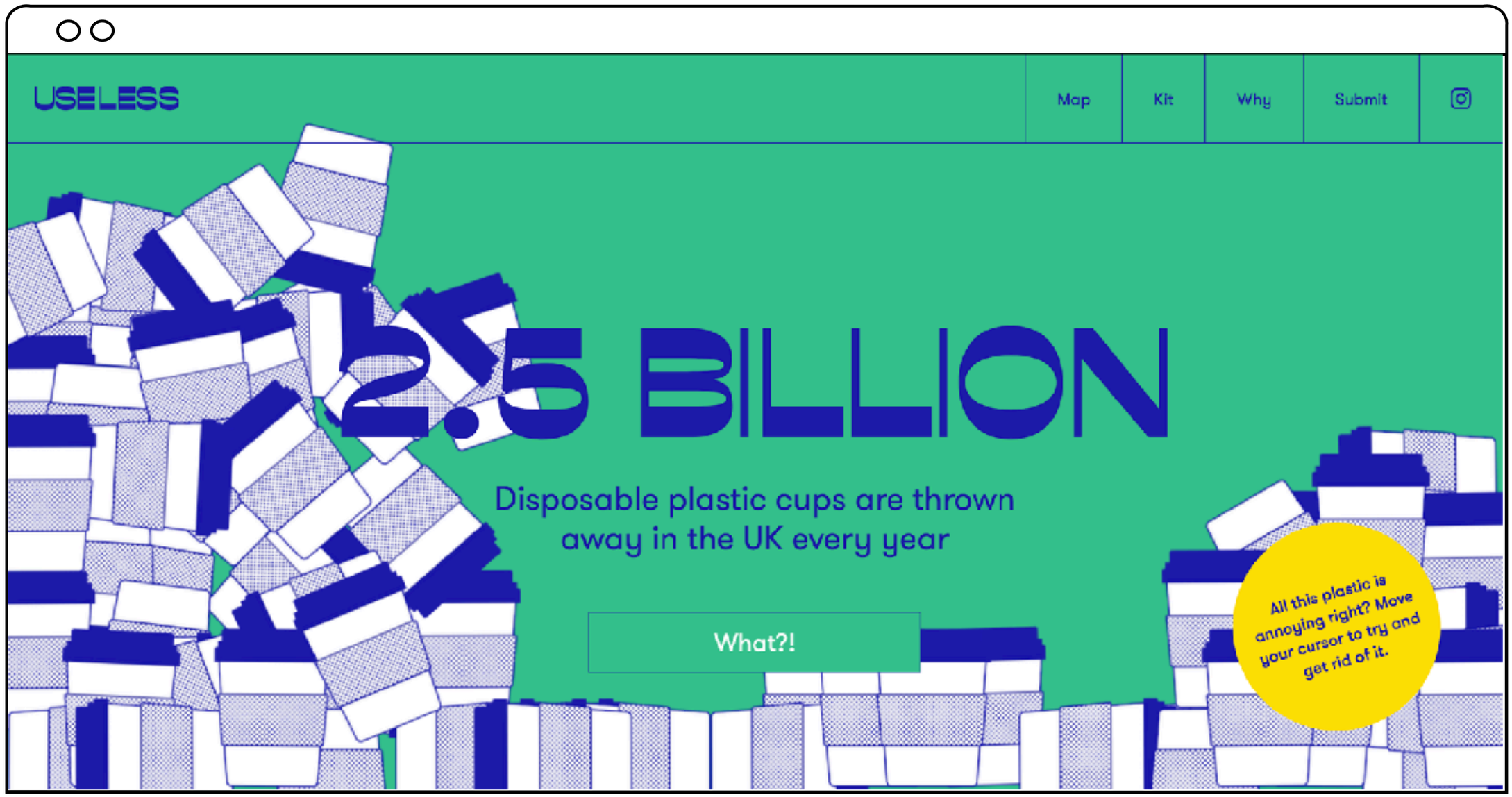
04 Perceptual pattern + start page

DESIGN SYSTEMS FOR DIGITAL PRODUCTS

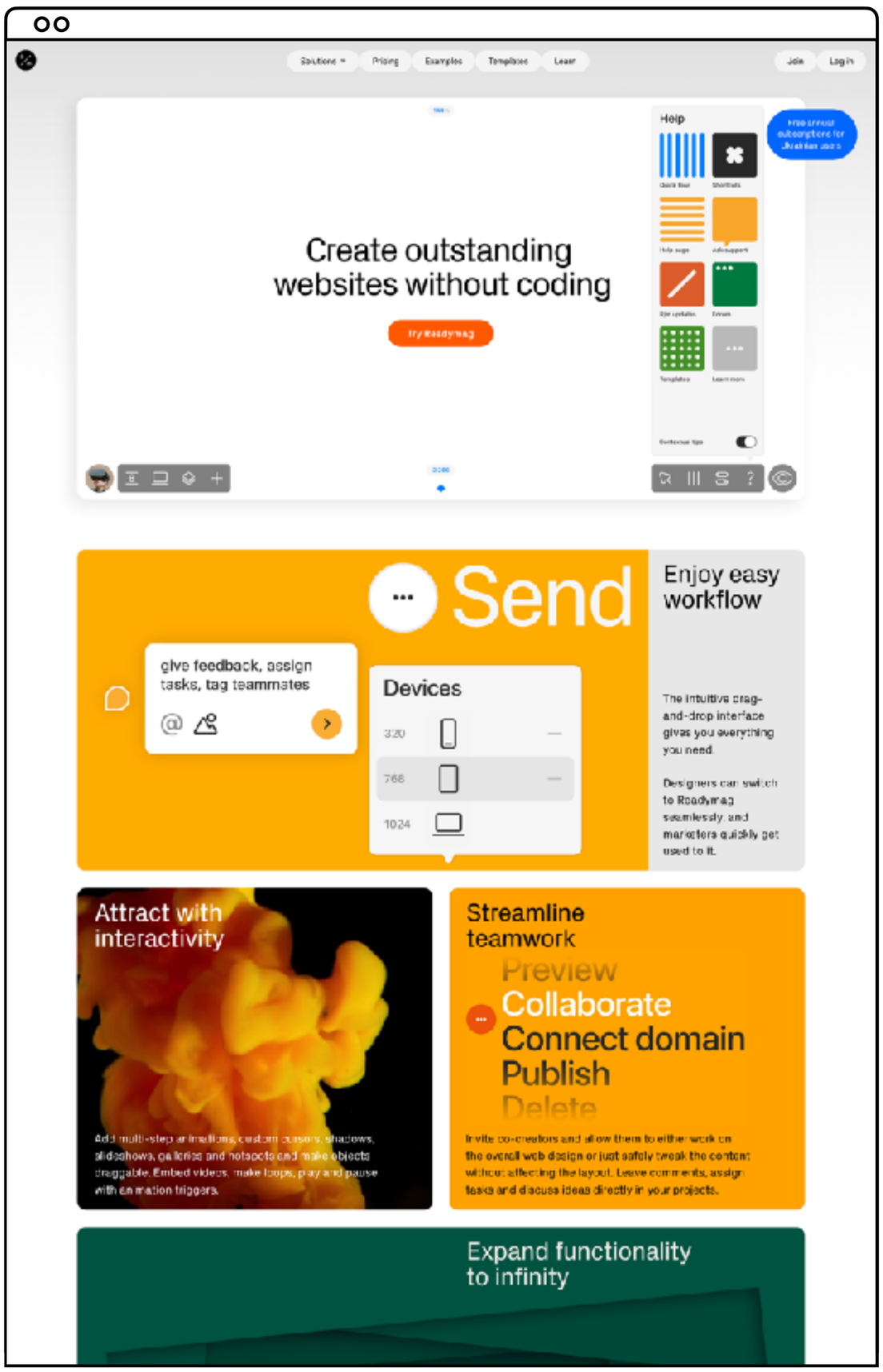
04 Perceptual pattern – Brand workshop

WEB APP LOOK AND FEEL



https://useless.london/

TASK01 Write functional statements for your start page



- List all your key functions
- Write a **functional statement** about each function to add to the start page
- Statements should not be more than one short sentence
- Describes what the function does
- Research website start pages similar to your concept or look at ready mag again. https://readymag.com/
- Remember the start page is scrollable!

TASK02 Make you function descriptions emotional

Connect your **functional statements** with an emotional benefit for your persona, now we call them **perceptual statements.**

Using functional statements from Task 01, make them emotional, interesting, exciting, funny for the user. The resulting **perceptual statements** will be used on your start page to convince users to sign up.

The statements should be short. It might be a question. You could have a very short title and then one sentence underneath. Starting the sentence with a verb helps to shorten sentences.

