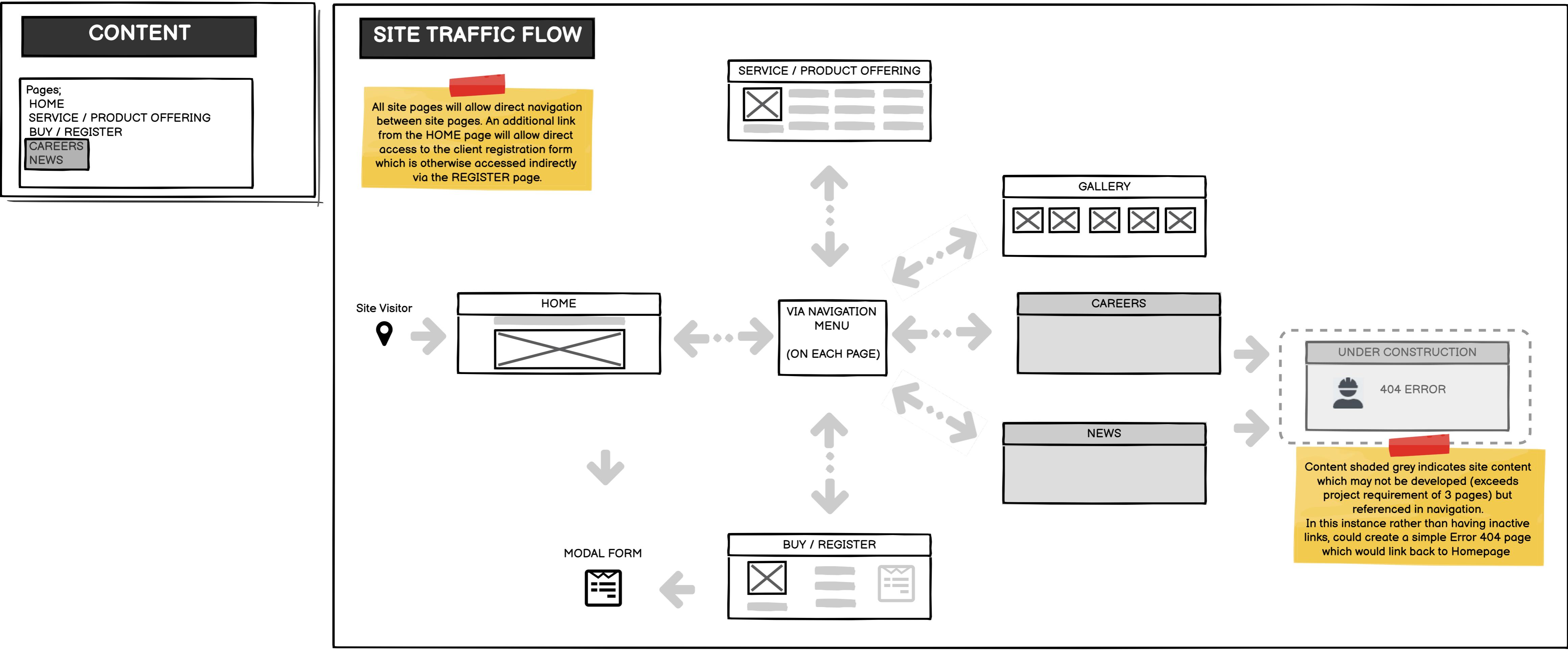


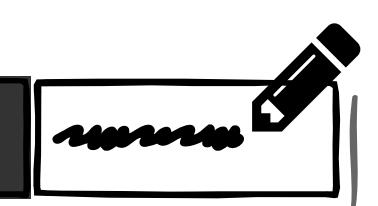
1

UX



2

## Initial Concepts



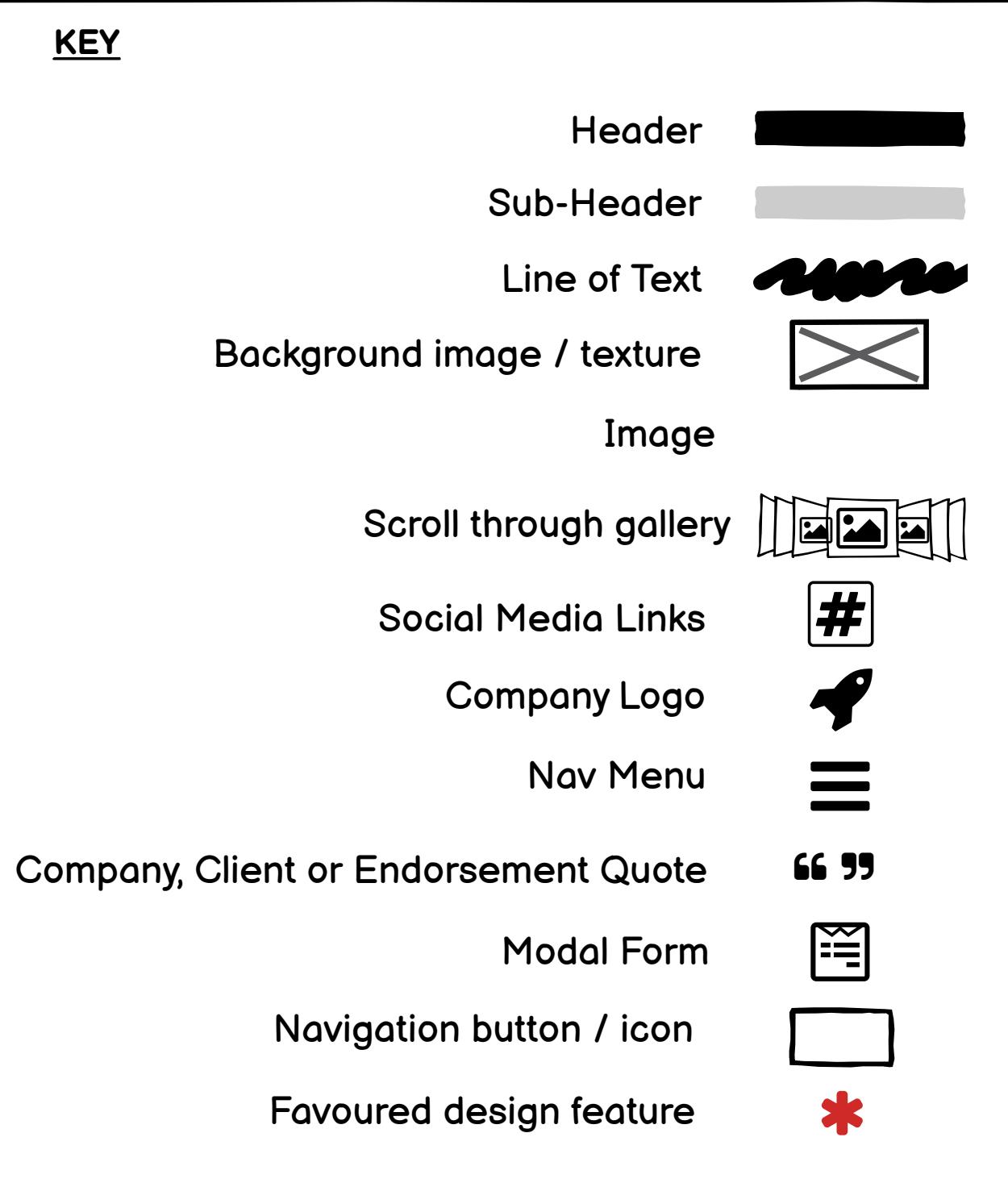
**Home Page**

Familiar look / feel for users.

Large - wide view image on page load enhances users emotive response  
Mini Gallery - small number of images to entice users to navigate further through site

More minimalist / requires less strain on users part. Inclusion of quotes or endorsement could provide a nice break-up and further entice / reassure users.

Like nav bar to right side, adds slight variation to typical horizontal menu. Content collapsed under headers, retain minimalist look but information revealed as required



**Service Offering**

Clear and easy on user, but lacks originality

One large image to left either static or scrolls down a large image would be effective. Potentially adding smaller images with zoom transition effects as page scrolled. Like inclusion of quote but only if not used on Home page.

More minimalist / less strain on users part.

Variation on prior example, small images expand (and brief text displayed?) when hovered. Would need further thought for non-desktop?

**Gallery**

Nice layout and use of effects, but would not use if similar applied to Service Offering (above).

Collage view (akin to example used in Love Running exercise). Would be simple to adopt but does not generate as much appeal or allow for additional text.

Slight variation to collage view with images grouped by relevance to each other

Gallery view allows 1 large image to be displayed which user cycles through. Nice approach but don't know if this would require skills beyond HTML / CSS??

Takes previous gallery view to next level where in addition to main image, additional smaller images overlaid - likely this would be too onerous to implement at this stage but worth keeping in mind for future project.

**Register Details**

Minimal - registration form takes full focus with subtle background image

Registration form has small number of enticing images surrounding form, but minimal other text

**Registration Form**

Simple form capturing details, checkbox for newsletter / emails and submit / cancel buttons

Slight variation to prior version with some limited images included

**Error 404 Site**

Simple page with 404 message and link back to HOME page.

Similar to prior page but with humorous message

3

## Mid-Level Designs (All Devices)



### Key Design Elements (informed by concepts)

#### General (relates to all pages);

- Keep minimal & clean - easy on the eye
- Navigation through site should be clear and intuitive
- Images should be eye-catching - not overly detailed
- Text should be short, snappy and attention grabbing
- Colour scheme & styles are appealing and relevant to the company - to be applied consistently across site / corporate branding
- Fixed header / footer consistent across pages
- Expandable navigation panel on right hand side, accessed through;
  - menu icon (mobile devices)
  - vertical menu bar (desktops)

