is something to consider when considering which content is important and which is less important. To collect qualitative data and not quantitative helps me to really understand the users and not just what the average users' goals is. I am now going to talk about design requirements and methods to create a good user-friendly website for all kind of users.

Contexual inquiry which is to observe and ask open-ended questions could also be included in this process, but in this project, I chose to only do the information architecture method. I chose to drop this because I wanted to focus more on information architecture. I explain this later in the report.

If you want to look at the personas, storyboards and prototypes before reading about them, go to the appendices section of this report.

Personas

Personas is a tool to reach for various goals, pain points and motivations for various users. This include to not to broad descriptions, therefore it is important to specify such things as personality, education/work, goals, how good with technology, age and things as how often they will use it and where/on which device. Personas helped me a lot later in the project to determine less important content and how to divide the content into different pages.

When I started to create personas, I had some difficulties about creating realistic users. First, I had to think about how old the users are, what they do and what their hobbies will be. Then I was thinking that it was wise to include their technology skills. I read through the LinkedIn videos , the book About Face and lesson notes to know how to start.
I thought it was important to also include pain points and goals to be more detailed about the various scenarios that can come.

I must admit that after I began to create the personas, I really tried to get to know them in a way that I could understand their problems. I created 5 personas who each represents a group of almost the same goals or pain points. I thought it was wise to have some personas to get to know the users then to increase a better content and design.

Ideation

Ideation means to explore and finding alternative design. This helped me to widen ideas and refine earlier ideas. Brainstorming doesn't always work, therefore an ideation design charrette (or design studio) is to quickly collaborate diversity design ideas.
If this were a real project, the ideation part would be in groups to get creative, share ideas, and of course, focus on the pain points.

Scenarios/storyboards
Scenarios is a great communication tool to take the personas into action. This is to find and unlock gaps. Users will probably interact with the website differently to achieve their goals. On the other hand, storyboards are a way of visualizing the scenarios. What will be the path to the goal, and how they will complete it will be applied into the storyboards.

When I created storyboards, I did more focus on critical components and mapped only the important actions and functions. It is important to explain every scenario in the storyboard, therefore I added scenario text underneath every scenario in the storyboards to understand the action and to get better know with issues and how to solve them.
I focussed most on the interactions, not interfaces. I made one storyboard for each persona, some of them were goals they did achieve, and some were pain points.

Information architecture
Before starting to create the prototypes, I wanted to categorize content and divide them into pages. Information architecture ensures users to easily understand what site is about and how to interact with it to complete their goals.
To create a good SEO, clearly information architecture helps making the users to decide whether this is a site they are looking for or not.
Navigation encompasses how content is organised, labelled, displayed to users, what highlighted call-to-actions and what terminology is used.

I used the card sorting method to organize content and divide them into pages. This also helped me to decide how to display the navigation on the website. Considering that this is a microsite, only the most important content must be applied.
After I did the card sorting technique on one person, I picked and determined what was most unnecessary to include in my website. (You will find the picture of the technique/method in the appendices.)
If I had the opportunity to do the card sorting on several persons, I would of course doing that .

The categories I came up with in the end was an about-page, subscribe-page, livestream-page and launches-page, which will be the most important page on the website. To create a good interactive website, I wanted to have some shortcuts in form of functions which links directly to the main page which I wanted to be the launches-page.

On the homepage I wanted to include links that users are likely to need. The first button you see is the button to all the launches and underneath you will see buttons that links to the same site but on a specific part of the same page. This is because this site will be the most popular page. I also wanted it to be no questions about what this site is about, therefore I added some extra text to show the content of the website. I also thought that I wanted to get the users back into flow when they get back into the homepage again.

On most likely the landing page that will be the launching page in this case, contains the same links as in the homepage, to a specific part of the page. This is to take shortcuts and maintain the flow.
I thought this was a good idea. Basically a landing page is a page there are likely to be most traffic on, and where the users will be coming directly from a search engine.
When it comes to shortcuts, I wanted to create a user-friendly function so the users do not have to scroll through the entire page to find their goal. By placing the links on top is wisely to do, and because the page is long, there is applied a up button to get fast up to the top of the page again.
The reason why I added latest and next launch on the same page is to persuade the users. To get the user to explore more.
The order of the various launches has a meaning. I wanted latest and next launch to be on top so they didn't have to scroll all the way down, then the upcoming because this may be more interesting for the users, then all past launches. The past section fits them who want to explore earlier launches.

Also, I added a about page, subscribe page and a live page who links to several livestreaming's. In the live page I added text to every link so the user could see where the button links to. The main box is the first you will see, and contains two buttons so the user can easily choose between reading about the launch, or to watch the launch live. I wanted t include the about page for those who don't know what the site is about and for them who want to explore.

Prototyping – low-fidelity and high-fidelity
Low-fidelity prototypes, also called wireframing are easy and re-useable paper elements which forms the website. On the other hand, high-fidelity prototypes are meant to be interactive computer-based prototypes which terms the design and functionality.
The reason why low-fidelity is important to start with is because it serves as guide for later work, and allow to get good feedback from others, rather than with high-fidelity prototypes. The reason is basically because it is easier for a person to give honestly feedback with an unfinished-looking prototype.

Prototyping helped me to framing my website. I started with low-fidelity prototypes to create an overview of how I wanted to place the elements on each page. I created several examples for each page.