Think about:

- What difference will this function make in your user's life?
- How will the user feel after the app has solved their key-problem?

TASK03 Values and perception

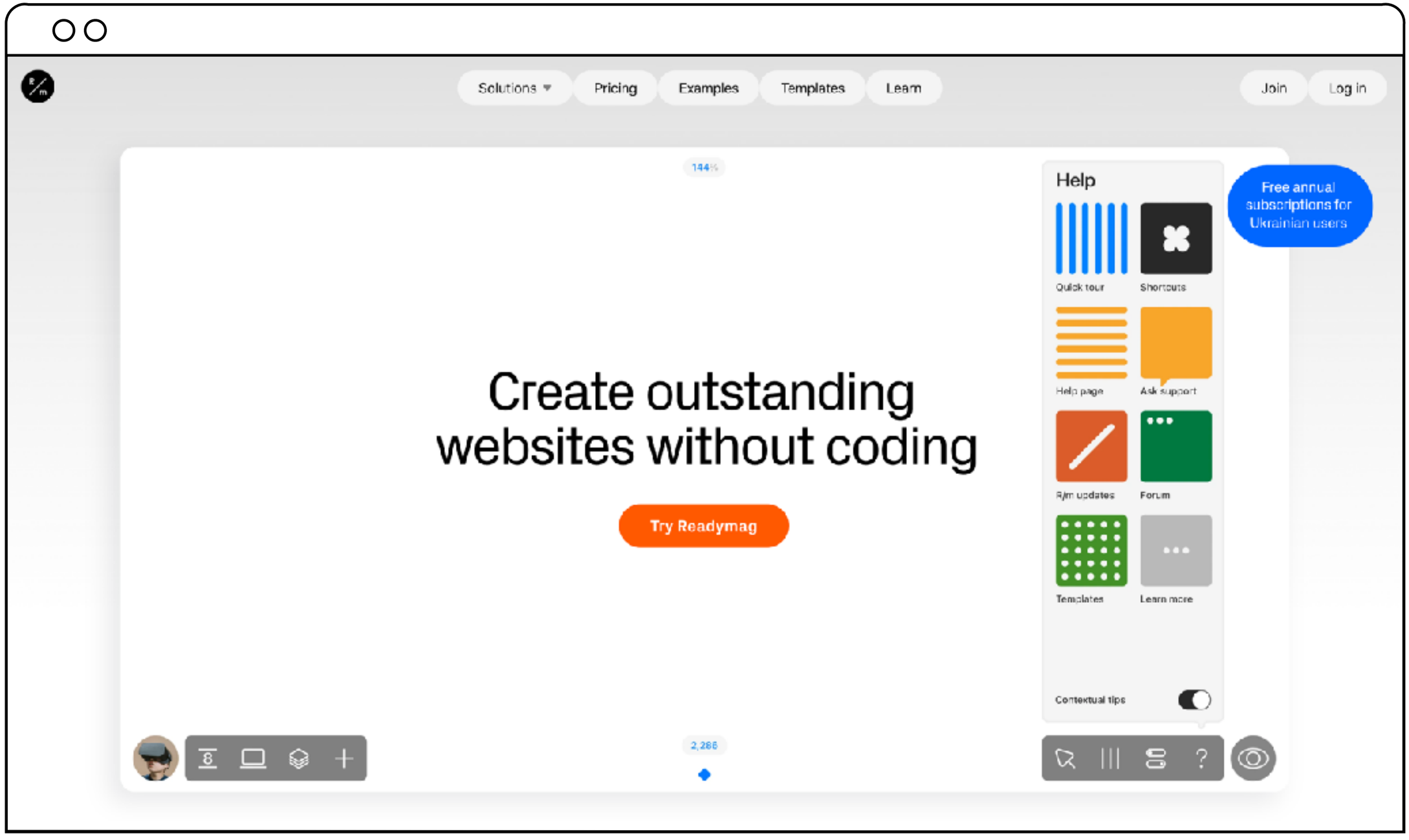
Look at your **perceptual statements**
and highlight the core values.
How would you express these values?
Use the polarity chart as a helpful tool

E.g. Confident into bold

PROGRESSIVE	○	○	○	○	○	○	○	CONSERVATIVE
ELITIST	○	○	○	○	○	○	○	POPULAR
REGIONAL	○	○	○	○	○	○	○	GLOBAL
FOLLOWING	○	○	○	○	○	○	○	LEADING
SPECIALISED	○	○	○	○	○	○	○	VERSATILE
CASUAL	○	○	○	○	○	○	○	SERIOUS
MODERN	○	○	○	○	○	○	○	TRADITIONAL
PRAGMATIC	○	○	○	○	○	○	○	INTELLECTUAL
CONCISE	○	○	○	○	○	○	○	LOW-KEY
POPULAR	○	○	○	○	○	○	○	RESPECTED
CAREFUL	○	○	○	○	○	○	●	SELF CONFIDENT
TRANSPERENT	○	○	○	○	○	○	○	INTRANSPERENT
HUMAN	○	○	○	○	○	○	○	FACTUAL
AMBITIOUS	○	○	○	○	○	○	○	DECENT
CHAOTIC	○	○	○	○	○	○	○	SYSTEMATIC
IRRITATING	○	○	○	○	○	○	○	HARMONIC
EXCLUSIVE	○	○	○	○	○	○	○	ORDINARY
HONEST	○	○	○	○	○	○	○	NONCREDIBLE
PASSIONATE	○	○	○	○	○	○	○	BUSINESS LIKE
UNCONVENTIONAL	○	○	○	○	○	○	○	BUREAUCRATIC
DOWN TO EARTH	○	○	○	○	○	○	○	ALOOF
HELPFUL	○	○	○	○	○	○	○	DENYING