### Key Features

#### Content;

- Header: Logo, Brand Name, Navigation icon
- Footer: Social Media links

#### Technical Features;

- Collapsible navigation menu
- Use of transition effects for images

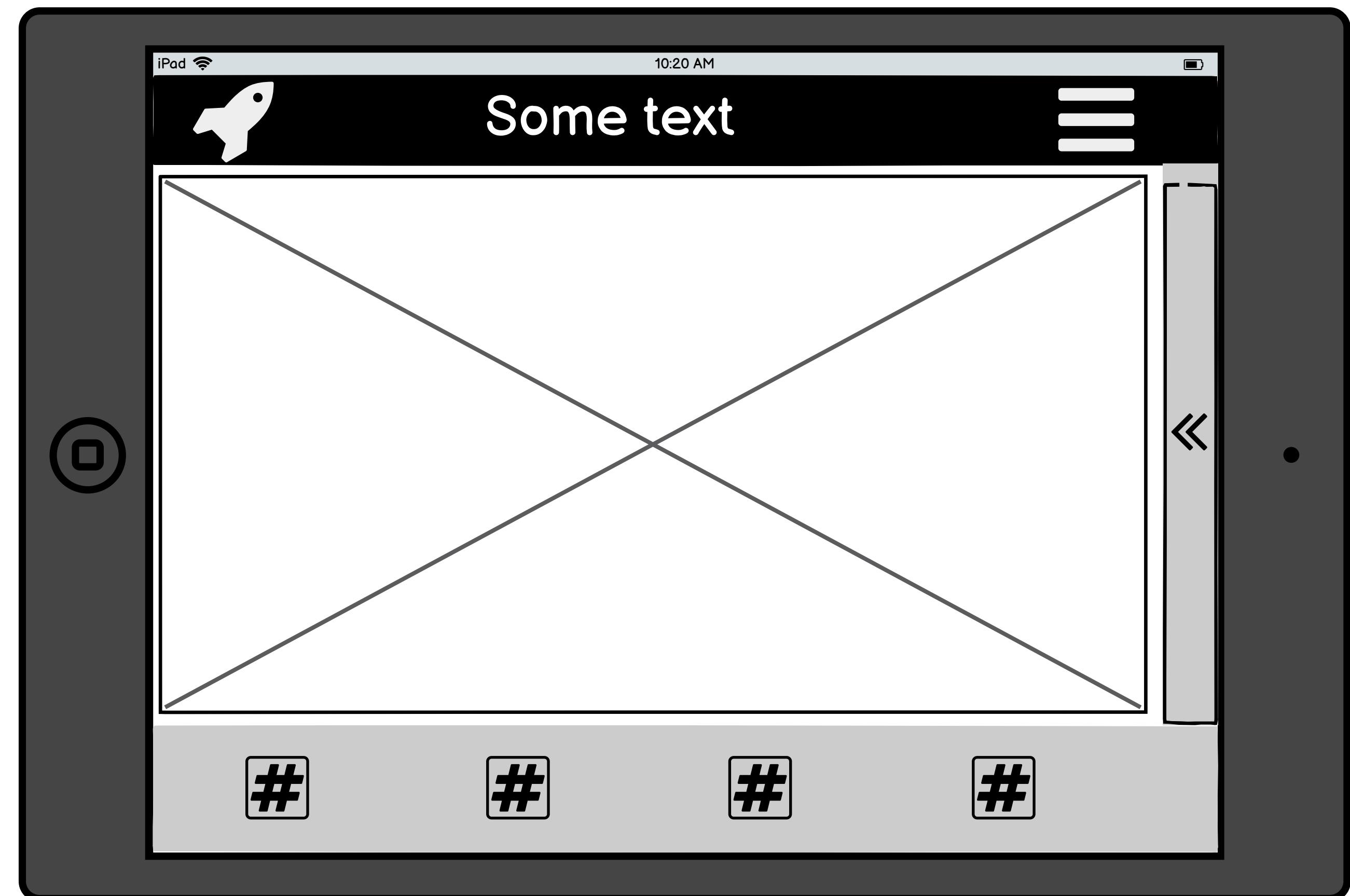
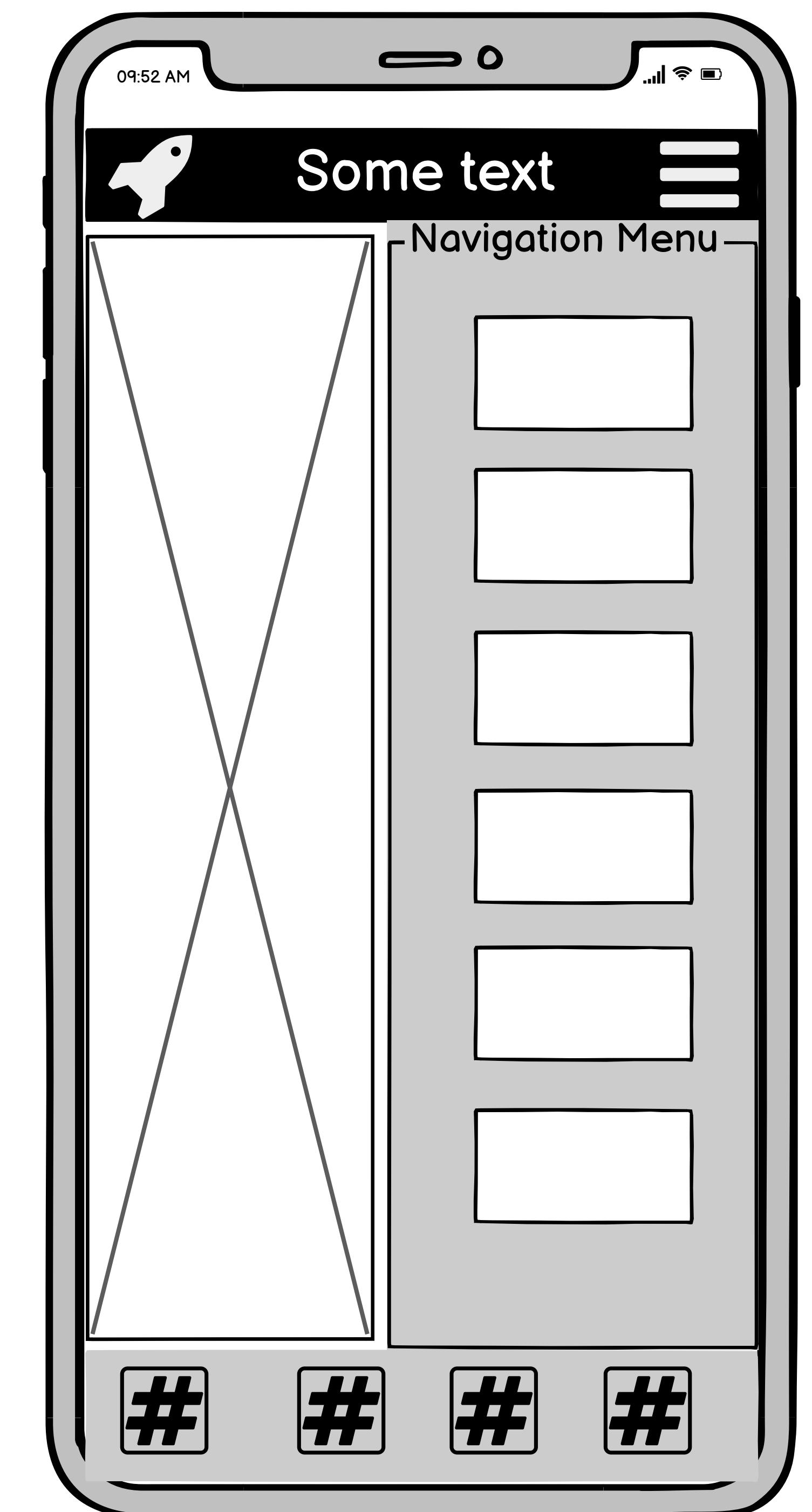
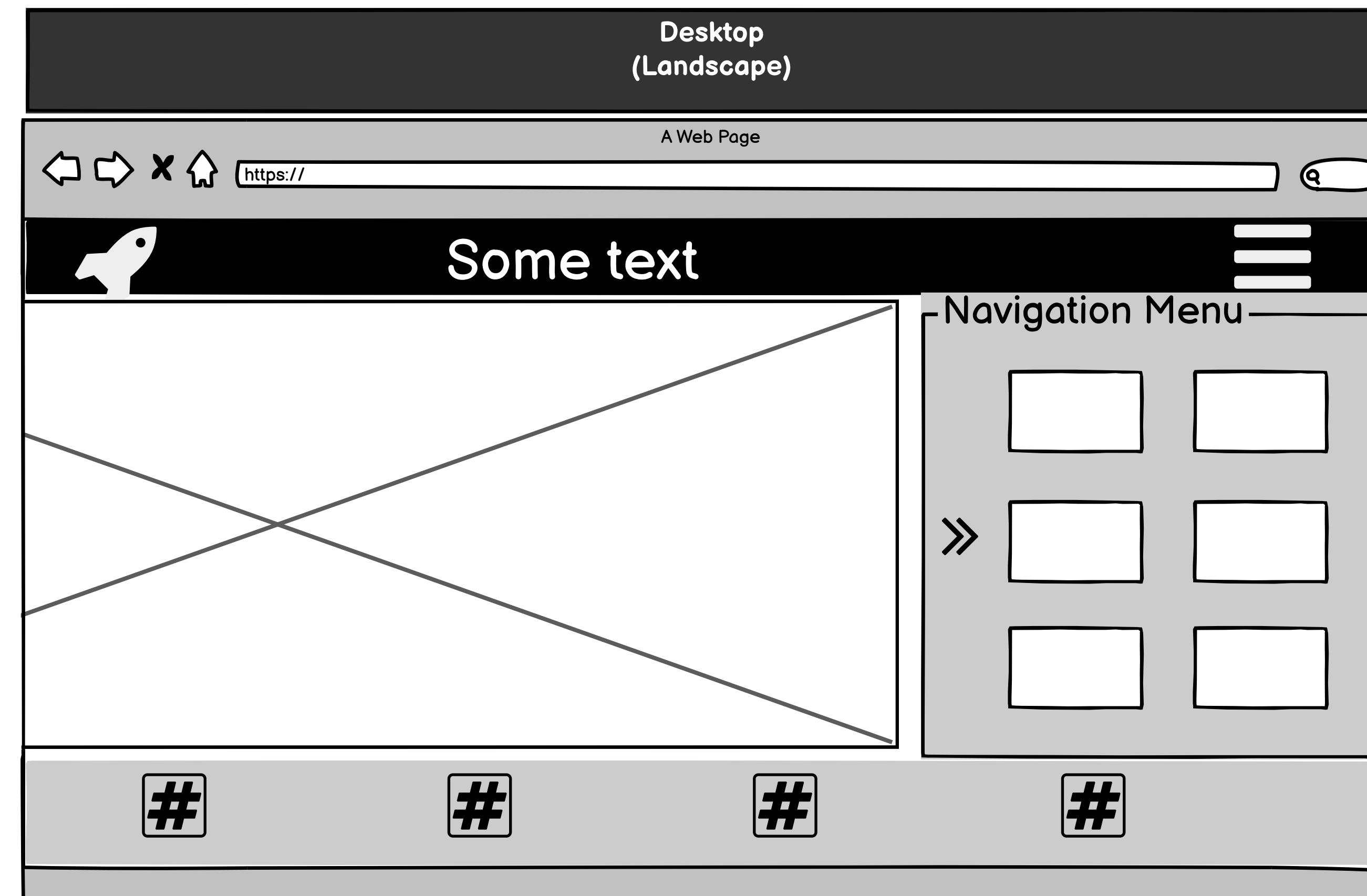
### Further Investigation (technical dependencies - may need to change / adapt)

- collapsible navigation pane - determine most appropriate impact on the other content, i.e;
  - remains static (i.e. overlapped by nav)
  - slide across (i.e. partially unseen)
  - condensed (text / images wrap or reduce in size)
  - content reduced (e.g. title / image or icon only)
- ability to apply texture skin / decals as opposed to colours alone

