TDE
DIGITAL CREATIVES IN SPORTS

RN365 Visual Audit

Improving the Grand Prix experience for F1 viewers at home

S8 Graduation FHICT

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Introduction

The project's concept phase is almost finished. The final deliverables of this phase will consist of tested wireframes and rapid prototypes. In the next phase the prototypes will be further developed into full designs. The tool will need the same corporate branding as RN365's website as the tool will be an extension of the platform. Unfortunately RN365 doesn't have a styleguide or brandguide that explains how the corporate branding should be applied. Therefore, the only option is to analyze their website, create a set of temporary guidelines and apply them to the tool.

In this document, you'll read about how I analyzed RN365's website from a visual and functional perspective and explain how I will apply my findings to the tool I'm going to make.

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Visual Aesthetics

A brand characterizes itself based on a couple visual aesthetics. The aesthetics I'm going to visualize are colors, typography, images and icons, layout and spacings and animations and transitions.

Colors
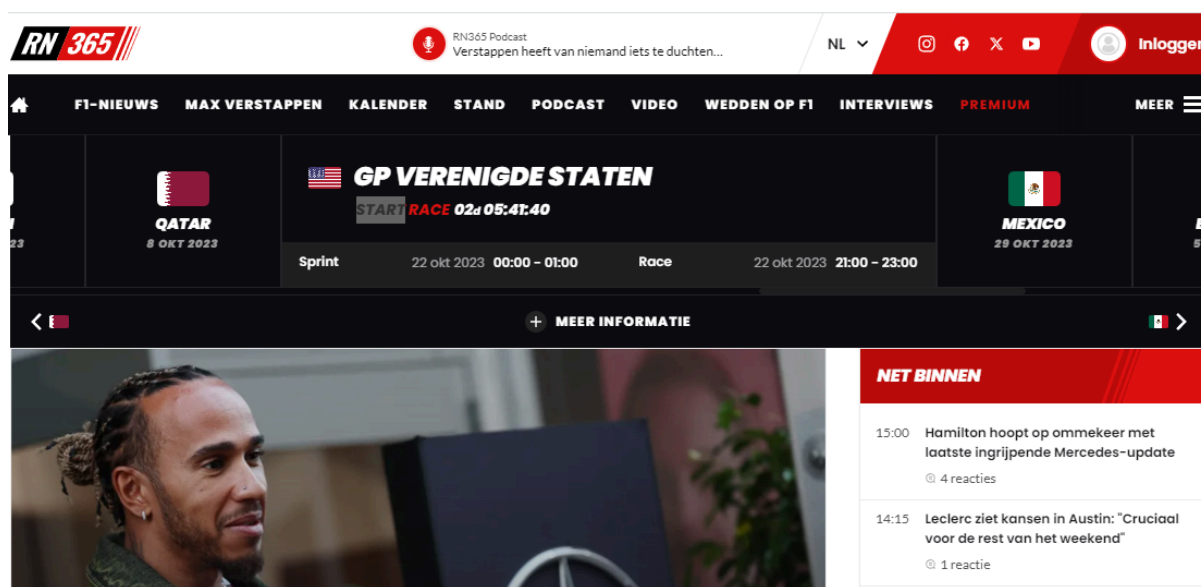
If you look at RN365's website, you can see that the 60 / 30 / 10 color rule is applied. This means that 60% of the website is white, 30% is gray and 10% is red. However, in some cases a slightly darker tone of red is used for banners to differentiate another section. A color palette of these colors is displayed below.

FFFFFF   0C0C0F   DC0E0E   BA0D0D

Typography

RN365 uses the Poppins typeface throughout the entire website. However, titles are often uppercased and section headers are often uppercased in italic. Below is an overview of the typography as it's used by RN365.

