Proposal and Concept

Bits Please

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Persona

Name
Bill

User Quote
"I'm looking for a company to satisfy my software development needs."

"I'm in need of software development services."

"I need people to develop my dreams."

Key Goals
- Bill does not have time to waste. He wants all the important information he needs quickly.
- Bill wants to see projects, testimonials, and proof of our expertise.
- Overall, Bill wants to quickly find out if our company can accomplish his tasks.

Behaviors
- Through his searches, Bill has gotten bored of the many generic websites.
- He wants to be convinced that the company is capable.
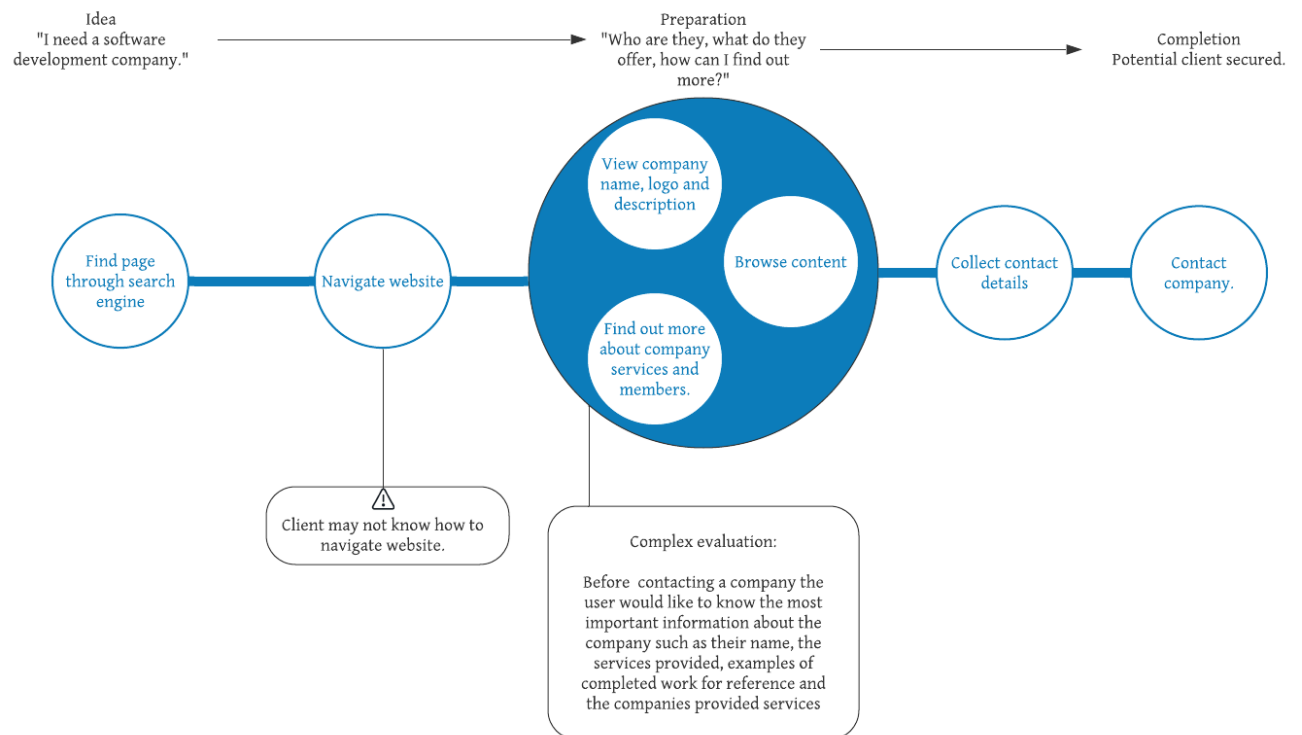- Bill is not technical and gets confused by overly complicated websites and explanations.

