

NOTICE

With your encouragement, I am changing directions on my project.

Originally, I choose the e-portfolio because the way I understood the preliminary analysis, our choices were that or an online store.

The default interface for this semester is a web-site for a simple e-commerce company. This company will sell a handful of goods or services. A few examples:

- A web site selling "fidget spinners"
- A web site helping a customer pick a cabin to rent
- A web application computing your mortgage or auto interest
- A web application to help with some common task
- An e-portfolio to showcase what you have accomplished at this point in your career/academics

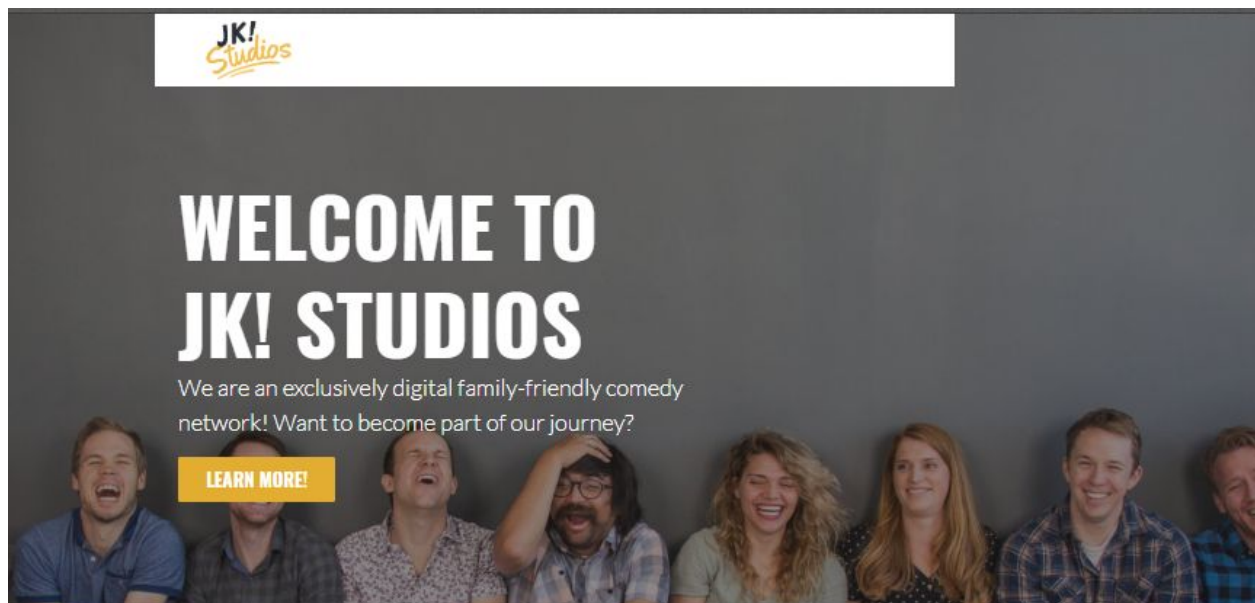
Week02 Preliminary Analysis Instruction.

I was not enjoying it. It felt loose and irrelevant to my goals for this course. After your announcement on week four and a very appreciated email from you at the beginning of week five, which stated, "The main thing about the website: Any website would do, but I would focus on smaller parts of a website than a large website so that it is easier to succeed" I have decided to change course and work on my original Idea. I am building a homepage for the comedy network JK Studios.

PROJECT 3A: DESIGN

Executive Summary

JK Studios uses the power of many social media web applications to handle the digital marketing of their business. For funding and news, they use Patreon; for causal publicity, they use Instagram; and youtube is their main source of income. While fans can locate each of these apps individually, they have created a central dashboard page that directs users to their desired site. The current site does the job but lacks a professional feel, is a bit confusing, and somewhat unmotivating.



