1.5 DESIGN & PROCESS DOCUMENT

01.03: User Interface Design
Theme 01: Basic Web

Celia Zimmermann
1. Semester

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WIRE FRAME SKETCHES

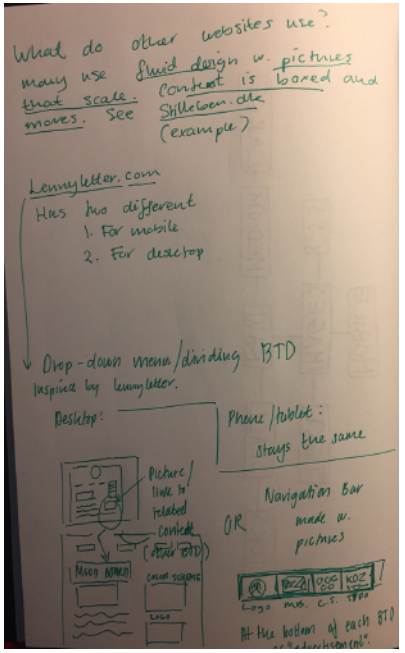
Before sketching my wire frames, I visited various websites I was familiar with. This was not only to get inspiration for my design, but to see how the content behaved on a mobile device compared to desktop - responsive web design.

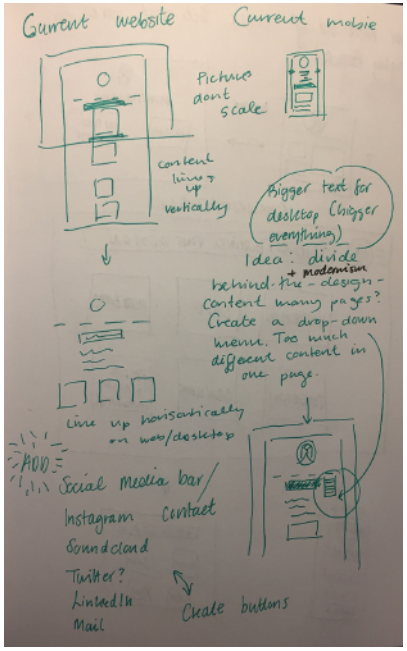
It was interesting to view the websites as aprofessional rather than user. Most of the websites used mostly fluid designs. Same content regardless of device, with images and text that flexed and boxes of content that stacked and shifted.

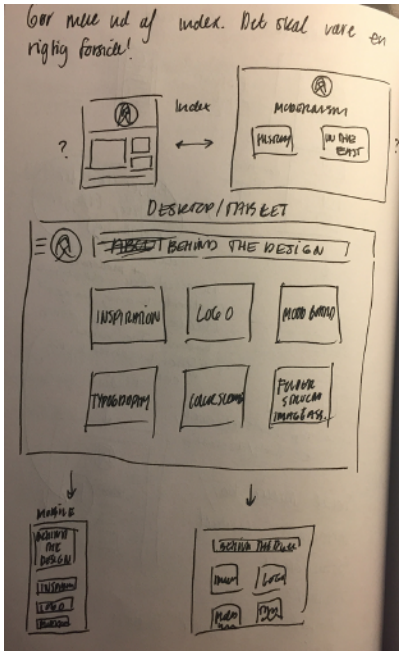
"The most popular pattern was perhaps surprisingly simple: a multi-column layout that introduces larger margins on big screens, relies on fluid gridsand images to scale from large screens down to small screen sizes, and stacks columns vertically in its narrowest incarnations".

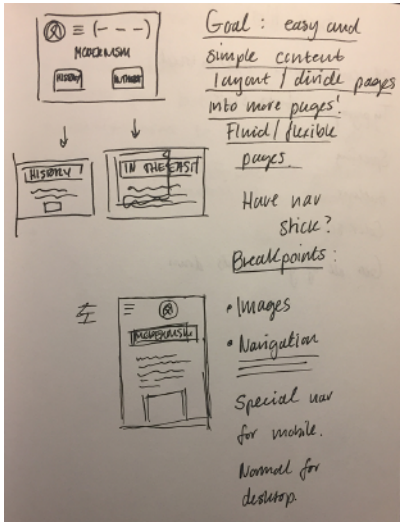
However, the navigation did not follow this pattern. One website used the burger menu for mobil, but a navigation-bar or menu for desktop view. Another had both the burger menu and navigation present in the design, regardless of device.

