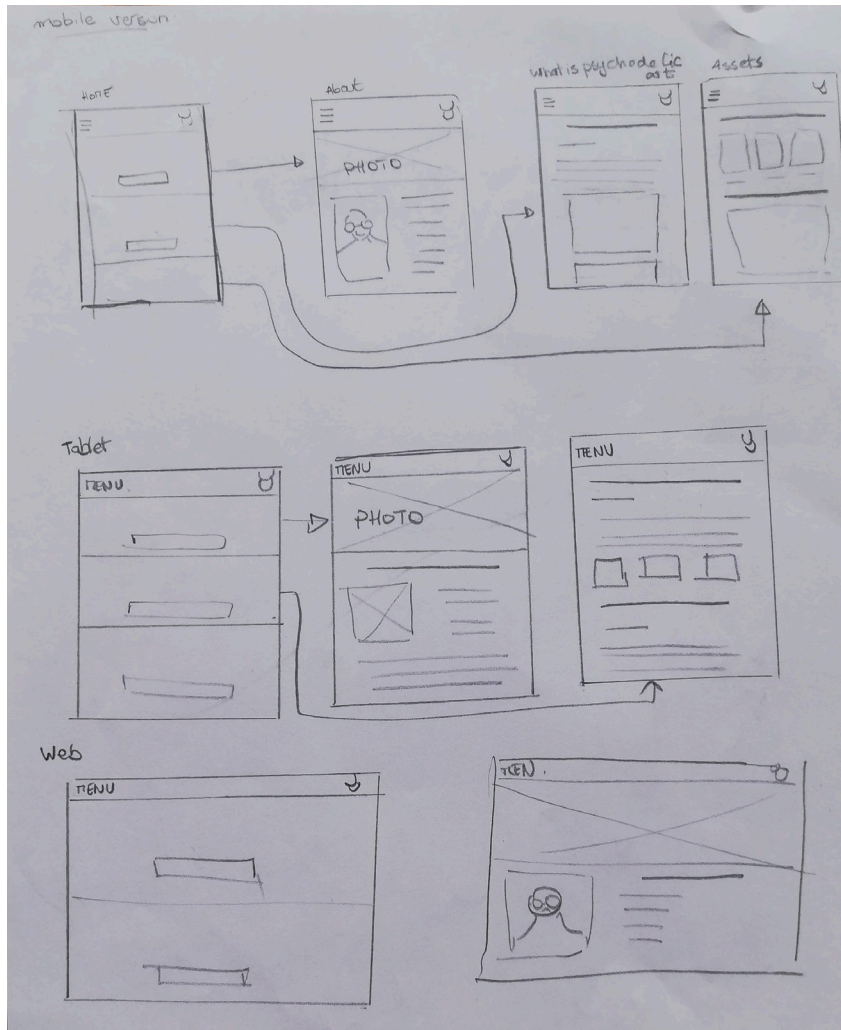# Owldesign.dk
version2

Previous wireframes

Design principles to be applied

Alignment
The current design of Owldesign.dk is based on a vertical align-ment. The pages are long, scrollable, and don't take into account the possibilities to have an horizontal design. By offering sliding content and a carousel, it would be possible to have a more mini-malist approach.

White space and closure
Owldesign.dk in its current state doesn't use a lot of white space. With pictures occupying a lot of the screen, the lines are literally drawn, when using white spaces could offer a lighter design, more minimalist that suggest the boxes and spaces.

Common region
The use of less colours, only a slight gradient for the background, and a light black for the spaces, gives the possibility to group more easily elements together.

