

Research

Name

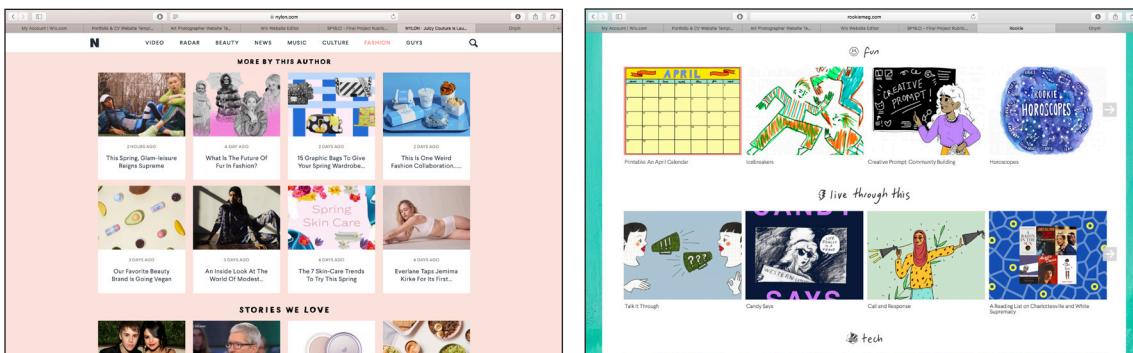
The name of my website is "The Hive." The base definition of a hive is, "A place in which people are busily occupied." According to Urban Dictionary, a hive is also, "A place where people get together; a hang-out." This encompasses part of my website's aim. I want it to be a place where young adults can come to unwind, catch up on the news of day and get inspiration from the art and music that is posted on the site. I also want them to be "busily occupied." I want my site to retain my user's attention through the quality of content and keep them coming back for new updates.

Competitors

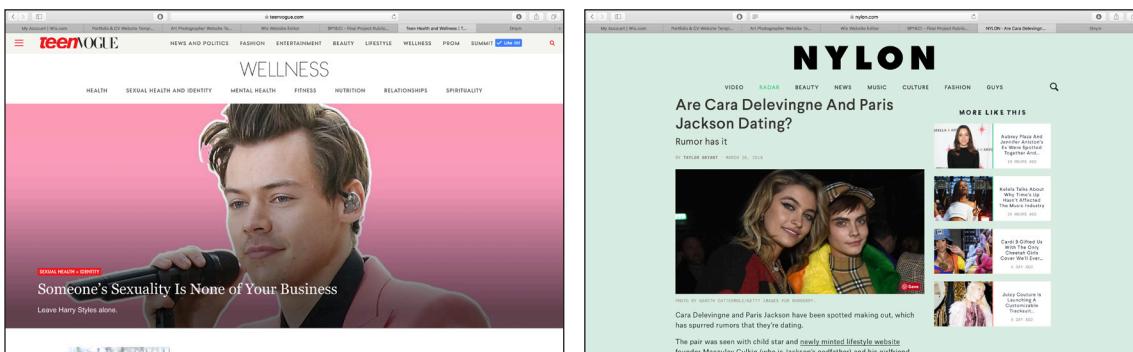
I looked at Teen Vogue, Nylon, RookieMag and Milk.XYZ's websites. These websites all have the same target market as my website. When going through these sites I took note of the type of content that they were including, the layout of their content, their navigation, typography, color use, images and interactions. I was the least impressed with Teen Vogue's website, especially as one of the leading brands for teens and young adults. Their site has no interesting interactions, pixelated images, a lot of unintentional white space. The website that I thought was the most effective was Milk.XYZ. Their website has strong photography and their design has a good balance between minimalism and decoration.