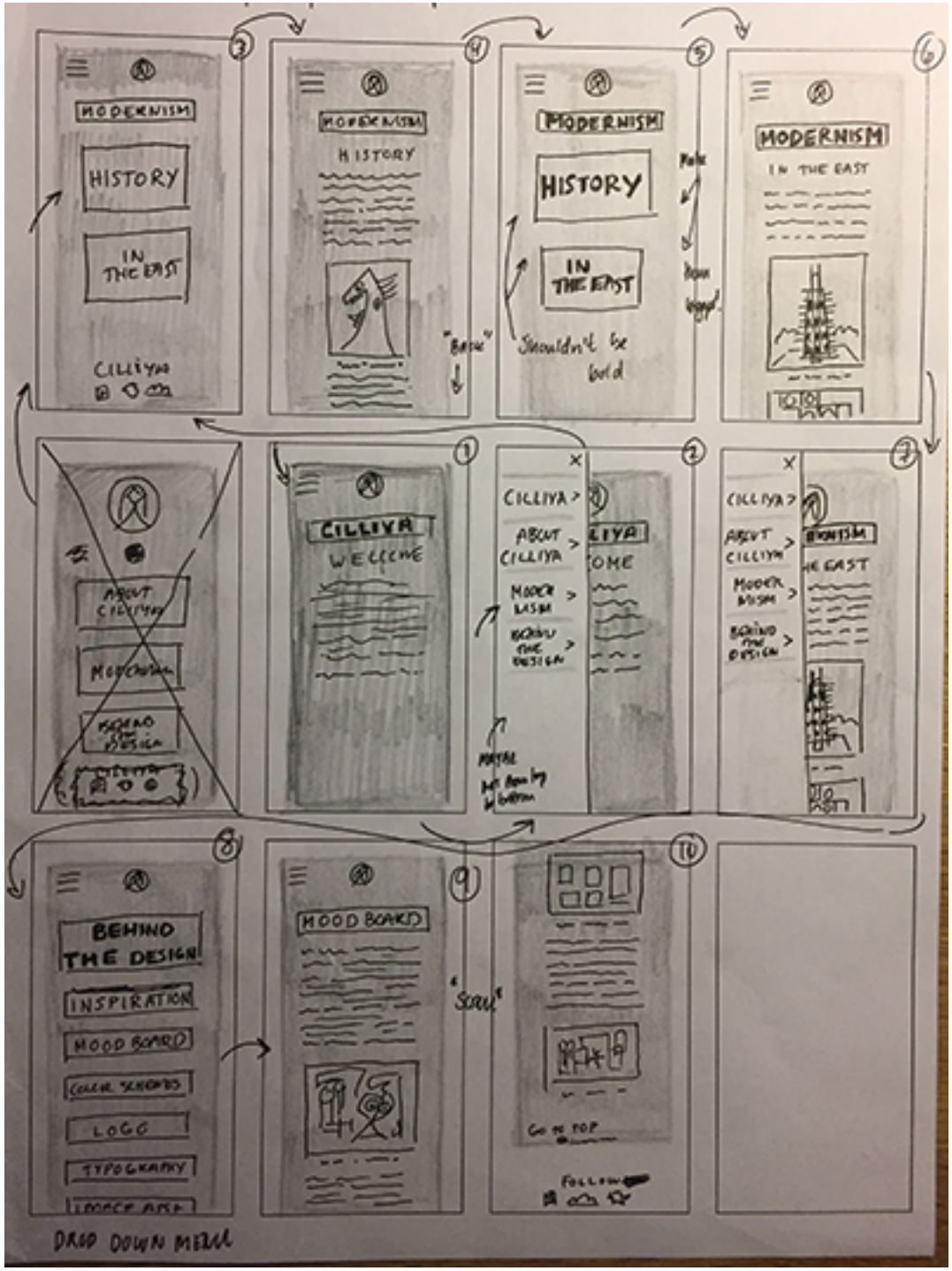
As I am interested in prototyping navigation and images, I sketched wireframes with fluid design in mind. I want to minimize the amount of content shown without reducing the content. Simplify my design and compress the content.











MINI SKETCHES

Mini sketches for iPhone 6.

I work with ideas on how to compress, limit and hide content. This was relevant for my style page "Modernism" and "Behind the Design" page as these contain images, and up to serveral paragraphs and sections of text.

Another concern was changing the navigation and logo, as these currently take up too much space when viewed on a mobile device. They should only be visible when needed or be as small as possible.

The mini sketch shows how a burger menu could be the solution to this problem. I also reduce the size of the logo.

