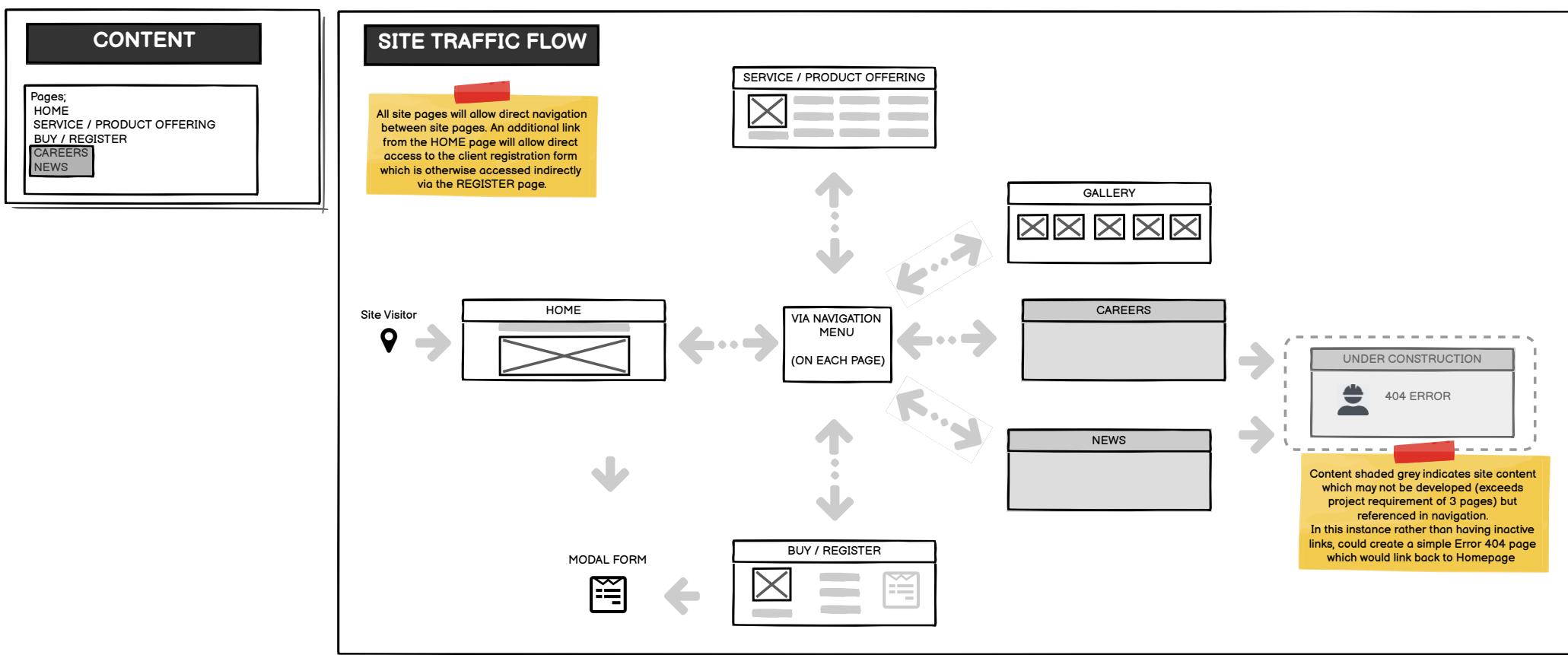


UX

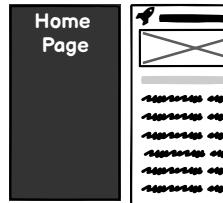


2

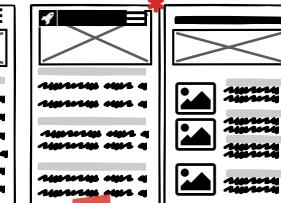
## Initial Concepts



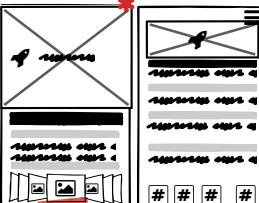
### Home Page



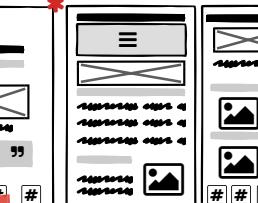
Familiar look / feel for users.