Criteria

- Mapping: The purpose of this page is to direct fans to their desired social media application. If the user doesn't feel it is instantly clear how to get to a certain link, the page is no longer serving its purpose. A failure here would constitute critical failure. (Priority 1)
- Motivation: This is a digital marketing hub for an exclusively digital business. If users do not find the page attractive and fun to use they won't use it. This would constitute critical failure. (Priority 1)
- Efficiency: The page is meant to increase the efficiency of navigating between the studio's multiple social media accounts. The user should feel that it was worth using the dashboard above googling each account individually. While the site could still be interesting without, it would be failing its main mission. (Priority 2)
- Visibility: Users should feel they have access to all the information they are looking for. (Priority 2)
- Trust: Users should feel the site is professional, safe, and leaves them in control of their journey. This becomes all the more important when you understand the level of personal interaction the studio wants to have with its fans. (Priority 2)

Rubric

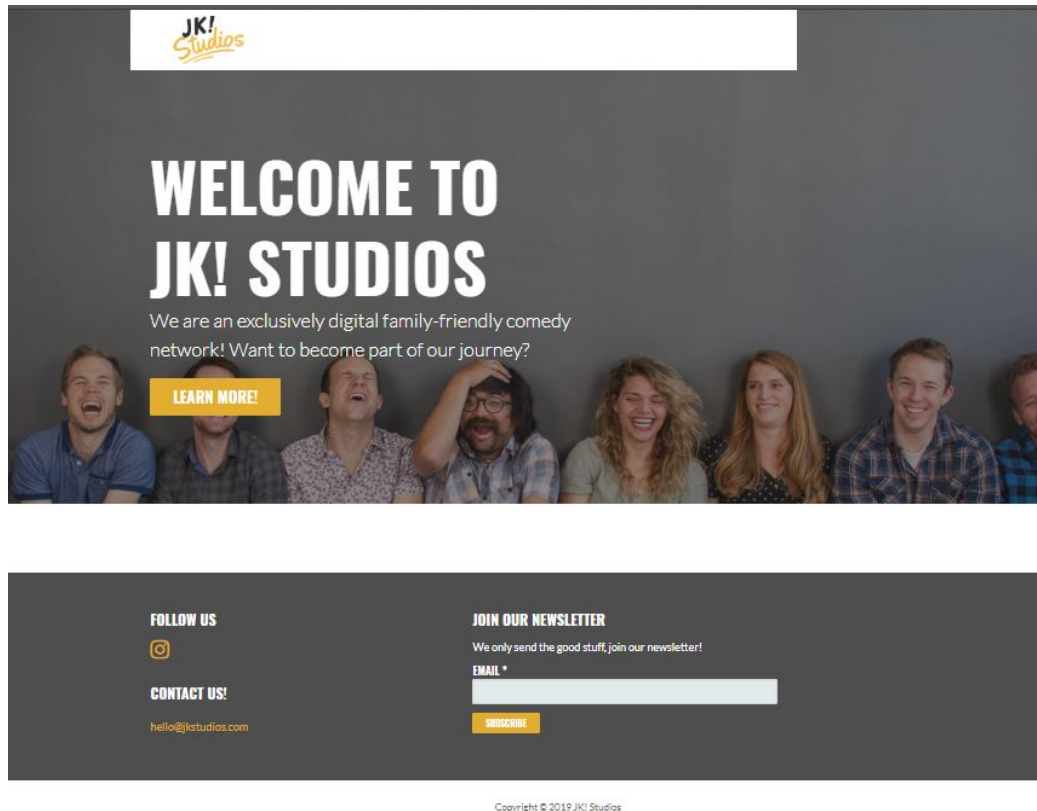
	-2	-1	0	+1	+2
Mapping (29%)	User feels this is the worst model they have encountered.	User feels the model is less clear and straightforward than many on the market.	User finds this model compares to other models available.	User feels this is clearer and more straightforward than most models available.	User feels this is the clearest model available.
Motivation (29%)	User has no desire to return to the website.	User finds the page unattractive.	User feels the page is alright, but doesn't feel the need to visit often.	User finds it fun and entertaining.	User finds this site the best place to go to connect with the studio.
Efficiency	User feels the	Users feel	User has no	User find the	User feels this

(14%)	sites is useless.	there are too many steps would rather google each link instead.	preference between using the site and Google	site more efficient to navigate than googling each link himself	is the most efficient way to navigate the studio's accounts.
Visibility (14%)	User felt the information he was seeking wasn't available	User felt most of information he was looking for was missing.	User felt that some of the information he was seeking was easy access, some of it was missing.	User felt that all the information he was seeking was available.	User found all the information he wanted and discovered new information he enjoyed
Trust (14%)	User doesn't believe this is an authentic website, feels in it unpredictable or unsafe.	User feels the website is unprofessional , insecure, or unreliable.	User feels the website is somewhat professional, that he is in control, and that his data is as safe as most the websites he visits.	User feels the website is more secure, professional, and reliable than most of the web.	User feels this is the most professional, secure, and reliable website on the internet.