Contrast and Figure/Ground
Using a bold white typeface, on a black background helps to draw the eyes to the buttons (while using smaller buttons) - it can also helps to guide the eye of the user to important interactions.
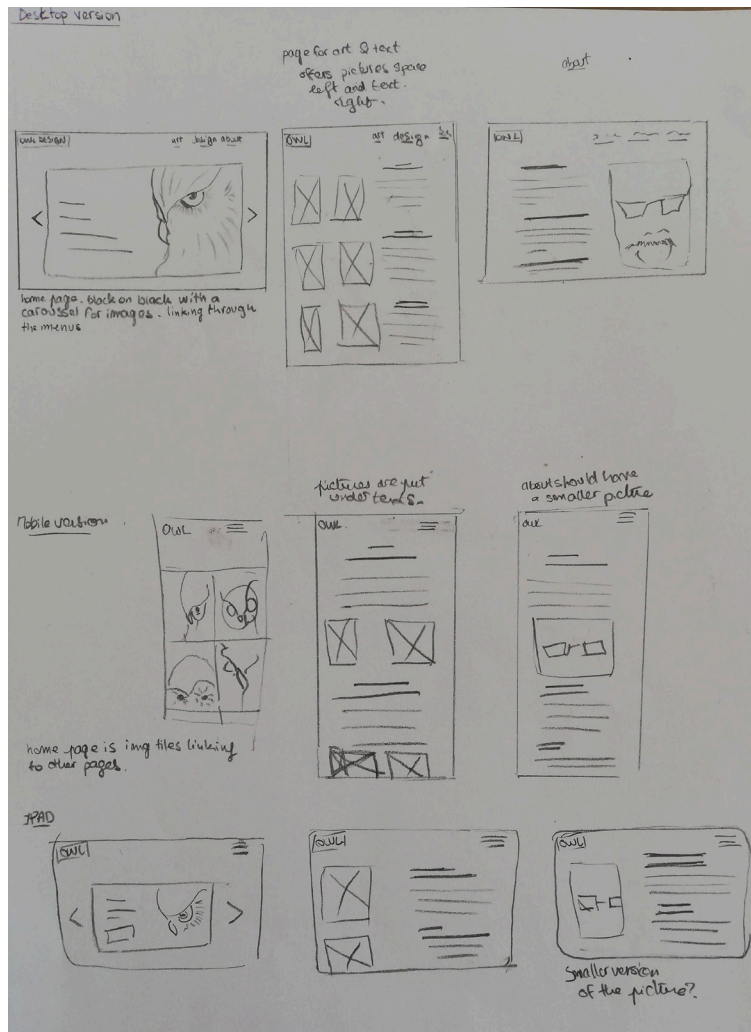
Minimalism
In general, as a guiding principle, the new version of Owldesign.dk should be doing more with less elements.

Owldesign.dk
version2

Breakpoints

@media all and (min-width: 1280px) { ...}
This view would be "the desktop view". All of the XD prototypes below are of the dektop view.

@media all and (min-width: 900px) { ... }
This view would be the "landscape tablet view".
   – For the home page, the slider would scale down but stay the same. The navigation bar would be replaced by a burger-type menu.
   – For the "art" page, it would be structured in two columns, but having only one picture per row.
   – For the "about" page, a different sized of the portrait picture would be used and put on the left.

@media all and (max-width: 600px) { ... }
This view would be the " portrait tablet view".
   – For the homepage, the sliders would be replaced by pictures next to each others, working as buttons themselves. The navigation menu would be replaced by a burger-type menu.
   – For the "art" page, it would be structured in two columns, but having only one picture per row.
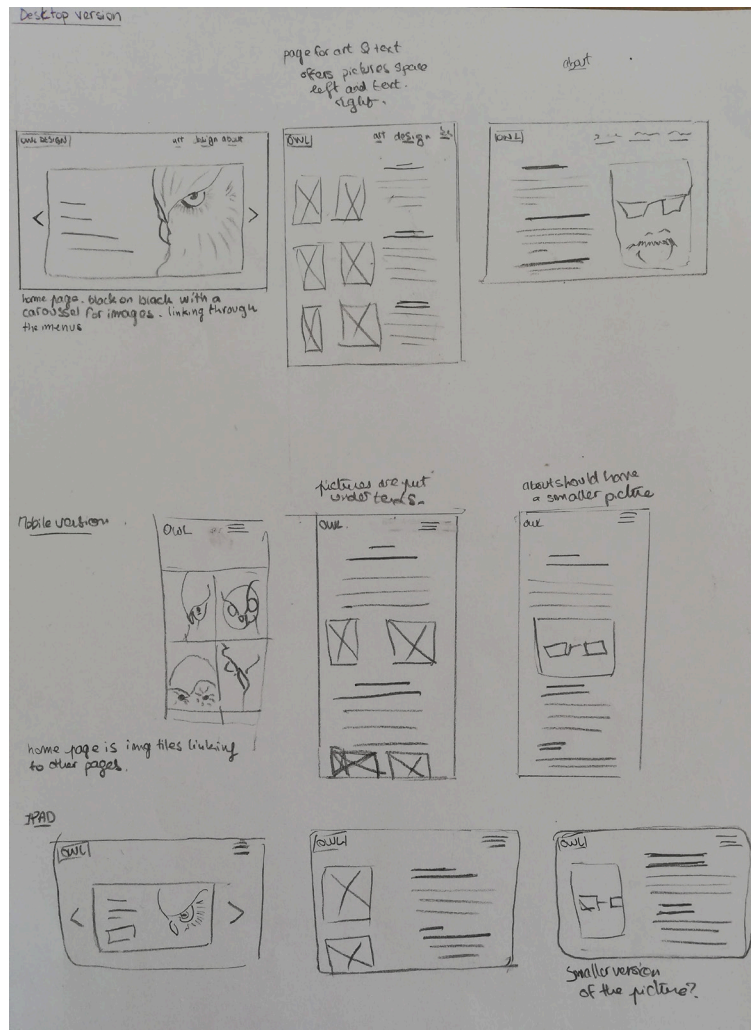
@media all and (max-width: 599px) { ... }
This view would be the "mobile view".
   – For the homepage, the sliders would be replaced by pictures next to each others, working as buttons themselves. The navigation menu would be replaced by a burger-type menu.
   – For the "art" page, it would not be structured in two columns, but only one, with the image sliding under the text.
   – For the "about" page, a smaller, different picture would be used, and not on top of the text, but after the title.