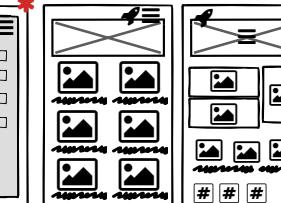
Large - wide view image on page load enhances users emotive response  
Mini Gallery - small number of images to entice users to navigate further through site



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, odds slight variation to typical horizontal menu. Content collapsed under headers, retain minimalist look but information revealed as required



### 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

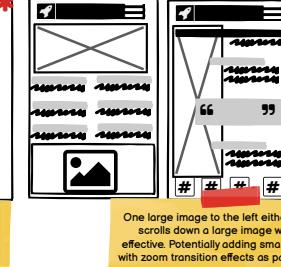
Navigation button / icon

Favoured design feature

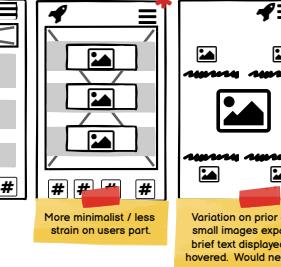
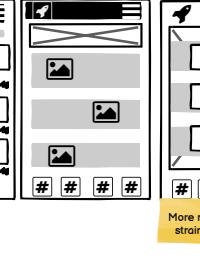
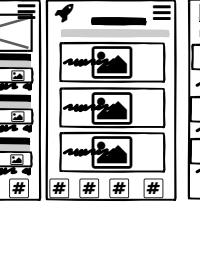
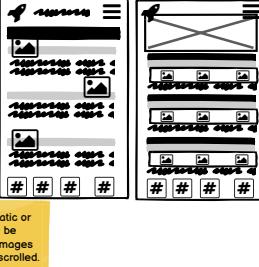
### Service Offering



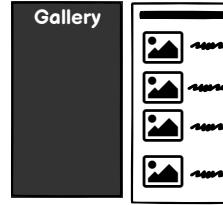
Clear and easy on user, but lacks originality



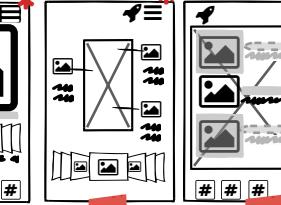
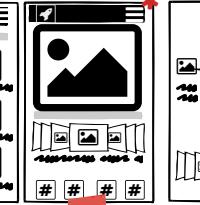
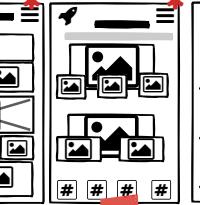
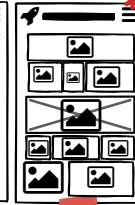
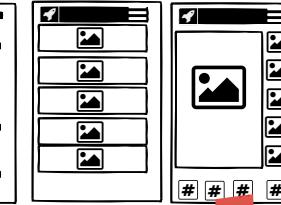
One large image to the left either static or scrolls down a large image would be effective. Potentially adding smaller images with zoom transition effects as page scrolled. Like inclusion of quote but only if not used on Home page.



### 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

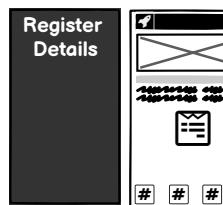
Gallery view allows 1 large image to be displayed which user cycles through. Nice approach but don't know if this would require skills beyond HTML / CSS??

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.

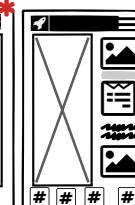
### 

Main background image with smaller images which transition into view as user scrolls. Keeps screen uncluttered and higher likelihood of keeping users attention / wants to see what's next.