52px, Weight 700

This is a title

24px, Weight 900

THIS IS A SUBTITLE

THIS IS A SUBTITLE IN ITALIC

18px, weight 600

This is a header

12px, weight normal

This is text used for small details

22px, weight normal

This text is used for large bodies of text

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Imagery and Icons

This is a smaller part of the visual audit as RN365 doesn't make lots of use of icons. The only icons in the website are the menu icon and the home button which can be found on the navbar. It's important to note that these icons have hard edges.
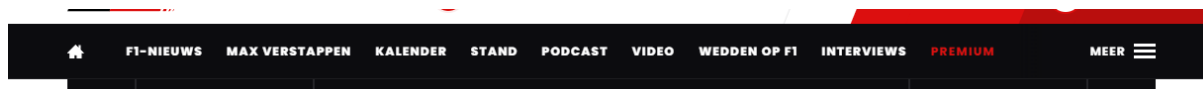
Other Icons found are the flags used to identify countries. In contrast to the home- and menu button, the flags do have rounded edges.
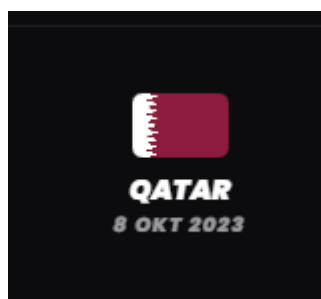

In the bar above the navbar are social media icons located. However, it's not necessary to include these as they have their own branding.

There are quite a few images to be found on the website, but images won't be part of the visualization tool.

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Functional Design Elements

Functional design elements include navigation and interactivity. To create a similar functional experience. I'll be looking at how the navigation works, how buttons behave and more.

Navigation
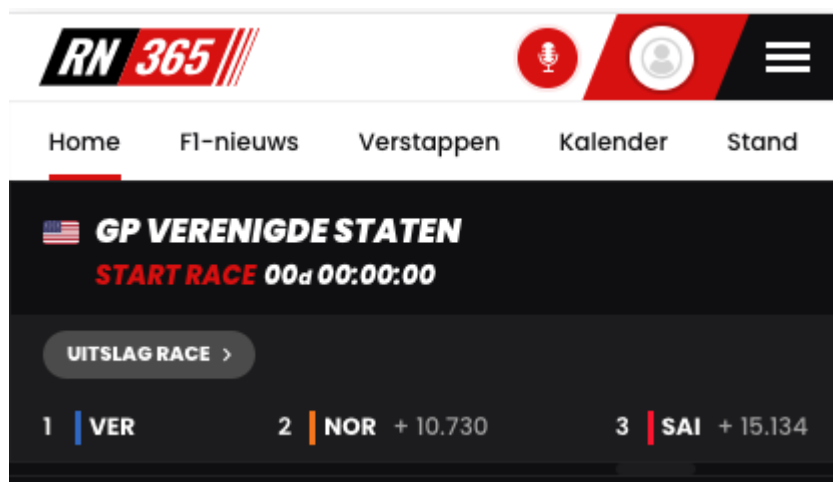
Two types of navigation can be found in the mobile version of RN365. In the top-right corner is a hamburger-button located that opens a comprehensive menu. In addition, there's also a tab menu for quick and easy access to the most important categories on the website.

Button behaviour

The hamburger button opens the larger menu. On click, this icon animates to a close-icon. Most animations are hover-effects and therefore not visible on mobile.

Content

The tool will primarily be used to visualize data. However, it might need textual content like a small introduction to the tool. Therefore, it's important to know what tone of voice to use for example.