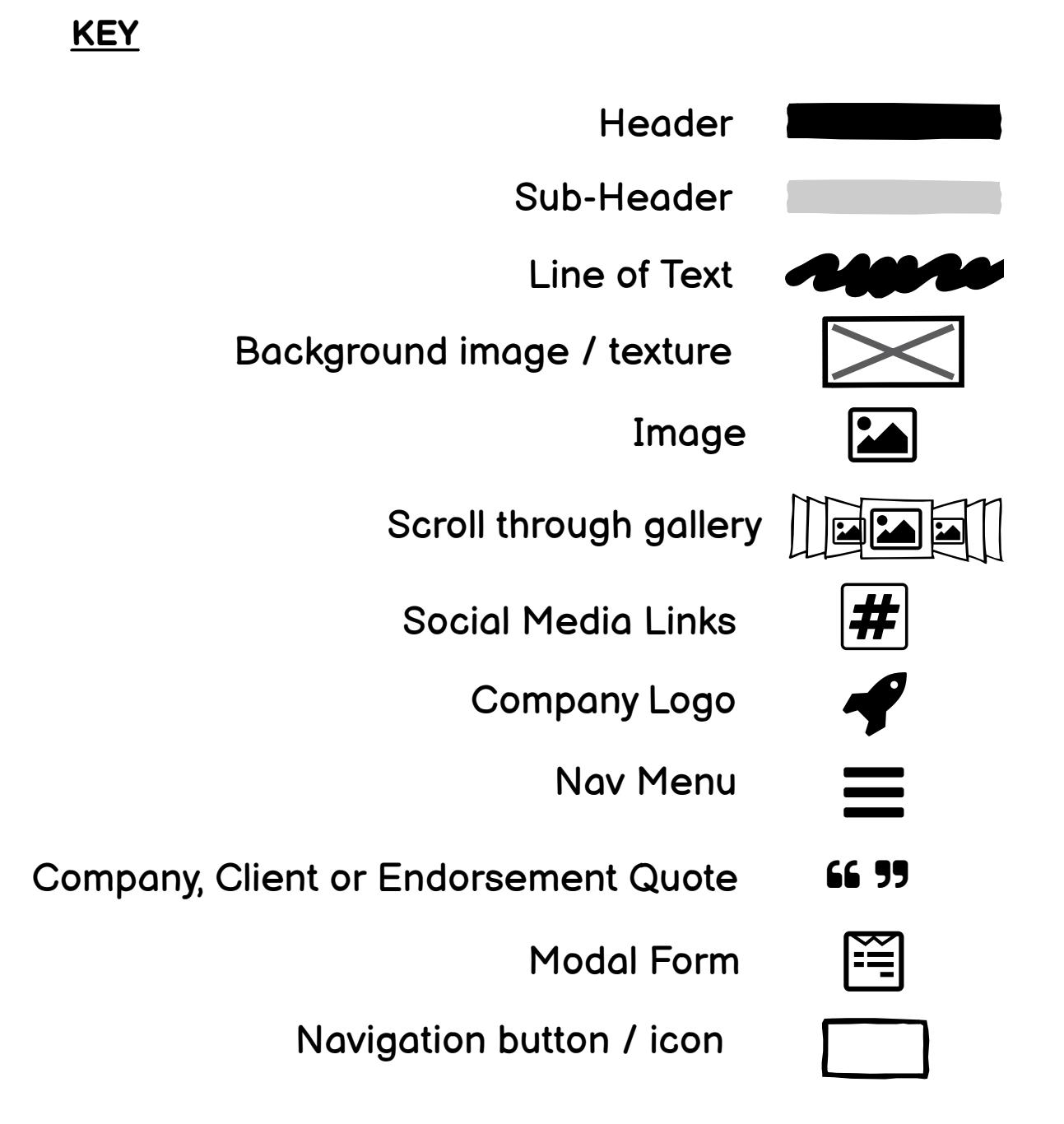
# Focus: Header, Navigation and Footer

Mobile  
(Portrait)Tablet  
(Landscape)

KEY

Desktop  
(Landscape)

Pop-out navigation menu;  
Tablet & desktop show 2 options to activate; permanent unhide bar and 'hamburger' icon.  
Tablet view shows default / hidden state, where desktop shows active / unhidden state with existing content slid to left.



3

## Mid-Level Designs (All Devices)

**Key Design Elements**  
(informed by concepts)

- Image accompanying welcome message
- Second background image fixed (text scrolls over)
- Small number of sections / items, target max. 4 (5 if minimal text)
- Each section / item to consist of a single image and accompanying text
- Sections / items collapse on mobile devices / portrait mode
- Navigation bar expands on right hand side

**Key Features**

Content;

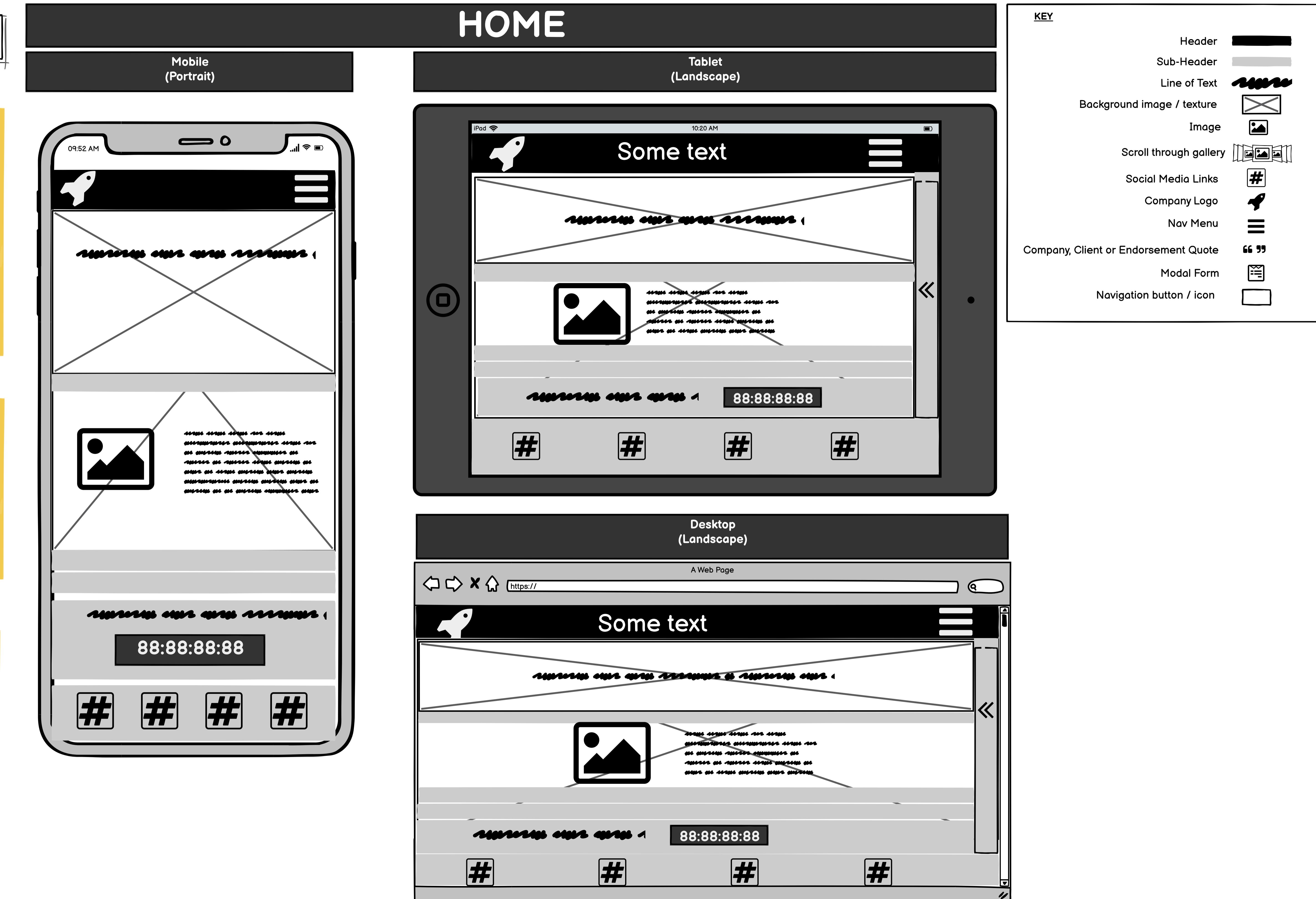
- Item 1: Welcome / Mission Statement
- Item 2: Sales Pitch
- Item 3: Quote / Endorsement
- Item 4: Mini-Gallery
- Item 5: Countdown timer to next launch date

Technical Features;

- Collapsible navigation menu
- Use of transition effects for images

**Further Investigation**  
(technical dependencies - may need to change / adapt)

- Following features are subject to change / replacement if dependent on skills / capabilities outside HTML / CSS (e.g. JavaScript);
  - countdown timer
  - scrollable mini-gallery
  - second background image roll over first background image on scroll



3

## Mid-Level Designs (All Devices)

**Key Design Elements**  
(informed by concepts)

- full screen static background image or texture with low detail
- item contains title, brief text and image(s)
- focus on single item at a time (expanded when in view) and collapsed to title when not in focus

## Key Features

Content;

- Item 1: voyage / destination
- Item 2: spacecraft / facilities
- Item 3: premier upgrades
- Item 4: coming soon!

Technical Features;

- transition effects on content
- application of decal / theme to background image
- additional effect e.g. flashing or growing connector line from main image to border of sub-images

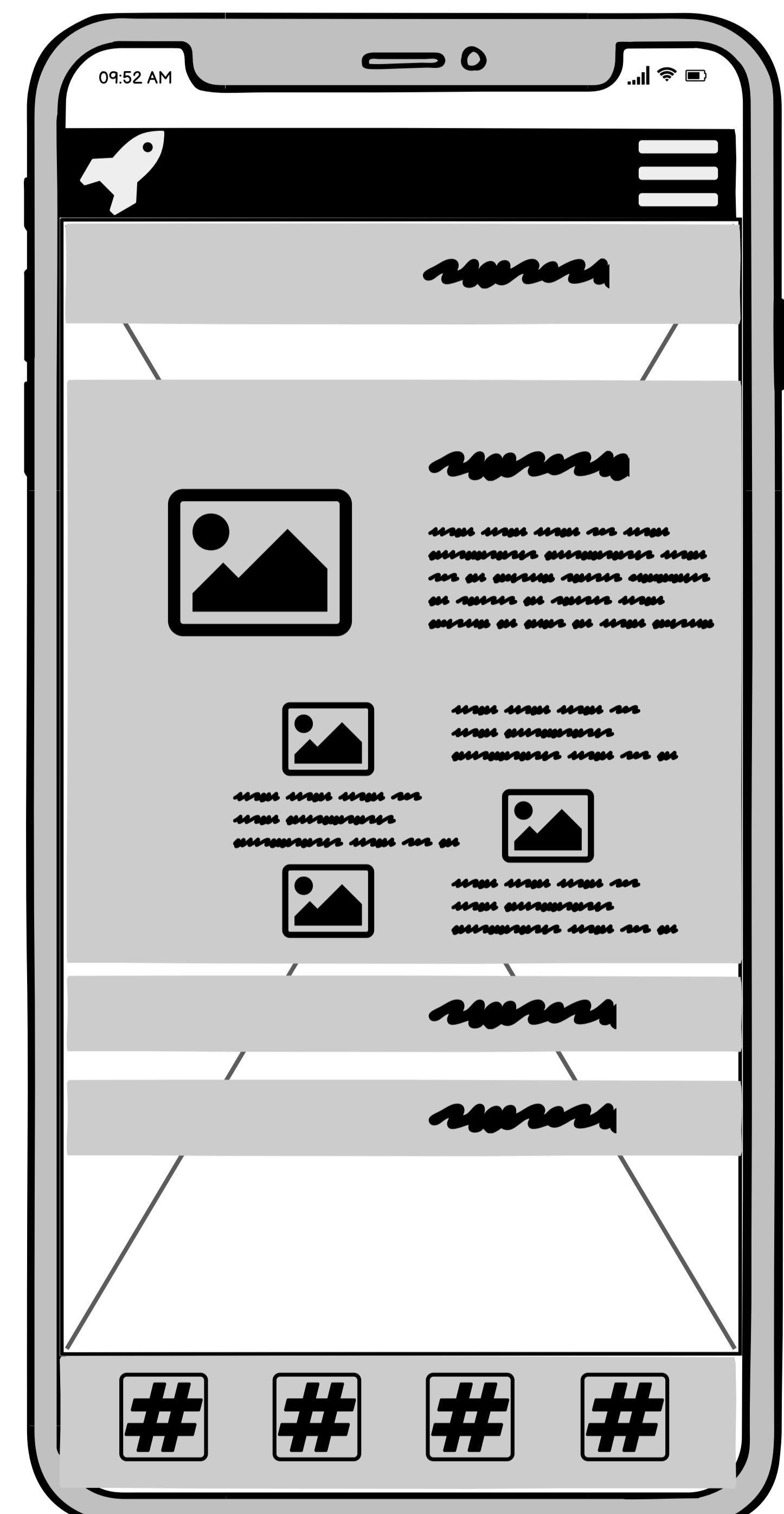
## Further Investigation

(technical dependencies - may need to change / adapt)

