

Technical Report

Rainy Days

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1. Summary

In this report, I describe the process and methodology of making a high-fidelity prototype of an e-commerce website. I explain in some detail the design decisions made and reflect on the task as a whole.

2. Body

2.1. Introduction

In this assignment I created a high-fidelity website prototype for a fictional clothing company called Rainy days. The website is divided into six pages. A home page, product list page, product specific page, about page, contact page and checkout page. Every page has a similar theme overall. This is done with the help of different design elements. All pages have similarities as colour pallet, fonts parings and layout hierarchy.

2.2. Main section of report

Home page and call to action.

The home page is where the user usually meets the site (Maby for the first time). Therefore it is especially important to convey a sense of quality and confidence. Firstly, it's the place where we re-establish our brand and overall ethos. Secondly, the home page is just another tunnel to get the user closer to doing the desired action. In this case, it's the purchase of a product. A call-to-action (CTA)button is a button that takes the user closer to the desired action. This will help the user get the information he most likely wants. The CTA button must be distinguishable from the rest of the page to reduce the user's cognitive load. The average user does not read through the information on a given page, they usually have a goal in mind and scan their way through to get there. It's been shown that people scan in a Z formation, so on this page, I placed the CTA on the mid-top right of the page. The CTA button is also obviously clickable to not cause uncertainty or erode confidence in the brand.



Colors and brand identity.

The brand slogan is “pushing the comfort zone” and the target audience is people between active people between 30-50 years old. The products are rugged, durable, and quality oriented. The white and black are used in the header to convey these qualities. The contrast is meant to give a sharp and serious feeling to the brand.

Pushing the comfort zone can be interpreted as going where it is uncomfortable. Many would relate this to a cold and rough environment. Using this interpretation, a light blue was the main color pallet used throughout the site. A variant of the iceberg (#72AED6) from colors.co was chosen as it best conveyed the brand message and products while at the same time being subtle enough as to not overshadow the product listings and other information.

Typography and visual hierarchy.

Typefaces there are four main categories. Serifs, sans serifs, script and decorative. Of these four, there are two that are relative to this project, serif and sans serifs. To choose the correct typefaces, I need to know if we are trying to convey a classic and traditional feeling or if we are going for a more modern and functional style. As it is a new brand with an average age audience, the safest choice is (in this case) the sans serifs style with the Helvetica typeface. Helvetica is the world's most popular typeface and is used by everyone from fashion brands to tech companies. If the target audience was a bit older and or the exclusivity of the products was a bit higher-end, it might be a better choice to go with a serif-styled typeface. The main content the user scans through on this website is pictures and short key phrases. I felt the hierarchy was the most important thing to focus on. Most of the informational text is centered around pictures or CTA buttons to make it the least cluttered and overshadowing as possible.

2.3. Conclusion

More knowledge and mastery of the concepts mentioned will make all websites a better intermediary between the entities and the customers. The prototype ended up functional, and the overall layout is intuitive. As the prototyping process gets easier, the more it's possible to experiment with the nuances of design.



3. References

Icons from the open icons Figma-plugin.

Pictures from www.norrøna.com/.

Colour pallet chosen from <https://coolers.co/>.

Inspiration taken from Norrøna and Zalando.

4. Acknowledgements

When making the prototype there were many tooling concepts I struggled with. For example, auto layout and components. There were a lot of trial and error before I got a good grasp of these concepts. By that time, most of my objects was built and it wasn't worth the time to start over again. Next project, I will spend more time making quality components and objects. That way the project will be cleaner and the building process overall more efficient.



5. Appendices

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