

Document: EAAA Frontend, spring 2016, Mandatory Assignment 1.

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GitHub URL: [https://github.com/BrianMunksgaard/EAAAFrontend2016\\_Mandatory1.git](https://github.com/BrianMunksgaard/EAAAFrontend2016_Mandatory1.git)

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# theshed.com

## Introduction

The website theshed.com is a web shop (an online tool shed) that sells construction tools and supplies to construction companies. The primary audience of the site are construction workers/foremen and managers, mostly males aged 20 to 65. The site should support three primary devices: phones, tablets and desktop computers. The content and the options on the different devices are not the same.

In the table below you can see my considerations regarding audience, device, usage context and content.

Audience	Device	Usage Context	Content
Worker/Foreman	Phone	Primary location is the construction site. Need to quickly browse products or do a Scan & Buy. Fast checkout.	Products, Product description, Scan & Buy. Speed and easiness are key factors.
Foreman/Manager	Tablet/Desktop	Primary location is the company office. Decision making. User registration.	More detailed product descriptions, delivery information, product comparison/test, order history.

With the business and the audience in mind the site should (try to) signal the following values:

- Stability
- Seriousness
- Loyability
- Reliability
- Simplicity

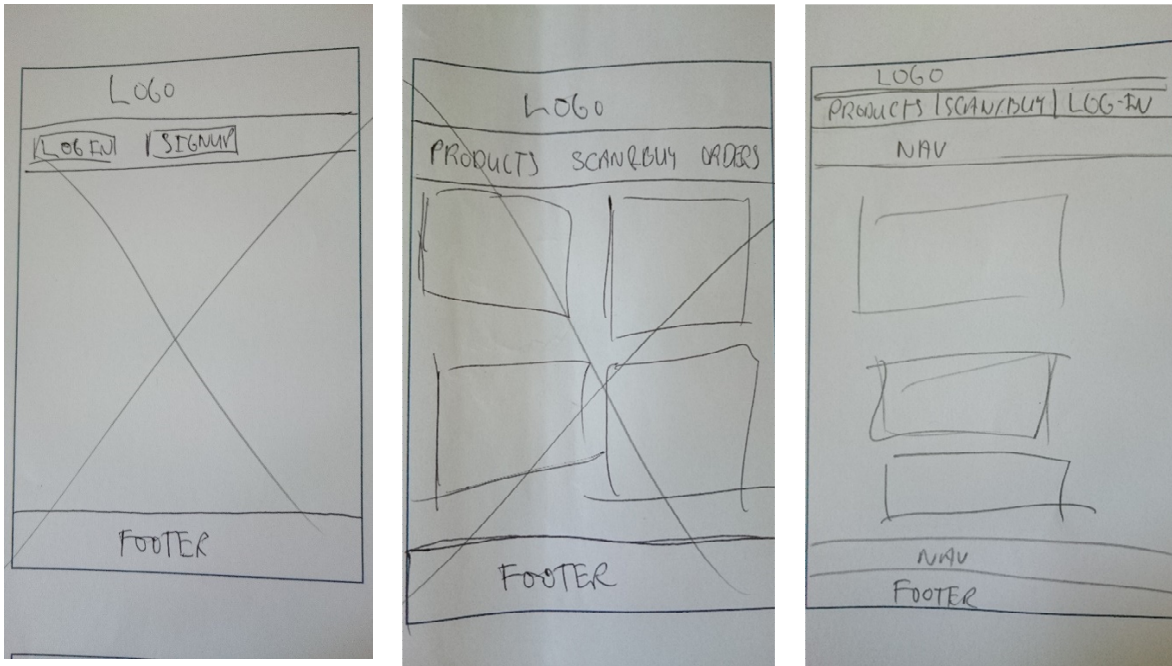
Something like: You can depend on us, we deliver what you need, where you need it, when you need it.

The tone should be serious, somewhat formal and friendly.