PAPER PROTOTYPE

(Low Fidelity Prototype)

My mini sketches mainly focused on a design for the navigation. However, the paper prototype was focused on prototyping images and scaling, as the images in my website are currently only available in tiny mobile design sizes.

The images on my website are a major part of the content. I do not describe the various examples of art or achitecture in detail, but I show them using images. I would like to include more images and they also need to be larger - without extending the page (especially "Behind the Design") or dividing it.

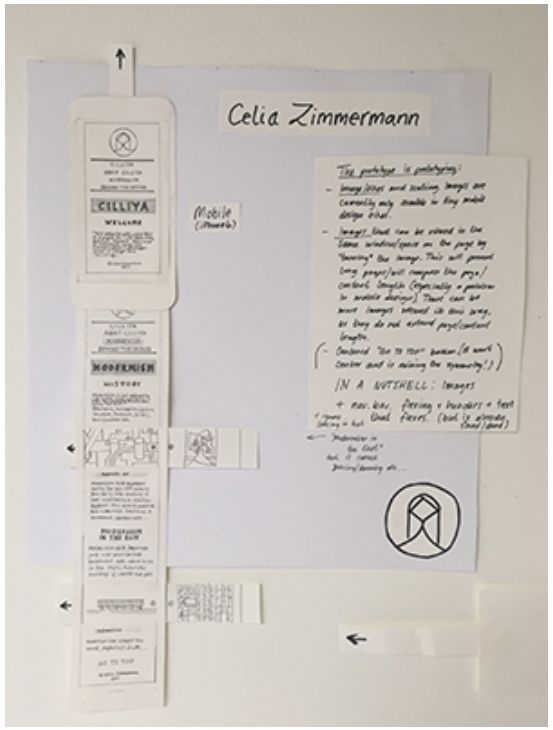
The paper prototype, prototypes how multiple images can be viewed in the same window or space between paragraphs of text.

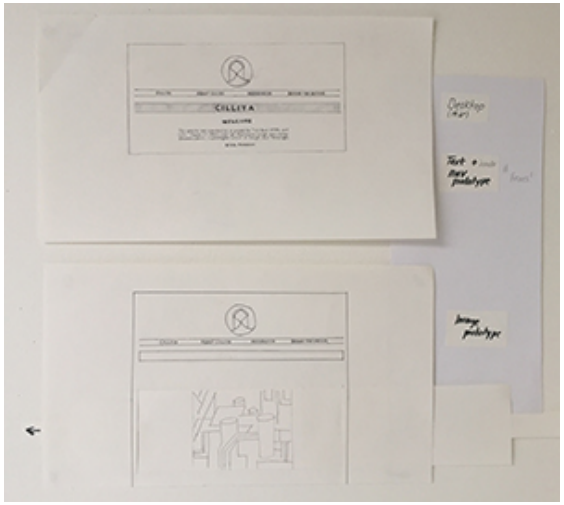
- More images can be viewed in less space without the page being extended.

- I will be able to include even more image examples in my "Modernism" and "Behind the Design" pages.

- I can break down single images that currently consist of multiple examples, into multiple images. Images will be more detailed, as well as larger.

All of the above should create a more organised and interesting way of presenting image examples as well as the webpage in general. The "Behind the Design" page will be more interactive and feel less like a list.





STYLE TILE

http://cilliya.com/kea/01-web/mobile/index.html

EXAMPLE HEADER

Font: Gill Sans MT #2F3E46

Header background #EF9FB7

EXAMPLE SUB HEADER

Font: Gill Sans MT #BEC1C4

Example text.

This website was submitted as a project for "1.02: Basic HTML and CSS,

"Theme 01: Basic Web" at Multimedia Design and Communication,

Copenhagen School of Design and Technology.