Design Evaluations

Breadth-First Search Results:

Baseline



The current model of the website is very basic. There is a self-referencing banner with the studio's logo that loops back to the current page. The page includes a brief introduction floating over a high-resolution graphic of the stars. The description ends with a button that says "Learn More" which surprisingly maps to the studio's Patreon page. Below is a link to their Instagram page, the studio's contact email address, and a form to sign up for newsletters. Overall the page feels somewhat professional but too basic to be much more than a reused template. There is no link to their YouTube page (arguably the most important piece of information one would be looking for on this site) and no area for news or announcements.

	Weight	Score	Comments
Mapping	.29	-0.5	The “Learn More“ unexpectedly takes you to the Patreon (donation) page. The rest of the links feel inconsistent.
Motivation	.29	0	The page lacks useful function. It doesn't really add very much value to the user experience. The graphic and font look good but the content feels weakly held together.
Efficiency	.14	0	The page offers some quick links that allow quick access to the studio's other sites, but the unclear mapping makes this difficult.
Visibility	.14	-0.5	While there is plenty of useful information on the page, the most sought for information was lacking.
Trust	.14	-0.5	The site feels kind of professional but kind of cheap too. The browser search bar indicates that it is not a secure site either.
		-0.29	

Carousel

The carousel model automatically scrolls horizontally with graphics and links to each account. There is also a section to post notification about the newest developments on each account.



	Weight	Score	Comments
Mapping	.29	1.25	Mapping is very simple and rewarding.
Motivation	.29	1.75	This is intriguing and attractive.
Efficiency	.14	1	Easy to find your link but it does require more work or waiting than some models.

Visibility	.14	1.5	Has more than I thought I wanted in a good way, yet it is still missing the contact info.
Trust	.14	0.5	Hard to determine on the wireframe, but the design looks modern enough to feel generally safe.
		1.29	

Button Panel

The button panel design includes two columns, one for graphics another for links. It is very efficient and leaves a lot of room for intriguing graphics.

