

## Milestone Project

### Name of Project: Jackie Summerfield Ceramics (website)

I have been asked to design a website to showcase ceramic artwork for Sculptor Jackie Summerfield. This is an exciting project which will expand my skills as a web developer. Jackie needs an online central hub that displays her work that also links to her social media. This is a marketing decision that will turn her followers into potential clients. The goal is to develop a professional looking, clean designed, easy to navigate portfolio site that will provide potential clients with an overview of her talents and a way to contact her for commissions.

## UX Centered Design Prep

### Strategy Plane:

*What is culturally appropriate content for your audience?*

The content will be based in english and in the Uk geographically due to her living in the here, which is not to say that she wouldn't take on work from europe or elsewhere in the world.

It will be more artistic than corporate as she herself is an artist and the required audience will be looking for artistic sculptures.

*What content will be relevant?*

This will be content that refers to her skills as a sculptor for example; images, work process, experience, visual components that are consistent with this artistic field.

*How will you track and catalogue the content in an intuitive way?*

The site content (mainly images) would be most appropriately catalogued in image galleries and or lightbox galleries within a category navigation layout.

*Is the technology appropriate?*

For what we are trying to achieve, I think the technology available will be enough to achieve the goals. Taking advantage of these main technological disciplines; HTML5, CSS and a responsive grid framework (bootstrap).

**Business Goals:**

- An online central hub.
- To display Artwork
- Social media links
- Client interaction
- To look professional
- Easy to navigate
- Add perceivable value to her business

*Why is this website so special?*

Jackie's incredible artwork is very unique and prestigious. She is in a great position as she has over 40 years worth of recorded content to showcase, of which all has been professionally photographed and edited. As she is a newcomer to social media and the internet as a whole, many will be discovering this art for the first time on platforms like instagram and will be interested to see more content on the website.

*What are the tech considerations?*

The demographic that will be concerned will be cross device savvy. Mobiles, desktop, tablet. All the main devices.

*Why would a user want this?*

Hopefully users will be interested in the quality of the artwork which is set at reasonable prices. They will be able to see the consistent standard of artistic craftsmanship throughout the site and want to commission her services.

## **Strategic Ux Research**

### *Stakeholder Interview:*

JB - what would give you value from having this site up and running?

JS - The reason for having a website is to publicise my work as a ceramic artist. I need it to show interested parties what I can offer them with regard to commissions or limited editions of figurative sculptures.

JB - What is your vision for this offering?

JS - My vision is to have a site that is clear and uncluttered. The viewer has to be able to navigate the site easily. They also need to be able to contact me with as little hassle as possible.

JB - what defines success for this project?

JS - Success will be getting enough people to see the site and for me to be receiving orders and commissions for my work.

JB - What are the potential pitfalls (i.e. what keeps you up at night about this project)?

JS - I think I would worry that the site isn't being seen by enough or the right people. Targeting people being it the public or galleries. How do I get it seen as a person who is not technically savvy.

### *Competitor Research:*

Who else is doing this?

The National Portrait Gallery ([www.npg.org.uk](http://www.npg.org.uk))

Pros/cons of what they are doing? What are they missing what are they doing that they could be doing better?

Their layout is easy to navigate and there is good progressive disclosure throughout the site. On the other hand I think that the image galleries are too text heavy and could be presented in a way that would resonate with their target audience better.

### *Existing Product Audit:*

I built Jackie a website before starting this coding course. And it has been published for a few weeks now you can find it at [www.jsummerfieldceramics.co.uk](http://www.jsummerfieldceramics.co.uk) There has been a good response and she has already had two commission from it worth £800. This is a satisfying prospect for a beginner developer with no prior experience. I tried my best to keep semantic elements of this page correct. In hindsight I would have done a lot different knowing what I know now. This is one of the reasons why I chose to re design this site for the Code Institute milestone project.

After asking family and friends to browse the present site in a mini audit, I have discovered many flaws. These include:

- Slow image loading.
- Unintuitive home page (discoverability of content).
- Layout of categories inconsistent to rest of design.
- About and contact pages a bit bland and boring.
- Contact form not styled (due to not having back end coding skills...yet!!)

## **Business to consumer Research**

*What makes a good e commerce experience?*

"A good e-commerce website is varies widely depending on the industry and the needs and expectations of the user, but it all down to the customer being able to find what they want and buy it with ease" (Brightdesign)<sup>1</sup>.