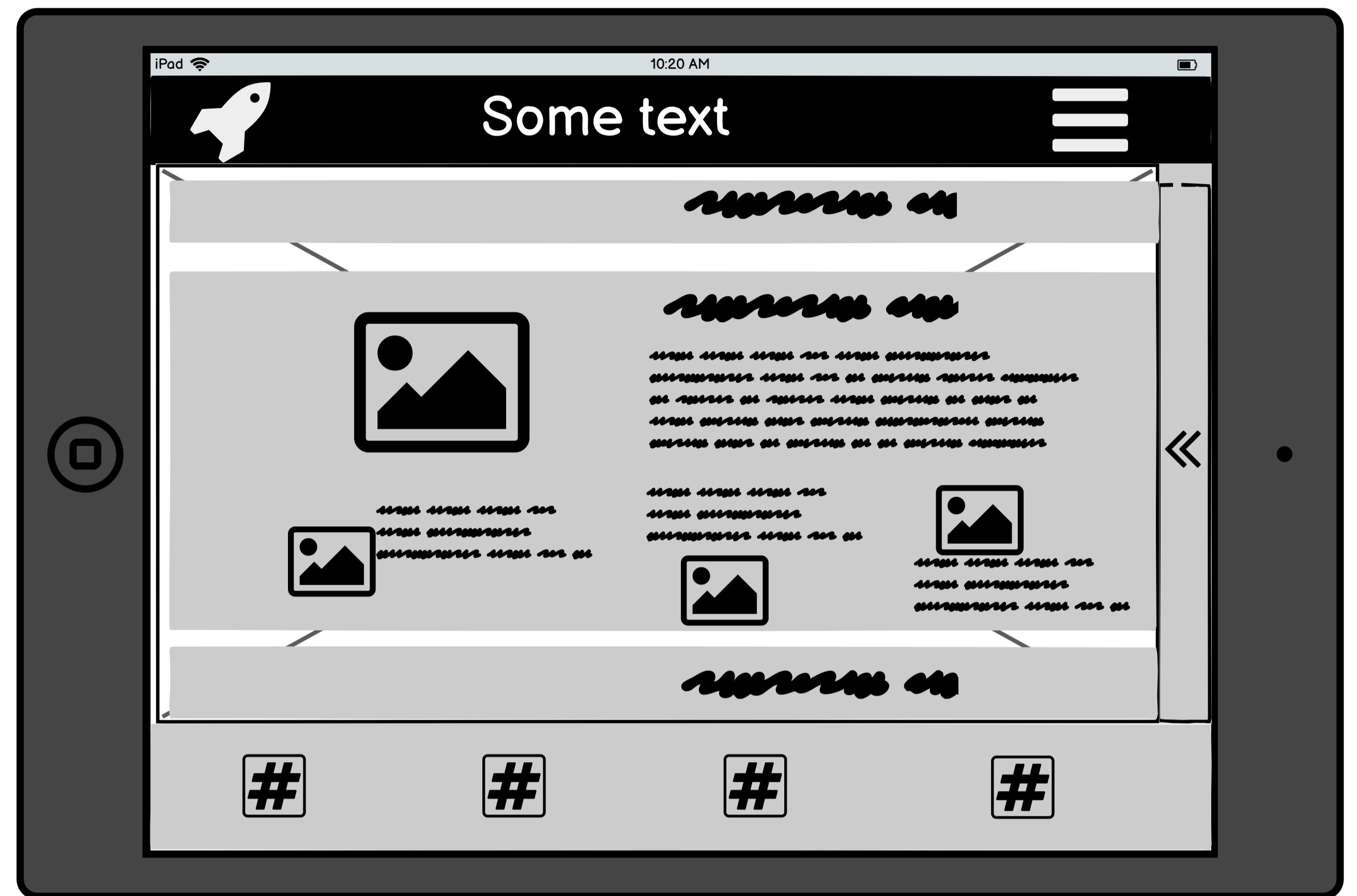
- Following features are subject to change / replacement if dependent on skills / capabilities outside HTML / CSS (e.g. JavaScript);
- styling effects when sub-content revealed

# Services / Product Offerings;

Mobile  
(Portrait)



Tablet  
(Landscape)



KEY

Header

Sub-Header

Line of Text

Background image / texture

Image

Scroll through gallery

Social Media Links

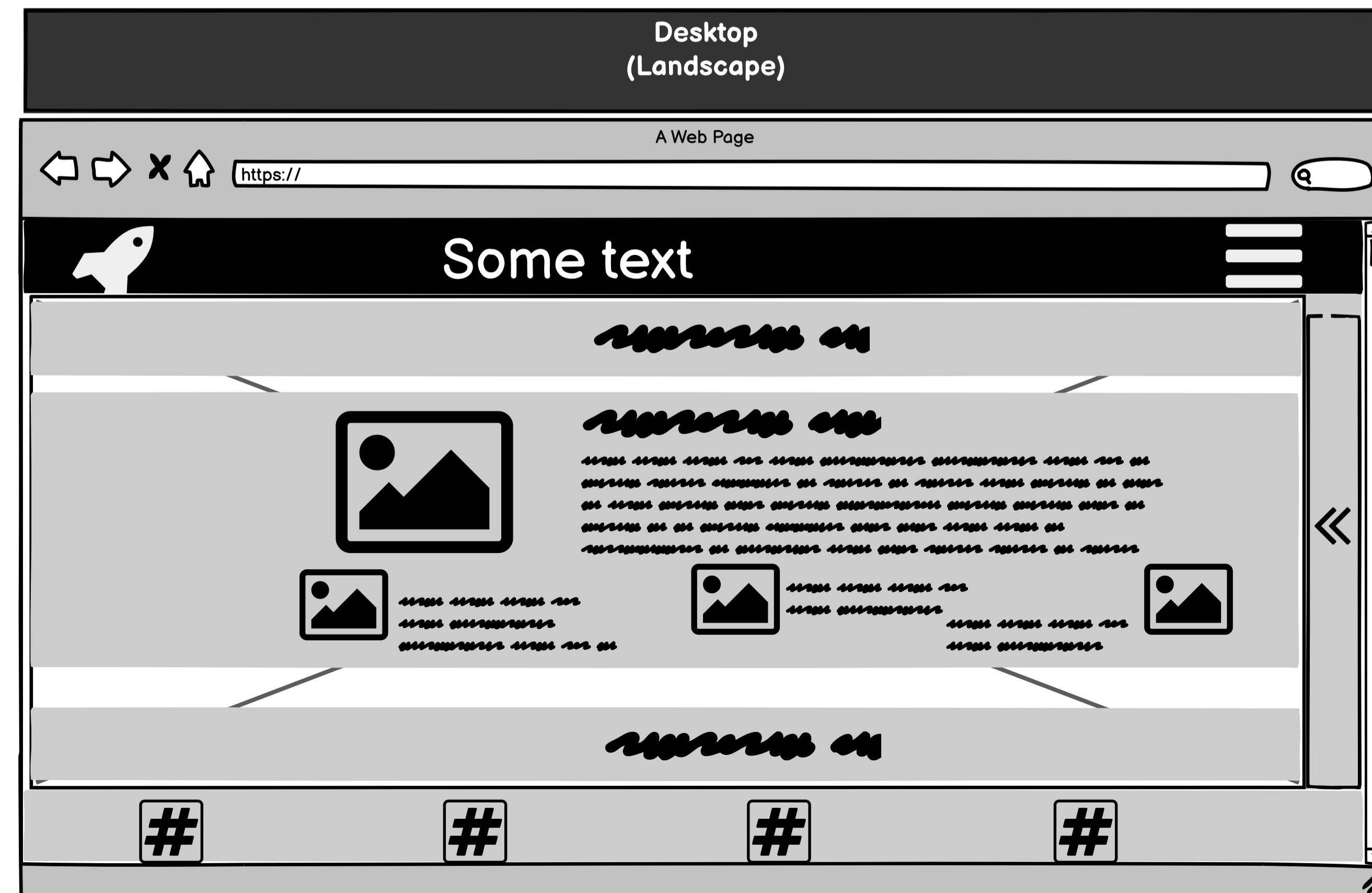
Company Logo

Nav Menu

Company, Client or Endorsement Quote

Modal Form

Navigation button / icon



3

## Mid-Level Designs (All Devices)

**Key Design Elements**  
(informed by concepts)

- purpose to entice users / feed excitement, focus on images
- text kept to bare minimum / labels only; only added where felt add something not for the sake of it - let the images speak for themselves.
- this will be a fuller set of the mini-gallery displayed on the HOME page
- retain use of transition effects to maintain look and feel with other pages

**Key Features**

Content;

- Images mainly larger with some smaller images

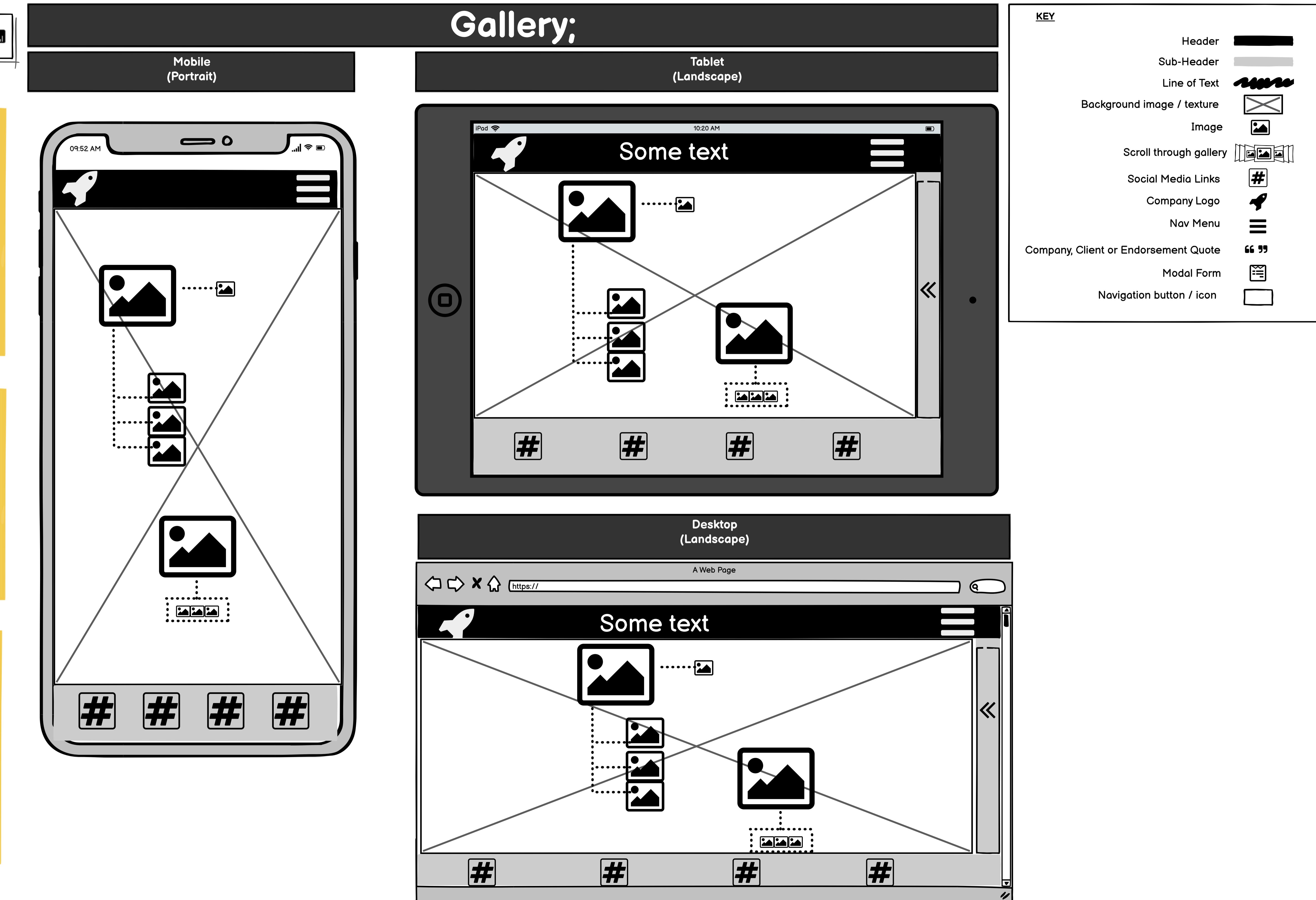
Technical Features;