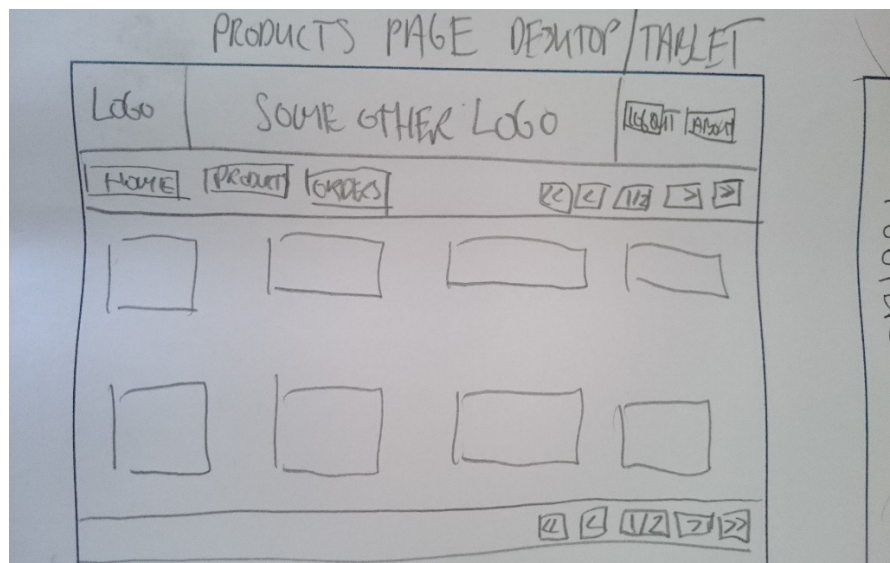
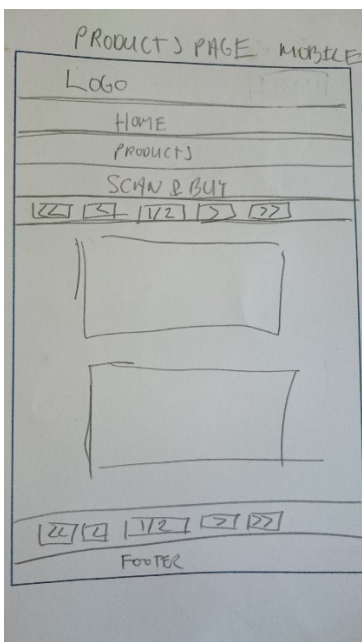
## Design Choices

Since the site should support mobile phones, tablets and desktops a (mostly) responsive design is used. The containers are fluid with width based on percentages and different devices are handled using media queries. For desktop and tablets, the site adjusts to the device. When using a phone, layout becomes a little more fixed. The responsive design is implemented using a 12 column grid system. In this system, each column automatically adjust to viewport size.

The design choice is based on a set of iterations with sketching, prototyping and evaluating. Some of the early sketches for mobile are shown below:

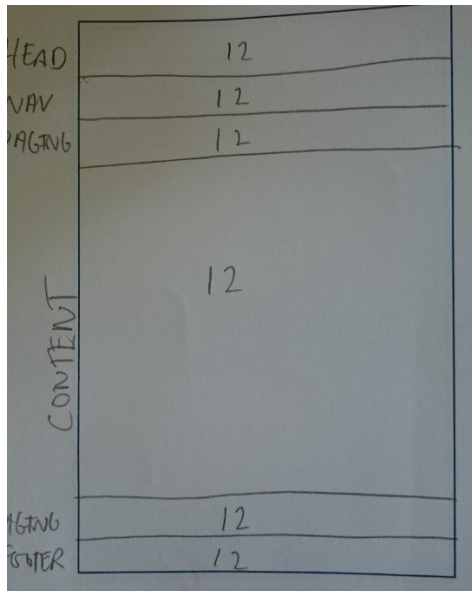


After some iterations I ended up with the following for mobile and tablet/desktop:

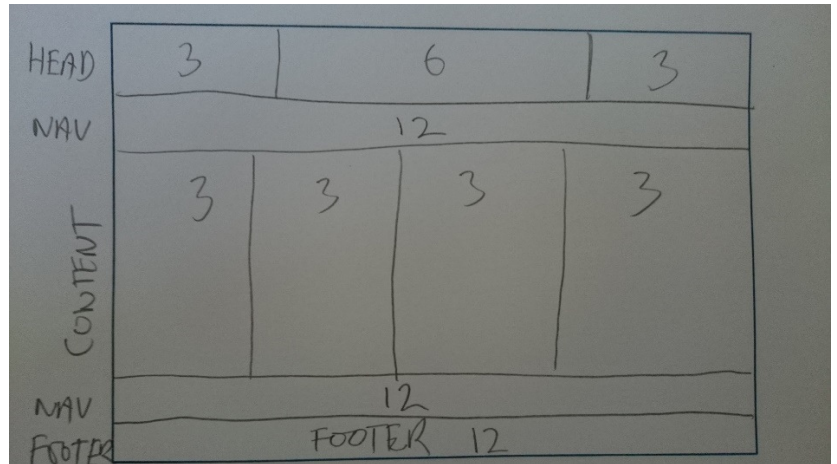


Based on the grid system:

#### Mobile



#### Tablet/Desktop



The idea is to stack things on the mobile device.