### Register Details



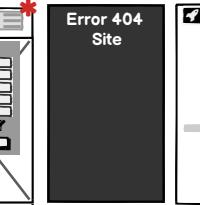
Minimal - registration form takes full focus with subtle background image



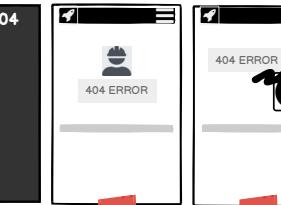
Registration form has small number of enticing images surrounding form, but minimal other text



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



Slight variation to prior version with some limited images included



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;

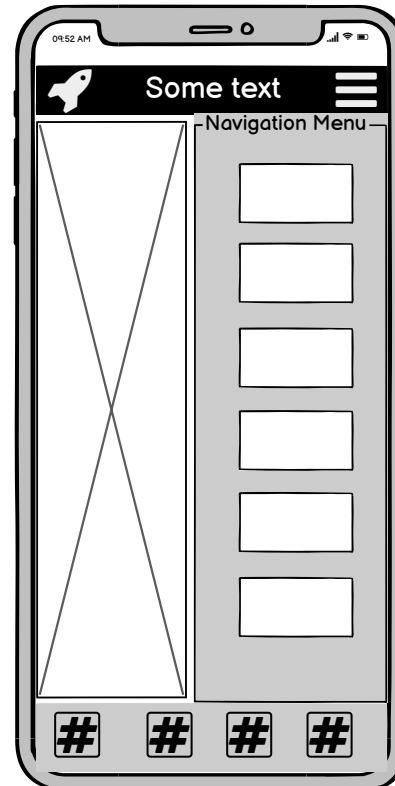
- Collapsible navigation menu
- Use of transition effects for images

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

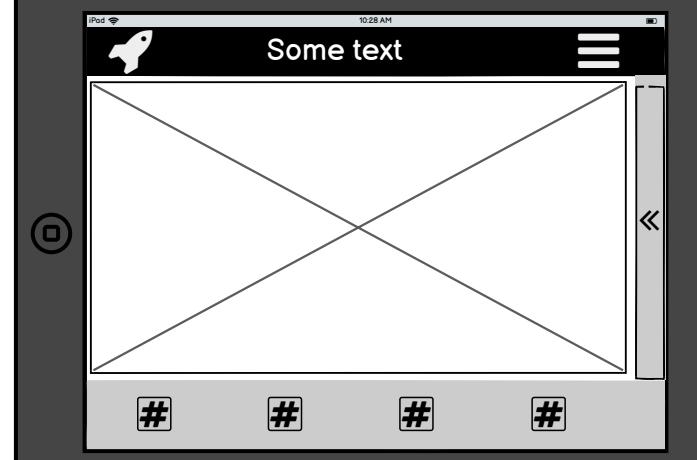
- collapsible navigation pane - determine most appropriate impact on the other content, i.e;
  - remains static (i.e. overlapped by nav)
  - slide across (i.e. partially unseen)
  - condensed (text / images wrap or reduce in size)
  - content reduced (e.g. title / image or icon only)
- ability to apply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

## Focus: Header, Navigation and Footer

Mobile  
(Portrait)



Tablet  
(Landscape)