This site needs to be visually appealing to engage the user to look at the image galleries. Jackie is not interested in selling her work online, She only wants to work through commission. So the best way to gain a good e commerce experience is to explain this fact and to create an easy to navigate contact form on the contacts page.

*Where would you go first and why?*

To see the artwork content, this is because users will need to decide if the style of work is what they are looking for in the first place. Hopefully they will already have seen social media images, first so they will be interested anyway but there is still a intrigment to see other pieces and new work uploaded.

*What would you put off doing and why?*

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<sup>1</sup> "What makes a good e-commerce website? - Bright Design."

<https://www.brightdesign.co.uk/makes-good-e-commerce-website>. Accessed 8 Sep. 2018.

A user might put off reading the about section until after seeing the image galleries. This is because the site is based on visual artwork. The imagery will come first then any text related will only be read if the user is interested enough in the service to dive deeper.

#### *Emotional Triggers (branding):*

For the present site that I developed, I also created some minimal branding (logo & colour scheme). This is consistent with the signature that Jackie has been using over the years to physically brand her sculptures.



The renovation of here logo and logotype as a vector evokes an emotional trigger, adding a feeling of legitimacy and professionalism. This scriptive font reflects her relaxed personality and also surprisingly mimics her own handwriting style. I updated the logo, that before just used to be 'JS', to a square box using negative space that cuts out the letters. The color also represents the colour of clay.

#### *Emotional Triggers (Pricing):*

The site will not show prices, for commission pricing the consumer will have to write a message using the contact form on the contact page or via phone or email.

All items that are just display items will be marked as 'sold' below the image. Any without this mark will be available to buy but pricing again will be negotiated via the same avenues.

#### *Psychological Factors (purchasing):*

Lage images with minimal content will work best for this site. The design must be unique to stand out from the competition.

A large image carousel on the homepage would give the user a great first glance experience. It could show off the newest work that Jackie has created. The constant improvement of content would value to the followers.

### **Other Key questions that will add value to the site**

*Who is the target audience?*

The artistic community and consumer demographic (working class, middle class, upper class).

What experience is compelling them?

The emotional and psychological triggers of the site along with alluring images that capture the users attention.

*How is our offering different from both competitors and substitutes?*

Jackie's incredible artwork is very unique and prestigious. She is in a great position as she has over 40 years worth of recorded content to showcase, of which all has been professionally photographed and edited. As she is a newcomer to social media and the internet as a whole, many will be discovering this art for the first time on platforms like instagram and will be interested to see more content on the website.

*What does the user expect?*

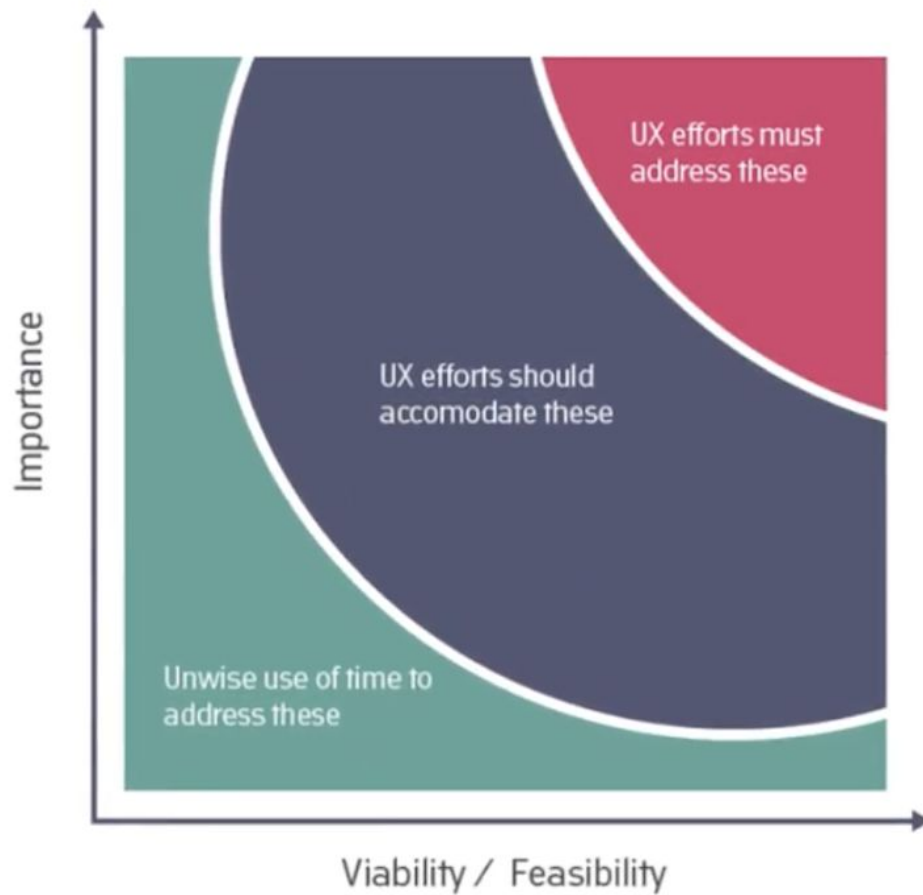
Single use intuitive design is what users expect from modern apps and websites.