Owldesign.dk
version2

New Multi-device wireframes

Improvements and planned optimisation

Better responsive design
For the new version of Owldesin, there should be more difference between the Desktop, Mobile and Tablet design. Currently the differences are on scales, and not design.

Better framing
With a more efficient use of Figure/background dynamics, it should be possible to offer a better website. Changing the pictures next to each other, and used as links to pages for one or more pictures per page. Using a carousel for the home page on desktop, and white spaces between pictures.

Changing the navigation bar
The current nav bar was based on a dropdown menu. It was supposed to offer a better minimalist design. It takes, in the end, a lot of space off from the page. Using single words link on the nav bar should be better.

Changing the typeface
Limiting the typefacces to two, and not three, and taking out the "Flames" (online custom font) should help navigation and loading time on the page.

Bigger texts
One of the feedback from users was that the text are hard to read on desktop (too small) while being too much on mobile.
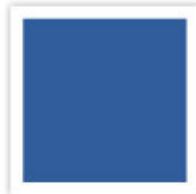
Owldesign.dk
version2

Old Style Tile

Colours

#030409

#3331721

#325C9A

#F3EA55

Typefaces

THIS IS AN EXAMPLE OF A HEADER
Font: Flames

THIS IS AN EXAMPLE OF A SUB HEAD
Font: Eksell Display

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: P22 Underground

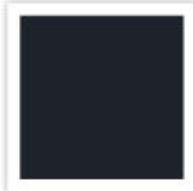### Keywords

Round Bubbly

Psychedelic

Owldesign.dk

version2

New Style Tile

Colours

#030409

#20242A

#7F8388

#DBCC0B

Typefaces

THIS IS AN EXAMPLE OF A HEADER

Font: Eksell Display

This is an example of a sub-head

Font: Eksell Display

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: P22 Underground

Keywords

Minimalist   Sober

Modern

Owldesign.dk
version2

Logo

Current version of the logo
To be matching with the domain name (Owldesign) and the given art style, the current owl is very round and inviting.

New Logo
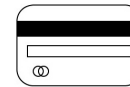
New version of the logo
A new version of the logo should be made possible, smaller, more of an idea, a suggestion than a draing of an owl.

Icons

Icons for email

Icons for credit card

Icons for localisation
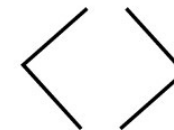
Icons for buying products
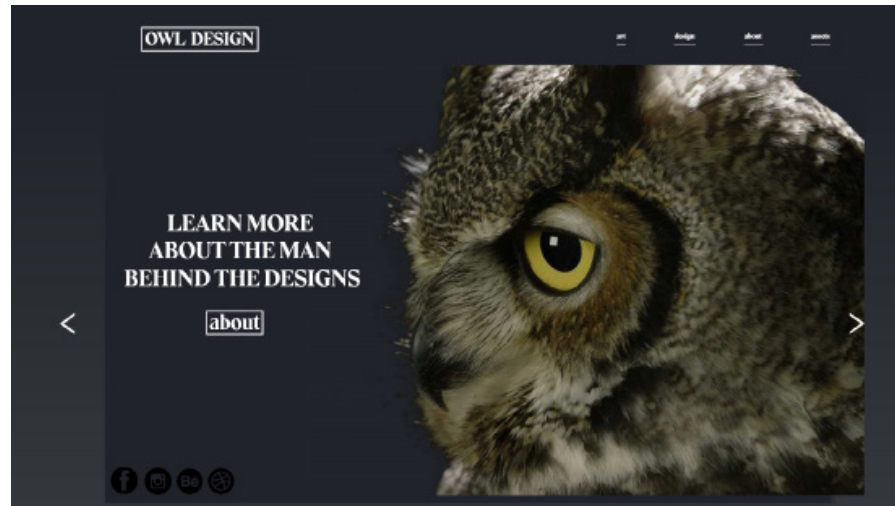
31
Icons for events