Because of the time, I did not have enough time to create interactive paper prototypes (low-fidelity prototypes). I wish I've done it, because that would have helped me a lot to create a better interaction design in the process, and to get feedback from others.

After I had some sketches of paper prototypes and had created the style tile/moodboard I started to create the high-fidelity prototypes with colours, functions and elements.

Navigation
Navigations has two important rules. To help the user to get around the website and to help them know where they are, or how to get back or forward.
Breadcrumbs is also helping. Because this is a microsite, I only added one primary navigation. On mobile devices I added a hamburger menu so the users could have more space for the website, and to make it easier to click in the navigation.
I added breadcrumbs so the user could navigate not only through the navigation menu. This increases a good flow and it's usability. I created a keyboard-friendly navigation menu for the visually impaired.

Designing the flow
Designing the flow means for developers to design something a user will use without thinking about what to do. The goal for the users is to move from stage to stage without any upcoming problems.
I tried to make a good flow in my website, in all pages. But to create a good flow, the personas, scenarios, and storyboards helped me as a tool to maintain the flow. I mapped all the pain points and achieved goals from the ideation part and tried to solve the errors to increase the usability. When I design the pages, my mind was all the way thinking, less is more. Get it as simple as possible and determine unnecessary content.
A good flow helps to create a good interactive website.

Shortcuts also helps to increase a good flow. This also helps the users to explore the various pages and to not get bored. I created most of the links in uppercases so it creates a pattern for the users to recognize the links.

Errors and feedback
Something that will break the flow is unknown errors, users might get bored, to many obstacles in the way or unsure what to do. Bad feedbacks which can make the user unsure if it's completed correct or not will also break the flow. Affordances is a great term but I will talk about this later.

In the subscribe page, I tried to create good feedbacks when errors may occur. I tried not to blame on the user, but rather to explain why the error occurred. Pretty much all over the world red is a colour for stop or wrong, and green is for go or correct. I used red on the text and input field when something went wrong, and green when the content was correctly

implemented. This is to indicate for the users that something went wrong or it went correct. I also positioned the text as nears the inputs as possible so the users can easily discover where the error occurred as fast as possible.
The descriptive text that explain each input field from the start, is to let the user do the right action as quick as possible without any problems. This is to keep the flow and reducing work for the user.

There are different types of errors, the biggest one yet easiest to fix is misunderstanding. And to prevent accidents when the users know what to do, but they to something else by a mistake is also why I chose to add text below the inputs.

Actually a 404 page helps SEO. A 404 error indicates that this page doesn't exist. I created a 404 page so with some humour to increase a good user experience. Instead of displaying a normal error page, I wanted a page who can link back to the homepage again. The idea behind this is to decrease frustration, confusion and to not let them leave the page.

Affordances and persuasive design
Affordances helps and lead users to use a thing correctly, or in other words; Affordances influence the function the user are going to use.
The buttons must indicate that it is a button, something the user can click on. The text inside the buttons is also following the affordances term. I tried to decrease confusion and complexity for each user. I tried to not make the user think, just go with the flow.
Signifiers which let the user know that an affordance exist, is added by pseudo elements on buttons, colours and uppercase letters. I also wanted to create a pattern so the user just were doing it without thinking.
Some affordances are hidden, but changes when hover over it, and some is something to relate to in real life. There are more perceived affordances than hidden affordances, at least I tried to make them perceived. This is because I haven't analysed different users to understand patterns they encounter.

Persuading the user is an important part of the UX design. Persuasive design is about to change peoples behaviour, to make the user take a certain action.
There're several methods of doing this. Some of them are bad, and some of them can be good when it's used in a gentle way. It's about dealing more with emotions than statistics, like the stakeholders likely would. There's no way a good interactive website contains all these methods.

The methods I chose to use in my project is social proofing, reciprocation, and commitment and consistency. Something I had in my mind was design values and how important it is to design these methods in a good way. Design values is about designing to make the world a better place. But in the end, a good website doesn't push you to take decisions, it just helps you or leads you through it to achieve your goals.

First, I want to add a short description of what social proofing is, and why this is added into my website. Social proofing is about to let the user see or confirm that others also engaging and take actions on the site. The pop-up window shows that other's are doing this, and what the benefits are. Like in the reciprocity technique. But something that are less user-friendly about this, is that the pop-up window shows every time you go back to the homepage. This issue is explained in the log about coding. The reason why I wanted to include this was to make the user coming into the flow, and to make the user take an action to interact with the website. I don't want the pop-up window to be displayed at once, so therefore I set the time to 1 minute, then it will be shown.

Instead of asking the user a big favour, for example, if you would like to share the website on facebook, the most usual answer is no. But when giving the users a benefit if they take the action, the answer will more likely be yes. Reciprocation is about giving gifts before asking the favour. To make the user take the action I added some text so the user knows the benefits, and if they want, they can explore more of what they will receive.

Commitment and consistency are to influence the user to do more. In the subscribe page you will find the text about asking if you want to submit. If you're interested there's a link so you don't have to look for it. This links leads to a text about what the benefits are. Well, I also think the pop-up window goes under the same category. There are also buttons to other pages which contains text that can draw the attention and make the user take action.