## What's worth doing?

### *Road Map:*

Using the two dimensional diagram supplied by Code Institute in the UX unit under strategy trade offs, I will determine the features and user need trade offs. Here is a copy of the diagram I will be implementing.



This diagram will point out the importance and viability of the features on the website. But first I must figure out what features I will be considering. To do this I will use the research information I have already conducted. I can now create a table that contains feature importance and viability levels, 1 being least 5 being most.

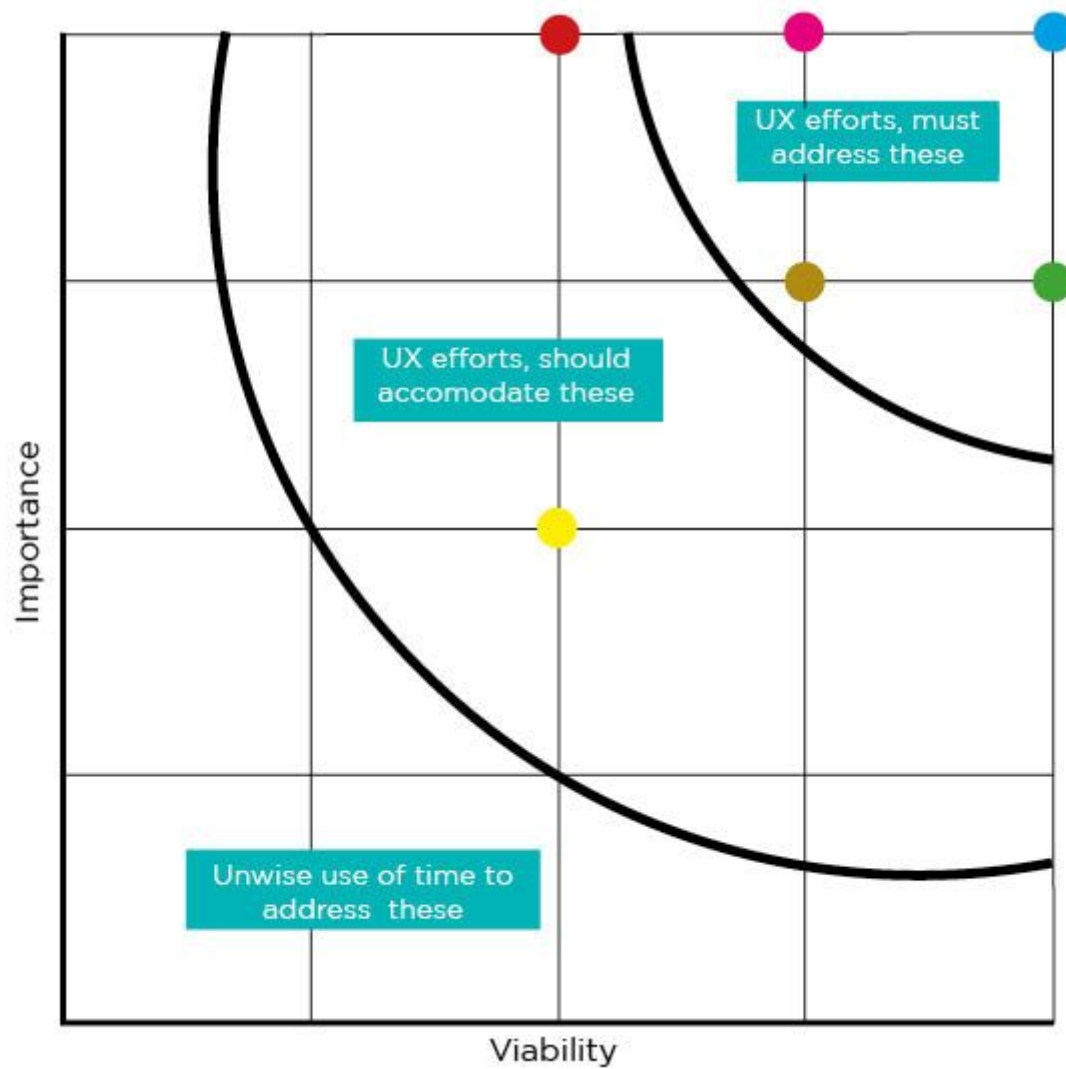


Opportunity/Problem	Importance	Viability/Feasibility
Social media links	5	5
Work portfolio	5	3
Contact form	5	4
Homepage carousel	3	3
About page	4	4
Branding	4	5

Total importance = 22

Average viability multiplied by the number of items =  $20 / 5 = 4$   $4 * 5 = 20$

Both the importance and the viability are very close together meaning that it would be feasible to add all the features from the exercise.



Social media

Work portfolio

Contact form

Homepage carousel

About page

Branding

## Scope Plane:

### Whats on the table?

#### *Defined scope:*

- Social media links
- Work portfolio galleries
- Contact form
- Homepage carousel
- About page
- Branding