- transition effects on images
- application of decal / theme to background image - whilst same 'theme' as other pages differs to distinguish (user knows which page they are on)
- additional effect e.g. flashing or growing connector line from main image to border of sub-images
- image 'blinks' to give appearance of loading
- additional enhancements when image in / out of focus (e.g. contrast / brightness)

**Further Investigation**

(technical dependencies - may need to change / adapt)

- Following features are subject to change / replacement if dependent on skills / capabilities outside HTML / CSS (e.g. JavaScript);
- styling effects when sub-content revealed
- adjustment to image 'contrast / brightness' when out of main focus

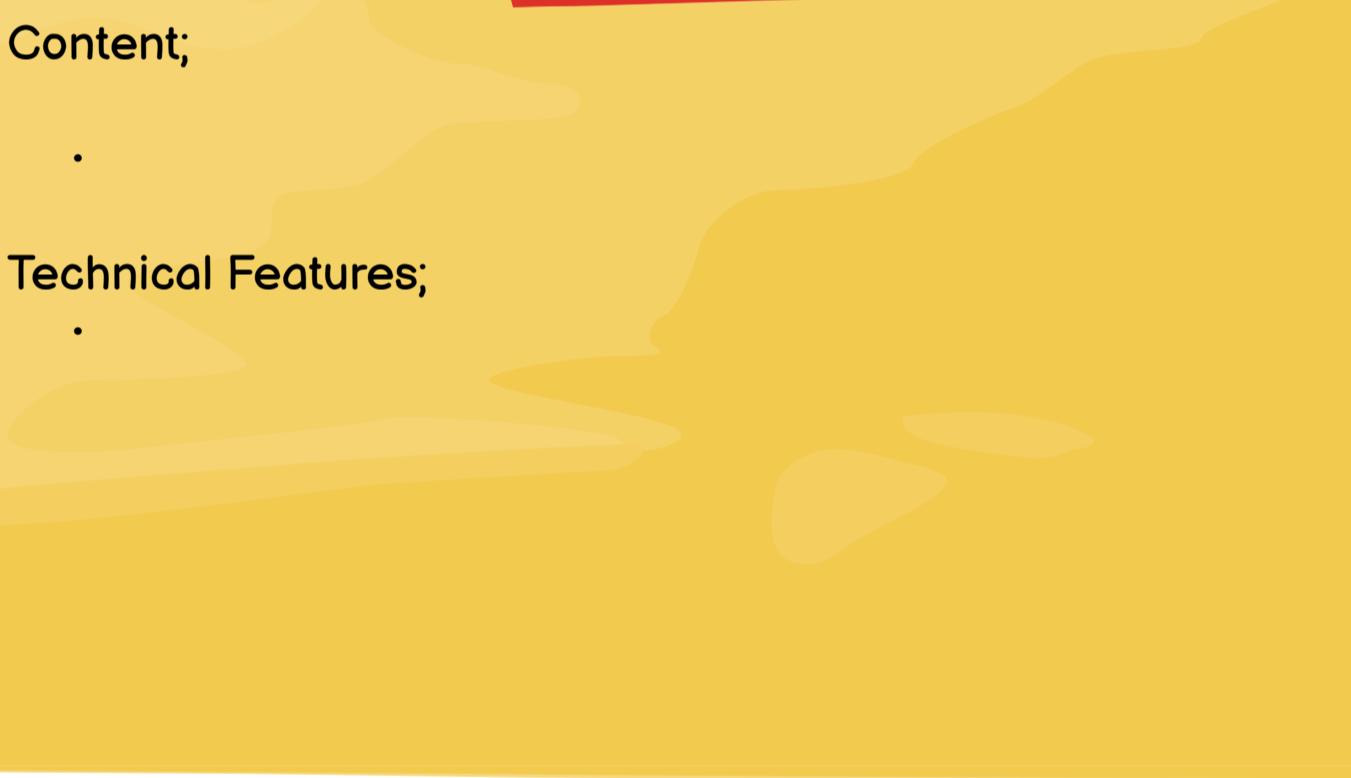


3

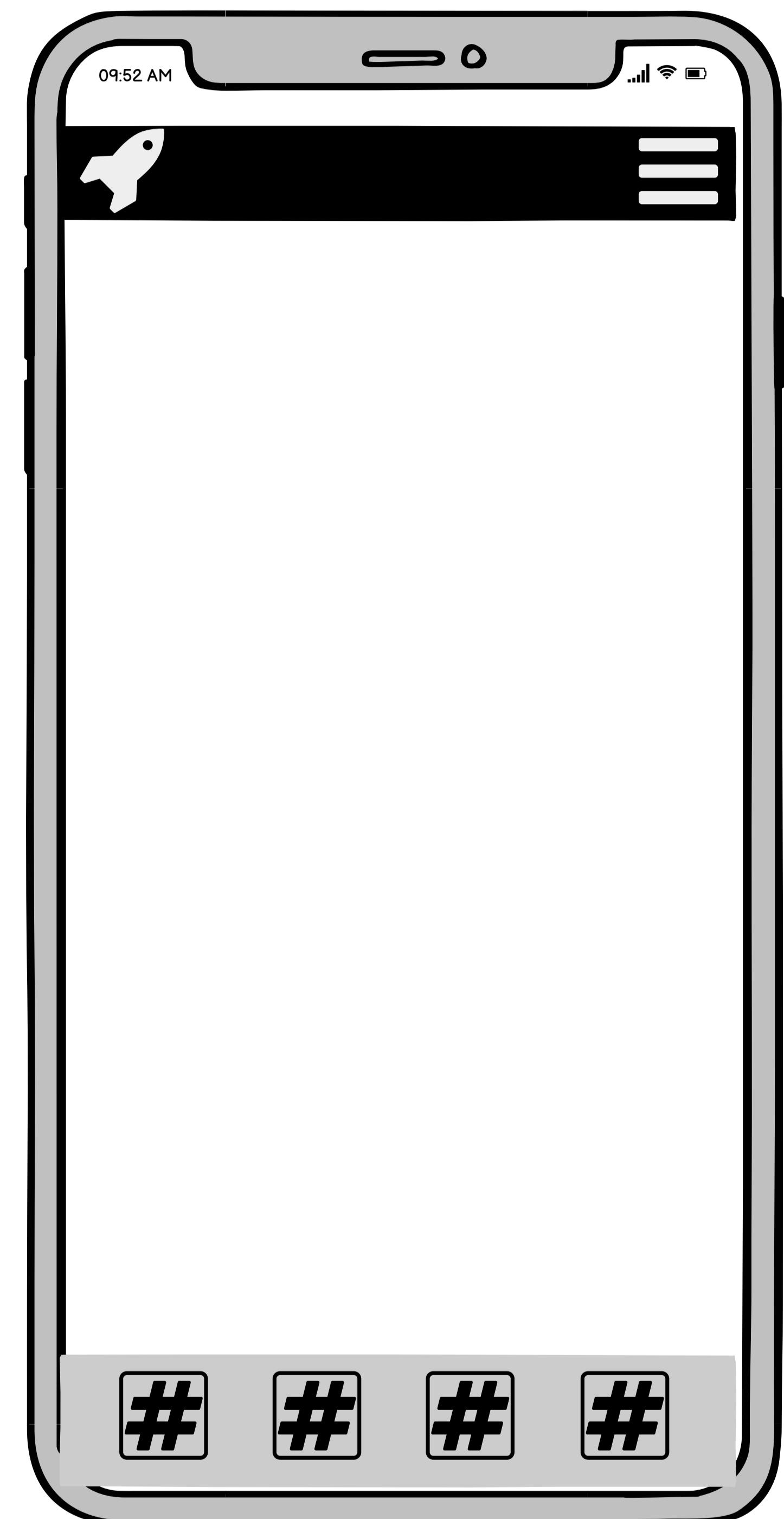
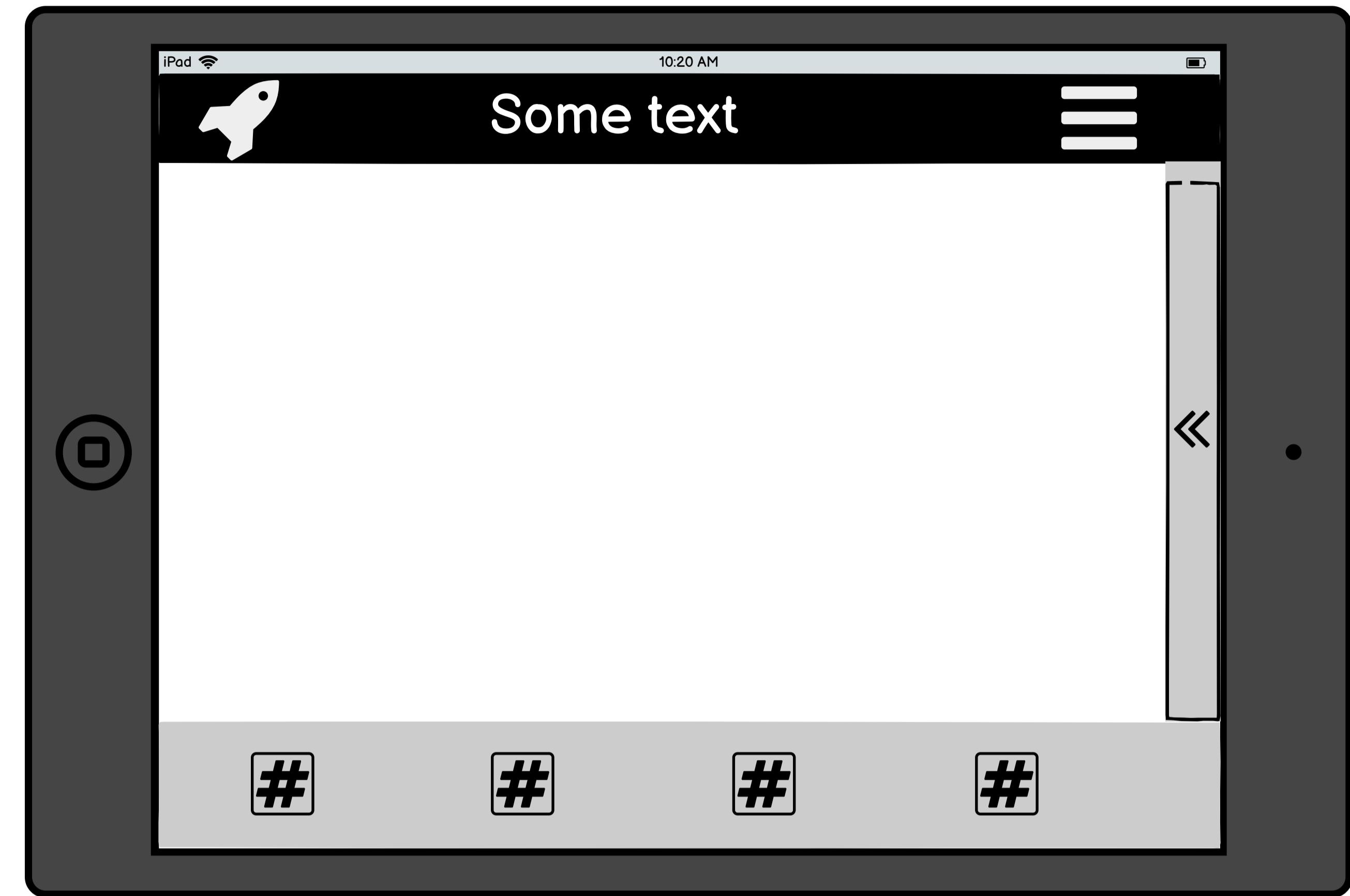
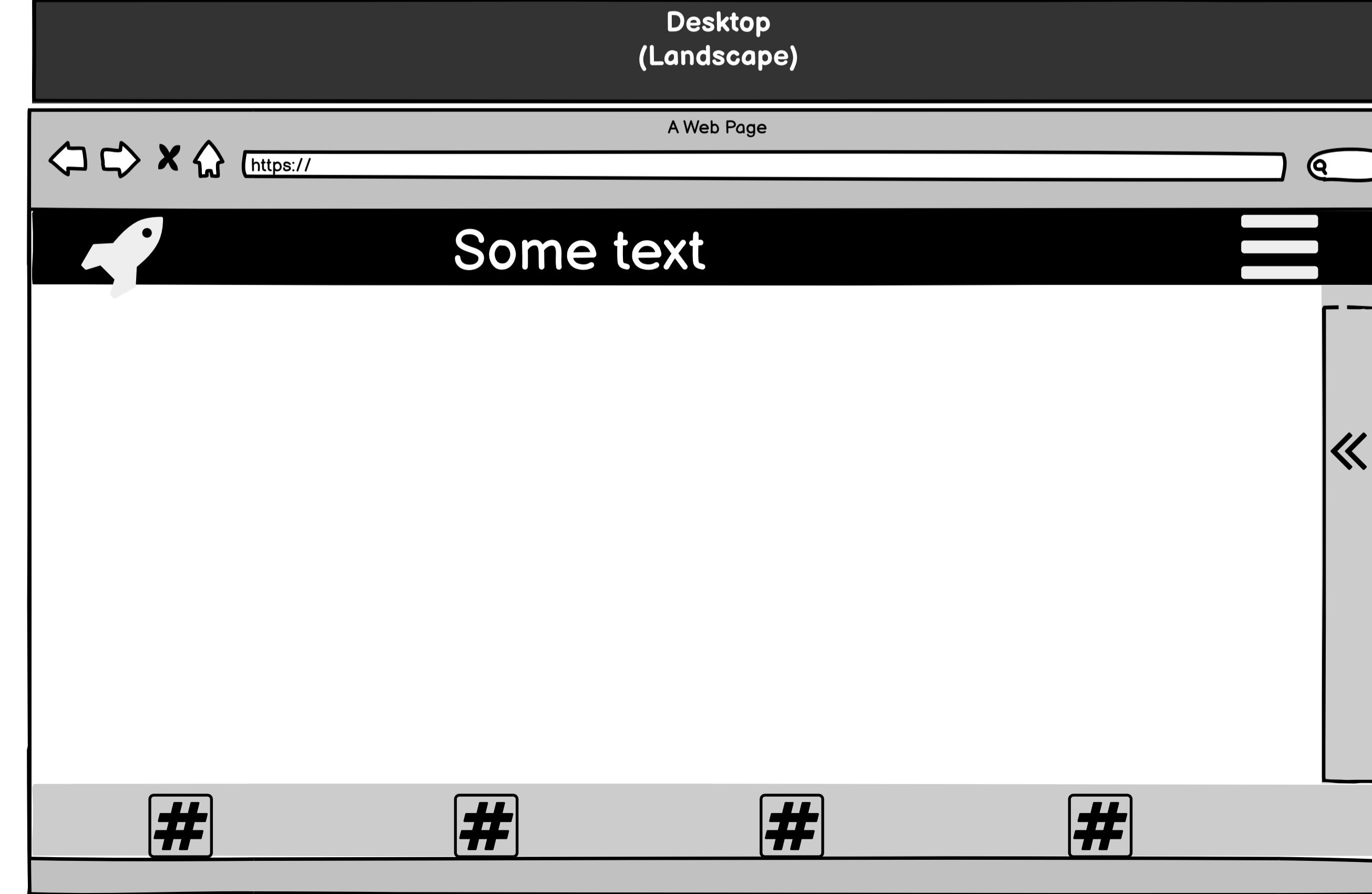
## Mid-Level Designs (All Devices)