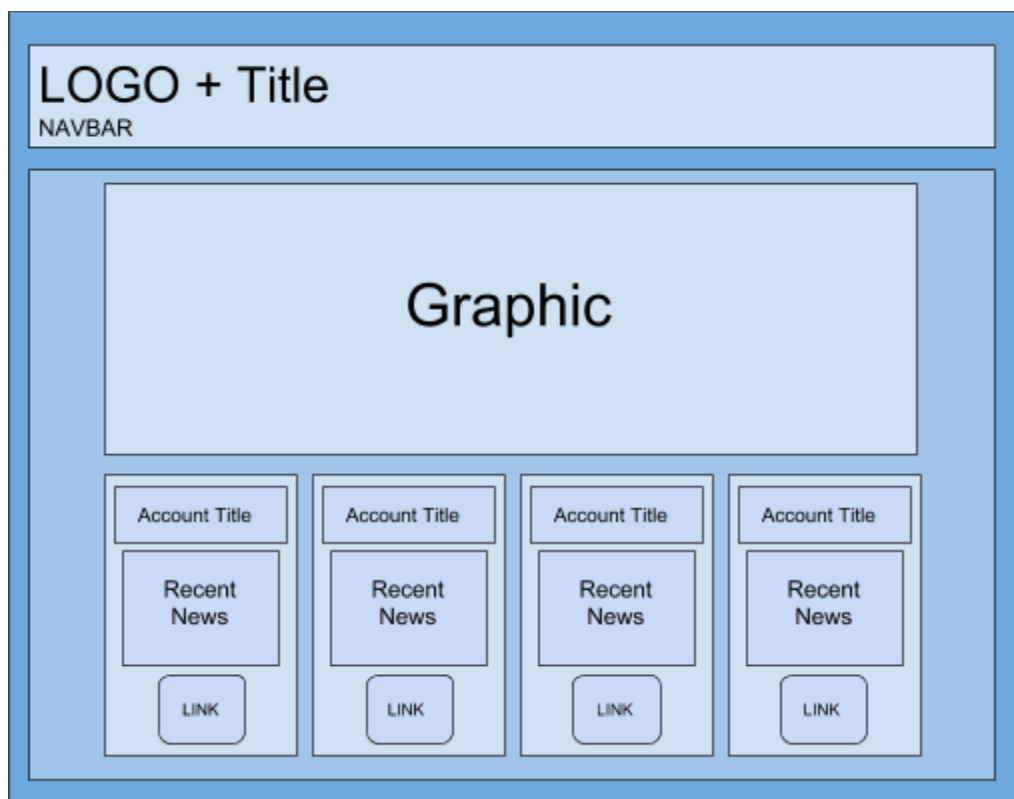


	Weight	Score	Comments
Mapping	.29	1.5	This is one of the least confusing designs on the market. Everything is straightforward.
Motivation	.29	0.5	This is nice, but the lack of movement, news feed, and the older design make it less appealing.
Efficiency	.14	1.75	This requires very little work or learning to get where we need to go.

Visibility	.14	-0.5	No news feed, no contact info, just a bunch of links and a picture.
Trust	.14	0	Hard to determine at this point, but the design feels older so it can give a less secure feeling
		0.76	

Row of Cards

The row of cards is a graphic, and a row of cards that each give the update of a specific social media site. The card each have a link to the site for further information.



	Weight	Score	Comments
Mapping	.29	1.75	This is extremely straightforward and clear.
Motivation	.29	.5	There is enough information it is hard to know what to focus on. Also, it might be more fun if it were animated.
Efficiency	.14	1.75	Everything is easily viewable and accessible. This feels like the simplest navigation.

Visibility	.14	1.5	Nearly all the information is available in one screen. It is still missing the contact info.
Trust	.14	0	Again, it is hard to determine at this point, but the design feels older so it can give a less secure feeling
		1.11	

News Column

The news column design leaves lots of room for both graphical and written content. It include to columns, one for news and one for graphics. A small but prominent navigation bar extends from the banner with a list of symbols, each a link to a seperate social media site.



	Weight	Score	Comments
Mapping	.29	1.35	Mapping is very simple and focused. Users do need to understand each symbol before using it, and the links are no long the center of attention.
Motivation	.29	0.75	It is really nice that is has so much advertising real estate. It would be nice with some animation.
Efficiency	.14	1.5	This requires very little work or learning to get where we need

			to go.
Visibility	.14	1.5	Again, all the information is available in one screen. It is still missing the contact info.
Trust	.14	0.5	Hard to determine on the wireframe, but the design looks modern enough to feel generally safe.
		1.1	

Depth-First Search Results:

Currently, the carousel design seems to be the most promising, though it is close enough that if we had time we could evaluate all of them. Potential users so far have liked the carousel for its modern design, familiar feel, and intriguing style. It doesn't yet trend towards perfect mapping or efficiency because there is no way to access a specific account without either waiting or interacting with the carousel controls. We also need to note that the final model should use https so the user feels secure. The baseline is lacking this.

The mapping an efficiency could increase if we added links to each site in the navbar.



We could instead include the symbol bar from the News Column design.



We could also make room for the contact info by transforming the newsfeed into a floating card above the graphic. It could the link to the highlighted external site.



Final Design

Our final design will include the carousel with floating news cards and link buttons above site specific graphics. It utilizes the space underneath as a contact sections with the studio email and a newsletter registration. For quicker access it will also include the symbol bar from the News Column design, Finally, we will make the site more trustworthy by including a digital certificate to the domain..



	Weight	Score	Comments
Mapping	.29	1.5	Mapping is very simple and rewarding.
Motivation	.29	1.65	This is intriguing and attractive. A slight drop form the original design due to the more crowded feel.