#### *What's in and what's out?*

The results of the chart show that all the features are viable for the project.

#### *An agile approach:*

Due to the fact that I already have the branding asset from the present website I built, it means I can concentrate on the other four features. I also have all the images at the right dimensions they just need scaling down. This will speed up the sprints.

#### *Trade offs:*

Limited e-commerce on site	→	Tailored pricing to mach required service
Few features	→	Simple easy to navigate design
Small amount of text	→	Lots of pleasing visual aids

## **Sprints**

### *Sprint 1.*

Finish UX research and preparation.

### *Sprint 2.*

Wireframes and working prototype.

### *Sprint 3.*

Project inception, feedback from Mentor.

### *Sprint 4.*

Amend anything that is mentioned.

### *Sprint 5.*

Get text content from Jackie.

### *Sprint 6.*

Develop site.

### *Sprint 7.*

Second meeting, feedback from Mentor.

### *Sprint 8.*

Middle of the project, feedback from Mentor.

### *Sprint 9.*

Finish site.

### *Sprint. 10*

End of project review

## **What do people actually need?**

*What is the main problem?*

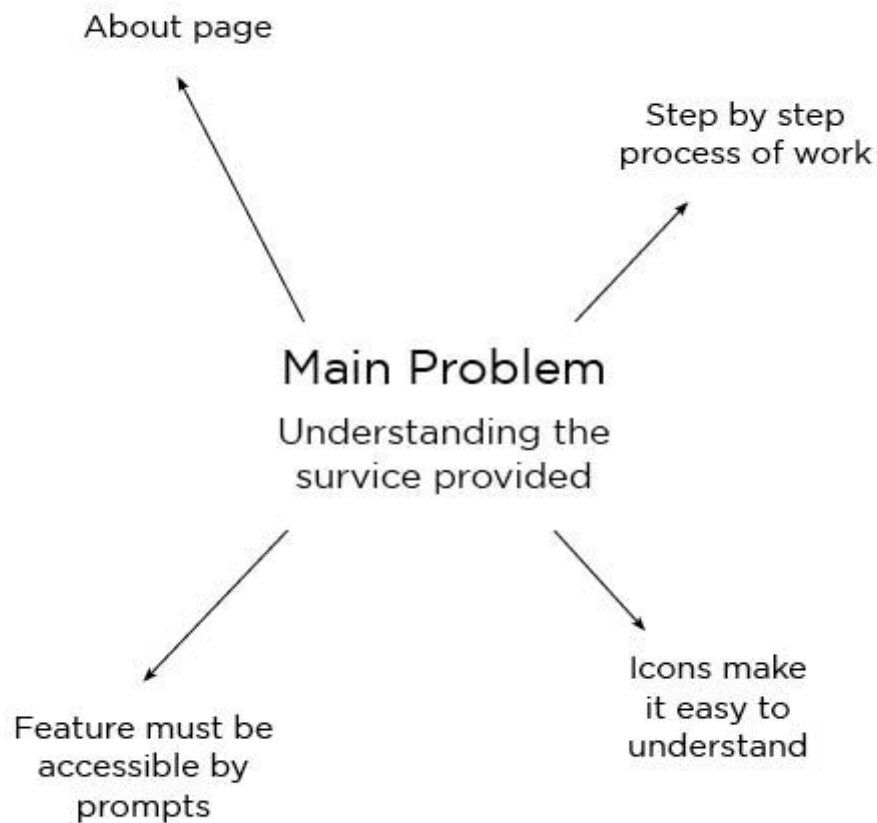
Users need to understand the service that Jackie provides. Which is that she works on a commission basis and creates custom sculptures from photos or discription.