We must
- Make our content easily and quickly accessible.
- Highlight our strengths.
- Keep the website layout minimalistic.
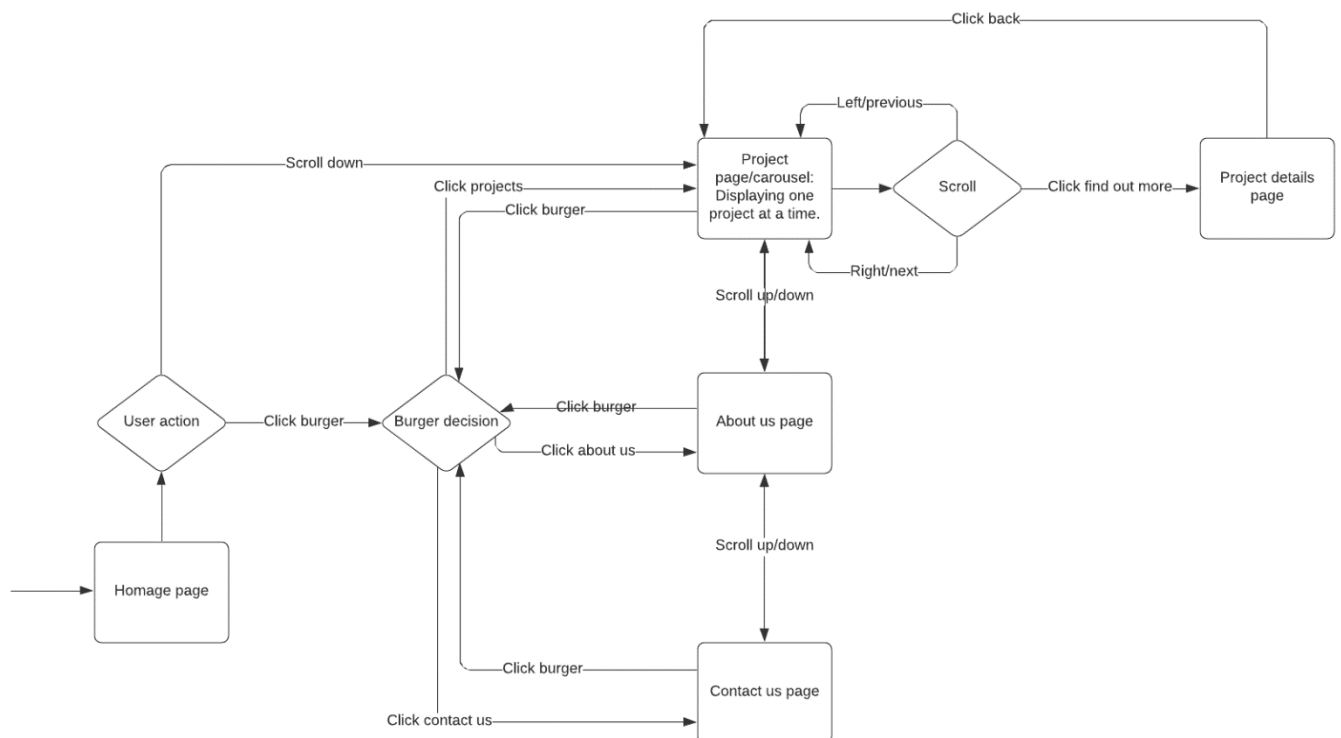- Make our website stand out from the norm.

We must never
- Make website navigation difficult. Instead, the main content must be easily accessible.
- Overwhelm the user with complicated descriptions. These should be kept short and simple. An interested user can click to find out more.
- Overwhelm the user with choice. Presenting a user with one or at most a few projects at a time.

Task Model

Preparation
"Who are they, what do they
offer, how can I find out
more?"

Completion
Potential client secured.

Find page
through search
engine

Navigate website

View company
name, logo and
description

Browse content

Find out more
about company
services and
members.

Collect contact
details

Contact
company.

Client may not know how to
navigate website.

Complex evaluation:

Before contacting a company the
user would like to know the most
important information about the
company such as their name, the
services provided, examples of
completed work for reference and
the companies provided services

User Journey

Click back

Left/previous

Scroll down

Click projects

Click burger

Project
page/carousel:
Displaying one
project at a time.

Scroll

Click find out more

Project details
page

Right/next

Scroll up/down

User action

Click burger

Burger decision

Click burger

About us page

Click about us

Homage page

Scroll up/down

Click burger

Contact us page

Click contact us

Content Requirements

Main content we feel is needed in our website:

- An about us page that goes in depth on the members of the group. This enables the potential customer to feel more comfortable with us and think of us more as people that care about the customer rather than a company.
- A page that describes the work we do and how we can help our clientele push on and become even more successful in their respective fields.
- Examples of our previous work which solidifies our clients trust by showing them that we can implement what we advertise to them.
- A contact us / contact details page so that prospective clients can book for meetings/consultations regarding projects.

What are you trying to achieve?