Efficiency	.14	1.5	Easy to find your link both in the carousel and the quicklinks
Visibility	.14	1.75	Has more than I thought I wanted in a good way. Nice to have the contact info back.
Trust	.14	1	The design looks modern enough to feel generally safe. The https certificate makes it feel far more secure.
		1.51	

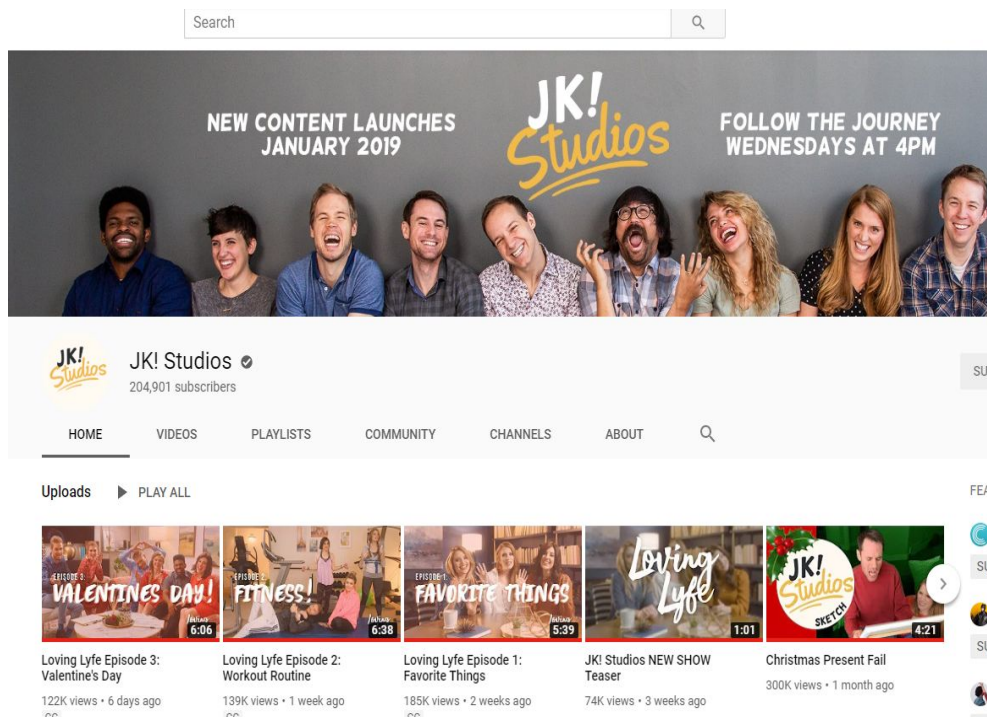
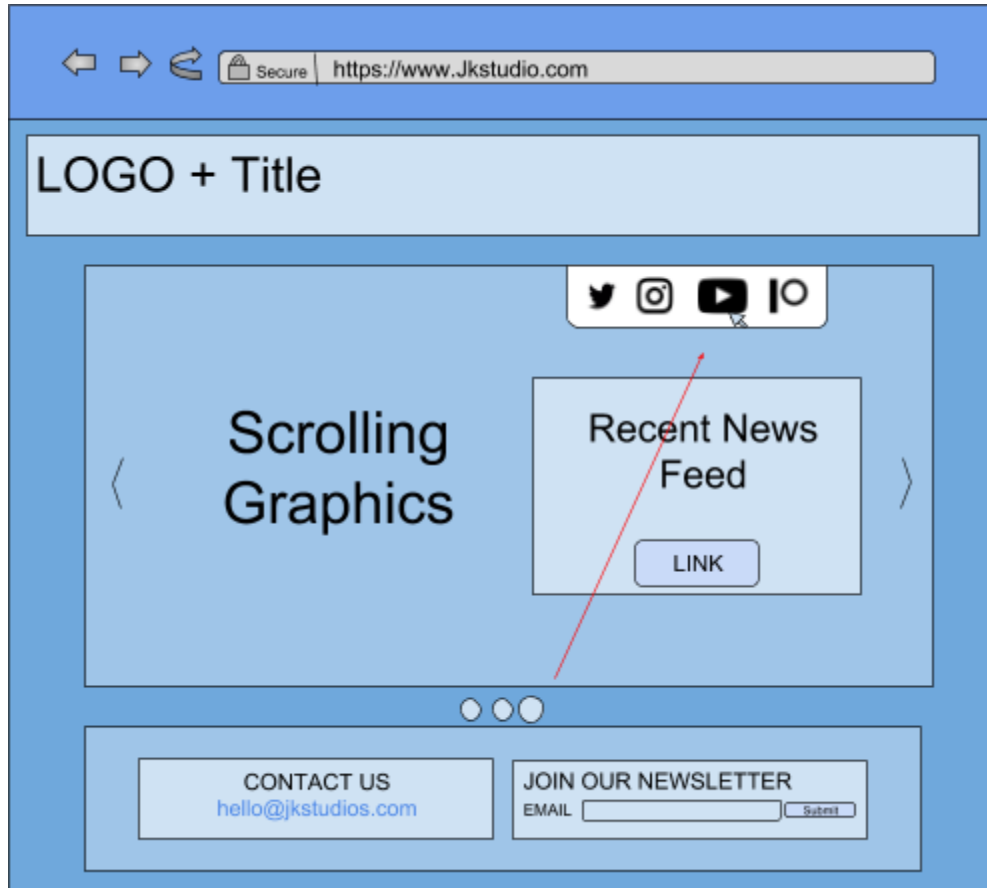
Prototype