LOUD	○	○	○	○	○	○	○	QUIET
SMALL	○	○	○	○	○	○	○	BIG
OPEN	○	○	○	○	○	○	○	CLOSED
BASIC	○	○	○	○	○	○	○	COMPLEX
SQUARE	○	○	○	○	○	○	○	ROUND
COLORFUL	○	○	○	○	○	○	○	COLORLESS
COLD	○	○	○	○	○	○	○	WARM
HARD	○	○	○	○	○	○	○	SMOOTH
BRIGHT	○	○	○	○	○	○	○	DARK
LIGHT	○	○	○	○	○	○	○	HEAVY
FIXED	○	○	○	○	○	○	○	MOVING
NEARBY	○	○	○	○	○	○	○	FAR
OLD	○	○	○	○	○	○	○	NEW
ACTIVE	○	○	○	○	○	○	○	PASSIVE
BOLD	●	○	○	○	○	○	○	LIGHT
THIN	○	○	○	○	○	○	○	THICK

START PAGE

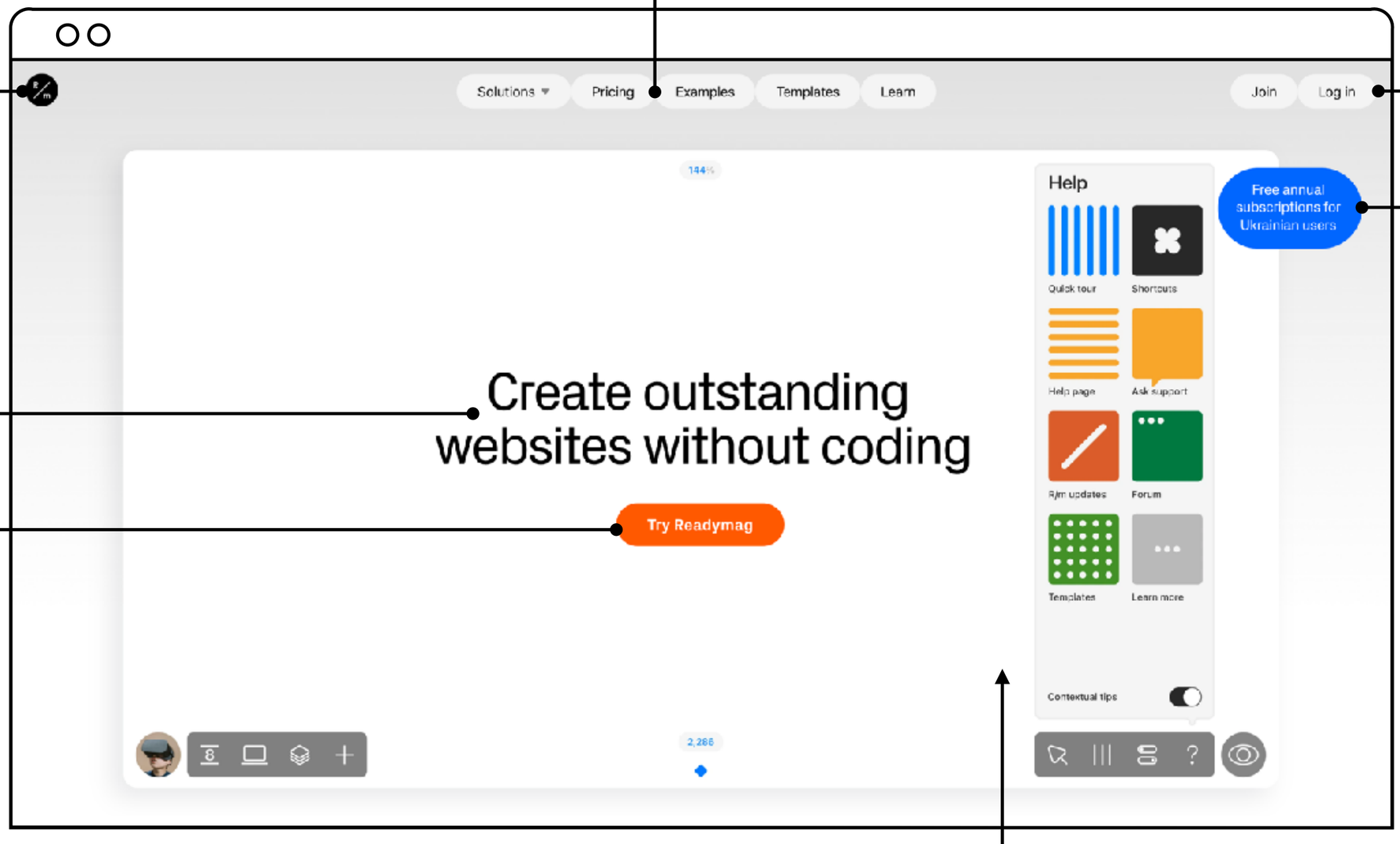

Solutions
Pricing
Examples
Templates
Learn
Join
Log in
144%
Create outstanding
websites without coding
Try Readymag
2,266
Help
Free annual subscriptions for Ukrainian users
Quick tour
Shortcuts
Help page
Ask support
R/m updates
Forum
Templates
Learn more
Contextual tips

START PAGE ANALYSIS

NAVIGATION BAR
(LOGO LINK TO HOMEPAGE)

NAVIGATION BAR
(TO NAVIGATE TO FUNCTIONS)

NAVIGATION BAR
(LOG IN OR SIGN UP)



CLEAR BRAND PROMISE
(WHAT DO YOU DO?)