Competitors' Faults

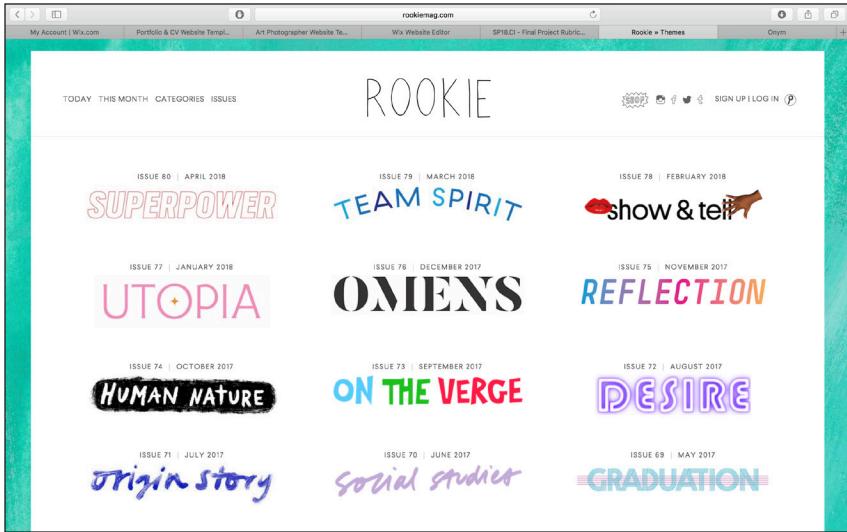
All of the websites I looked at display their content in squares, laid out in rows and columns. This is a boring and overdone layout.



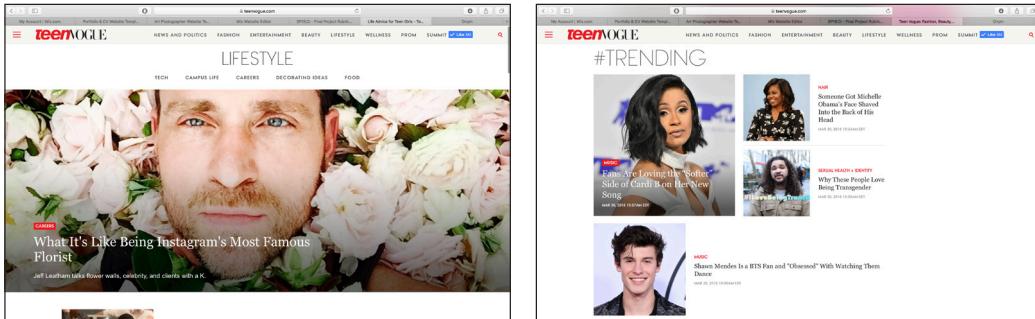
Trivial, gossip as content.



Too many styles and immature, hand-drawn aesthetics.



Pixelated images and too much unintentional white space.



Target Market

'My target market is young adults in their late teens and early 20s. As someone in my early 20s, and who has friends of a similar age, I feel fairly comfortable with this target market's interests. But to further my knowledge on what exactly people my age want to see from a website. I looked at two different studies that research how young adults navigate websites. The conclusion I came to from reading both of these studies was to target my website at urban, street youth culture in New York.'

01: Web design for 'young people'

This article was extremely helpful to me in deciding how to go about choosing my content. It said that "young people" are not a target audience, and that you need to do research into which group of young people you are appealing to. Is it a subculture like punk rock fans, skateboarders or art lovers? Tailoring your site to the interests of a group of young people and having something specific to say is extremely important, otherwise the message of your site gets lost amongst a sea of young people. The article also urged web designers to stay clear of trends, as they are always changing, which will make your website hard to update. Lastly, the site advised you to make the site easy to use which I think is a key proponent.

citation: <https://reazondigital.com/insights/web-design-for-young-people/>

02: Designing for Young Adults(18-25)

This article explained how young adults, aged 18 to 25, differ from teenagers and adults in how they use websites. When compared to teens young adults are usually more skeptical of website content, and want interactive elements to be purposeful instead of fun and aesthetic. When compared adults, young adults tend to take more notice of the design of the website and its visual appeal. I have included screenshots of the full lists below:

citation: <https://www.nngroup.com/articles/young-adults-ux/>

How Young Adults Differ from Teenagers

It's tempting to assume that the guidelines provided in [our report on how to design for teenagers](#) would apply just as well to designing for young adults — particularly since the youngest young adults (aged 18) are technically teenagers.

However, we found that young adults exhibit different behaviors as compared to the teens we've studied.