A user wants to visit the site to get the latest rundown on what the studio is doing then head to their YouTube page to find last weeks video to send to her Mom.

Once on the site, the user scrolls through each slide on the carousel by clicking the next circle in the sequence to go forward and the previous circle in the sequence to go backward.



After a scanning the news cards on each slide, she is ready to move on to YouTube, To do this she could scroll back to the YouTube slide, but instead she uses the floating quicklink bar above the carousel. The YouTube symbol on the floating bar opens the studio's youtube page in another window.



Later she returns to join the studio's mailing list. She uses the one question form to submit her email address to the list by typing in her email and clicking submit.

Browser address bar: <https://www.Jkstudio.com>

Header: LOGO + Title

Main Content Area:

- Scrolling Graphics
- Recent News Feed
- LINK

Footer:

- CONTACT US
hello@jkstudios.com
- JOIN OUR NEWSLETTER
EMAIL:

PROJECT 3B: SPECIFICATION

Executive Summary

JK Studios uses the power of many social media web applications to handle the digital marketing of their business. For funding and news, they use Patreon; for causal publicity, they use Instagram; and youtube is their main source of income. While fans can locate each of these apps individually, they have created a central dashboard page that directs users to their desired site. The current site does the job but lacks a professional feel, is a bit confusing, and somewhat unmotivating.

Criteria

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Persona

Hiale is a freshman at Weber State who lives with her parents in Hooper, UT. She is rather tech savvy, but doesn't consider herself an early adopter. Her family was introduced to Studio C back in 2014, and ever since it has been an indispensable bonding tool among them. Hiale follows several of the stars on instagram and as a result feels quite close to them. When she heard of the switch to JK Studios, Hiale was very excited. However, waiting for content has made Hiale curious about what they are doing. She would love to have more videos and more info.

Scenario

Hialeah was talking to her mom after a long day of school when something her mom says reminds her of the video the studio released last night. Hialeah grabs her chromebook and navigates to YouTube to show her why she is laughing. They both laugh hysterically through the video. Hialeah wants to know if the cast is producing any other content in the near future. Hialeah's mother wonders how much they are asking for donations, she may be willing to help if it is easy and the price is right.