As I told you earlier, I didn't want to use much of the persuading techniques. It's important to be discreet and I chose the techniques carefully. I don't wish to create a website who pushes and fusses about to do it.

HTML, CSS and JavaScript

Throughout my coding I started with some HTML and CSS on my homepage so I could get a feeling of how the project were going to be.

I wrote semantic HTML to strengthening the purpose of the element and the content inside them. This clarity also helps to communicate with the SEO. It also provides information to communicate with the browser so it knows that the element has a meaning.
The BEM method (Block Element Modifier) is a technique to name the classes and id's in the HTML tags. I wanted to include this so it could be easy for me to find back to various selectors. I named the selectors so it could be more robust, explicit, and stricter.

Also, I included comments on every HTML and CSS files and some of the JS files. This was also a way for me to have an overview and structure, and perhaps some help for jobs in the future. Along the way through I began to discover some bugs, which resulted in confusion. I

think CSS can sometimes be frustrating and difficult to work with, but by using the BEM technique, I felt it went well.

To make a page on a website as fast as possible, there is some specific thing to taking into consider. Some of the most important one is the DRY method. DRY stands for Don't Repeat Yourself. When I'm talking about the DRY method, I mean that with less code it's easier for the browser to read all the code it must run through. Like, compressing all kind of content and code into broader selectors (and properties) and by using equal classes. It's all about not repeating and to not have unnecessary content.
I also added images with 200kb or less, this also helps to run the page faster.
There are separated stylesheets which indicates specific design. I created a common global stylesheet for all buttons, borderlines, text, sizes, fonts and so on. I also wanted the loader function to be separated from mobile/tablet and desktop. The reason I did this was to make the site upload as fast as possible. New stylesheets on every page would have take longer time for the server to upload, but with same stylesheet the server doesn't have to look and load a new stylesheet every time. Mobile/tablet and desktop stylesheets will only load with the correct breakpoint which matches the stylesheet breakpoint.

In my js files I tried to have a structure throughout all my files. In the API calls I applied error handlers so if the value where null, I either added text or chose to not display it on the page. I tried to compress my codes so the file's didn't have to be too long. I used const and let gently and tried to solve all codes in a right way.
Every time you will land on the homepage, a pop-up window will be displayed. As you can see in my subscribe-po-up.js -file I tried to code so the pop-up window only would be displayed once in a week or once per user. Unfortunately, I could not fix it, but I really tried and I would like to get a feedback of how to solve it!

Shortly before the project's delivery time I discovered a bug on the safari browsers on mobile, where some of images and all background-images didn't want to be displayed. I think it's hard to maintain an error-free website, because when I though that I was finished, a new bug appeared. I tried to solve the issue, but at the end the time ran out.

Breakpoints
In the breakpoints I discovered a page that specified time related breakpoints. I used these breakpoints into my CSS stylesheet to create a responsive website, although I added landscape and portrait orientation in in the same breakpoints.

The smallest breakpoint is 767 pixels an smaller, for mobile. For tablet the breakpoint is 1365 pixels and for desktop devices the breakpoint is 1366 and bigger.

2.3. Conclusion

At the end I feel I developed a great website who can be used by the target audience. Throughout the project I learned how important it is to have all prototypes ready before starting to code. As you can see in my prototypes, I changed some elements because I felt some design decisions had to be edited, some removed and some applied.

If there was anything that I wanted to change, it would have been a kind of sorting or search list for all the upcoming and past launches, so the user could just click or write a specific launch they wanted to read about. If I had some more time, then I would try to include this. Thoughts about this function would help the users to create a better user experience and going with the flow.

If there was something I could change, there was the js file for launches. I tried to find out how to import and export scripts across each other so the file didn't have to be so heavliy. But after many trials I had to continue and focus on the pages content.

I feel I followed all the guidelines and terms to make an good interactive user-friendly website. Whether it applies WCAG, SEO, UX and UI design.

Well, after I'm finsihed with these 5 week, I feel that I could have done more research and analyzed some users. Although I included personas, storyboards and information archiecture, I would definetely have used more time to increase more understandable knowledge about them. For me, the design part is more comprehensive than some thinks. I mean that design is the first thing you will see on a website, and has a major impact whether they want to stay or not.

About the coding, I think I have mastered HTML fully, but CSS is kind of trickier. To design a responsive website it force you to be structured and find bugs, and sometimes the trickiest, to solve them. But I am happy about how I solved it, and have increased knowledge about how max-width and width are going to be used. JavaScript requires more and are no doubt more comprehensive to understand and write. I searched a lot of tips to code on some specific functions to understand, and I feel that I have learned some to. Since the JS programming language literally reads codes straight forward, the most of my time where spending try to solve the upcoming problems.

But when it comes to the finished product, I feel I represents a website which have the focus on how to make it user-friendly and how to easily interact with it. This was a fun and educational experience, and it have helped me to understand how JavaScript works.
My main idea through my website is for users to navigate easily, and to understand every function and element. I added all links to the launch page in the upper section of the homepage to indicate what this site is about, and to let the users find what the website is

mainly about. Finally, I want to apply that I did the best I can to create UX/UI design along with coding and fixing errors. The only thing that I really can’t get of my mind is the pop-up window that’s pops up every time you go back to the homepage.