**Key Design Elements**  
(informed by concepts)

**Key Features****Further Investigation**

(technical dependencies - may need to change / adapt)

**User Registration;**Mobile  
(Portrait)Tablet  
(Landscape)Desktop  
(Landscape)**KEY**

Header



Sub-Header



Line of Text



Background image / texture



Image



Scroll through gallery



Social Media Links



Company Logo



Nav Menu



Company, Client or Endorsement Quote



Modal Form



Navigation button / icon

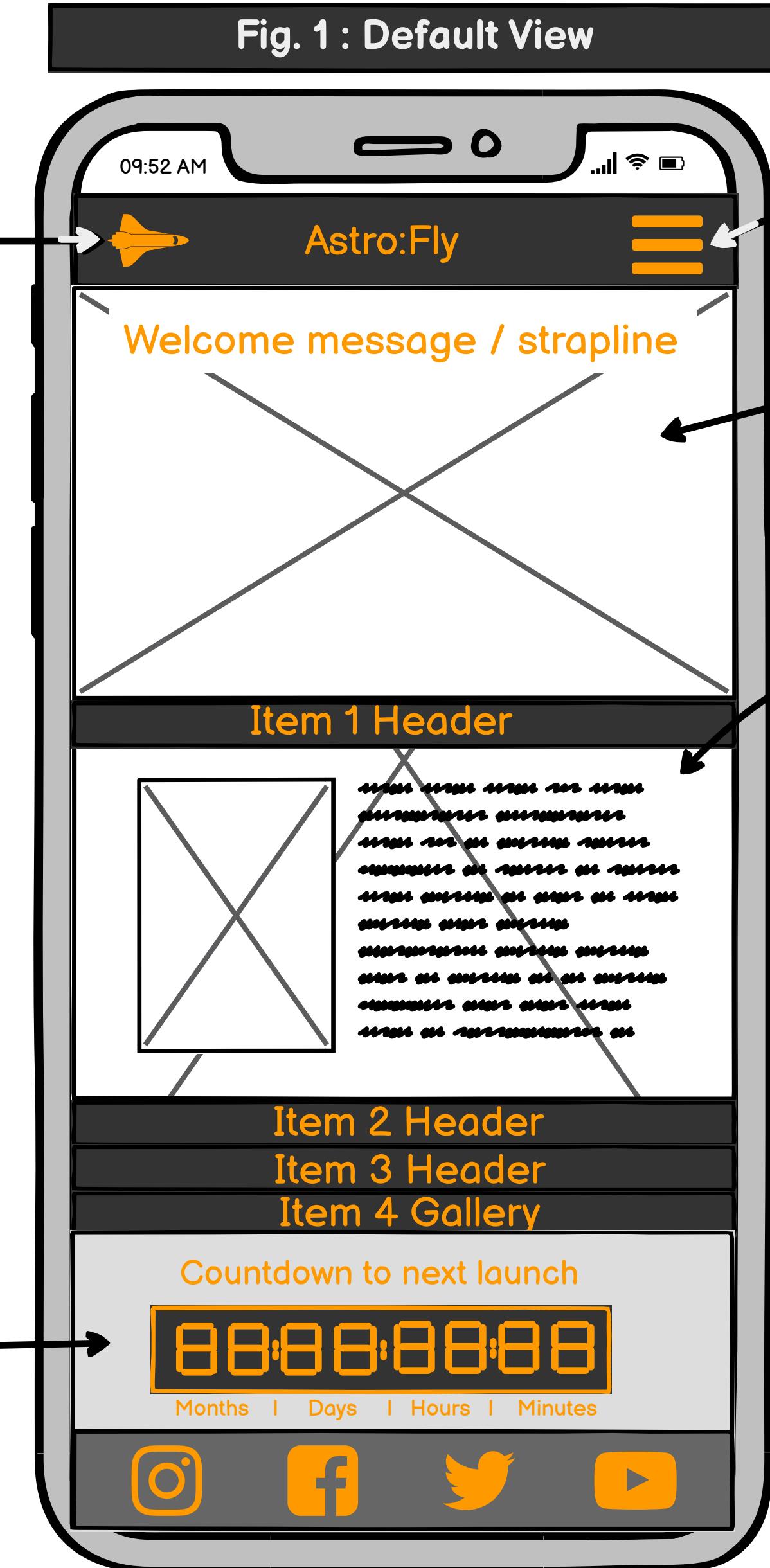


Fig. 1 : Default View

Device : Mobile  
Orientation: Portrait  
Page: Home

Split into 1/3rds;  
1-header inc. page image\* will  
reduce on scroll as image is  
replaced by content

Feature  
Countdown timer - position will  
remain static and countdown to  
fictional date



Menu icon - expands to  
show navigation bar to  
the right of the screen  
(see fig. 4).

Image 2 : Background image - earth  
horizon from space.  
(Fig. 1) Transition effect on load  
appearing to angle down from space to  
reveal earth horizon.

(Fig. 2) After transition, image is static  
and will disappear as item sections  
below scroll up and cover.

Image 3 : Background image / galaxy  
with colours aligned to brand / site  
theme

(Fig.1) Static - initially only c. 50%  
visible

(Fig. 2) More of the image is revealed  
as page scrolled (i.e. appear to cover  
image 2)

Item Sections

(Fig.1) all item headers visible with  
1-2 items revealed in full (text &  
image)

(Fig. 2) remaining item text &  
image revealed upon scrolling.