#### Gestalt Principles

The choice of design makes heavy use of the gestalt principles of proximity and similarity. These two principles are used to “group things”.

##### Proximity

Navigation links and paging links are placed close together in order to appear as a group. Each product descriptions has a white background different from the primary gray background and there is space (gutter) between each product. This makes the product description separate from the next description while the content of each description appears in a box.

##### Similarity

Product descriptions are similar and appear as a group. Navigation links are similar and appear as a group. Paging links are similar and appear as a group.

## Colors

In order to support the key values previously identified, colors and font(s) should be chosen carefully.

For inspiration I looked at:

- silvan.dk
- sears.com
- stark.dk
- jemogfix.dk
- bauhaus.dk

Knowing that:

- Blue is associated with security, truth and stability
- White is associated with simplicity and cleanliness

These colors should definitely be used on the site. These colors are also used by silvan.dk and sears.com. I wanted to use white for product background, black for text and blue and variations of grey for the rest of the site.

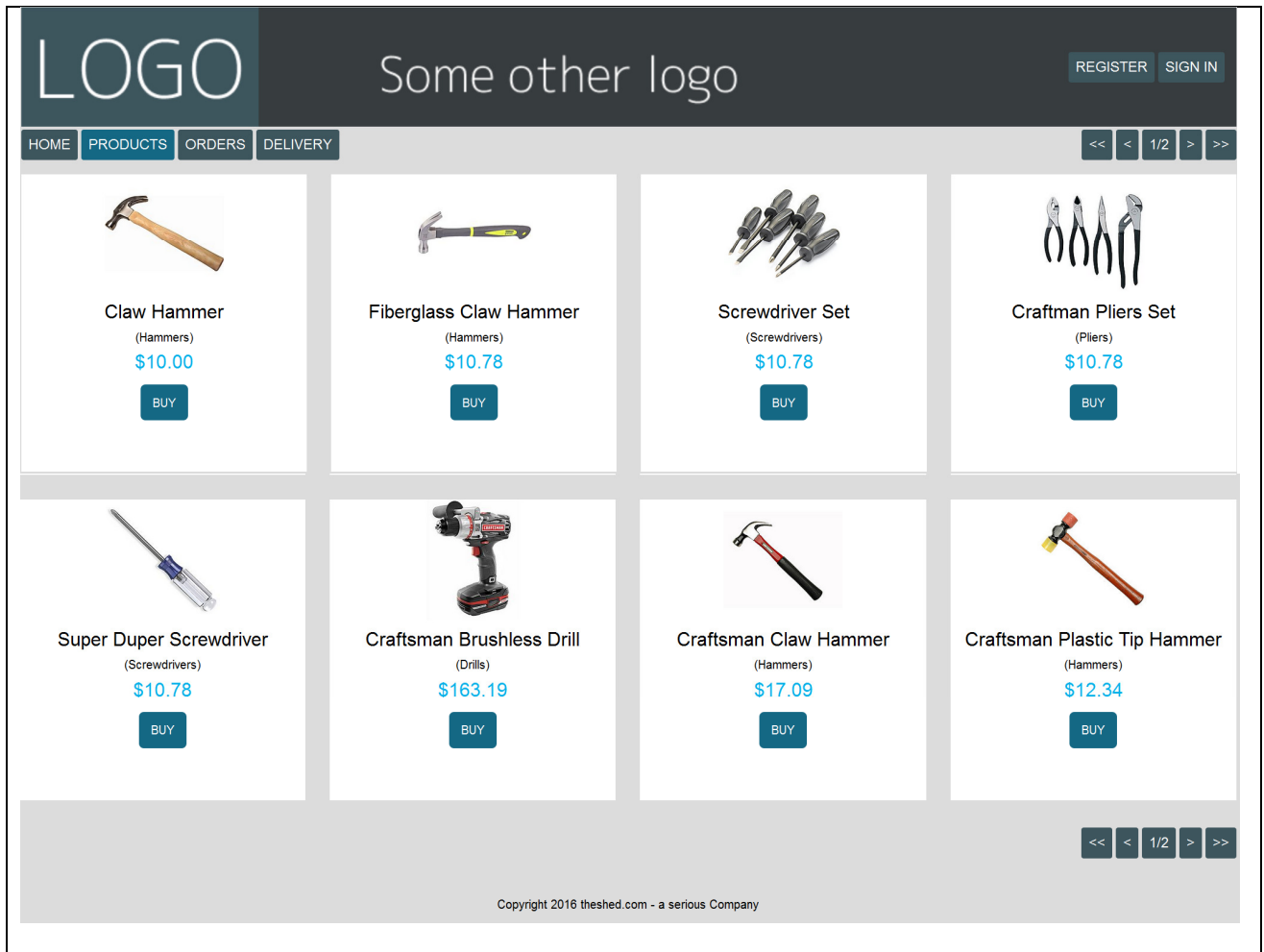
For simplicity I have chosen a monochromatic color scheme. In order to find some colors that might work for the site I worked (or played around) with paletton.com.