3. References

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http://devfacts.com/media-queries-breakpoints-2020/

https://contrastchecker.com/

Lessons

Personas and scenarios – 1.3
Persuasion and Design Values – 2.1
Information architecture – 2.3
Designing the flow – 2.4
Handling errors – 3.3
Practical UX Design – 3.4

LinkedIn Learning

UX Design 5: Creating Scenarios and Storyboards
UX Design 4: Ideation
UX Design 3: Creating Personas
Affordances (universal principles of design)

Books

Steve Krug; *Don't make me think*; 2014; *New Riders*; 200 pages

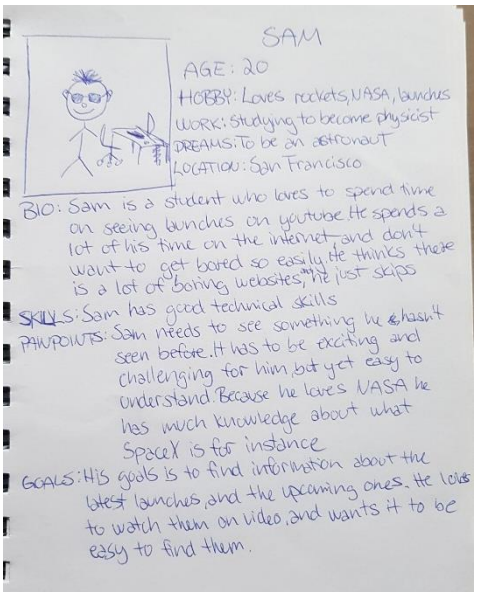
Alan Cooper, Robert Reimann, David Cronin, Cristopher Noessel; *About Face*; 2014; *John Wiley and Sons, Inc;* 690 pages

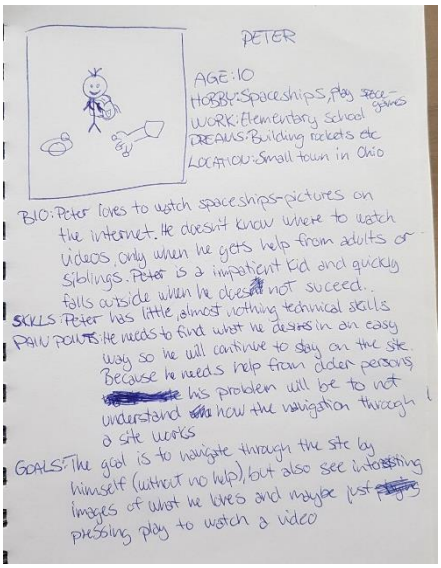
4. Acknowledgements

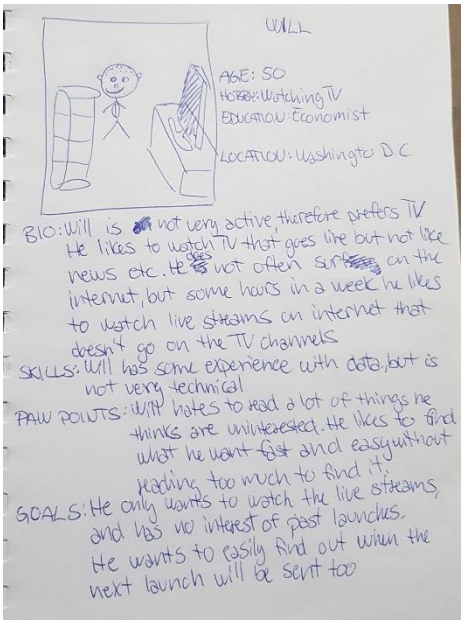
Start writing here

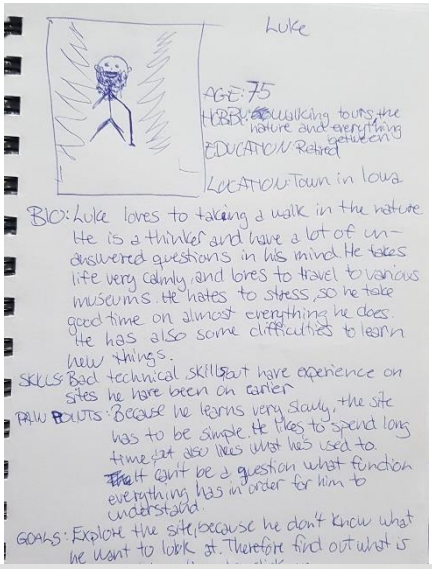
5. Appendices

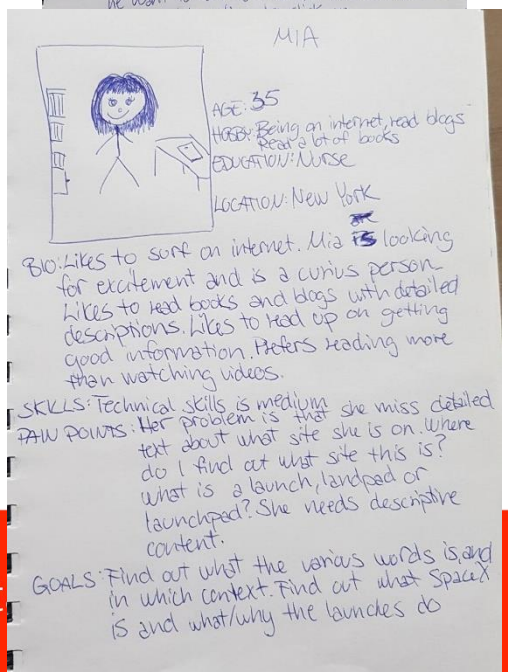
Personas:



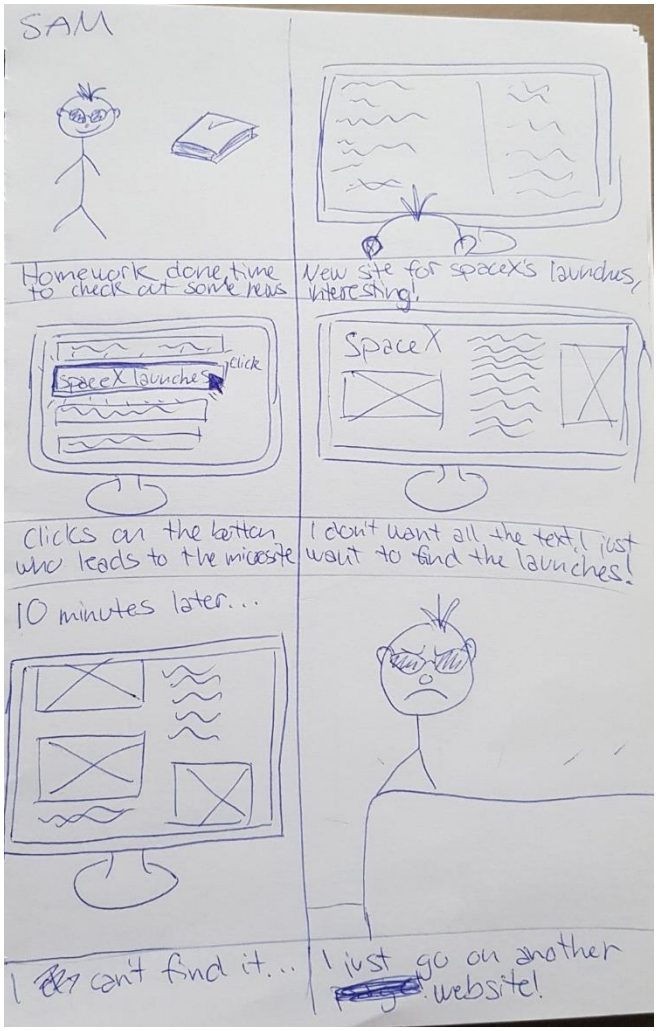


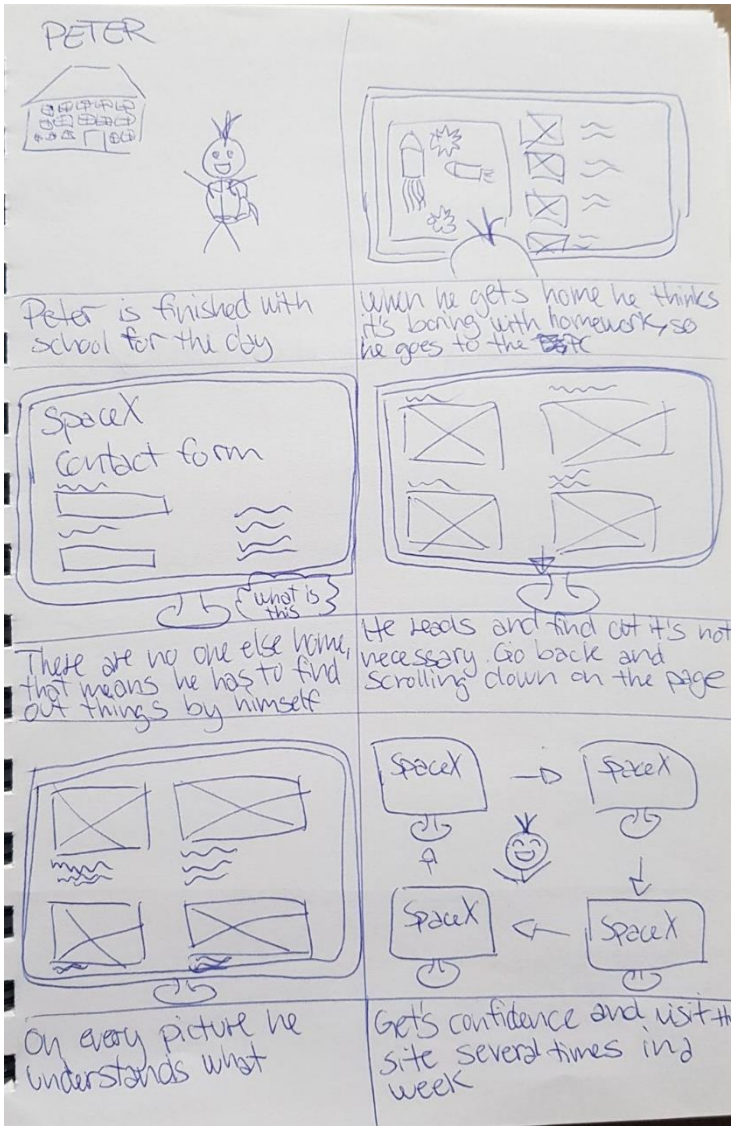


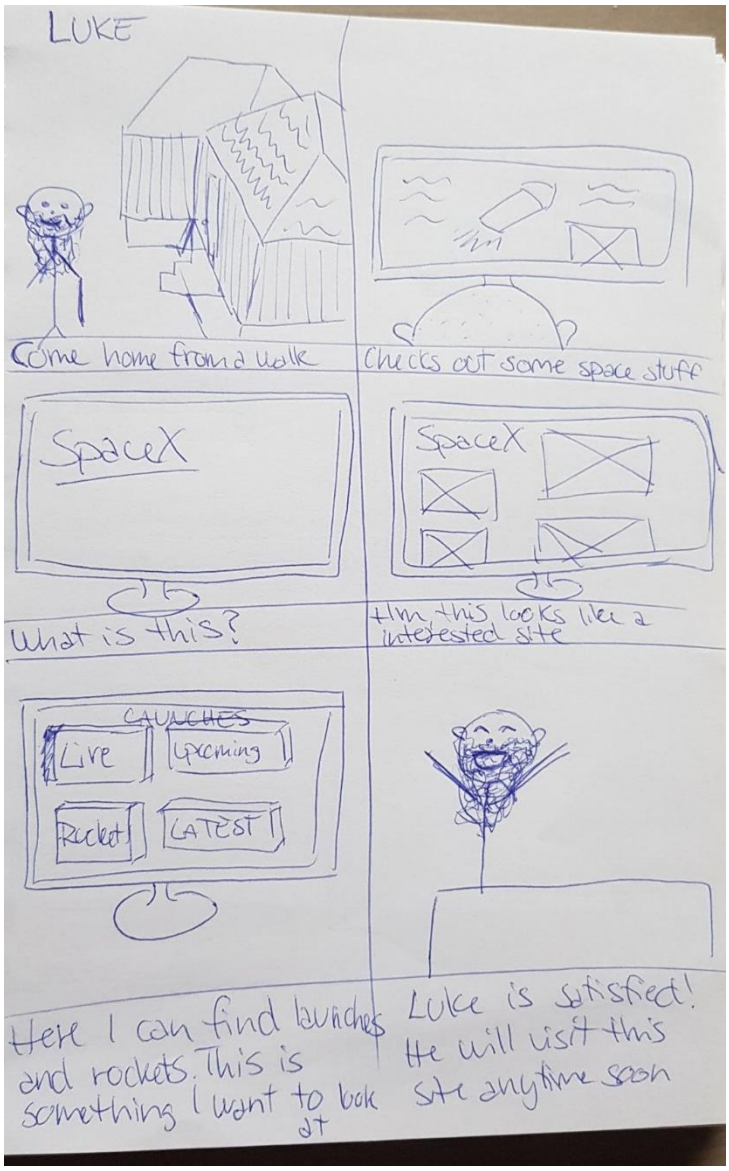


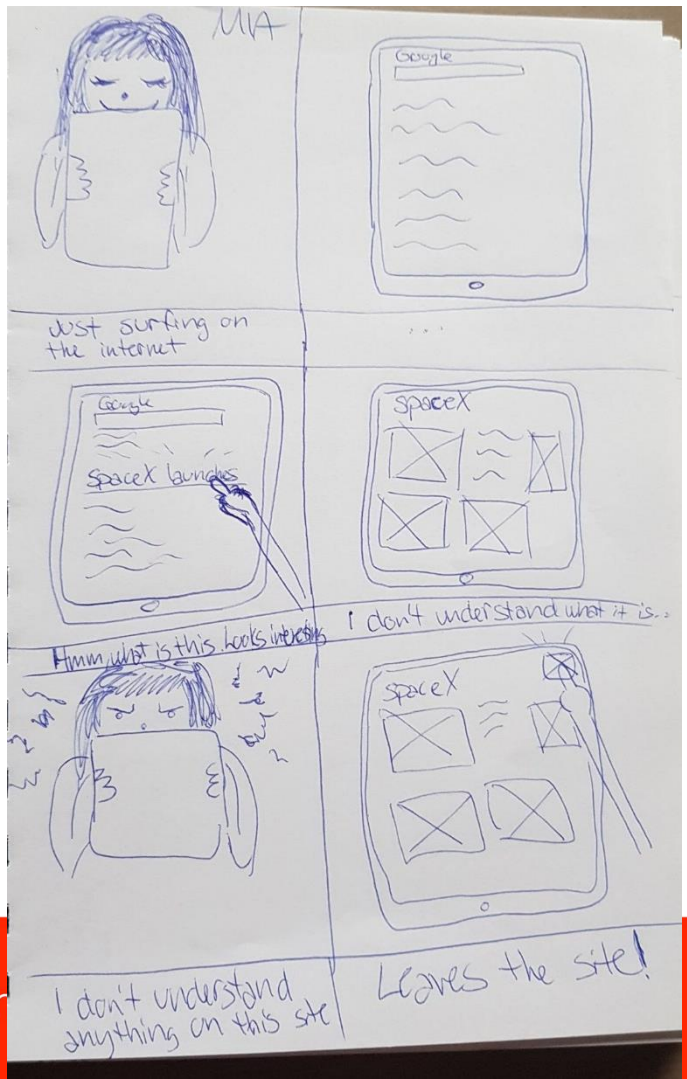


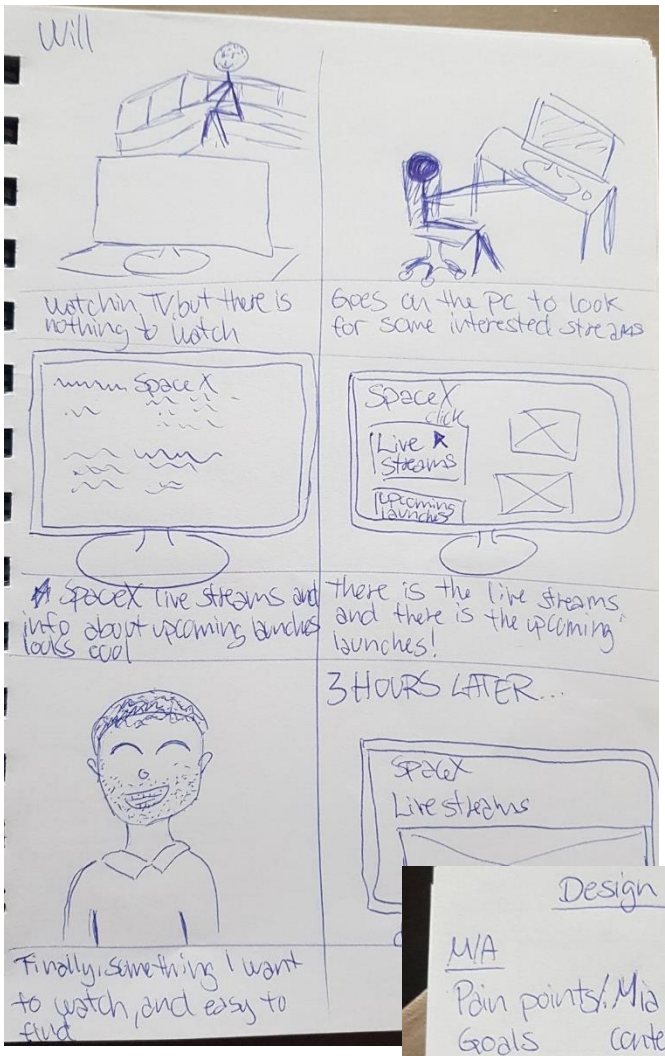
Storyboards:



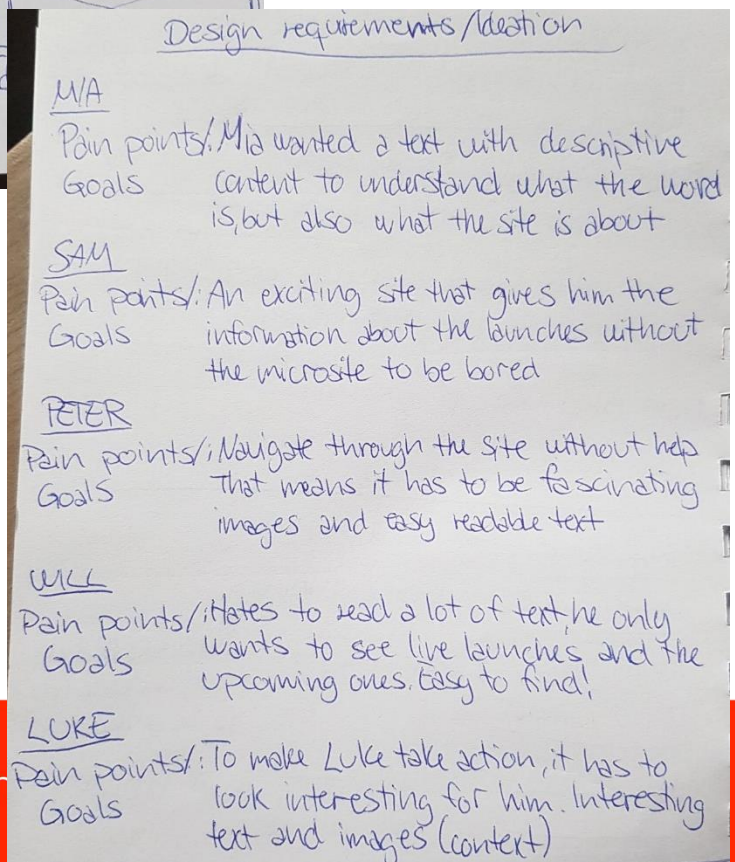



LUKE
Come home from a walk
Checks out some space stuff
SpaceX
SpaceX
What is this?
Hm, this looks like a interested site
CAULCHES
Live
Upcoming
Rocket
LATEST
Here I can find launches and rockets. This is something I want to look at
Luke is satisfied! He will visit this site anytime soon


MIA
Just surfing on the internet
Google
Google
SpaceX launches
SpaceX
Hmm what is this looks interesting
I don't understand what it is..
SpaceX
I don't understand anything on this site
Leaves the site!