Fig. 2 : Partially Scrolled

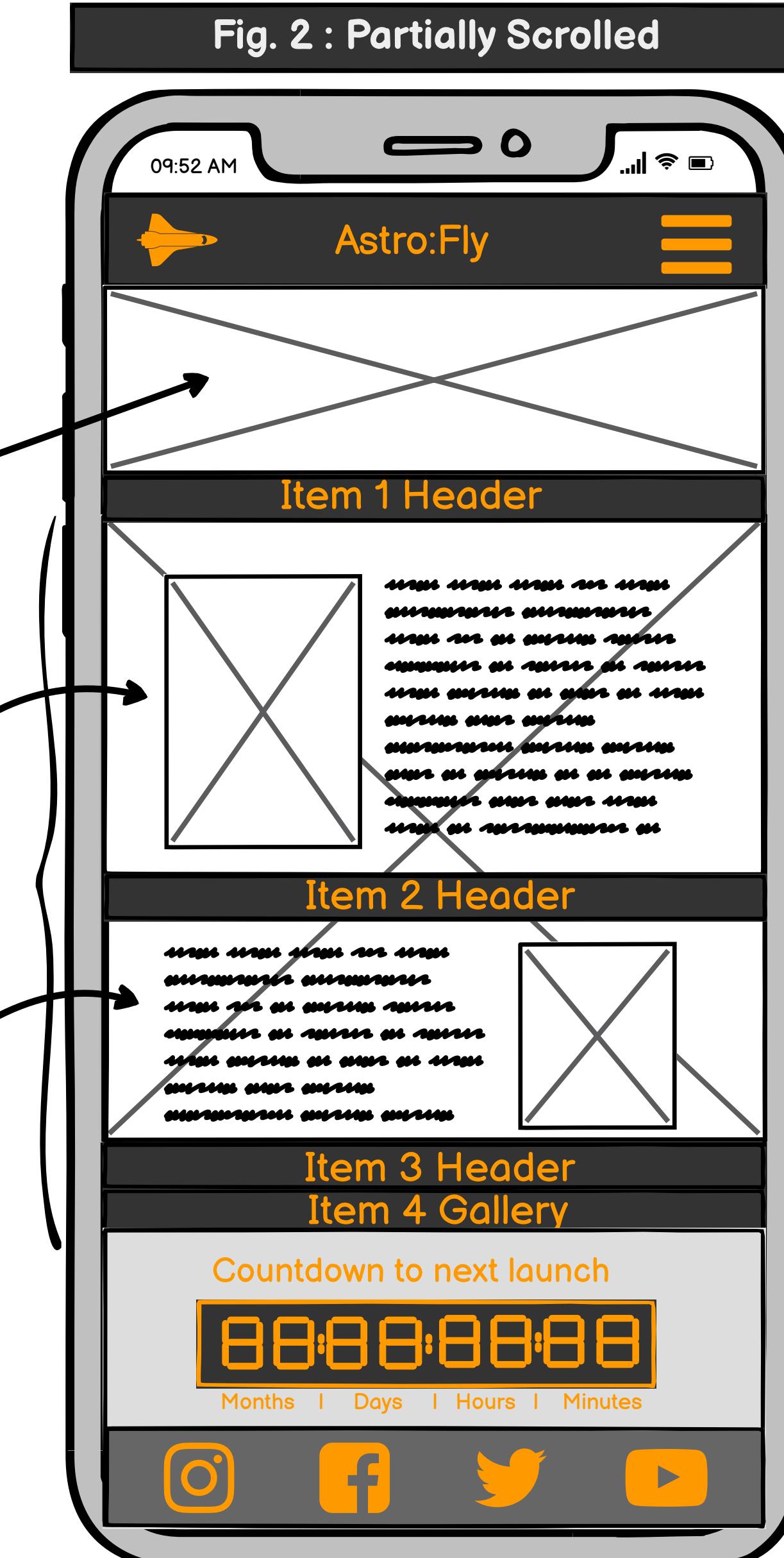
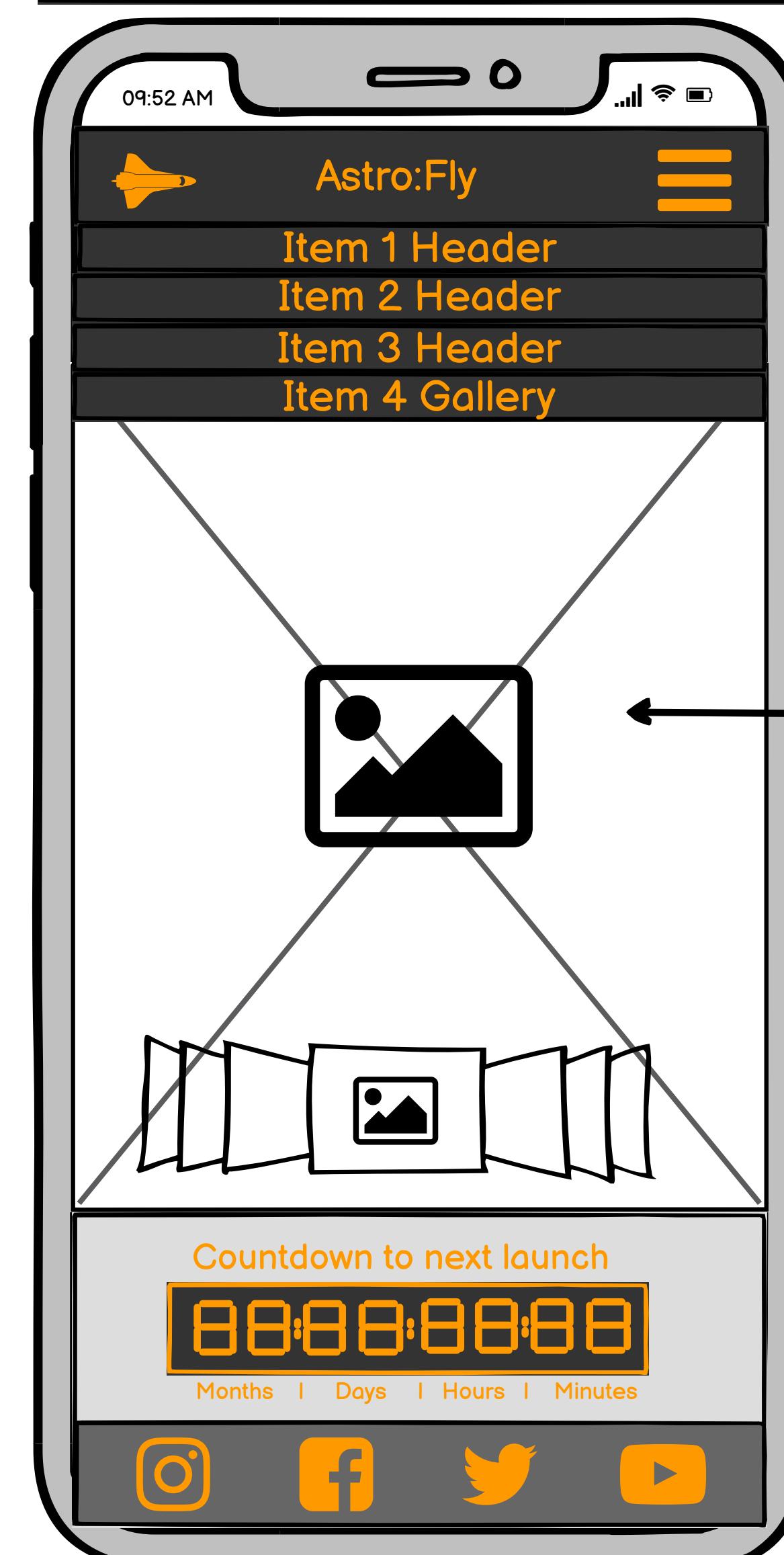
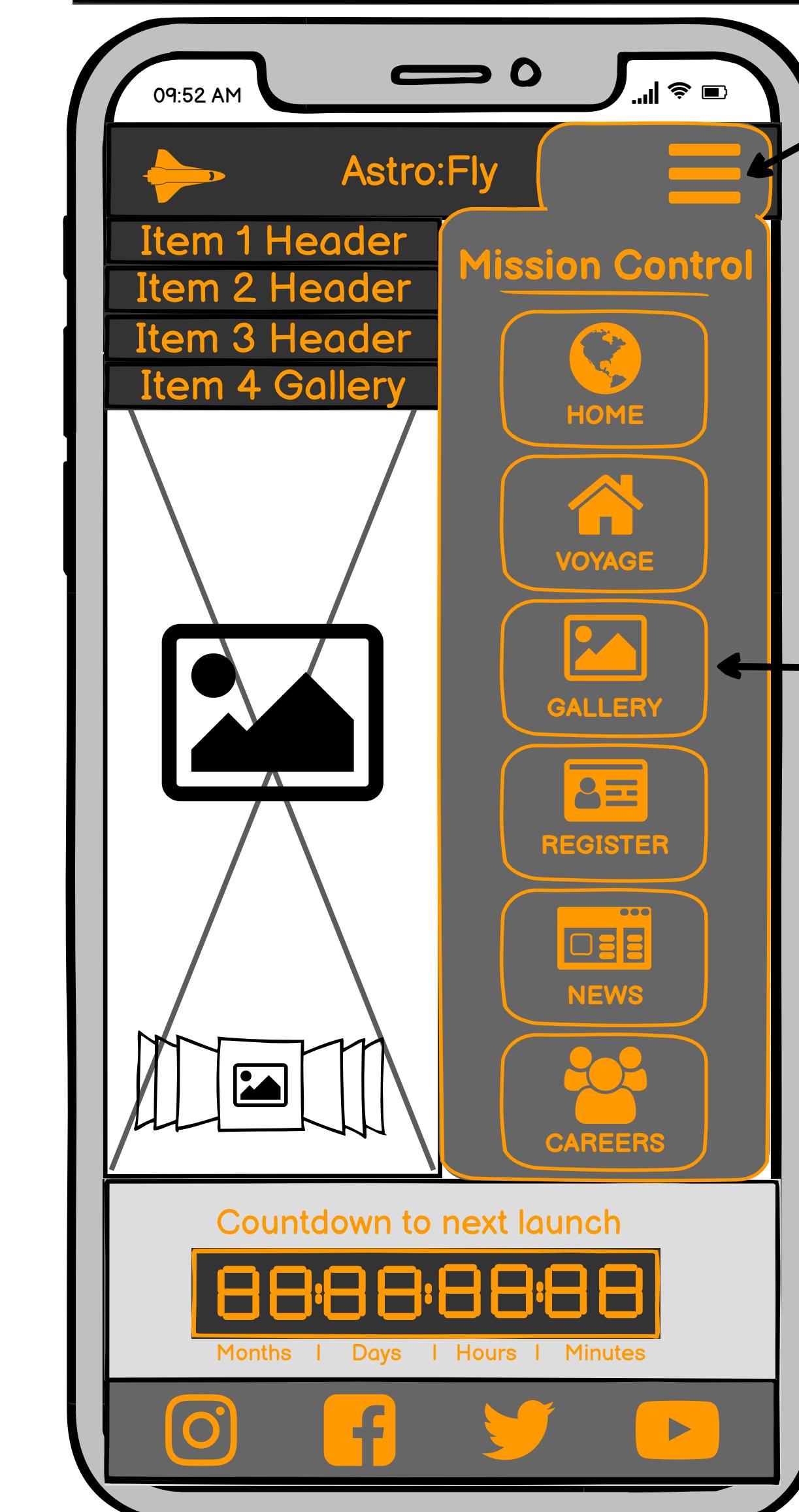


Fig. 3 : Fully Scrolled



Gallery in final section will allow  
flexibility with the final sizing as  
image can be scaled to fit,  
whereas text may leave 'white  
space' or appear crammed.