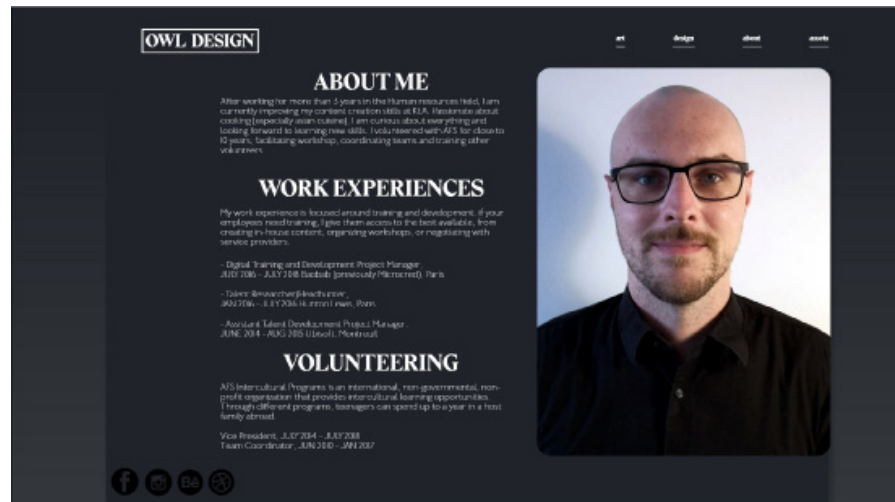Icons for profiles or people

New Icons

Owldesign.dk
version2

Interactive XD-prototype

New version of the home page
The new home page is a carousel, showing 4 different pictures. All of the pictures are linking to the different pages, with small description of what could be found there.
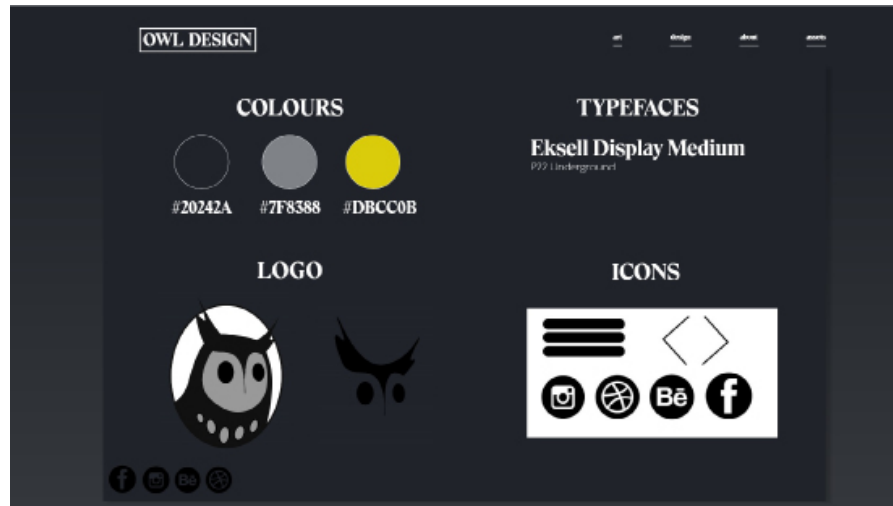

