K00260943 Website Design/Research

Before I began to do anything for my research, I decided that I would take some time to look at other websites and see what I liked or didn’t like about them,

I started of by looking at GSM arena which is a website that lets you compare phones.

I liked the fact that the page was centred, the way it had so much images (they grabbed my attention first), the navigation was okay but it was always displayed.

Even though I like Gsm Arena not for the webpage but more for the content. I do believe that it just shows way too much text on the home page. The colour scheme is… there is no colour scheme its one solid colour and that is it.

I then decided to move on and look at another website, this one was Samsung.com. / global/galaxy I can honestly say that there isn’t one thing that I don’t like about it. It was smooth to navigate through, it had extremely little text, good colours and lastly the navigation bar would open from the side displaying a whole new page.

By doing a good amount of research I was finally able to come up with a good design for my website. My website will include a very minimalistic style that isn’t too hard to navigate through.

My idea would be quite like Samsung’s website and the approach that they have taken. I have decided to make it as minimalistic as possible as during my research I have decided that I wouldn’t be taking an approach of creating a website that would have to much writing on the home page. I believe that that would just bore the user that is reading or perhaps just looking at the webpage, instead I will use little text and a fair number of pictures as a picture says more than a thousand words.

The colour scheme that I have chosen was taken from the Farrow & Ball colour palette. These colours will include Indian yellow, Hague blue, stifkey blue, Blue ground and white cabbage. I have chosen those colours as I believe that they do fit in very well together and there is contrast on the website. The background colour I wanted to make it a dark green colour, so I chose Hague blue. I believe that if the website background is of a darker colour than it is easier to focus on and can be better for the eyes. Combined with bright pictures and text I believe the users attention would be grabbed by the colour scheme.

I want my fonts to be easily readable and the layout of the website to be simple however to the point. I believe that minimalism is a good way to go as having to much is a no go.

I decided to go with a top navigation bar as it would allow the user for easy access and navigation throughout the whole webpage. My navigation bar would include a fast way of going to the reviews page, videos, contact, about and members and it will hopefully be hide able.