KEY

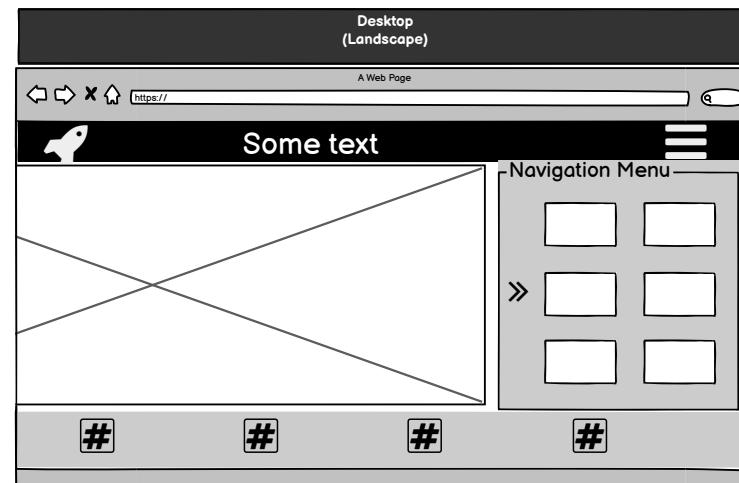
Header	
Sub-Header	
Line of Text	
Background image / texture	
Image	
Scroll through gallery	
Social Media Links	
Company Logo	
Nav Menu	
Company, Client or Endorsement Quote	
Modal Form	
Navigation button / icon	

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.

Desktop  
(Landscape)



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)

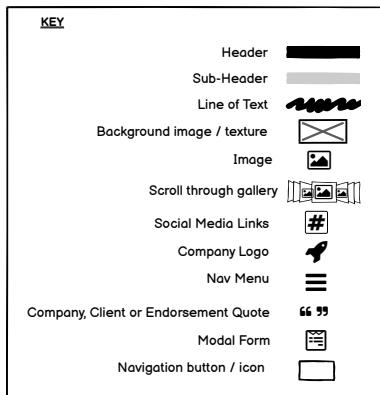
- Following features are subject to change / replacement if dependent on skills / capabilities outside HTML / CSS (e.g. JavaScript);
- countdown timer
- scrollable mini-gallery
- second background image roll over first background image on scroll

**Mobile  
(Portrait)**

**HOME**

**Tablet  
(Landscape)**

**Desktop  
(Landscape)**



### 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;

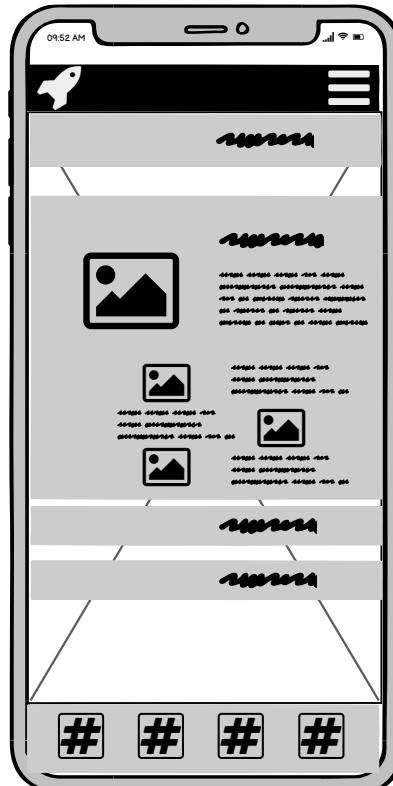
- transition effects on content
- application of decal / theme to background image
- additional effect e.g. flashing or growing connector line from main image to border of sub-images

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

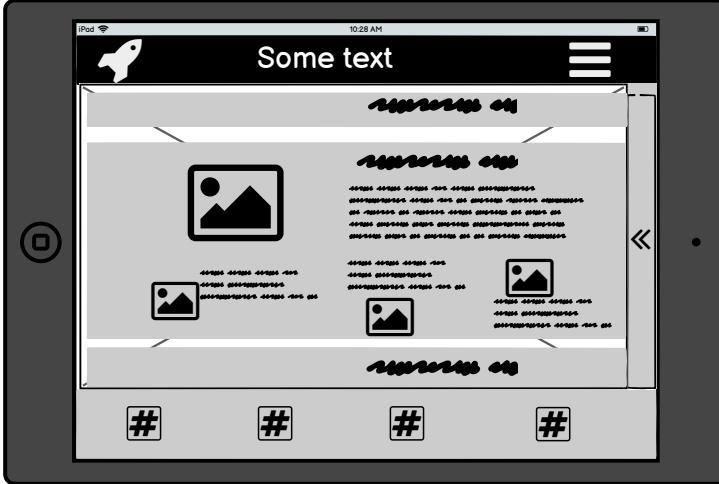
- Following features are subject to change / replacement if dependent on skills / capabilities outside HTML / CSS (e.g. JavaScript);
- styling effects when sub-content revealed