- While teens enjoy sites that provide interactive features like games and quizzes, **young adults like interactivity only when it serves a purpose** and supports their current task.
- Teenagers tend to be poor readers, and they prefer nontext alternatives like multimedia content. Some young adults, particularly college students, are strong readers, but they still don't enjoy reading large amounts of text online. They **prefer content that is easy to scan**.
- A site targeted to teenagers will not hit the right tone for young adults. **Young adults are sensitive to tone**. They will feel insulted if they suspect the site is talking down to them, and will notice if the site is trying too hard to appear cool.
- **Young adults are much more skeptical** of the information presented on websites. They demand more evidence to support claims than teenagers do.

How Young Adults Differ from Older Adults

Due to their upbringing with access to digital communications technology, Millennials are often the subject of widespread **misconceptions**. Some have even suggested that digital natives have brains that are literally hardwired differently from older generations. To some extent, this can be attributed to the age-old phenomenon of stereotyping and moral panic about the failings of "kids today."

In many ways, young adults are just like other adult user groups — they want easy interactions, straightforward content, and an enjoyable experience. However, there is some truth to the idea that Millennials have slightly different approaches to digital interfaces.

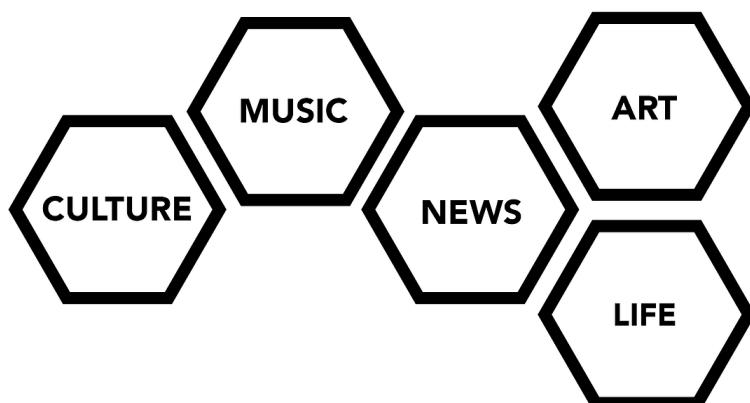
- Compared to older users, **young adults tend to be extremely confident in their own ability to navigate digital interfaces**, even when encountering radically new design patterns.
- As a consequence of their confidence, **young adults are error prone** when using interfaces. They often click first, and ask questions later.
- Additionally, **young adults rarely blame themselves when things go wrong** — unlike older users. They typically see usability issues as the fault of the site, and will sometimes criticize the organization that the site represents.
- Many of these young adults grew up alongside Google. They're quick to **use Google as a reference point for ease of use and simplicity**.
- **Young adults may have very different opinions about the visual appeal of websites than older adults do** (see [our survey on flat design](#), which used [the Microsoft desirability toolkit](#)).

Design:

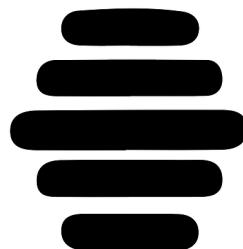
Iterations of Logo:



Menu Navigation:



Menu Button:



Typography:

Aktiv Grotesk Bold ⚖ ⓘ
Realigned equestrian fez bewilders picky monarch

Aktiv Grotesk Bold Italic ⚖ ⓘ
Realigned equestrian fez bewilders picky monarch

Aktiv Grotesk XBold ⚖ ⓘ
Realigned equestrian fez bewilders picky monarch

Aktiv Grotesk XBold Italic ⚖ ⓘ
Realigned equestrian fez bewilders picky monarch

Aktiv Grotesk Black ⚖ ⓘ
Realigned equestrian fez bewilders picky monarch

Meta Serif Pro Book ⚖ ⓘ
The Hive Digital Editorial Site

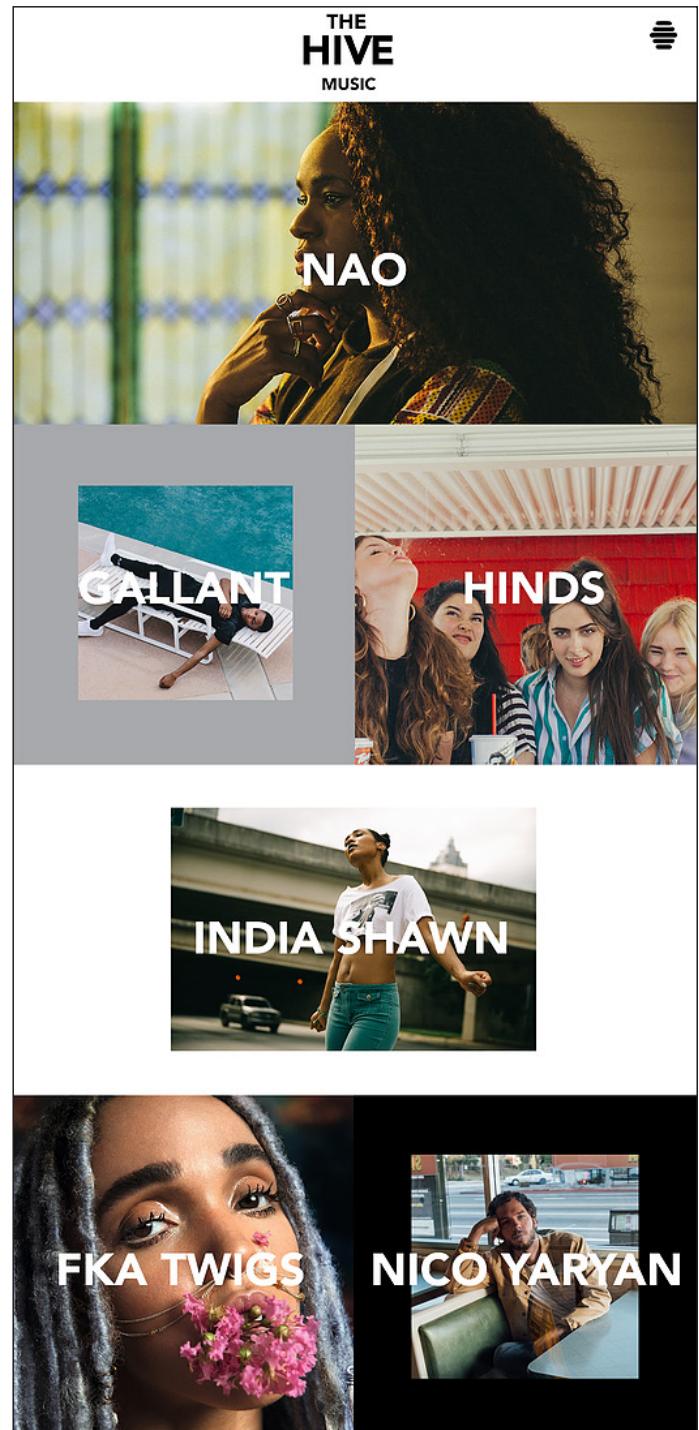
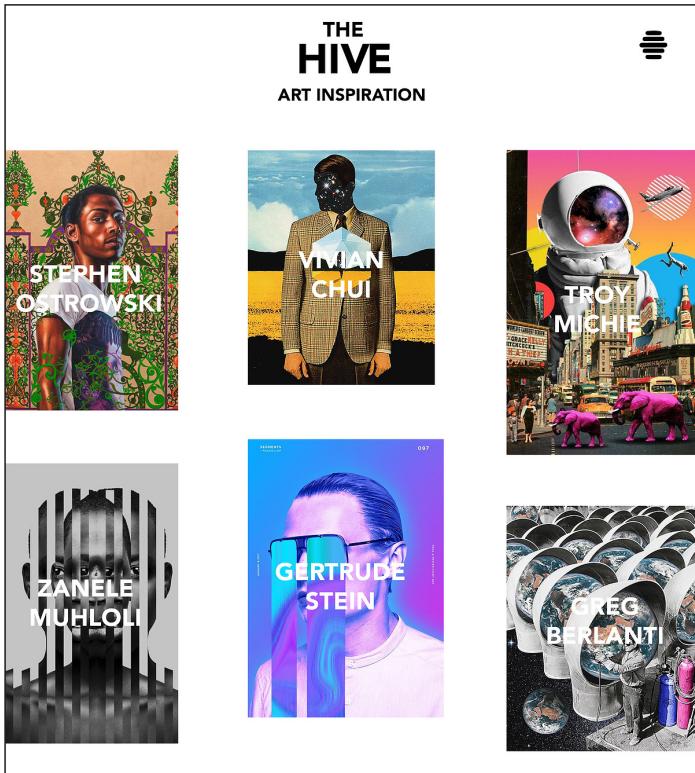
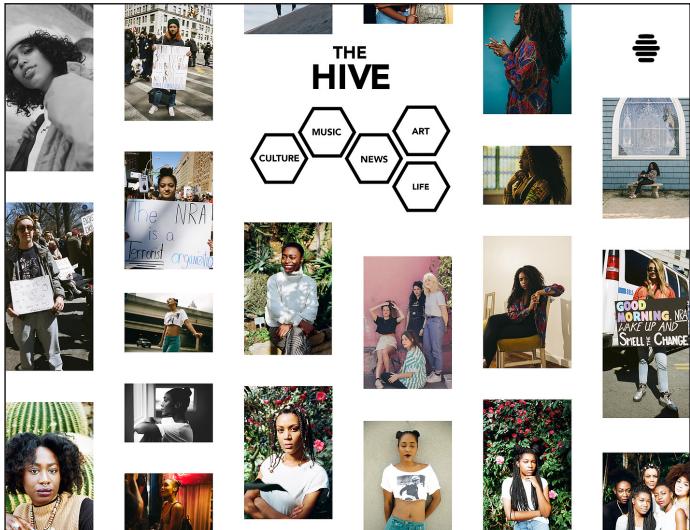
Meta Serif Pro Book Italic ⚖ ⓘ
The Hive Digital Editorial Site