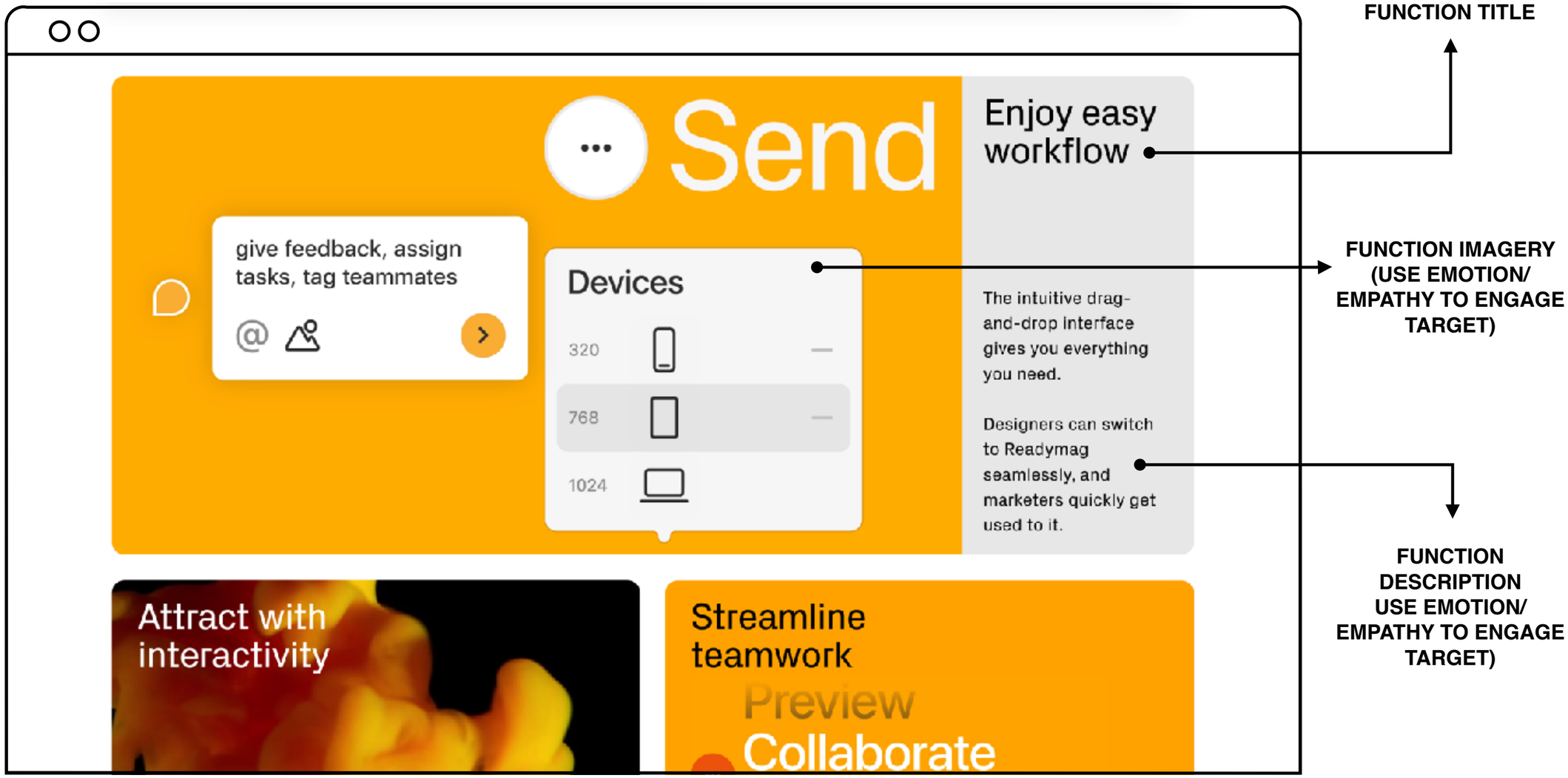
MAKE AN OFFER

CALL TO ACTION
(ENCOURAGE TARGET TO START USING SERVICE)

CLEAR BRAND VISUAL
(SHOW YOUR CORE SERVICE/PRODUCT)

START PAGE ANALYSIS

Each function included on the start page requires a title, description and imagery. Start with the most important core function and move to the less important.



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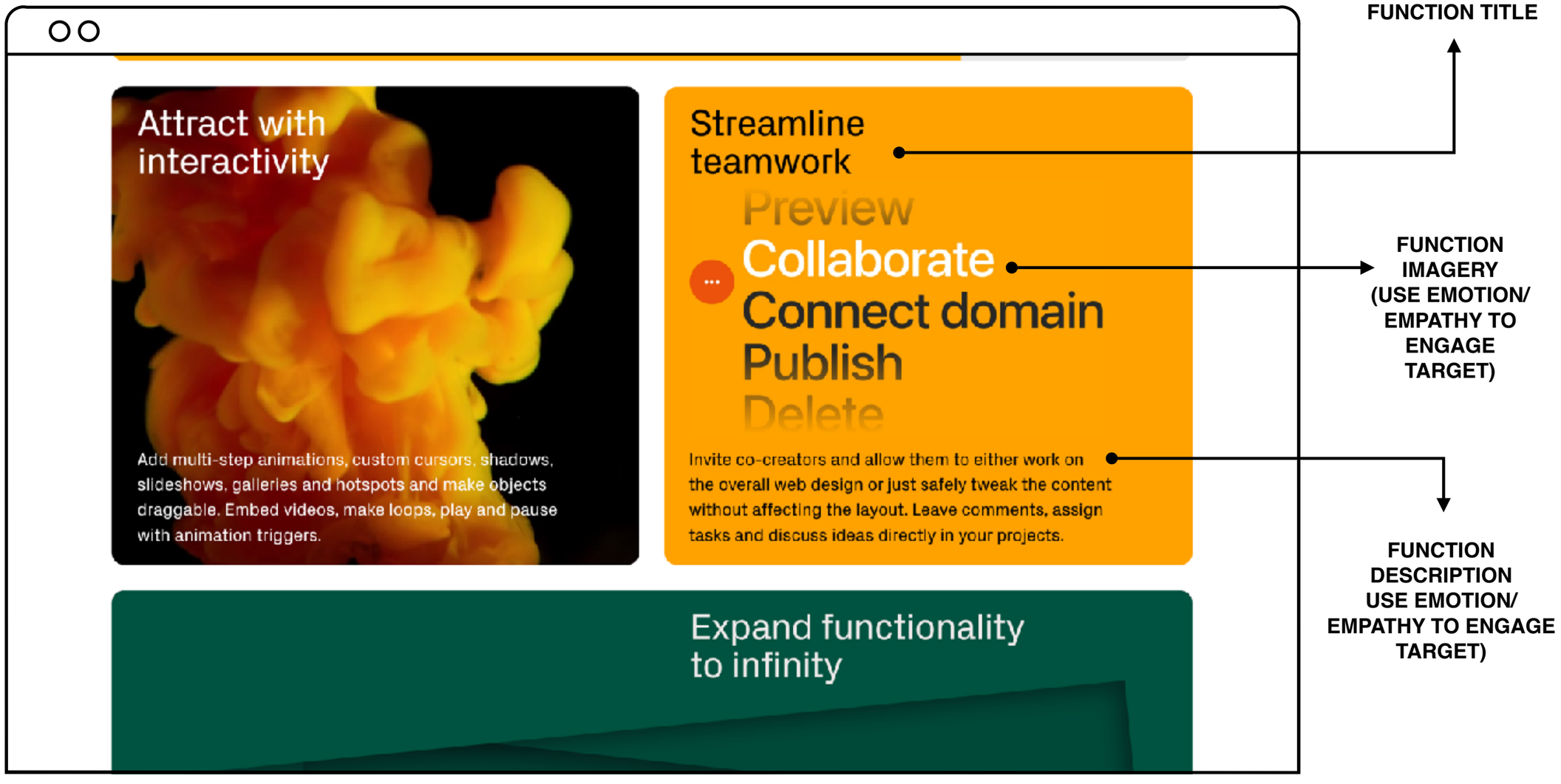