The example from paletton.com looks like this:



The palette can be found at: <http://paletton.com/#uid=13p0H0k3ZcUSDqwb-iKRIU4kbj8>

Using the example and playing around with the prototype I came up with a design like (more grey than blue which was actually not intended) this:



## Typography

The font for web site needs to imply the same key values as the colors. The font should be suitable for web, mobile and print. Also, it should be open source. For simplicity I started out with one font.

These requirements made me chose the Lato font. The Lato font is described as having a feeling of warmth, but also having a strong structure that implies stability and seriousness, exactly those qualities and characteristics the site should signal.

## Visual hierarchy

For the visual hierarchy I started out with:

- Headline: 40px (250%).
- B-head: 24px (150%).
- Body Copy: size 16px.
- Navigation: 16px (100%).
- By Line: 12px (75%).
- Line Spacing: 1.5 (150% of body copy).
- CPL: 50-70 cpl

An example of the visual hierarchy is shown below:

NAV1|NAV2|NAV3

# This is the main header

## This is the sub-header

**This is the body copy**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pauca mutat vel plura sane; Si autem id non concedatur, non continuo vita beata tollitur. Color egregius, integra valitudo, summa gratia, vita denique conferta voluptatum omnium varietate. Scisse enim te quis coarguere possit?

This is the footer.

Again, prototyping and playing around made me changes these properties:

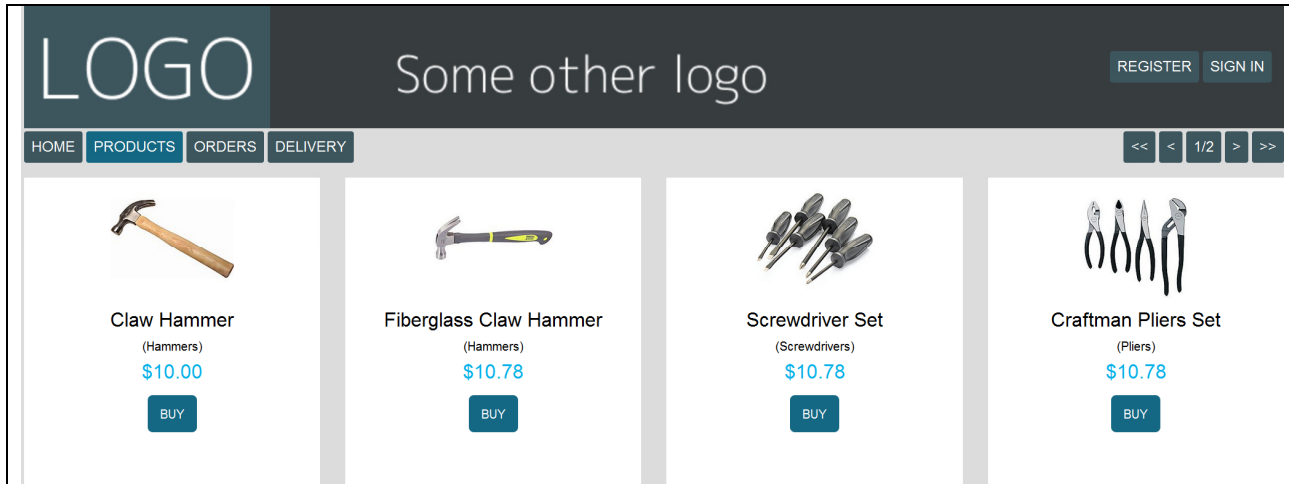
- 1em: 10px
- Body: 1.6em
- Navigation: 1.2em
- By line: 1em