Screenshot




Detailed Design

Components

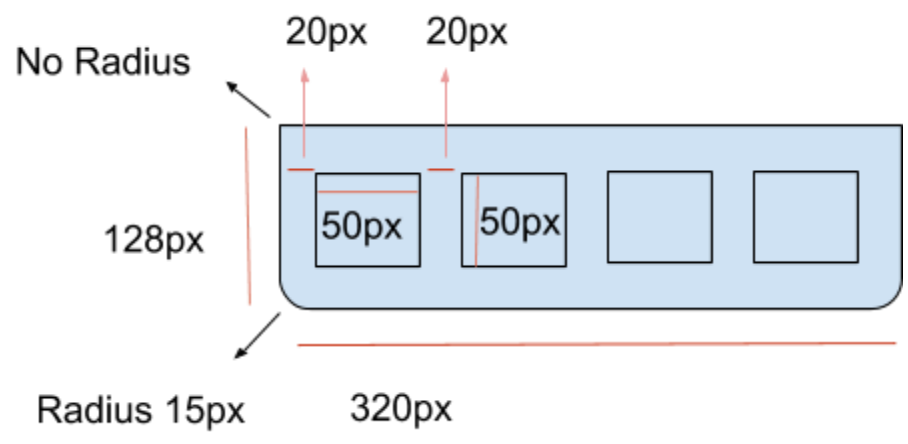
1. Banner
2. Navbar
 - 2.1. Twitter Icon
 - 2.2. Instagram Icon
 - 2.3. YouTube Icon
 - 2.4. Patreon Icon
3. Carousel
 - 3.1. Graphical Slides
 - 3.1.1. Recent News Card
 - 3.1.1.1. Button Link
4. Footer
 - 4.1. Contact Info Column
 - 4.2. Newsletter Registration Column

1. Banner


Content	
Logo	 The logo for JK! Studios. 'JK!' is in a bold, black, sans-serif font. 'Studios' is in a yellow, cursive script font with a yellow underline.
Title	"Family-Friendly Digital Comedy"
Width	85%
Height	256px
Color	White

Input	
Type	Click & Touch
Element	Logo
Function	Redirect to jkstudios.com

Quicklink Navbar


Content	
Dimensions	 <p>The diagram illustrates the dimensions of the Quicklink Navbar. It is a horizontal bar with a total width of 320px and a height of 128px. The corners are rounded with a radius of 15px. Inside the bar, there are four square icons, each 50px wide and 50px high. The first two icons are labeled '50px' and have a 20px gap between them. The last two icons are empty. The text 'No Radius' points to the top-left corner of the bar, and 'Radius 15px' points to the bottom-left corner. The text '20px' appears twice with arrows pointing to the gaps between the first two icons.</p>
Color	White
Anchors	Top Right of Carousel
Layer	Floats Above All Other Elements

2.1 Twitter Icon

Content	
Icon	
Size	50px by 50px
Color	Black on White or Black on Transparent

Input	
Type	Click & Touch
Element	Icon
Function	Redirect to https://twitter.com/jkstudios3


2.2 Instagram Icon

Content	
Icon	
Size	50px by 50px
Color	Black on White or Black on Transparent

Input	
Type	Click & Touch
Element	Icon

Function	Redirect to https://www.instagram.com/jkstudios
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2.3 YouTube Icon

Content	
Icon	
Size	50px by 50px
Color	Black on White or Black on Transparent

Input	
Type	Click & Touch
Element	Icon
Function	Redirect to https://www.youtube.com/channel/UCZDj6lg-gxkHWzZyQSdGq0Q

2.5 Patreon Icon

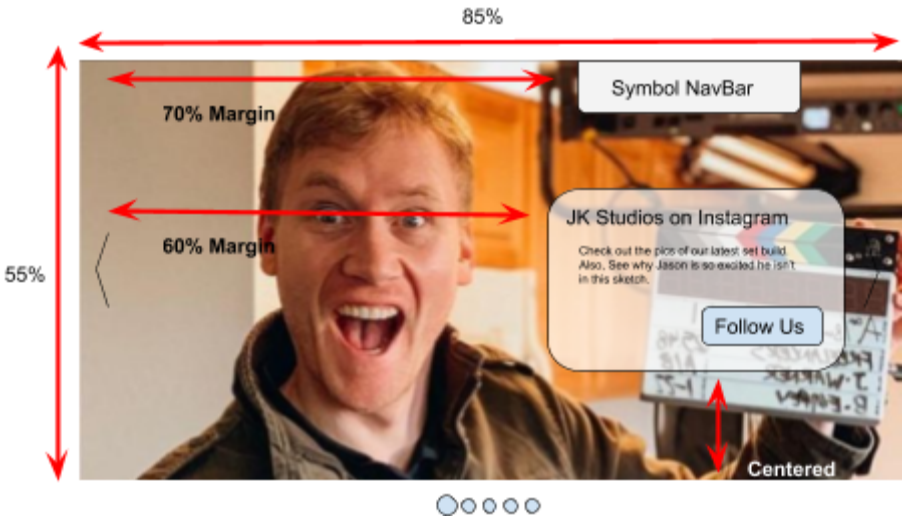
Content

Icon	
Size	50px by 50px
Color	Black on White or Black on Transparent

Input	
Type	Click & Touch
Element	Icon
Function	Redirect to https://www.patreon.com/jkstudios