New version of the about page
The new about page shows a clear, contrasting pictures of me, and text to explain my career path.
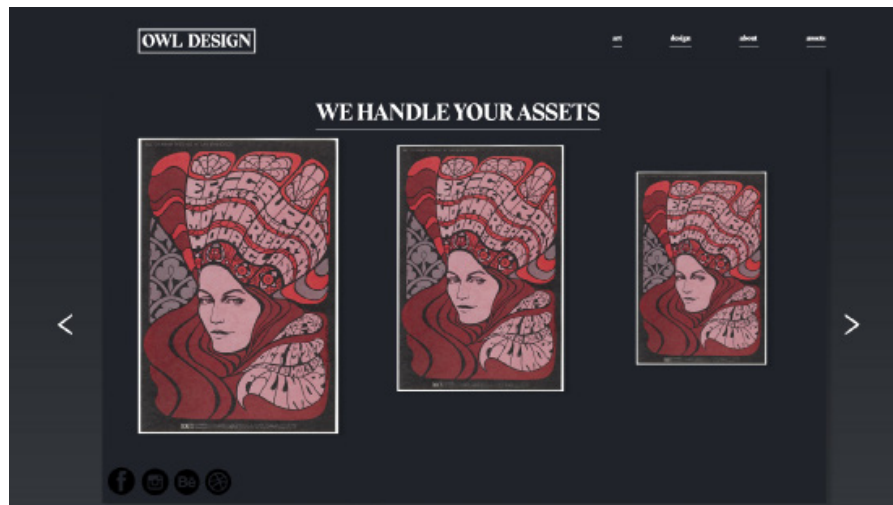
Owldesign.dk
version2

Interactive XD-prototype

New version of the design page
Less text, organised in four tiles. A style tile could also be used – only using one grouped image.
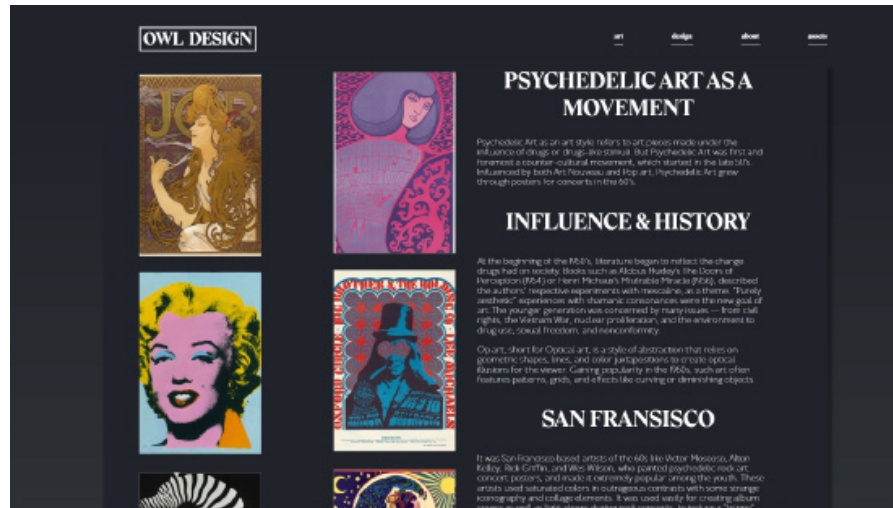

New version of the assets page
Images are made more important on the page. Using a carousel to limit the space use and involve the user.

Owldesign.dk
version2

Interactive XD-prototype

The whole XD file is available [here](.).

New version of the art page
The new art page has to be matching sized images (while risking to loose some content) and a text that is less important than the images.

Owldesign.dk
version2

Usability test results, insights and planned changes.

The different test-users:
- F. ; 33 years old; UK.
- S. ; 27 years old; FR.
- S. ; 24 years old; US.
- MC. ; 63 years old; FR.
- I. ; 34 years old; DK.
- M. ; 26 years old; DK.

The different questions:
- What site is this?
- What page am I on?
- What are the main sections?
- What navigation options do I have here?
- Where am I in the scheme of things?

The questions were asked on the "art" page.

The answers:
- What site is this?

In general, the users could easily identify the website as "Owl Design", thanks to the logo on the navigation bar.

- What page am I on?

Most users identified the page as "Psychedelic art as a movement", taking the first paragraph as the name of the page.

- What are the main sections?

Most users identified the titles easily.

- What navigation options do I have here?

Three options were available for the users:
1. clicking on the logo to go back to the home page (always found),
2. clicking on the name of the pages (always found),
3. clicking on the social media images (mostly not found)

Some users tried to click on the images to enlarge them (hoping to open a new window).

- Where am I in the scheme of things?

Users could not identify which page they were on properly, as there was no indicators showing the opened page.

The planned changes:
- The new version needs to have an indication on which page you currently are on (for exemple, keeping the underlining of the page name in yellow)
- The social media icons should be placed somewhere more obivious (or on a new page "contact" all together).
- Nice-to-have could be images opening in a new window in a higher quality.