## Services / Product Offerings;

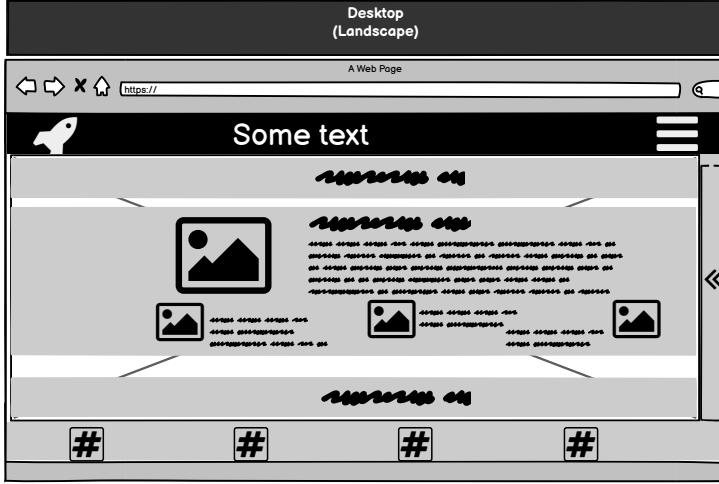
**Mobile  
(Portrait)**



**Tablet  
(Landscape)**



**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	