3. Carousel

3.1 Graphical Slides

Content	
Dimensions	 <p>The diagram illustrates the layout of a carousel slide. It features a background image of a man with a wide, excited smile. Overlaid on the right side is a white rectangular box containing the text 'JK Studios on Instagram' and a 'Follow Us' button. Above this box is a 'Symbol NavBar'. Red double-headed arrows indicate dimensions: a horizontal arrow at the top labeled '85%', a vertical arrow on the left labeled '55%', a horizontal arrow for the text area labeled '70% Margin', and a horizontal arrow for the button area labeled '60% Margin'. A small left-pointing arrow is on the left side of the text area. At the bottom center, there are five small circles, with the first one highlighted in blue. The word 'Centered' is written at the bottom right of the slide area.</p>

Input	
Type	Click & Touch
Element	Right Floating Arrow Icon
Function	Advance Slide

Input	
Type	Click & Touch

Element	Left Floating Arrow Icon
Function	Go Back a Slide

Input	
Type	Click & Touch
Element	Dot Selectors
Function	Jump to Correlated Slide

Type	Click & Touch
Element	Dot Selectors
Function	Jump to Correlated Slide

Slide Topics
Slide content and the content of their child elements will be dynamic. However, these 5 slides should remain the basis.

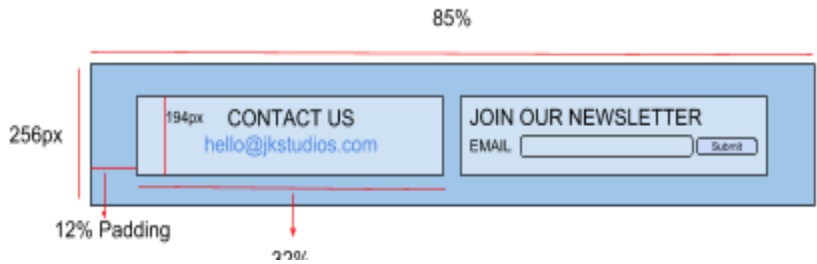
Topic	Content	Redirects to (via News Card Button Link)
Introduction	Studio's Mission Statement	No button
Youtube	Latest YouTube Upload	https://www.youtube.com/channel/UCZDj6lg-gxkHWzZyQSdGq0Q
Patreon	Latest Patreon Perks	https://www.patreon.com/jkstudios
Instagram	Trending Instagram Uploads	https://www.instagram.com/jkstudios
Twitter	Trending Tweets	https://twitter.com/jkstudios3

3.1.1.1 Button Link

Content	
Slide Topic	Button Text
Introduction	[No Button]
YouTube	“Watch Now”
Patreon	“Learn More”
Instagram	“Follow Us”
Twitter	“Follow Us”

Input	
Type	Click & Touch
Element	Button
Function	See Section 3.1, Table “Slide Topics”

4. Footer

Content	
Dimensions	 <p>The diagram illustrates the layout of the footer. It shows a large container with a width of 85% and a height of 256px. Inside this container, there is a blue rectangular area. Within this blue area, there are two main sections: 'CONTACT US' and 'JOIN OUR NEWSLETTER'. The 'CONTACT US' section contains the text 'hello@jkstudios.com'. The 'JOIN OUR NEWSLETTER' section contains an email input field and a 'Submit' button. The diagram also indicates a 12% padding on the left side of the blue area and a 194px width for the 'CONTACT US' section.</p>

4.1 Contact Info Column

Content	
Text	“CONTACT US @ hello@jkstudios.com”

4.2 Newsletter Registration Column

Content	
Text	“JOIN OUR NEWSLETTER”

Input	
Type	Click & Touch
Element	Input: Email
Function	Receive Email Address to Be Posted to Mailing List

Input	
Type	Click & Touch
Element	Submit Button
Function	Post Email Address to Mailing List