Web Design Case Study

Codepen

Reference: Sparkbox

Overview

- Introduction

- Pre-Design Research

- Wireframing

- Design Implementation

Introduction

Application Development Process

Planning	UX/UI Design	Front-End Dev (Your Role)	Back-End Dev	Testing/Deployment
- Requirements Gathering -Reviewing Best Practices -Competition Research	-Wire-frame UI -Mockup Creation	-Coding Real Prototype Inside App - Interaction Experience	-Develop/Incorporate APIs -Develop BE Architecture	-Functional/User testing -Build Deployment

Introduction

Any job that contains the word "front-end" infers that a person has some degree of HTML, CSS, DOM, and JavaScript professional know how.

- Front-End Developer

- Front-End Engineer

- CSS/HTML Developer

- Front-End UI Developer/Engineer

- Front-End SEO Expert

- Front-End Accessibility Expert

- Front-End Dev. Ops

- Front-End Testing/QA

Reference: Frontend Masters

Introduction

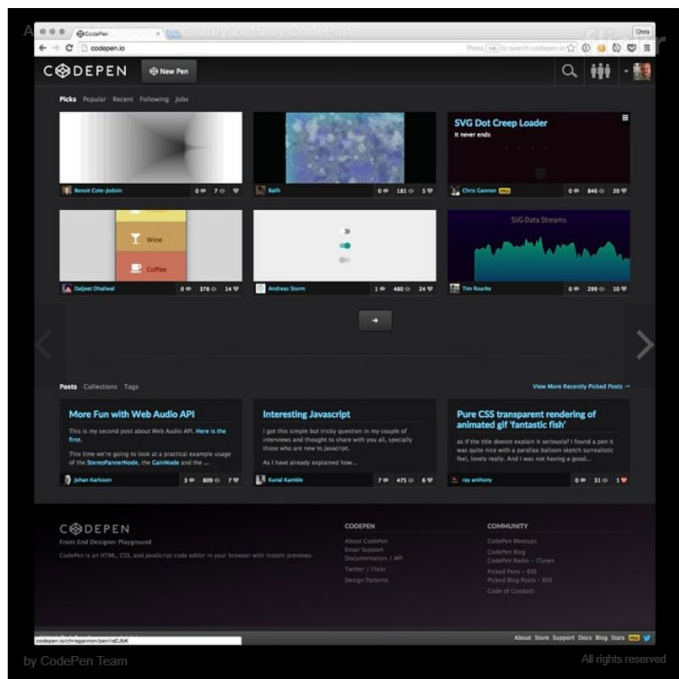**Case Study: Codepen Screen Redesign**

Client:

CodePen is an online community for testing/showcasing user-created HTML, CSS and JS code snippets. It functions both as an online code editor and open-source learning environment. On CodePen, developers create code snippets, called "pens," and test them.
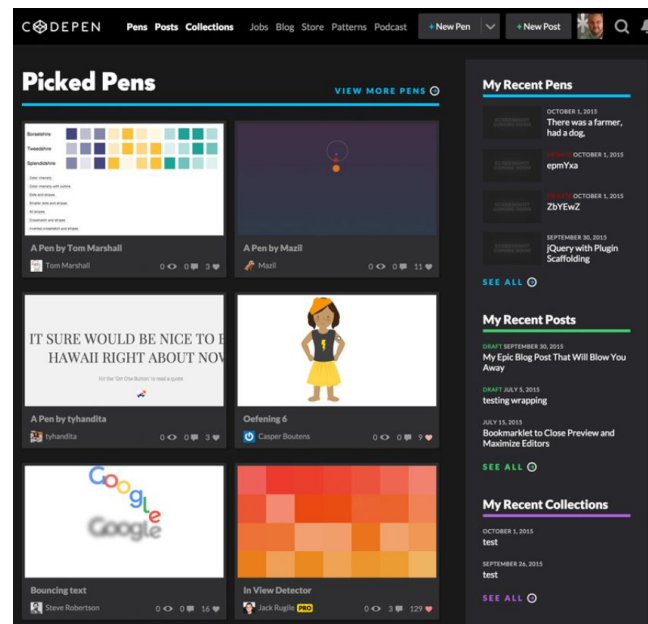
Their website: https://codepen.io/