As we are a content creation company, we feel that our website and its contents advertise us as a company. We are trying to sell ourselves to potential customers and our website is a way to gain their trust and show the customer that we are more than competent to handle any task they send our way. We want our website to reflect the quality of work we provide for our clients. We want to convey that we are professionals who value our clients' needs.

Overarching Theme

We have decided to employ a retro theme to our company. We believe that people are looking for an escape from present day reality. The world is slowly recovering and so are the people. By employing our retro theme, we are activating our client's sense of nostalgia. We are hoping our retro theme will activate our client's dopamine by remembering the good times they had in the past. This will provide an emotional connection between our website/company and our clients. Retro has also been trending amongst younger generations as well, increasing our potential client base.

Colour Scheme

4B2D6E 1C1C1C 9353DD FFE54F FFFFFF

COLOR SCHEME   coolors
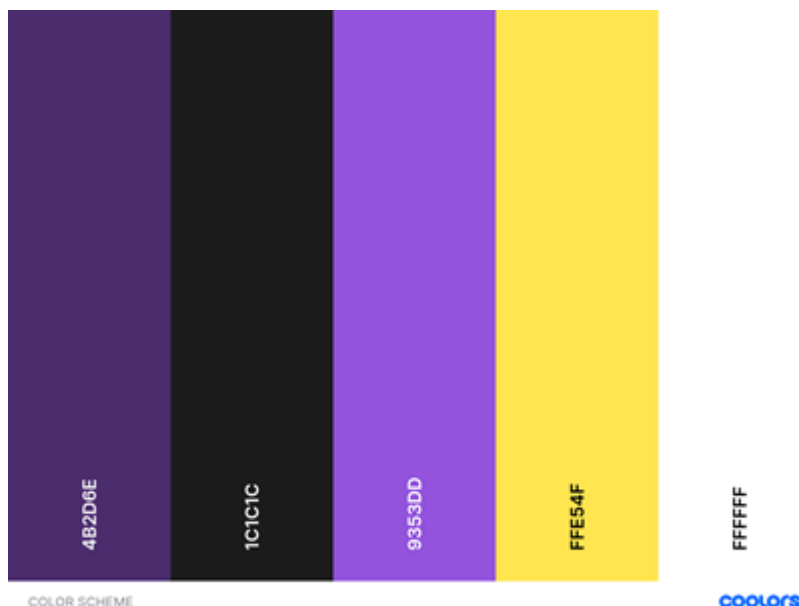
Motivation

Purple

It has been widely perceived that purple is a symbol/color of royalty and wealth. We want to convey to our customers that at our company we treat our customers as if they were in fact royalty. We also want to convey that we recognize professionalism and the high quality of work we do.

Yellow

Bright yellow grabs the viewers' attention and as such we have used it to highlight important sections/elements in our webpage

Black

The color black conveys a sense of class and elegance while also maintaining minimalism. These are characteristics that we as a company would like to be associated with and hence black is perfect for us.

White

We chose white as it conveys simplicity. We chose white to represent our as we want this to be simple for the customer to both read and identify. It also stands out well against our other retro-themed colors which allows the user to easily read the text.

Market Research

Team Geek
https://www.teamgeek.io/

The website for Team Geek features strong use of micro-interactions and animations to enhance the "liveliness" of each page. These animations are applied consistently over all pages. Content on the company and their projects are distributed across multiple different pages.

Where relevant, users are given indications of progress (for e.g., in the project carousel). Additionally, navigating the carousel can be done with either dragging or using the buttons on the actual page.

Color and font choices combine well to form a website that is accessible and user friendly.

Plural
https://www.plural.at/

In contrast to Team Geek, Plural takes a more vertical approach to their web page. Additionally, the website features less animations/micro interactions. On the landing page, users can view who works at the company, overviews of projects completed, contact information and a summary of the company.

When scrolling vertically on the website, the user receives visual feedback in the form of a simple line animating down the middle of the page. This was done subtly and in a way that doesn't distract users. Colors and font combinations provide a website that is accessible.

Brand Candy
https://brandcandy.co.za/services/durban-website-design-and-development/

On visiting Brand Candy, users are presented with a visual landing image, containing the company name and slogan. Navigation is provided by the top navbar, which collapses into a hamburger menu for mobile devices.

When scrolling down, the user is presented with large amounts of text. Requiring users to read significant amount of text can reduce the usability of a website, as users generally just skim through web pages (Moran, 2021).