Ideation:



Design requirements/Ideation

MIA
Pain points/Goals: Mia wanted a text with descriptive content to understand what the word is, but also what the site is about

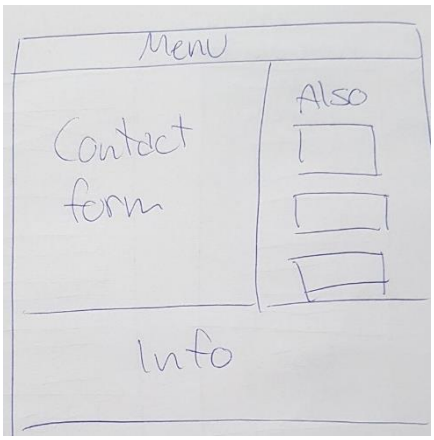
SAM
Pain points/Goals: An exciting site that gives him the information about the launches without the microsite to be bored

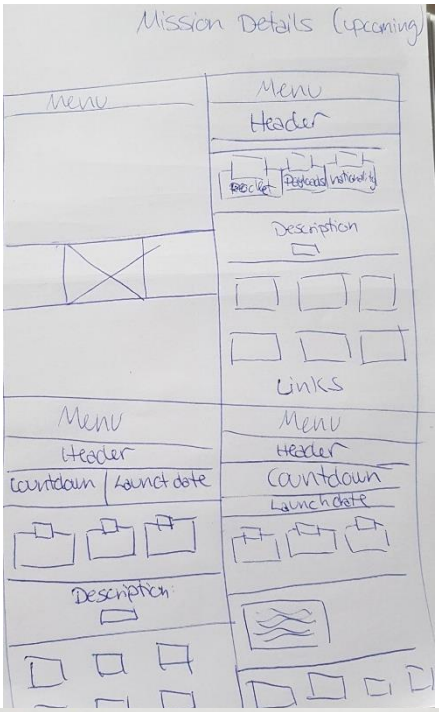
PETER
Pain points/Goals: Navigate through the site without help that means it has to be fascinating images and easy readable text

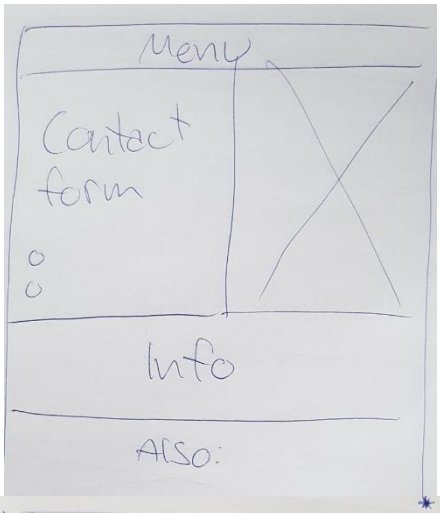
WILL
Pain points/Goals: Hates to read a lot of text, he only wants to see live launches and the upcoming ones. Easy to find!

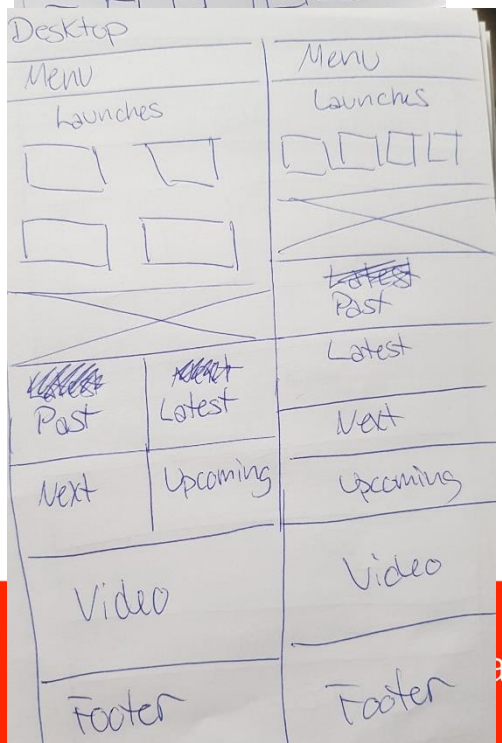
LUKE
Pain points/Goals: To make Luke take action, it has to look interesting for him. Interesting text and images (content)

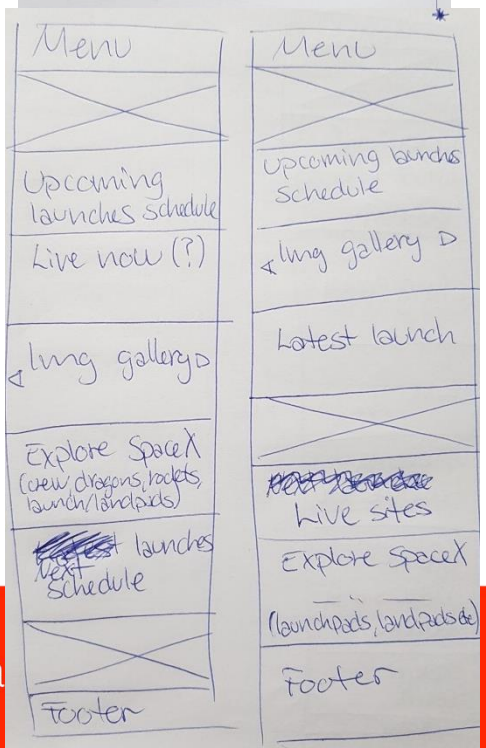
Some of my low-fidelity protoypes:











Informational architecture:

(Unfortunately bad quality..)