## **What do people not know they need?**

I think that people entering the site will firstly want to see content, images of the sculptures in galleries set out in the categories the Jackie has provided. After deciding if the artistic style is what they want, The will want to know pricing and how long it would take to make. (this is what they will need)

This is where the problem lies. How to make the service understandable to the consumer so they and justify the commission.

*Brainstorm:*



My brainstorm has given me a solution to this main problem. A step by step article styled about page. This would have Jackie's work method including pictures and icons. It could indicate what would happen after a consumer has decided the sculpture they would like made. This adds more context to what the customer is buying into and therefore adding value to the product. It will bridge the gap between browsing the art and possibly purchasing a commission. Prompts from the gallery to the process (about) page will then link to the contact page.

## Content requirements

I already have the content assets from the present website I published in August (www.jsummerfieldceramics.co.uk). These include All the images and the branding. The abouts page will need some additional imagery for the work process.

- Image format: Jpeg
- Image purpose: Image gallery and about page.
- Image size: For the galleries the images must all be of equal size to encompass successful responsive design. The about page images can vary depending on the article layout. All images must be compressed as there are a substantial amount to display.

### *Requirement Types:*

- Useful - The research proves that the site website will be useful for Jackie's business and consumers.
- Sellable - It shows the work is sellable online due to her already taking commissions from the present site.
- Buildable - We have the resources, time and know how to build it.
- Objective - Gain commissions
- Functional - The features that will be in place will guide a potential client from social media through to the site, then shown all the sculpture possibilities in the galleries. The user will be able to see the process the work goes through and given a way to contact Jackie, completing the objective.
- Non Functional - The sites simplicity will in effect will give no usability constraints.

This covers all the requirements needed to proceed.

## User scenarios

-----Do soon-----

## Structure Plane:

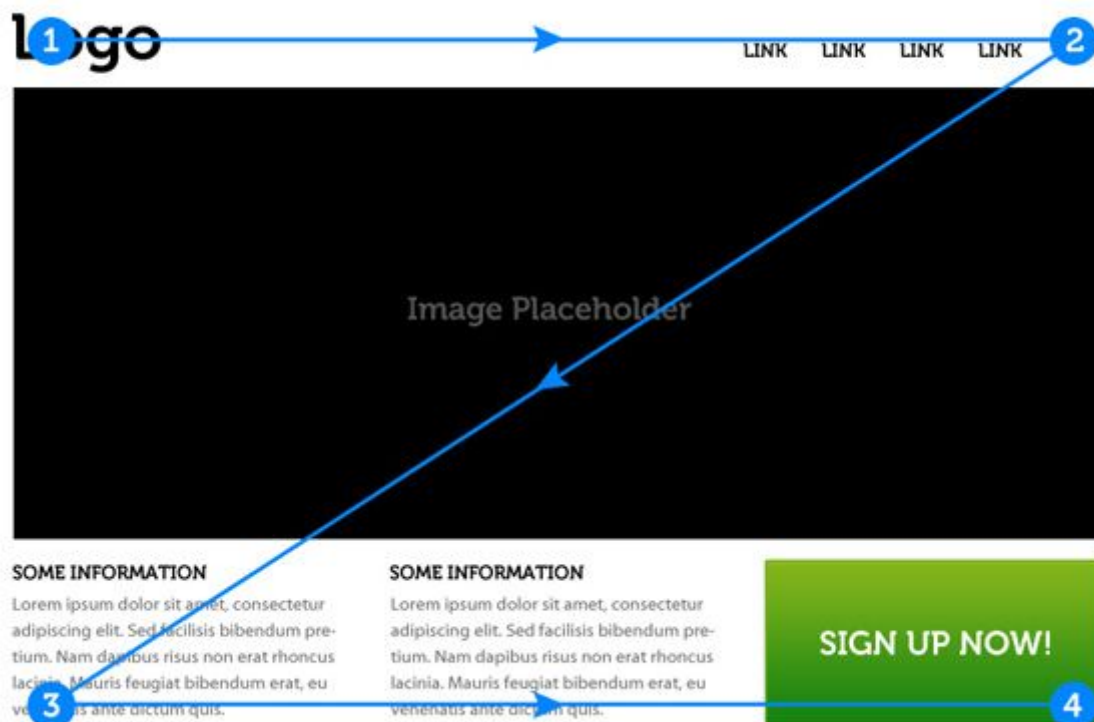
### Structure type:

The structure type will be **nonlinear**, I have decided this because I want users to be able to navigate through the material without having to follow a strict order. This is a better option for showcasing work in galleries.

### Interaction design (IXD)

#### *Consistency:*

Using the gathered information from previous planes I have decided that the Z-pattern illustrated below would benefit the content and features. The Nav bar would be a consistent element throughout the site.





*“Z-Pattern scanning occurs on pages that are not centered on the text. The reader first scans a horizontal line across the top of the page, whether because of the menu bar, or simply out of a habit of reading left-to-right from the top. When the eye reaches the end, it shoots down and left (again based on the reading habit), and repeats a horizontal search on the lower part of the page”(Bank)<sup>2</sup>.*

- Point #1 — This is a prime location the your logo.
- Point #2 — Adding a colorful secondary call to action can help guide users along the Z-pattern.
- Center of Page — A Featured Image Slider in the center of the page will separate the top and bottom sections and guide the eyes along the Z path.
- Point #3 — Adding icons that start here and move along the bottom axis can guide the users to the final call to action at Point #4.
- Point #4 — This is the finish line, and an ideal place for your primary Call to Action.<sup>3</sup>

This above research undertaken by UXpin goes into detail regarding how a users eye reads a website. The layout makes sense for Jackie's showcase website. The carousel feature, social media links, branding and call to action (look at work in galleries) would place well on this home page.

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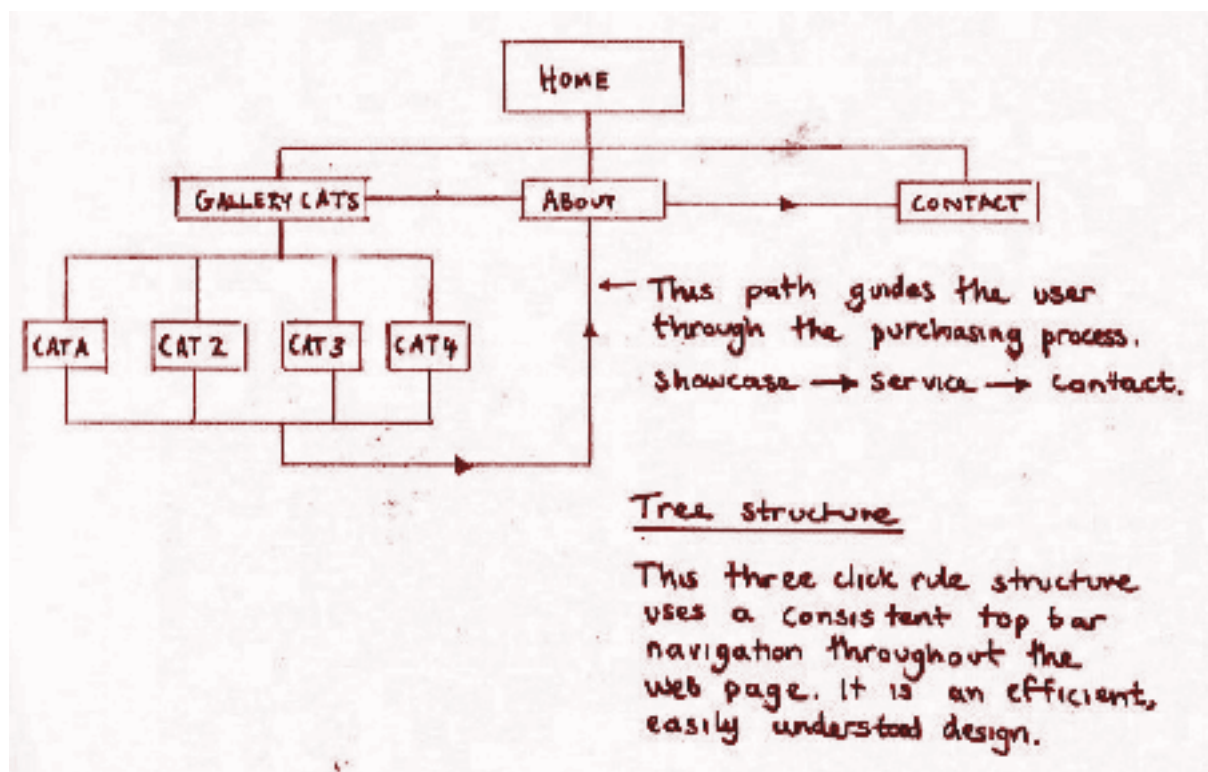
<sup>2</sup> "How the human eye reads a website | Creative Bloq." 24 Nov. 2014, <https://www.creativebloq.com/ux/how-human-eye-reads-website-111413463>. Accessed 8 Sep. 2018.