Iterations of Designs

Initially, we thought of having the main page contain only the company logo/slogan, an overview of some of the projects, and the contact details. However, by having all the content on one single page will reduce the amount of effort needed by the user to achieve their goal.

In terms of colour scheme, we initially tested a full purple background with either yellow or white font colour. This was changed for a dark grey background, featuring purple text. To match the retro company theme, the effect of neon lighting is created by giving select headings and elements on the page a neon purple glow.

Site Structure

On opening the website, users will be presented with a minimalistic landing page, showing the company logo and a splash image. The motivation for this decision is to not overwhelm users with too much information.

A project showcase section follows, revealed as the user scrolls down. The showcase section would provide the title and one or two images of each project. Users can navigate through the different projects by scrolling or using arrows on either side of the screen. To indicate progress, users will be able to see how many projects there are to scroll through, and which project they are currently viewing (for e.g., 2 of 5) (Pernice, 2021).

Whenever a user clicks on a project in the showcase, the website will navigate them to a dedicated page, where a more detailed explanation of the project and additional media (for e.g., trailers for a game project) would be visible. By not providing the full project details on the main page, the visual clutter of significant amounts of text and images are reduced, which aims to provide a user with a clear path to their end goal.

Following the project showcase section, a section dedicated to providing a summary of the company and its mission, along with contact details and a page to view the company members. The page mentioned will provide information on each member, with a summary of each.

Key Features

They key features of our website would be what we use to stand out from others.

We will use neon lights inside our logo as well as when you hover over a project or a person's name in our team, the project or the name of the person will start to glow as if it is neon lights.

We also added the feature of being able to scroll down to see content as well as scroll sideways to view projects, but if users do not want to scroll down, they can simply use the burger menu we provide that has quick links to the different parts of the page.

Another key feature of our website would be that we use our company name as the logo, to make it a bit more interesting we will add the company name in binary underneath the normal company name in text. The text part of the name/logo will glow as well to stay in line with the retro/neon theme we are going for.

Image of Company

We want our customers and users to leave with the image that we are very modern. The look and feel of the website using dark backgrounds with white text and the type of animations, such as the hovering animation, will help us to achieve this image.

Because of the minimalist design of the website, we believe users will have a professional image of our company as well. This is believed because nothing is cluttered or overwhelming to the user.

Through the colour scheme we are using as well as the animations we will leave our users with a retro impression.

Using animations, how we present our projects, the layout of the website as well as the projects themselves we leave people with the thought that we have a vast variety of skills and through this make them trust us with their own projects.

Design Decisions

We decided on making one long page that acts as the home page to contain our projects, an "About us" section, "Our team" section as well as contact us details. This makes the website scrollable but does not make the user feel overwhelmed since there is no clutter and a lot of space between separate sections on the page. To keep the minimalist idea and the use of no clutter the projects will be seen through scrolling sideways and only seeing the project name and image to avoid giving too much information to the user.

To stay within our retro/neon theme we will create a glowing animation that will play when hovering over a project/name. This will keep with the minimalist idea, so users aren't overwhelmed with colours and only see them when hovering over the project/name they want to see.

We will add a simple burger menu for quick access to links to separate sections on the home page. This is to minimize the amount of scrolling since it can become tedious to some users.

When viewing the projects on the home page, users will be able to click on a project they want to view in more detail which will take them to the separate project page. This is done to not give users too much information on one page and to rather let them decide what they want to view instead of forcing them to look at details about every project.

We decided on different shades of purple within our website, this is because purple has a wide variety of feelings associated with it, one of them being creativeness [1]. We want our users to think we are creative which is why purple is used to symbolize this.

We will be using yellow for highlighting important parts of the website. This will be used at minimum as when used sparingly yellow symbolizes friendliness and happiness[2] which is what we want our users to feel when visiting our site.

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[1] http://goingmental.org/colors.htm
[2] http://goingmental.org/colors.htm

We will lastly use a dark grey colour. The reason for this is because grey symbolizes maturity, reliability, sophistication, and seriousness[3]. These are all aspects we want our users to feel/know about our company.

As for our logo, we decided on making it unique by adding our company name in binary underneath the actual company name. The name itself will become our logo as we want it to fit with the rest of our website. We will also be adding a neon glowing effect around the name to make it fit more with our hovering animations but also stand out when nothing is hovered over.