Meta Serif Pro Bold ⚖ ⓘ
The Hive Digital Editorial Site

Meta Serif Pro Bold Italic ⚖ ⓘ
The Hive Digital Editorial Site

Meta Serif Pro Italic ⚖ ⓘ
The Hive Digital Editorial Site

Design(wireframes):





JESSICA MADAVO'S STRIKING PORTRAITS OF BLACK SCHOOLGIRLS WITH NATURAL HAIR:



A LESSON IN BEAUTY WITH TRANS MODEL MAXIM MAGNUS

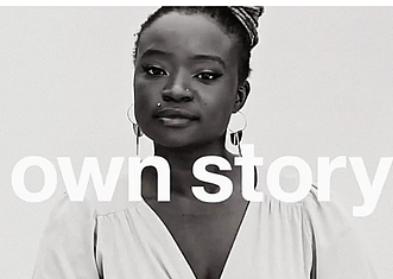


MARCH FOR OUR LIVES: 50 MILES MORE



Student activists take part in a four-day, 50-mile march from Madison to Janesville, Wisconsin - Speaker of the House Paul Ryan's hometown - to call for gun control. The idea for "March for Our Lives: 50 Miles More" came to a group of students at Shorewood High School -- in a suburb of Milwaukee -- as they were discussing ways to continue raising their voices on the issue of gun reform after Saturday's national march.

TWITTER'S TRIBUTE TO WOMEN RINGS HOLLOW FOR SOME TARGETS OF ABUSE



During the Oscars, Twitter ran a TV ad featuring the words of queer poet Denice Frohman alongside a series of women, including filmmaker Ava DuVernay and actress/producer Issa Rae. "I heard a woman becomes herself the first time she speaks without permission," the ad begins. It finishes with the hashtag #HereWeAre. The campaign is intended to spark positive conversation around the strength of women.



POWERFUL PORTRAITS OF YOUNG NEW YORKERS FIGHTING FOR GUN CONTROL



4 DOMINICAN CREATIVES ON WHAT IDENTITY MEANS TO THEM



5 AFRICAN-GERMAN WOMEN ON CULTURAL APPROPRIATION



NAO

Nao is taking us to church. Outside, Ruby Street glows like a storybook cottage, its stained glass window scattering a thousand jewels onto the sidewalk. The scene inside the Highland Park church, which was built in 1895, is cozy, a swarm of tiny bulbs and light filtered through amber glass warming the hardwood floors.