## Navigation Trunk Test

The trunk test is a simple test used to determine whether a site has good navigation. Currently the site is rather simple, so doing the test should not be a problem.

Doing the trunk on the products page below:





We can answer the following:

- What site is this? The logo should tell this.
- What page am I on? The navigation shows that we are on the products page.
- What are the main sections? The navigation shows the main sections: Home, Products, Orders, Delivery.
- What navigation options do I have here? Section navigation and paging.
- Where am I overall? The navigation shows that we are on the products page.

## Style Guide

Below I have described the various styles used on the website.

### Background

Usage	Color Code	Example
Primary Background Color	#DCDCDC	Page Background Color 
Secondary Background Color	#373C3E	Header Background Color 

### Font

Primary Font: Lato

Usage	Color Code	Size	Example
Primary Font Color	#000000	1em = 10px	This is the primary color
Secondary Font Color	#03B1EA	1em = 10px	<a href="#">This is the secondary color</a>

### Navigation and paging

Usage	Color Code	Example
Navigation Color Normal	#3D555D	<a href="#">HOME</a>
Navigation Color Active	#146884	<a href="#">PRODUCTS</a>
Navigation Color Hover	#03B1EA	<a href="#">ORDERS</a>
Paging Color Normal	#3D555D	<a href="#">&gt;</a>
Paging Color Hover	#03B1EA	<a href="#">&gt;</a>
Navigation Font	#FFFFFF	See above.

### Product Description

Usage	Color Code	Size	Example
Product Name	Primary Font Color	1.6em	Claw Hammer
Product Price	Secondary Font Color	1.6em	\$10.78
Product Footer	Primary Font Color	1em	(Hammers)
Product Buttons Normal	#146884		<a href="#">BUY</a>
Product Buttons Hover	#03B1EA		<a href="#">BUY</a>
Product Background	#000000		

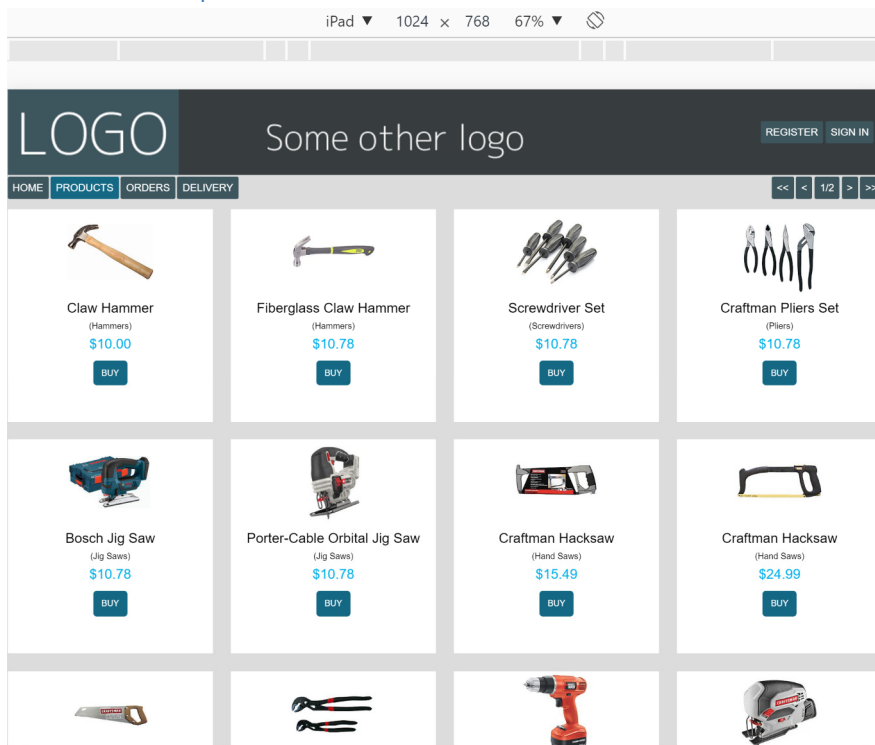
### Page Footer

Usage	Color Code	Size	Example
Paragraph	Primary Font Color	1em	Copyright 2016 theshed.com - a serious Company