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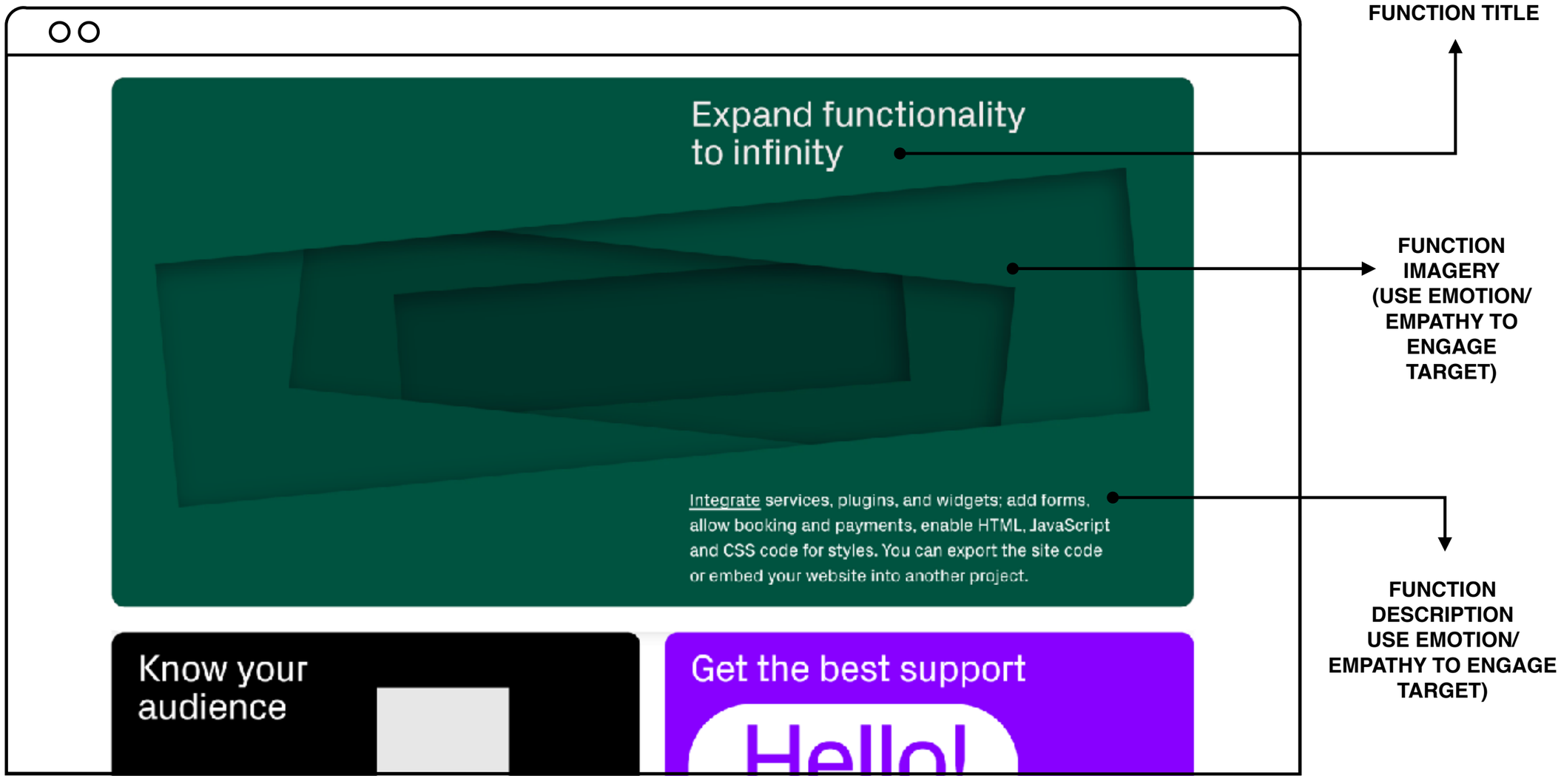

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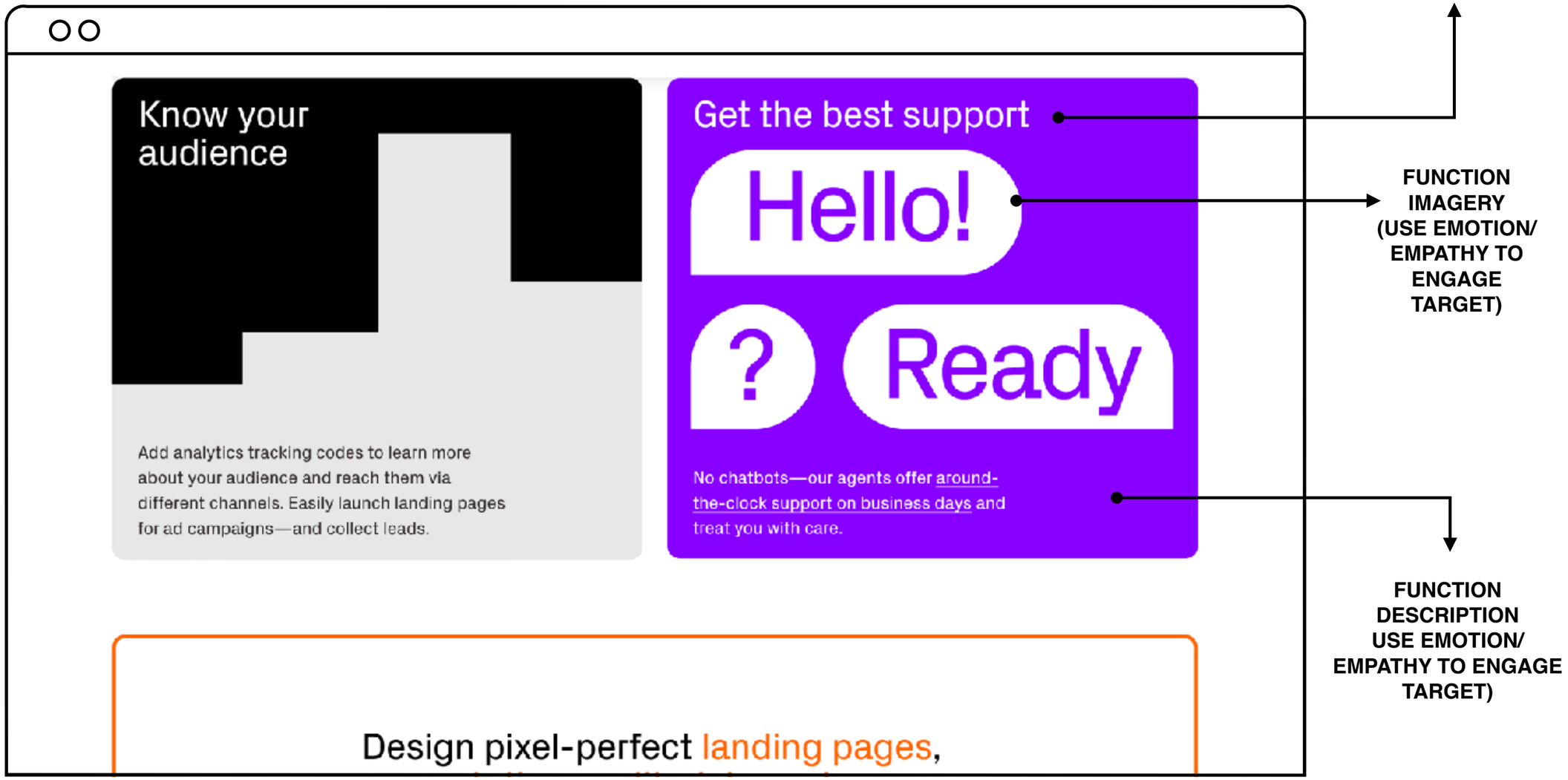