### (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;

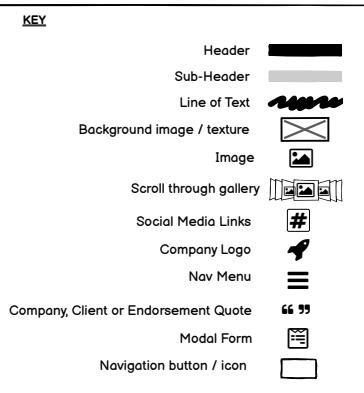
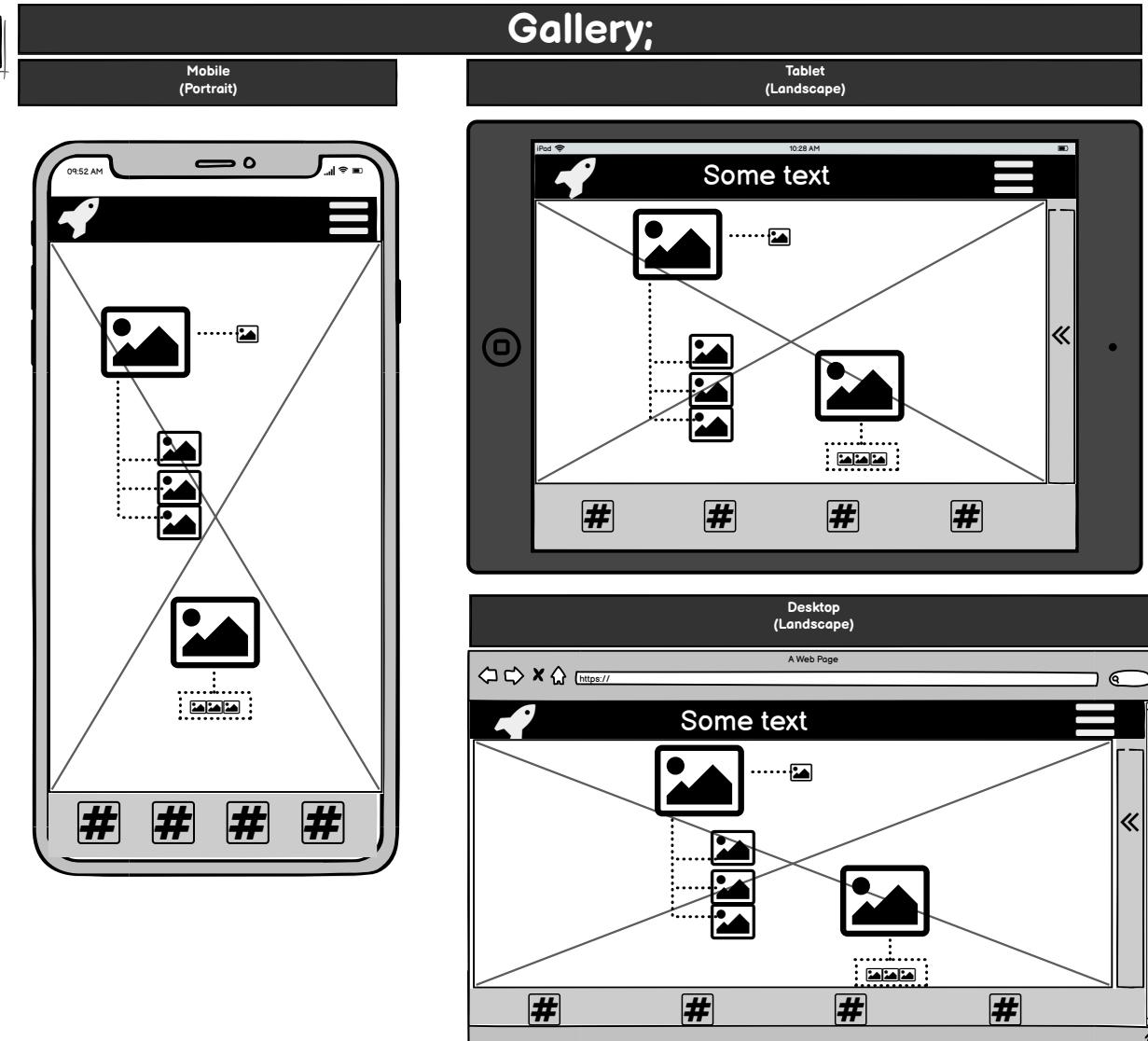
- Images mainly larger with some smaller images