Concept Sketch
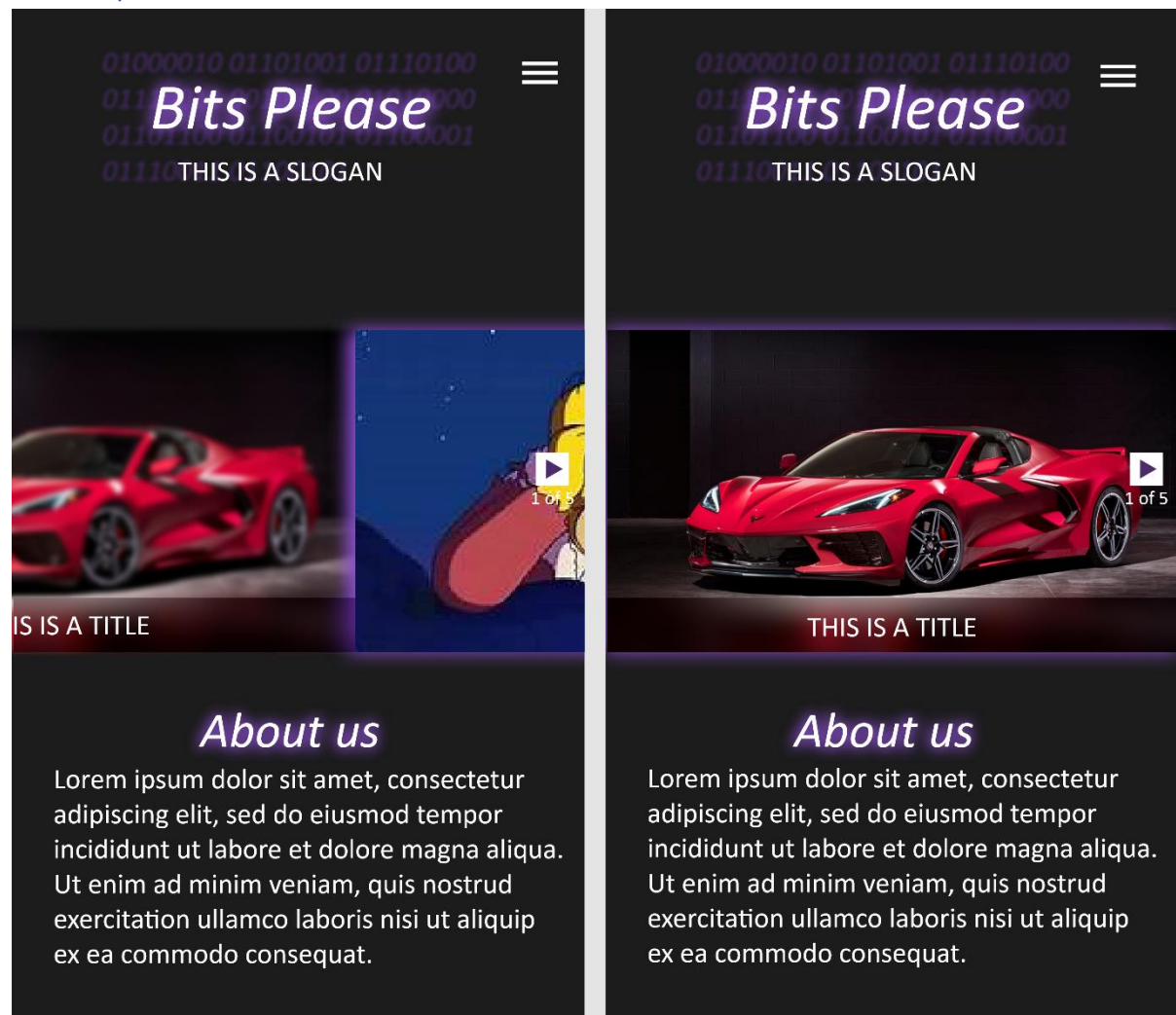
The picture on the left symbolizes the home page. Upon entering the website, you will only see the top part of the page. When scrolling down you will see the car image which symbolizes one of our projects. When scrolling sideways the image on the right represents how to glow will transition from the previous project image to the next one and how the first one will fade out.

Here is the link for the prototype to understand better:

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[3] https://www.theastrologyweb.com/color-meanings/grey-meaning-symbolism.html#:~:text=Dark%20grey%3A%20This%20is%20more%20masculine%2C%20associated%20with,and%20dull%20life%20that%20you%20may%20be%20living.

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