Font: Gill Sans MT #2F3E46

EXAMPLE TEXT LINK

Font: Gill Sans MT #E5B008

Background #F9F9F9

#2F3E46

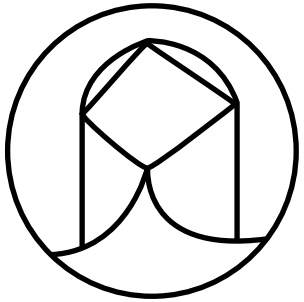
#E5B008

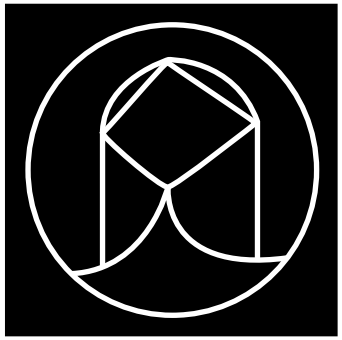
#F9F9F9

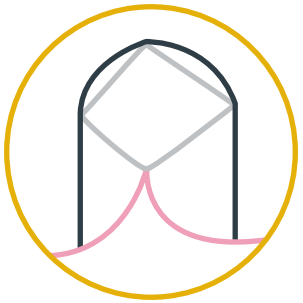
#EF9FB7

#BEC1C4

Color Scheme







Logo

DESIGN PRINCIPLES IN USE

COMPOSITIONS

Static composition. Almost everything (except for the burger menu) is centered and symmetrical.

CONTRASTS

Contrast between the size and scale of the font-size of the headers, navigation, text and figure captions.

Color contrast between the warm and cool colors. The pink and yellow in the navigation bar and header, and the grey background and dark green text and header. Bright colors contrast saturated colors. The color scheme of the website as well as images and website.

Contrast between squares and circles. The images, the pink header background, background, lines in the burger menu are square. The logo is round.

The horizontal navigation bar in desktop view contrasts the vertical layout of the rest of the page, which are the images, text, headers.

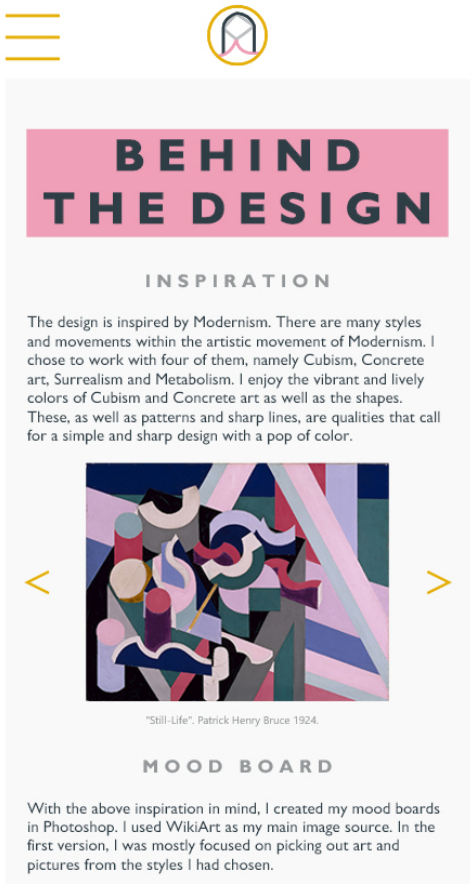
GESTALT PRINCIPLES

An example of figure and ground is the white background and the grey background, as well as the grey background and pink header background, text, logo, navigation and images. Furthermore, is the pink background and the header.

There is proximity and similarity in the navigation bar and links. Proximity between the links to the various pages (navigation bar) and similarity in color (also image gallery navigation), font size and uppercase (all links).

There is similarity in all the headers. These are the colors, spacing, and uppercase used. The same similarities apply to the small headers.

There is symmetry in the overall design and layout of the website. Most elements are centered (almost reflection symmetry). This means that the elements receive more attention and are better recalled than other elements. Symmetric forms are simpler and convey harmony, balance, and stability to the design.