Introduction

Landing Page: Before

Landing Page: After

Pre-Design Research

This helps set the goal of effective websites

Action items:

- Stakeholder Interviews
- User Research

Goals Achieved:

- Understanding of website's primary goals/ story
- Learning about site organisation
- User preferences/interests

Pre-Design Research

Stakeholder research takeaways:

"Important people in community expressing positivity about the site. Having a design language"

"A design we're excited about. Users associating CodePen with good design/UX"
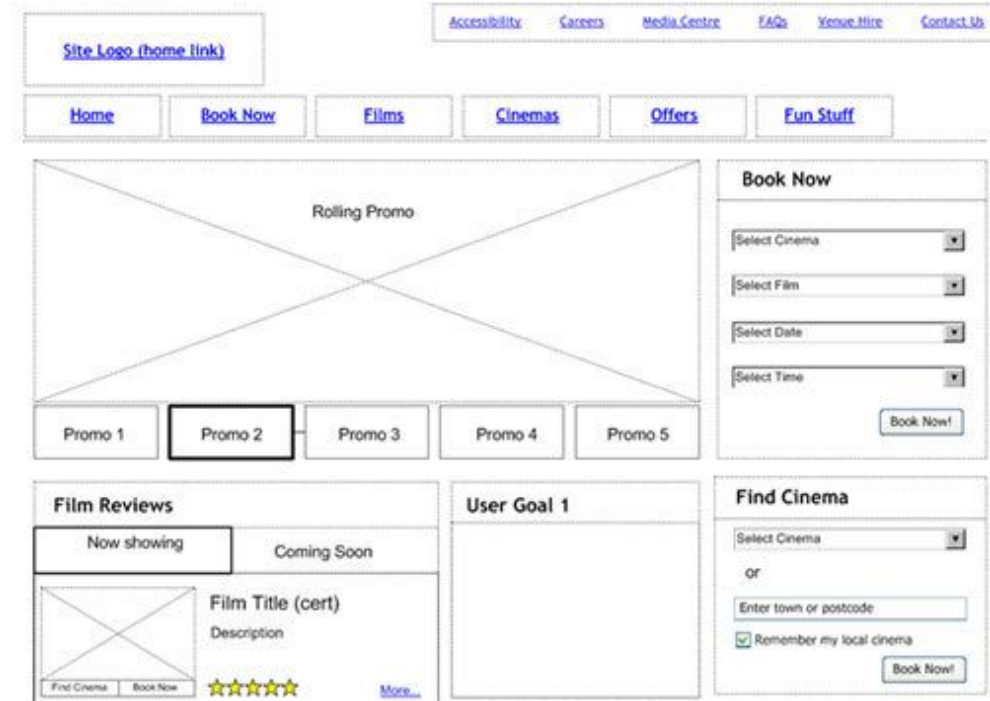
Pre-Design Research

User Research Takeaways:

- [User Preference Survey results](#)
- User Interviews to help understand more about current usage
- Ethnographic Observation to identify user experience issues and workarounds
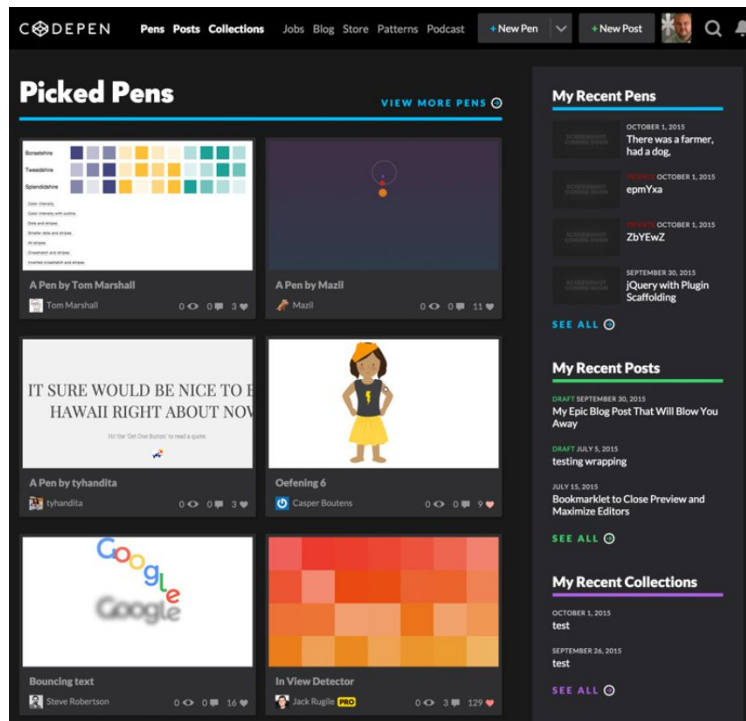- Creation of User Personas([Result](#))
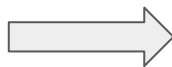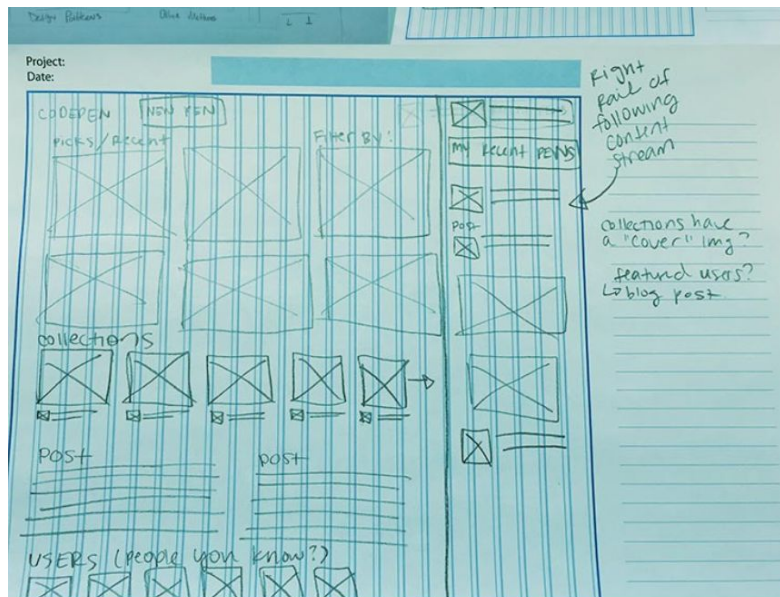
Wireframing

Purpose of Wireframes:

- Way to design a website service at the structural level.

-

- Commonly used to lay out content and functionality on the page

Source: experienceuk

Wireframing

Design Implementation

- Creation of Design Document
    - Understanding of existing/ Creation of Style Guides
    - Agreement of site goals/ objectives(For eg: In our case, the need to make codepens more social)
    - Agreement of vision and story of product

- Translation of Design Document

Design Implementation

- Understanding of [codepen style guides](#)

- Creation of Codepen screens
    - [Pens Page](#)
    - [Posts Page](#)
    - [User Posts Page](#)
    - [Individual Posts Page](#)

Design Implementation

- After approval of client/ sharing of screens, coding and development begins

- **This is where the Front End Developer role starts**

- Good coding skills, teamwork and communications key to the process

- Launching a website is an iterative process and therefore constant

  redesign/re-work is part of FE process

Group Activity

Activity 1

- Divide the teams into members of 3
- Choose any existing app under the 'Travel' theme
- Understand the website structure/ user requirements
- Redesign(Create a wireframe) the elements to improve user experience

Activity 2

- Divide the teams into members of 3
- Think of an app under the 'Travel' theme
- Understand the user requirements
- Design(Create a wireframe) the elements of the website