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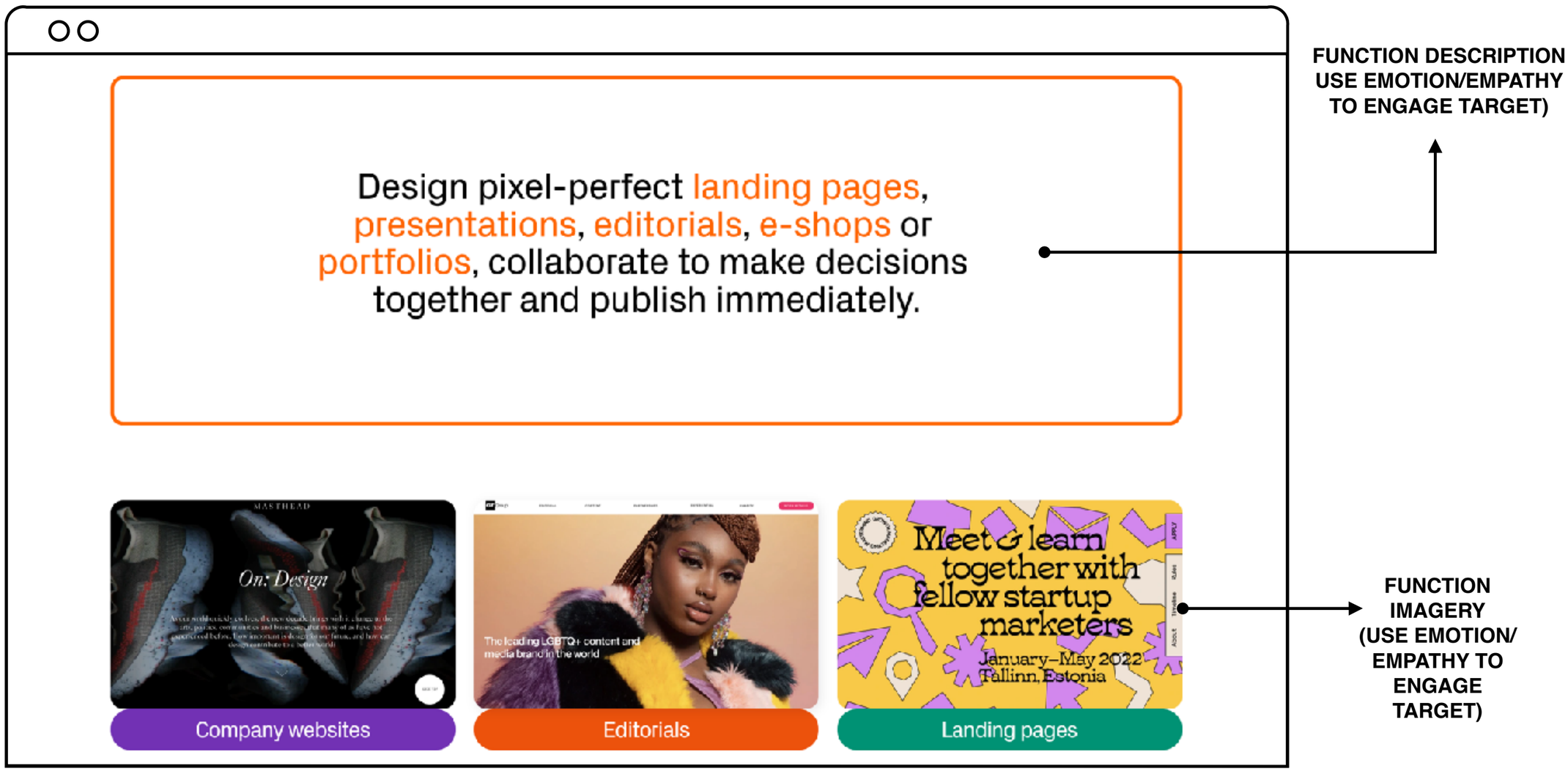