<sup>3</sup> "How the human eye reads a website | Creative Bloq." 24 Nov. 2014, <https://www.creativebloq.com/ux/how-human-eye-reads-website-111413463>. Accessed 8 Sep. 2018.

## Information Architecture

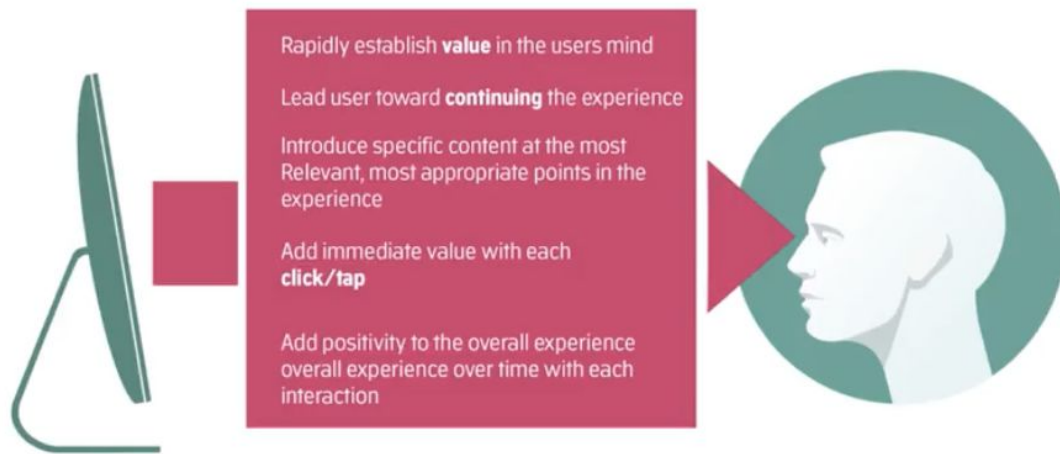
Following the discoveries made about the best suited structure for this artistic site, the best type of hierarchical structure would be the **tree** structure. This standard structure is simple for the target audience who may not be web affordance savvy. It also lines up with the Z-pattern layout structure.