#### 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

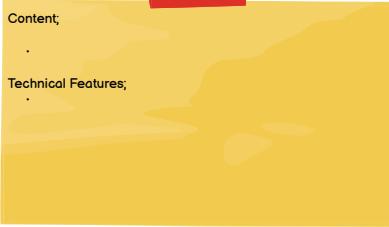


### (3) Mid-Level Designs (All Devices)

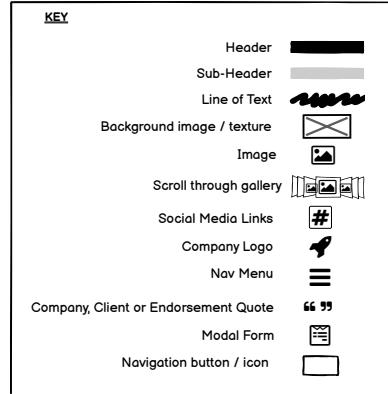
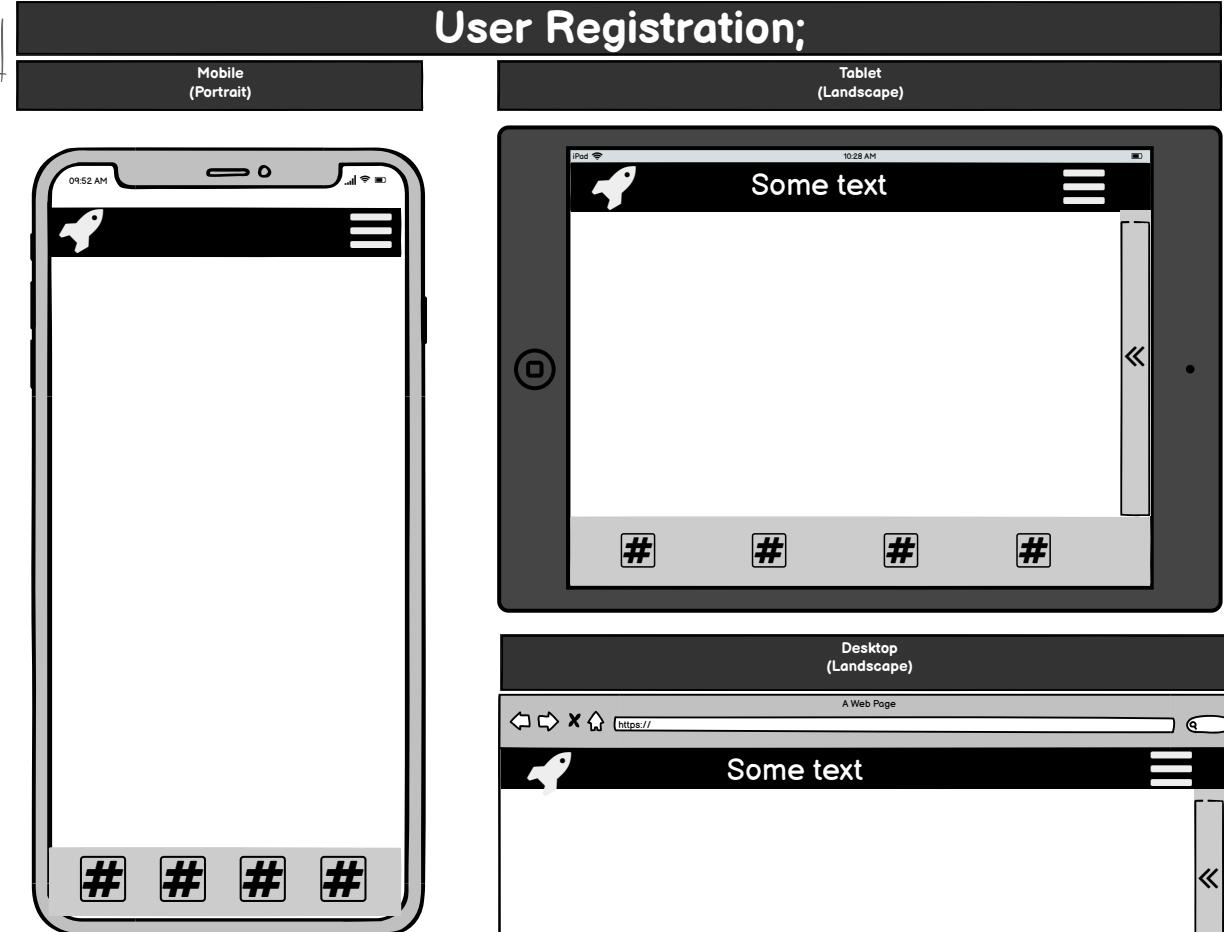
Key Design Elements  
(informed by concepts)



Key Features



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



4

## Higher Specification Mock-Ups



## HOME

Device : Mobile  
Orientation: Portrait  
Page: Home

**Fig. 1 : Default View**

Image 1: Company logo

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

Item Headers

Item Sections

Item 1 Header

Item 2 Header

Item 3 Header

Item 4 Gallery

Countdown to next launch

8888:8888

Months | Days | Hours | Minutes

Instagram Facebook Twitter YouTube

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

**Fig. 2 : Partially Scrolled**

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

Item 1 Header

Item 2 Header

Item 3 Header

Item 4 Gallery

Countdown to next launch

8888:8888

Months | Days | Hours | Minutes

Instagram Facebook Twitter YouTube

**Fig. 3 : Fully Scrolled**

Item 1 Header

Item 2 Header

Item 3 Header

Item 4 Gallery

Countdown to next launch

8888:8888

Months | Days | Hours | Minutes

Instagram Facebook Twitter YouTube

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

**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)  
- condense (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