Fig. 3 : Navigation Bar



Menu icon selected, navigation bar expanded from right

Note: will test most appropriate response for other sections i.e;  

- slide across to accommodate (only partial view of original content seen)
- condensed (visible but pushes content down) or
- other, such as only item title and image or text remain visible

#### Mission Control

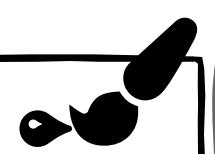
- HOME
- VOYAGE
- GALLERY
- REGISTER
- NEWS
- CAREERS

Alternative  
navigation  
layouts

- HOME
- VOYAGE
- GALLERY
- REGISTER
- NEWS
- CAREERS

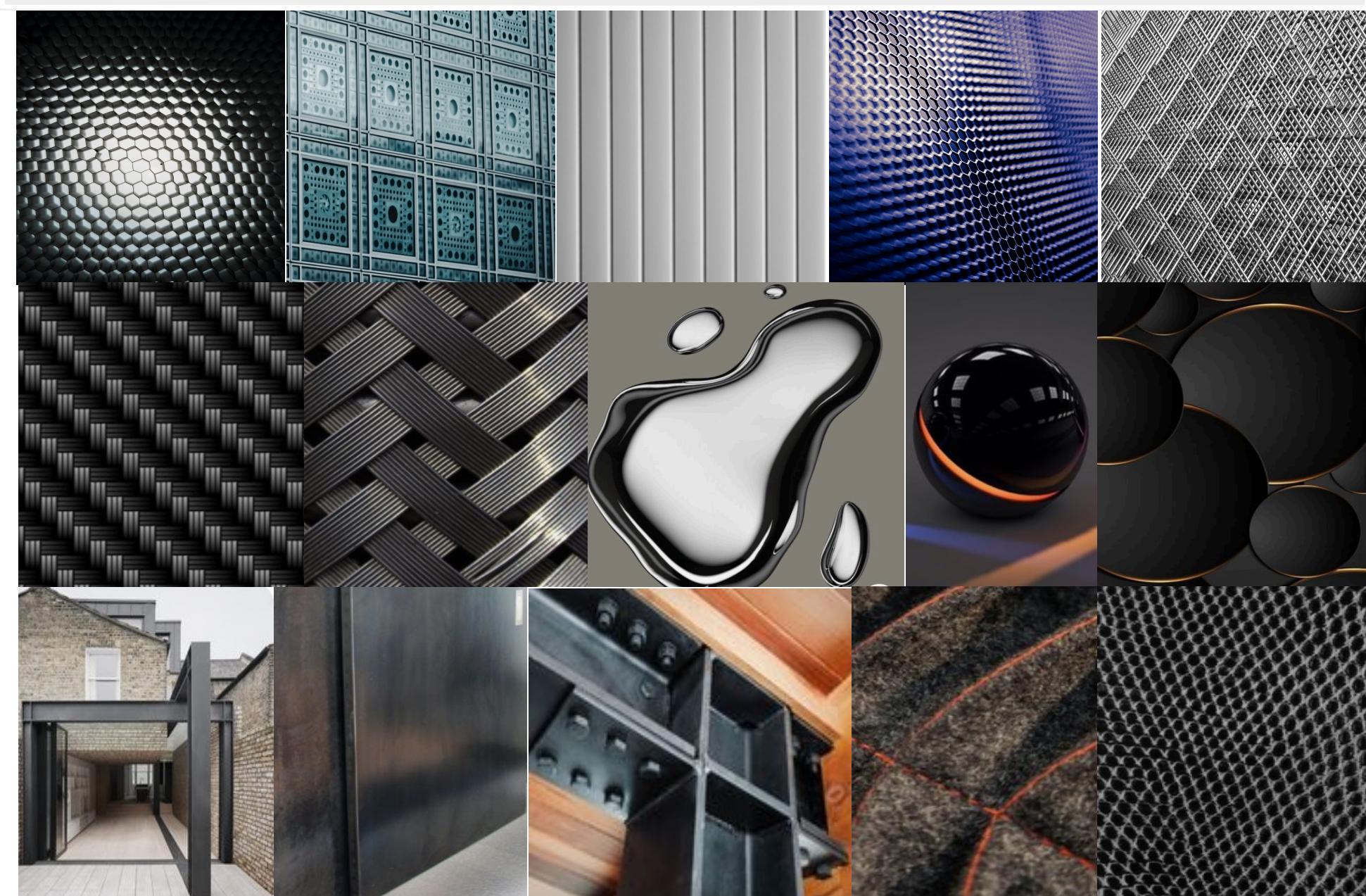
5

## Colour Palette and Styles

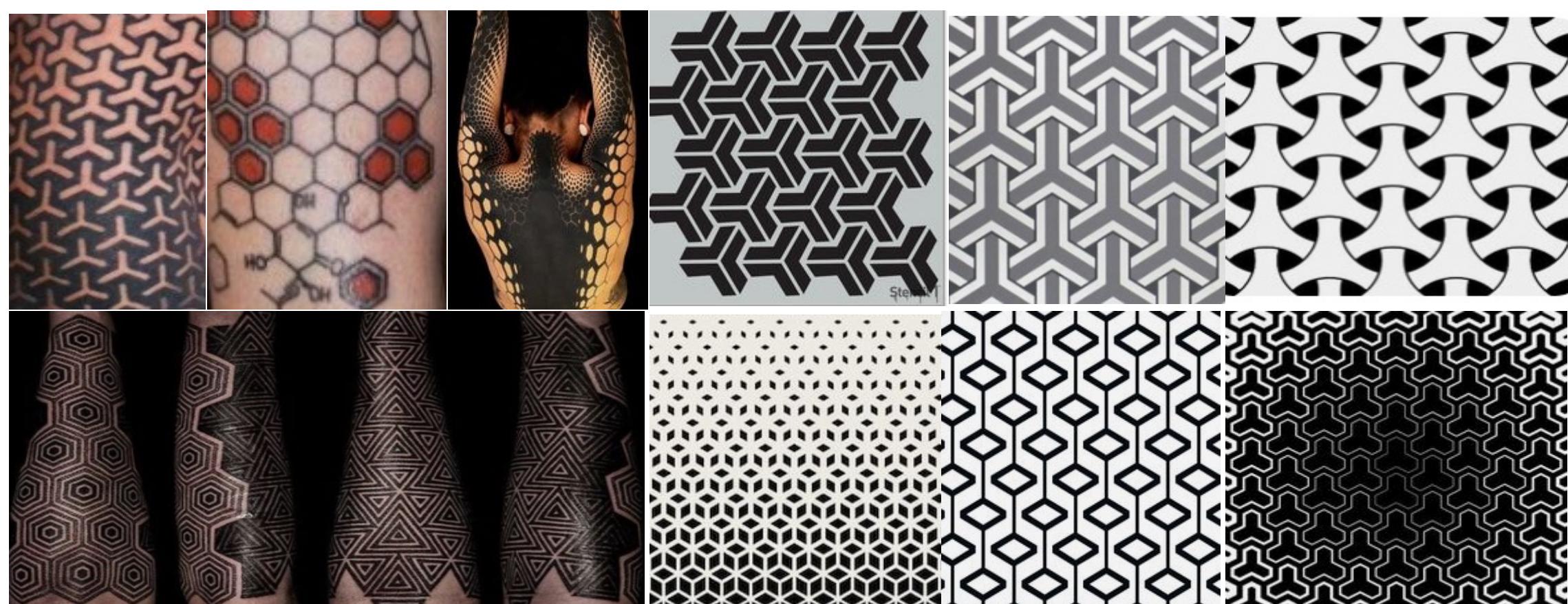


Textures and Materials: potential influence on design as in keeping with topic, but use will be dependent on a number of factors including; availability, ability to incorporate / skills required, impact on site performance and overall affect on the end product. Another option could be application of simple overlay influenced by these.

For the purposes of the project this will be a 'nice to have' as opposed to a 'need to have'.



Patterns : A theme observed through gathering of material / texture examples is the re-occurrence of geometric patterns. Additional patterns identified through review of tattoo patterns where some great examples are used which are relatively simple at individual shape but lead to intricate and highly effective patterns when repeated. Close resemblance to futuristic / spaceship theme.

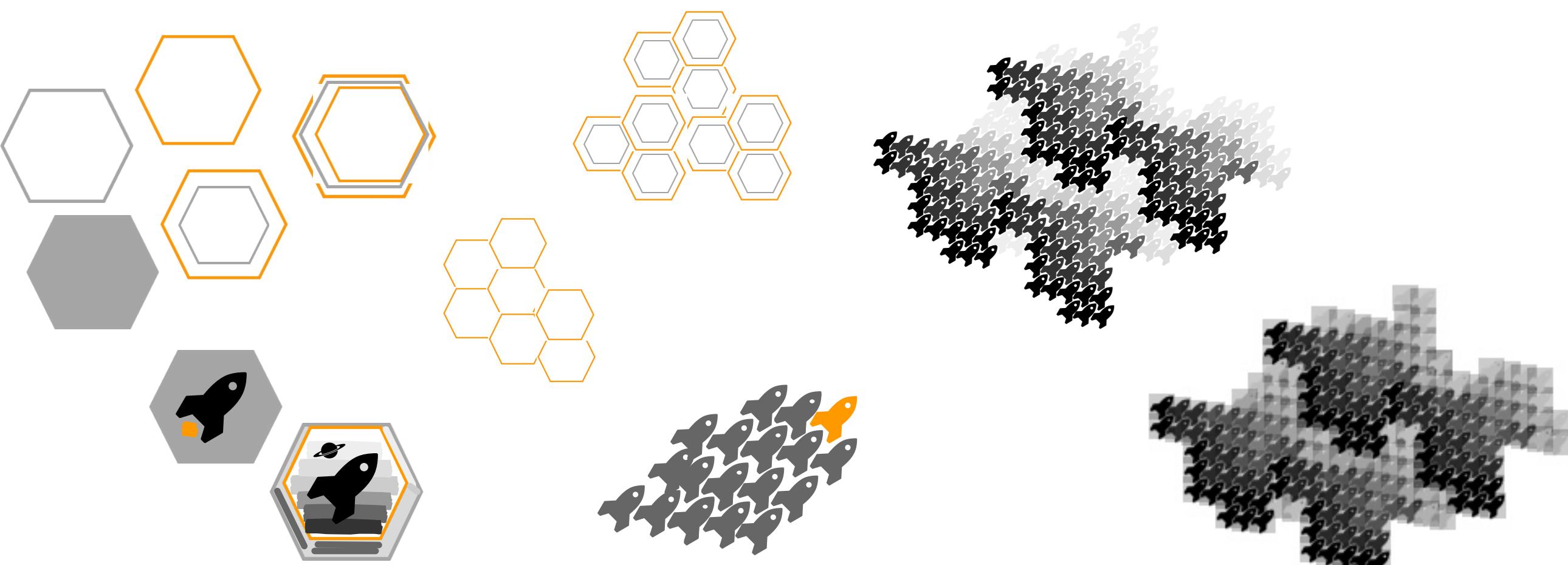


Colour Scheme : both the corporate branding and site colour schemes require a smart & sophisticated look. Proposal consists of a single primary colour which will be used on key focus areas. There will be 2 - 3 lighter shades for other areas. A strong accent colour will bring emphasis and will be a colour associated with the brand.

Primary Colour:	Secondary Colours:	Accent Colour:
111010 ~ Rich Black FOGRA 39	A49E9E ~ Quick Silver	FF5400 ~ Orange Pantone
22D1D1 ~ Eerie Black	897C7C ~ Rocket Metallic	FF7900 Heat Wave
121121 ~ Xiketic	BEB1B1 ~ Black Shadows	F72585 ~ Flickr Pink
423F3F ~ Jet	C3BABA ~ Pale Silver	B5179E ~ Byzantine
G35F5D ~ Dim Gray	D9D4D4 ~ Light Gray	4381EE ~ Ultramarine Blue
707070 ~ Sonic Silver	EAE4E4 ~ Platinum	480CA8 ~ Trypan Blue
Represented by colours in wireframes		

Colour swatches are from [colorswatch.co](http://colorswatch.co)

Examples Developed: Possible icon shapes / graphic decals influenced by textures, materials and patterns - quite crude / basic as limited to my early understanding of Balsamiq functionality!



iPad doodles