"I never saw that many people like me doing the singing thing."

Still, the voice is what really beckons. It's not a choir, but it might be more powerful than that—Nao, alone save for her acoustic guitarist, stands in front of a crowd hanging onto her every note, a crowd scared to breathe lest they miss a single word. She commands attention. While she's petite, her shock of inky curly adds a few inches. Painted cherry red, her lips repeatedly break into a wide smile. Tonight, she's wearing a crop top, and she does have a confidence about her, but her energy is more fully sexual than earthy, like SZA. So it's surprising what she says next. "This is a song about dealing with your own insecurities," the 28-year-old singer says, introducing "Fool to Love" in her lilting East London accent. "That little devil on your shoulder telling you you can't do something." At least lately, Nao hasn't been listening to him. After years of singing in groups, she ventured out on her own two years ago when she uploaded the song "So Good," a sexily off-kilter collaboration with A.K. Paul (ep., the mysterious la! Paul's brother) onto her SoundCloud. Nervous about the reaction (or if there would even be one at all), she shut down her phone, but there was no reason to fret—it racked up 50,000 plays and was spun by Zane Lowe that very night. Since then, she's released two EPs in the vein of her signature "wonky funk" genre. So Good and February 15; booked Glastonbury; toured with Little Dragon and featured on Disclosure's sophomore album, Caracal. And then, as if to kick that devil of self-doubt while he was down, he launched her own label, Little Tokyo, on which she released her studio debut, *For All We Know*, in July.