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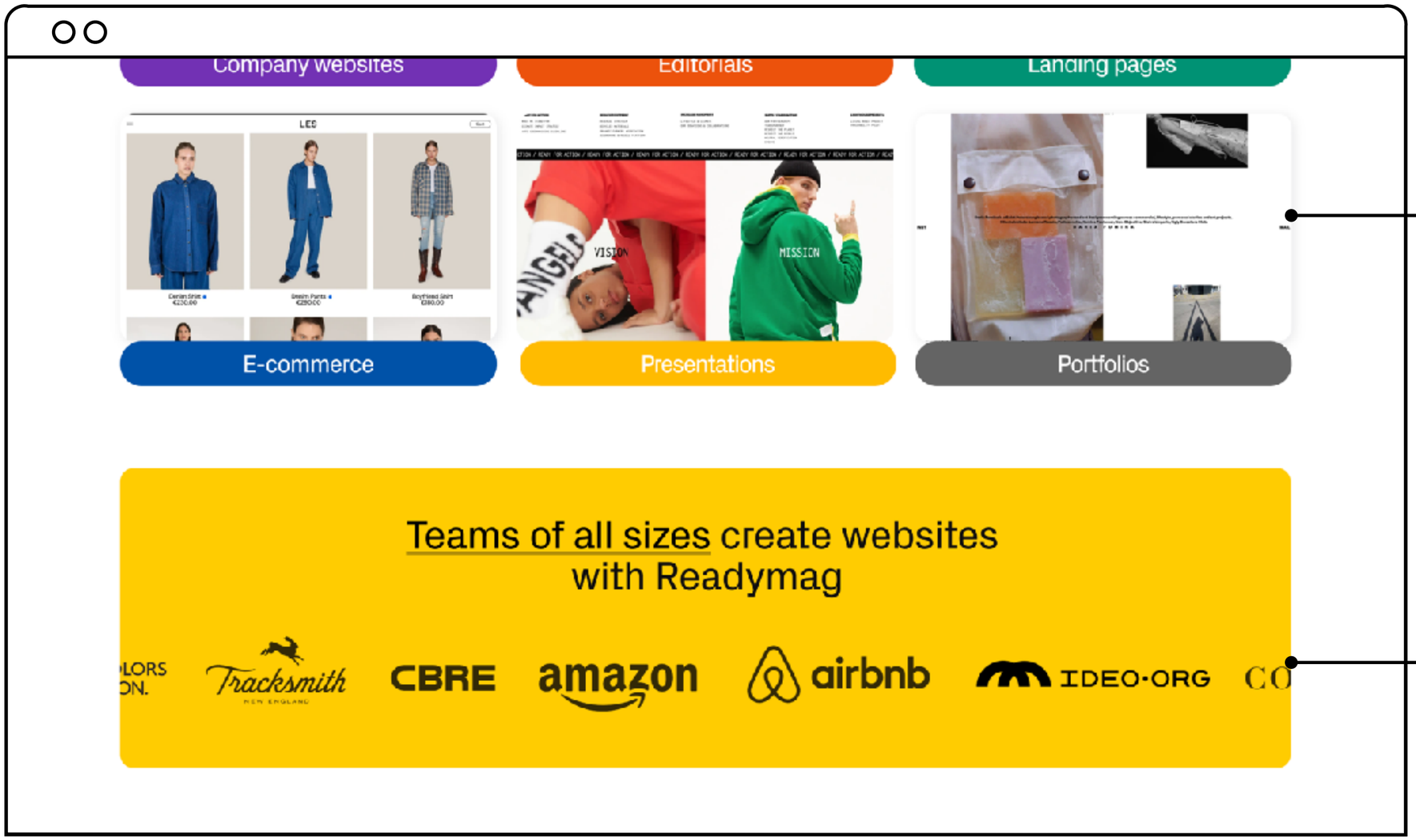
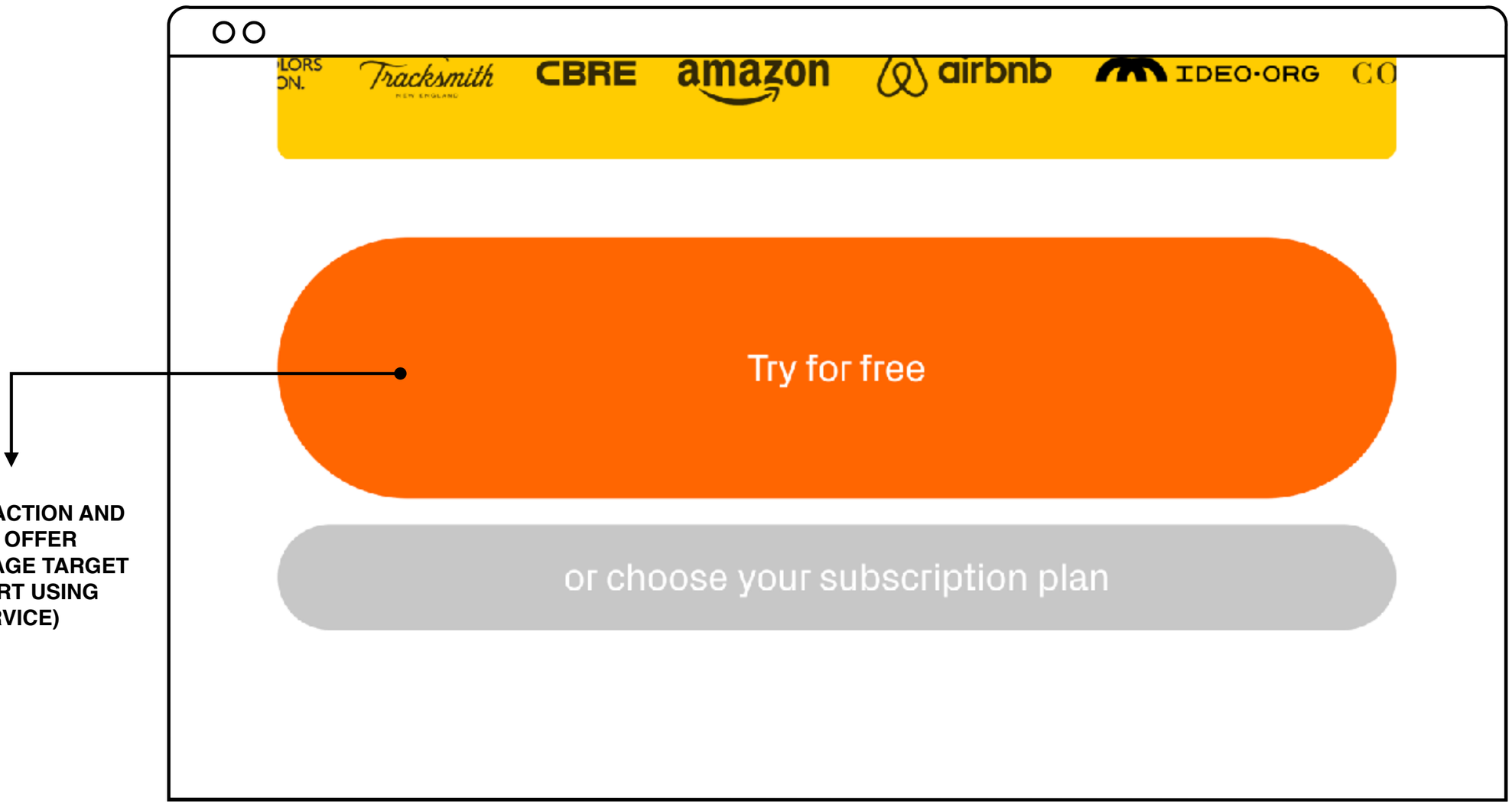