*Navigation Scheme:*



## Skellington Plane:

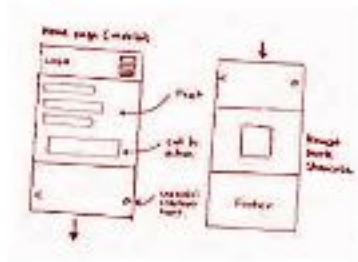
### Giving form to function



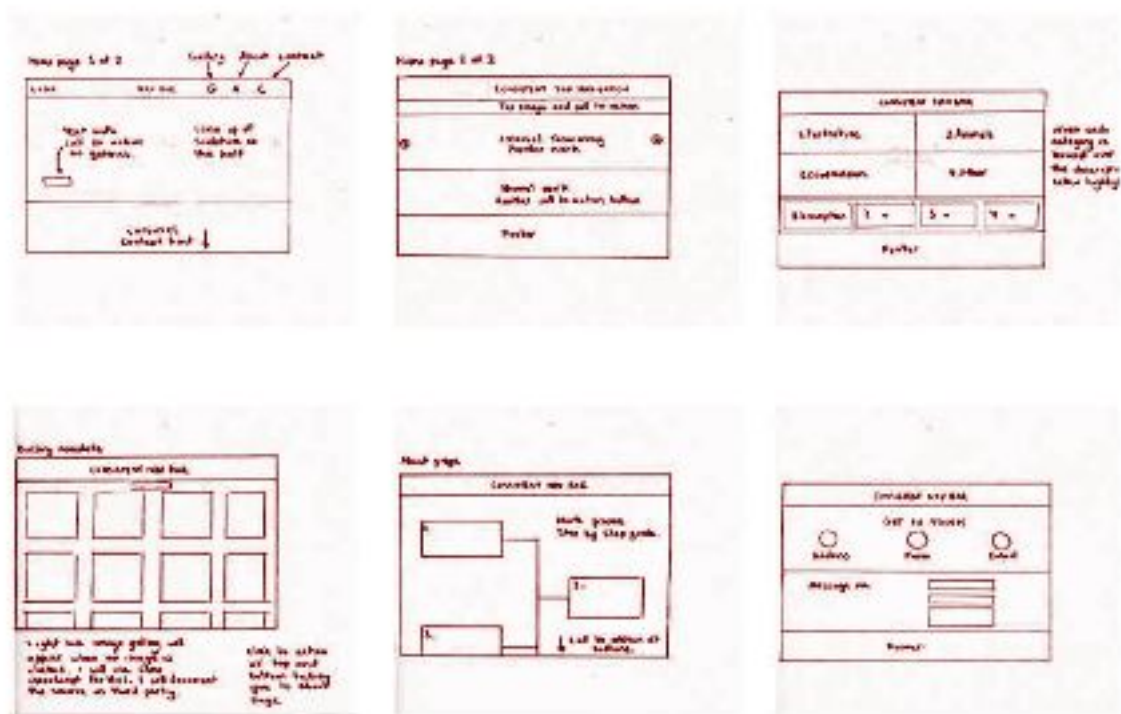
I will provide progressive disclosure from the outset. This will include a call to action on the home page which will guide you through an explorable showcase consisting of four galleries. Then there will be a prompt button to see how Jackie produces the artwork in a styled step by step preview (this continues the experience). This page (about page) will be decorated with icons, symbols and images. Hopefully this will add value to the product and act as a pleasing, consistent visual, guiding the eye towards the final page (contact page) with a positive outcome for both the consumer and Jackie.

## Rough Wireframes

Mobile:



Desktop:



## Adobe XD Wireframes and prototypes

Mobile wireframe:

<https://xd.adobe.com/view/c8ee7e57-6d91-4bdc-5e73-1280426280cb-bedf/>

Desktop wireframe:

<https://xd.adobe.com/view/4e307611-c6a5-42be-4c59-9f987bde392b-3801/>

Mobile prototype:

<https://xd.adobe.com/view/1c865877-f0d6-4813-7f9a-560fb8573505-6ab7/>

Desktop prototype:

<https://xd.adobe.com/view/2acb842e-57d2-49f2-551c-d1444bdfd4e0-5cfa/>

*Design specs:*

<https://xd.adobe.com/spec/ed91f935-b62e-450a-4935-42a5dc562679-9ba0/>

## Features

**Home Page** - The home page consists of a large call to action section that loads up first. It has a button that links to the gallery pages. Below that there is a carousel which showcases some of my clients work. I used bootstrap javascript to create this section. When you scroll to the bottom there is a section for Jackie's newest piece of work, a button links to the about page.

**Gallery Page** - To keep consistency I placed the page information (text) in the same layout along the top strip as the home page. The black area has been shortened and a smaller image to the right is added (this is the same on the gallery, page the about page, and the contact page). Below this There are four categories linking to the separate galleries.

**Individual Gallery Pages** - For these galleries I used a normal bootstrap grid components with hover effects. To make the images enlarge when you click them I added a lightbox gallery using javascript found on the internet. I am still not proficient with javascript, it was a case of using *W3Schools* online tutorials to make this interaction work. Each picture also links to the about page via a button below the images. Therefore leading the user on a journey through the site.

**About Page** - Again, there is the same layout. I used bootstrap to make a timeline that shows the user the work process that Jackie uses to create her work. This adds value to the product. Another button at the bottom of the page links to the contacts page.

**Contacts Page** - A simple Icon based contact info section allows people to contact Jackie using traditional means (this helps people who are less tech savvy to communicate) There is also a button in the top strip which links to a 'contact me' form that opens in a bootstrap modal.

The site is fully responsive.