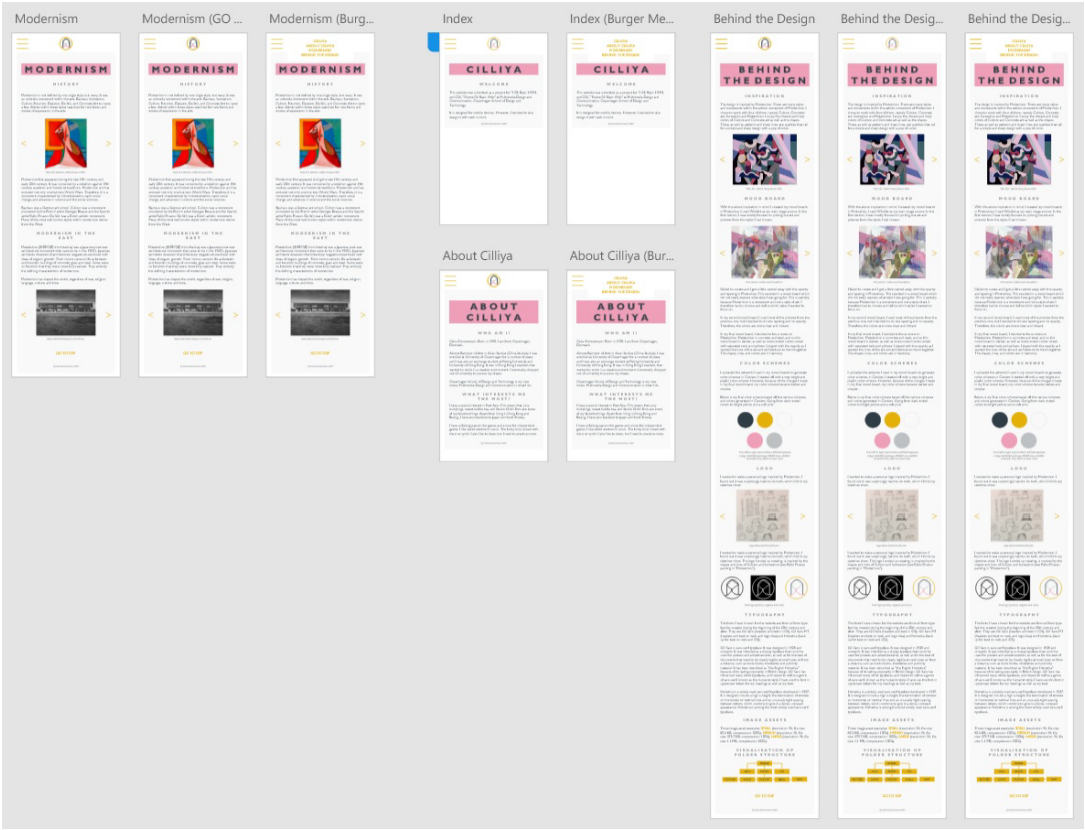
INTERACTIVE XD-PROTOTYPE

(High Fidelity Prototype)

I have created two high fidelity prototypes in Xd. The Navigation Prototype is prototyping navigation e.g. burger menu (open, close), and centered "go to top" button". The Gallery Prototype is prototyping the integrated compressed image gallery.

NAVIGATION

(Burger Menu and GO TOP TOP)



Link to Navigation Prototype:
https://xd.adobe.com/view/7e4240e9-9d0d-4306-89fb-cf21da92764b

GALLERY

Link to Gallery Prototype:
https://xd.adobe.com/view/4d336f34-cf78-4a74-9d17-b6e72e187853

USABILITY RESULTS & PLANNED CHANGES

ABOUT THE RESULTS & PLANNED CHANGES

My partner shared the link to my prototype (navigation prototype) and a trunk test. Based on the results, I will have to change the size of the text (when the burger menu is open). Being able to navigate is key, as there is otherwise to way to view the website content (and the user will most likely leave).

RESULTS

1. What site is this? (Is there a site ID?)

a. It is a personal website submitted for a project. It contains visual argumentation for the website and information about the style that inspired its creator.

b. Site for ptoject at school, no ID.

c. It is about inspiration influence of Celia by Modernism.

2. What page am I on? (Is there a page name?)

a. CILLIYA, yes it is clear and understandable.

b. I think that the name of the site is „CILLIYA".

c. Each pages has own named (on the top of each page) – Cilliya, About Cilliya, Modernism, behind the design

3. What are the main sections? (are there section names?)

a. There are 4 main sections. I found it a bit difficult to select the specific section because the text was too small.

b. Sections are divided by the headings – CILLIYA, ABOUT CILLIYA, MODERNISM, BEHIND THE DESIGN.

c. Yes, as I mentioned above.

4. What navigation options do I have here? (Is there local navigation?)

a. There is just the menu that pops up when you click in the left corner.

b. There is a section with sort of navigation in the left upper corner, but on the mobile phone it does not function properly as the headings are too small.

c. In the left top corner i have navigation bar. By clicking on the bar I can open menu of main sections.

5. Where am I in the scheme of things? (are there „you are here indicators"?)

a. Yes, it is easy to realize which page I am looking at.

b. Only the headings tell you where you are.

c. No, there are not any progress bars and etc.

6. What do you think about the design? (images, colors, font etc.)

a. I like the design and the argumentation supports it.

b. I like the design as well as the images, it goes well together because of the similar colours, also the type of font is nice. As I mentioned earlier, I dont like the fact that the site isnot as easy to go through on mobile phone as on web. Initially i thought that i doues not function at all on the phone. But anyway, its nice.

c. I like design of sites because i think it serve well its purpose. Images fits to the concept and i dont have anything agains choice of colors layout. Looking forward how will look this sites on tablets or desktops.