START PAGE ANALYSIS

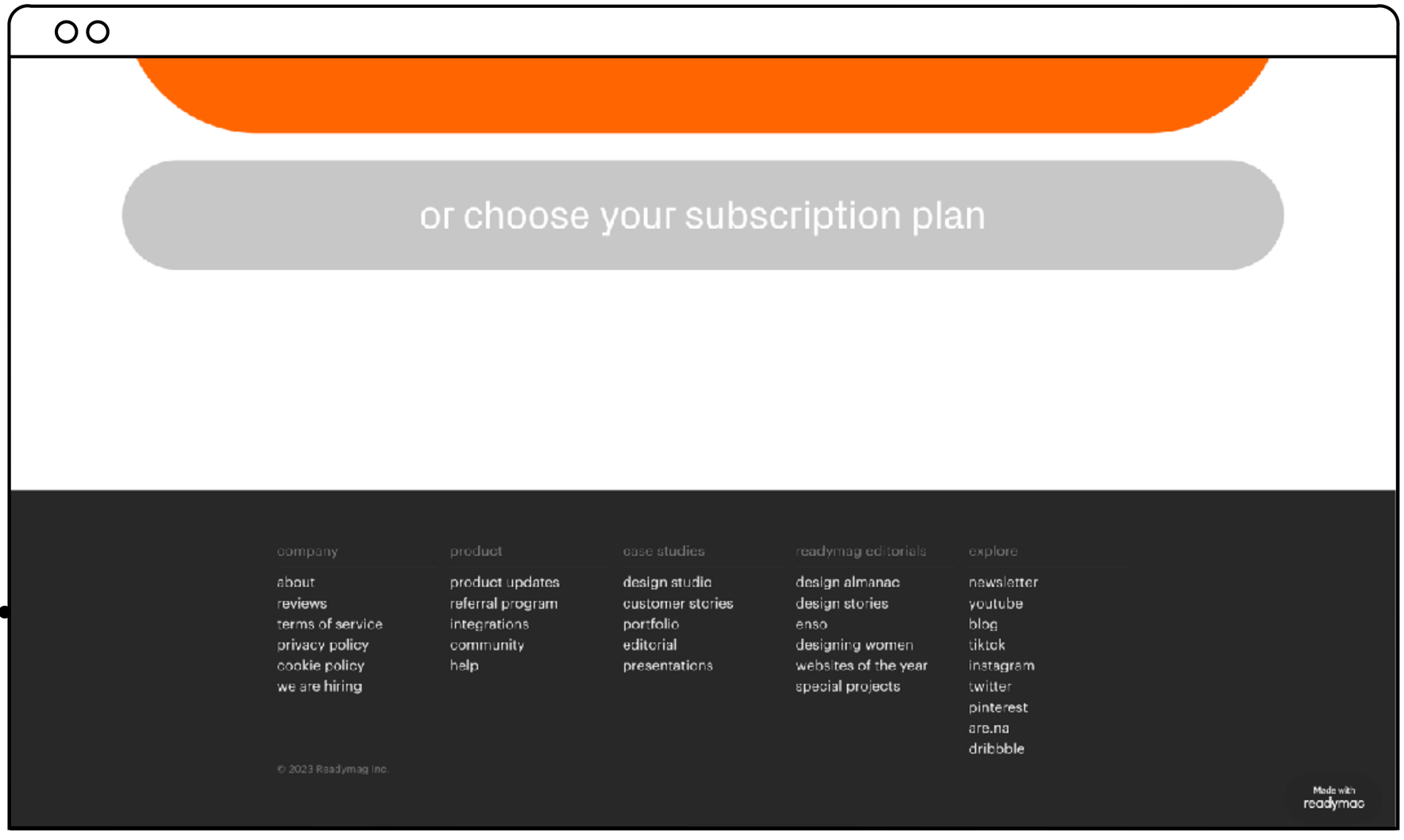
Call to action + free offer



CALL TO ACTION AND FREE OFFER (ENCOURAGE TARGET TO START USING SERVICE)

START PAGE ANALYSIS

Footer



FOOTER (EVERYTHING ELSE, DON’T FORGET ME!)

TASK 04

Complete the in class tasks—add to your presentation!

1. **Function list**
2. **Functional statements**
3. **Emotional statements**
4. **Brand values and perception**
5. **Brand narrative**
6. **Wireframe your static (not animated) start page in Figma**

If you want to practice animation… great go ahead but not compulsory, we will do this later

Use UI elements from material io kit as per last semester

Start page to include:

1. Navigation bar
2. Clear brand promise
3. Visual representation of core service/ product
4. Each core function described emotionally to engage target
5. Imagery to clarify core functions and engage target
6. Imagery can be: diagrams, photography, illustration, symbols, animated (in future weeks not now)
7. Call to action (to start using the service)
8. Testimonials from users/clients to build trust in service
9. Footer

TASK04 GRID EXAMPLE

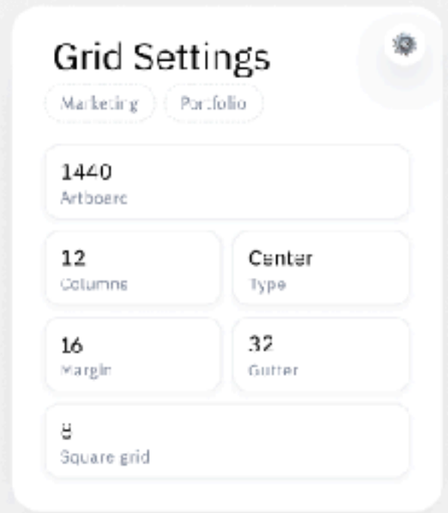
Auto Layout Ve...

Grid > Desktop - 1440

Desktop 1440 grid - layout

Desktop - 1

modal



START PAGE EXAMPLES

https://www.sennep.com
https://www.airoceancargo.com/it/
https://www.bmsunited.com
https://www.reed.be
https://angle2.agency
https://toggl.com
http://burocratik.com
https://cowboy.com
https://www.crusheditorial.com
http://hipstamatic.com/x/
https://www.hr.nimax.agency
https://jigsaw.google.com
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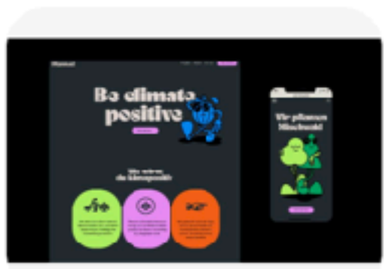
https://rekki.com
https://www.splinegroup.ca
https://spotify.design



DIGITAL PROTOTYPING

TASK04 UI+WIREFRAME KITS

- Use a good quality wireframe kit, see links opposite from the figma community
- Use one style of wireframe kit for websites not mobile. If UI element is not available in the same kit look for it in another and restyle it to match.
- If using a different kit please share with instructor to check quality
- It is possible with convert figma plugin to convert Adobe XD wireframe kits
- Imagine presenting wireframe to a client, it must look professional and consistent. Wireframes are an efficient method to design and amend the functional pattern. When you add the perceptual pattern the design can change, but the functions work.
- Use one icon style consistently, don't forget to use material symbols figma plugin or find icons here: https://fonts.google.com/icons?selected=Material+Icons

Android: from material

Material 2
https://www.figma.com/community/file/778763161265841481

Material 3
https://www.figma.com/community/file/1035203688168086460

Material Design Time and Date Pickers Kit
https://www.figma.com/community/file/1001534940974132136

Material Dark Theme Design Kit
https://www.figma.com/community/file/787036571667088922

IOS

iOS 15 UI Kit for Figma
https://www.figma.com/community/file/984106517828363349

BRAND NARRATIVE EXAMPLE

Short brand statement, who we are, what we do, why do we do it, who do we do it for.

BRAND NARRATIVE

The journey Showyou is on.
The long form narrative is an emotive story capturing the brand intent.

We are not just another social platform. We are a state of mind for the over-sharing, video-content loving, smart-phone owning, social-web generation. We have created a world where – the people are in control – videos spontaneously emerge, trend, and go viral.

Showyou users are at the center of the action – watching what their friends love and sharing videos that blow their minds.

We make video a lot more social, and a lot more fun.

Let's Showyou.