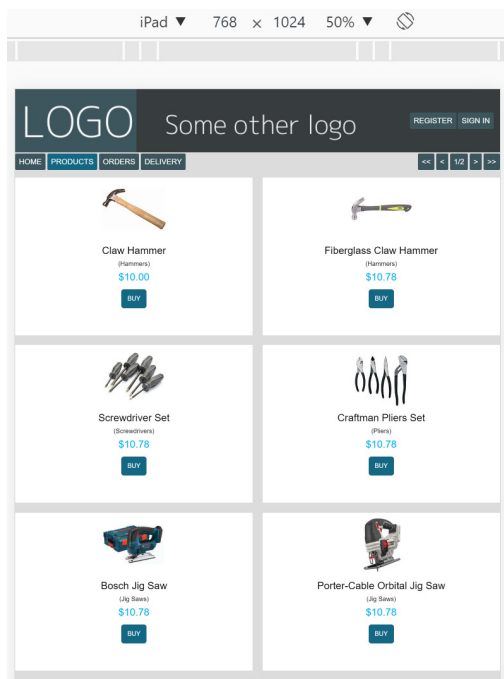
## Prototype Status

The following shows the prototype on various devices. Currently, the prototype can be used from a tablet or a desktop browser. The prototype is not working on a mobile device.

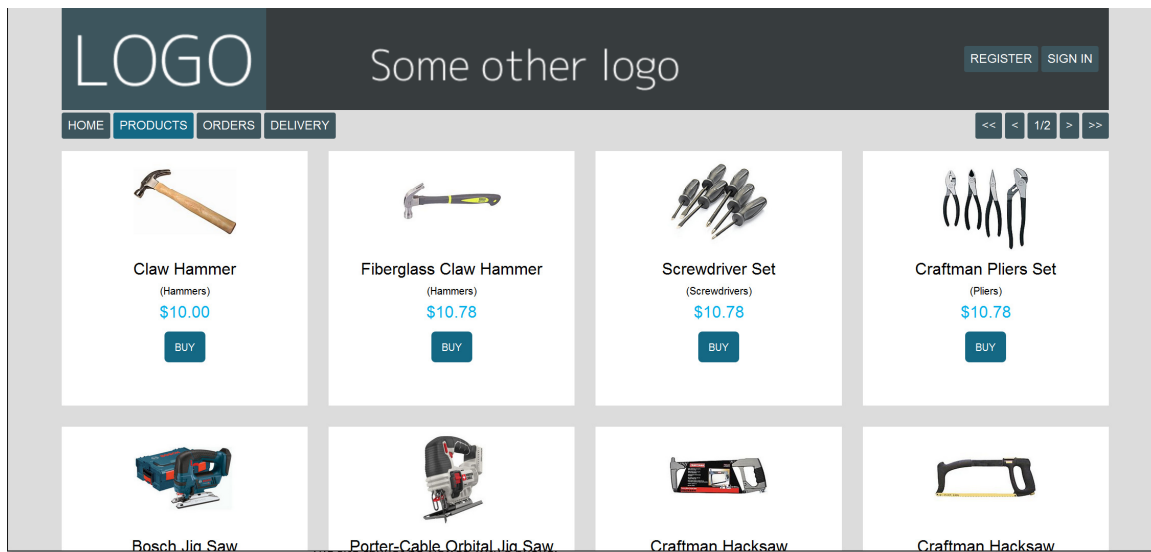
### Tablet Landscape:



### Tablet Portrait



## Desktop



## Missing Functional Requirements

All the functional requirements of the prototype have not yet been implemented. The things missing from the prototype are listed below:

- The site cannot be viewed with a phone.
- The Scan & Buy function has not been implemented.
- The Orders (order history) function has not been implemented.