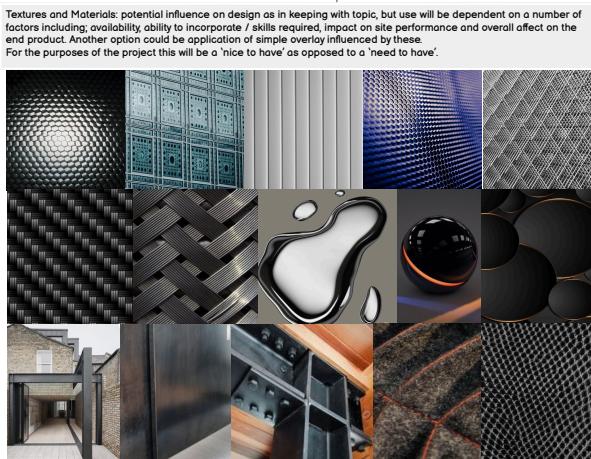
CAREERS

Alternative navigation layouts



5

## Colour Palette and Styles



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.

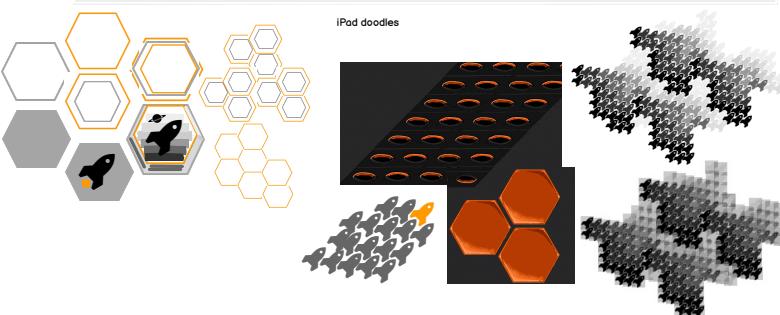


Colour Scheme : both the corporate branding and site colour schemes require a smart & sophisticated look. Proposal consists of a single primary colour which will be used on key focus areas. There will be 2 - 3 lighter shades for other areas. A strong accent colour will bring emphasis and will be a colour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

Primary Colour:	Secondary Colours:	Accent Colour:
~ Rich Black FOGRA 39 #101010 221010	~ Quick Silver #B7C1C2 ~ Rocket Metallic #B8B1B1 ~ Black Shadows #3344AA ~ Pale Silver #D0D0D4 ~ Light Gray #EAE4E4	~ Orange Pantone #F1E4C9 Heat Wave #F9F9F9 ~ Flickr Pink #E6E0E6 ~ Byzantine #A9A9A9 ~ Ultramarine Blue #8080C8 ~ Trypan Blue #808080
~ Eerie Black #121212 ~ Xiketic #424242 ~ Jet #333350 ~ Dim Gray #707070 ~ Sonic Silver #808080	~ Jet #333350 ~ Dim Gray #707070 ~ Platinum #D0D0D4	
Represented by colours in wireframes		

Colour swatches are from coolers.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!



Sci Fi User Interfaces: Examples of sci-fi inspired UI / dashboards. Looking to incorporate elements as decos, border styling and on-screen navigation menu.



**Wireframe:**

High Spec Mock-up;

- Service
- Gallery
- Registration (inc. Form)
- Error 404

**README - review and update**

- add current bugs
- start to list acknowledgements

- meta tags
- alt and other accessibility requirements

**Workspace:**

Global;

- add links to footer & navigation menu
- determine final color scheme
- apply styling / decals
- check browser compatibility (webkit?)
- re-size large images to reduce file size & load times
- meta tags
- alt and other accessibility requirements

All individual pages:

- finalise content and images