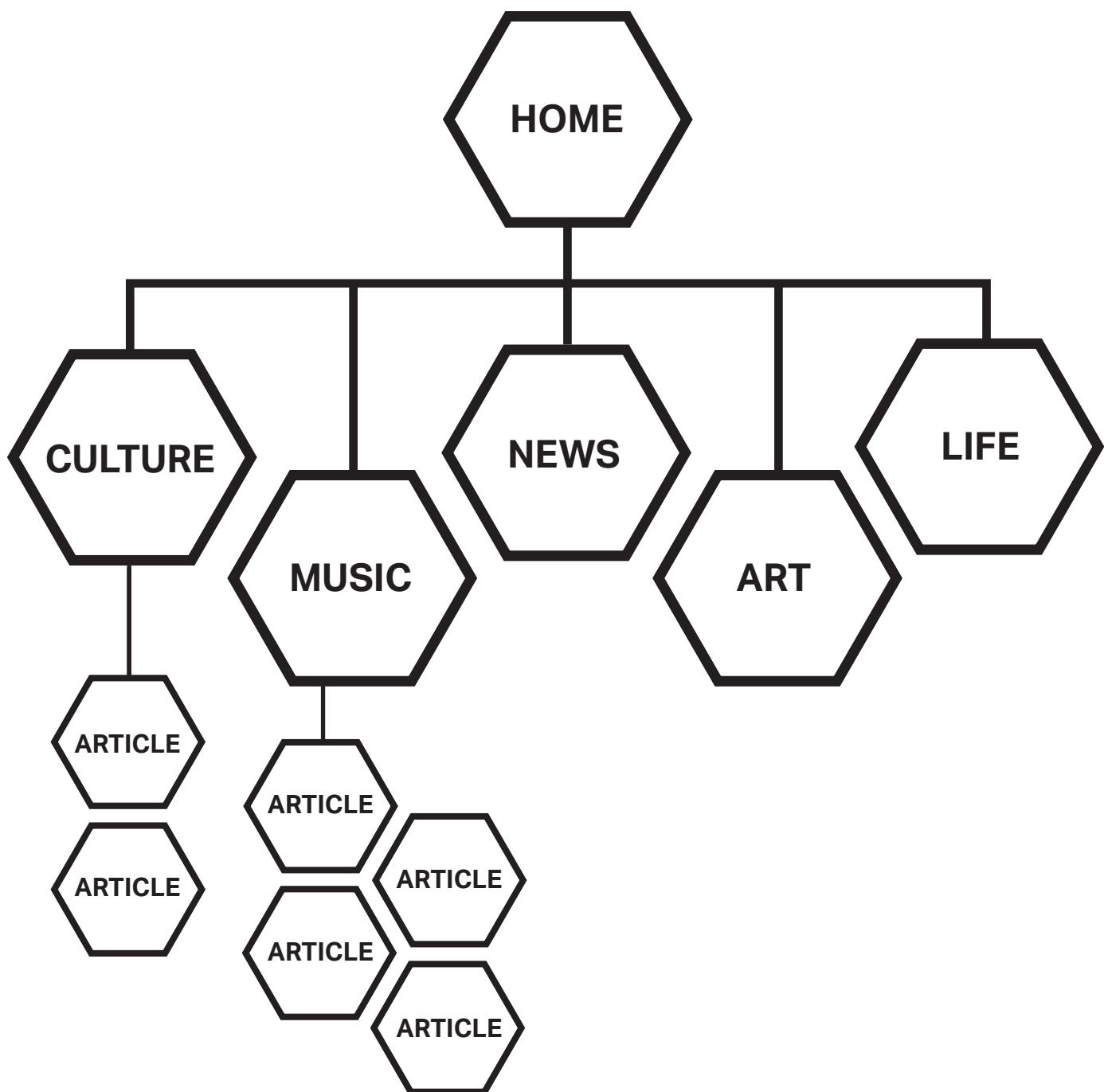
"I was a singer for everyone else but my own music for ages. I was like, 'I'll do it tomorrow, I'll do it tomorrow.' But the time is now," she tells me earlier that day. "My album title is one of my favorite songs, and the version is by one of my favorite singers, Donny Hathaway. The sentiment—'Love me, love me tonight, tomorrow is made for someone else, I'm not here for all that'—is what you have to today. You have to live now." When she was little, Nao says, her family would travel three hours from London up to Birmingham to visit her grandmother. A deeply religious woman, her grandmother congregated at church every evening for choir practice, and carried Nao with her. The older Caribbean men and women's voices would meld and rise to the sky in a rich cloud of sound, pregnant with praise and heartache and joy. But at seven years old, she was so bored at those choir practices, all she wanted to do was get out of there. Tonight, the message Nao preaches is sticky, and no one at Ruby Street wants to leave. Twenty years ago, all those eyes on her would've shot her into a panic. Growing up in Woodford, a small suburb of London, she says she was "painfully shy." "I'd hide behind my dad's knee," she says. "I didn't really have a voice. You could tell me to do anything, and I would, 'cause I couldn't say no." Because Woodford was "super dry and quite mono-cultural," Nao and her siblings' creativity was sparked at home, where music trumped television. Nao's mother, who was a social worker, wasn't big on toys or Barbies, but Nao remembers that she loved playing dress-up—another hobby to disappear. It wasn't until she was 14 and her mom forced her into a singing club that she began to blossom.

Mobile wireframes:

The wireframes illustrate the mobile interface for 'THE HIVE' app, featuring a clean design with a white background and a top navigation bar.

- Top Row (Left):** A vertical news feed section titled "THE HIVE MUSIC". It includes a large image of NAO, smaller images of GALLANT and HINDS, and a portrait of INDIA SHAWN.
- Top Row (Middle):** A horizontal news feed section titled "THE HIVE CULTURE". It features a collage of images related to music and culture, including a person dancing, a woman in a colorful dress, and a woman sitting on a bench.
- Top Row (Right):** A vertical news feed section titled "THE HIVE ART INSPIRATION". It includes a portrait of VIVIAN CHUI, a woman in a futuristic space suit, and a woman with pink hair.
- Middle Row (Left):** A vertical news feed section titled "THE HIVE WEEKLY NEWS". It features a large image of a protest march titled "MARCH FOR OUR LIVES: 50 MILES MORE", a smaller image of a protest, and a portrait of a woman.
- Middle Row (Middle):** A vertical news feed section titled "THE HIVE LIFESTYLE". It includes a portrait of JESSICA MADAVO and a woman with curly hair.
- Middle Row (Right):** A vertical news feed section titled "THE HIVE MUSIC - INTERVIEW". It features a portrait of NAO and a quote from her: "I never saw that many people like me doing the singing thing."
- Bottom Row (Left):** A vertical news feed section titled "THE HIVE". It includes a portrait of MAXIM MAGNUS and a quote from her: "During the Oscars, Twitter ran a TV ad featuring the words of queer poet Denice Frohman alongside a series of women, including filmmaker Ava DuVernay and actress/producer Issa Rae. 'I heard a woman becomes better at love when she speaks without permission,' the ad begins."
- Bottom Row (Middle):** A vertical news feed section titled "THE HIVE". It includes a portrait of NAO and a quote from her: "Still, the voice is what really beckons. It's not a choir, but it might be more powerful than that. Nao, alone save for her acoustic guitar, stands in front of a crowd hanging out in a basement. She's wearing a crop top, and she doesn't miss a single word. She commands attention. While she's petite, her shock of inky curly adds a few inches. Painted eyelids, a dark smoky eye, and a red lip. Tonight, she's wearing a crop top, and she does have a come-hither quality, but her energy is less overtly sexual than earthy, like SZA. So it's surprising what she says next. 'I've been writing songs about my insecurities,' the 25-year-old singer says, introducing "Food to Love" in her Bling East London accent. "This little devil on your shoulder telling you you can't do something." At least, lately, Nao hasn't been listening to him."
- Bottom Row (Right):** A vertical news feed section titled "THE HIVE". It includes a portrait of NAO and a quote from her: "I was a singer for everyone else but my own music for ages."

Build:



What went well in my process:

- Thorough research helped me create a design and find content that related to my target market.
- Good understanding of my target market.
- High quality images.
- Interesting compositions.
- Solid, thought-out wireframes, which allowed me to jump into code fairly easily.
- Most of KPI's met, and generally good user feedback.

Failures:

- Images too high in quality, which slowed down the site a lot.
- Didn't consider the input function enough.
- Didn't consider interactions enough - mostly focusing on the graphic design.
- Making the images on the home page clickable seems to be a coding problem.

Improvements:

- Focus on Javascript and interactions.
- Include music playlist based on your favorite genre, or option to subscribe to the website.
- Resize images.
- Making more elements clickable and interactive.

User Testing:

For user testing I interviewed four people from my potential target market. I recorded the screen while they used my site and then afterwards asked them the questions below:

1. What was your first impression when you entered the website?
2. What makes us stand out from the competition, such as sites like Teen Vogue and Nylon?
3. Which pages are you most likely to visit?
4. Did you have any trouble navigating the site?
5. What improvements would you make to the site?
6. Is the content relevant to you, and speak to your interests?
7. What do you think of the overall composition of text and images?

Positive Feedback from User Testing:

- All of the interviewees really liked the videos that show up on the hover of the menu buttons.
- They all related to the content and were familiar with at least two of the artists featured.
- They all liked the images and colors of the different articles.
- They liked the design of the site and thought it was more contemporary than other websites.
- Almost all users said that the content was more inclusive and relevant to our age group as it featured a diverse range of people and a lot of current events and music.
- All of my users scrolled to the bottom of the article pages.
- All users said the site was easy to navigate, and that it was even fun to use the navigation tools.
- The users felt that the site was visually very strong and that the typography was clear.

Improvements Based on User Testing:

- Make more of the images clickable, as most of my user's tried to click on the images.
- Separate the articles more on the "News" page.
- Sort out small glitches in hover states.
- Link the artists' work in the "Art" page to the artists' websites.
- Speed up the site.
- Include more interactive elements.
- The users felt that the site was visually very strong and that the typography was clear.

Lessons Learned

1. Always add your content with loading time and speed in mind, as this proves to be a consistent issue for me with large image sizes.
2. I should consider making more elements clickable.
3. Have concrete, and well-thought out wireframes and plans so that coding is less unpredictable.
4. Factor in all design elements when you first start coding, as adding a new aspect later is often difficult to include.
5. Be flexible and open to critique at all stages of the process, and get advice early on in the process of coding.
6. Consider the mobile design more, as this is often how most people view websites.