When reading one of RN365's articles, I found that the text is quite casual. A few proverbs are used and some words are changed for abstract synonyms that make the text fun to read.
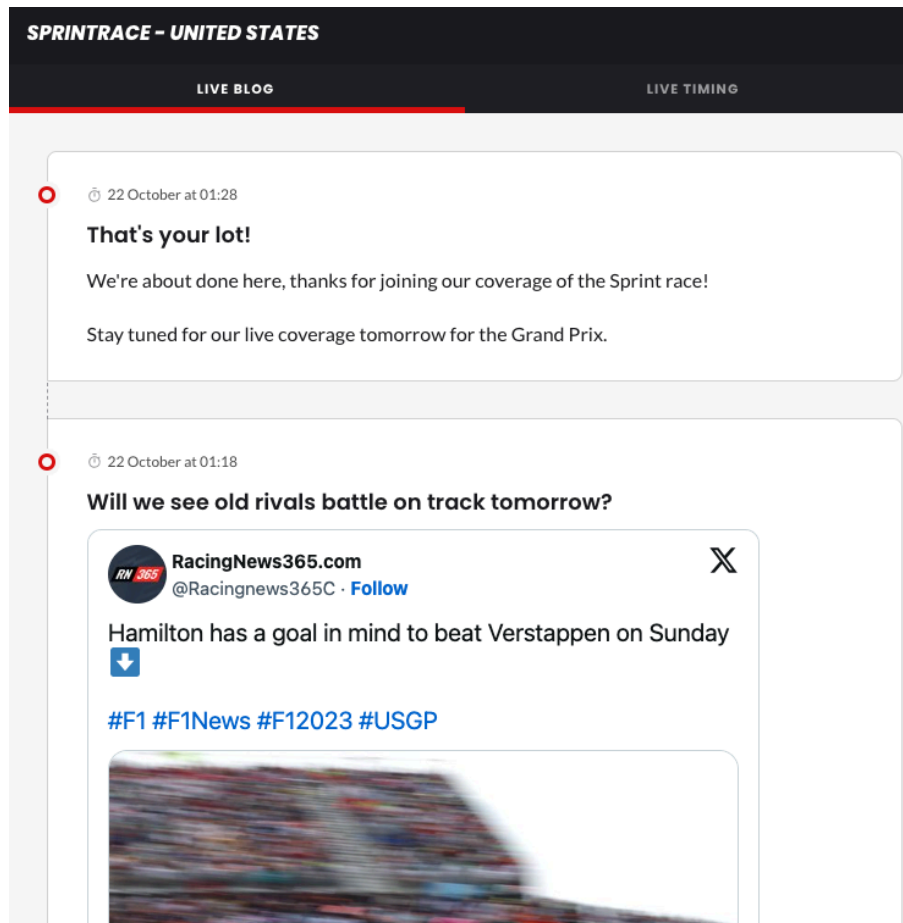
Consistency

The topics above already cover a lot of the visuals of RN365's website. However, some smaller parts are key for designing a consistent experience across the platform.
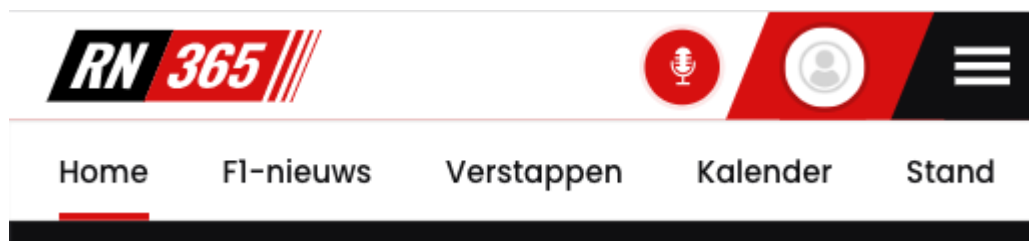
For example, the website uses some angled elements that are in line with the logo. This applies to the navigation bar.

Another important element is the liveblog, as the tool will have a similar function.

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Things to note are the title in the liveblog, which is currently not in the prototype. The liveblog consists of cards, connected with a dotted line to indicate continuity. Each card also has a timestamp which gives more context to the liveblog.

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Applying Findings and conclusion

This visual audit will give guidance to the design phase. The findings of this research will be applied to the wireframes to make a design that can be thoroughly tested. Now I know what colors and icons need to be included in the design and what typography to use and for what text. I also know what the navigation should look like and how buttons should behave. At last I also have a good example for the liveblog part of the tool.

https://s8-graduation.jordifranssen.com/docs/PrototypeVisualAudit.pdf

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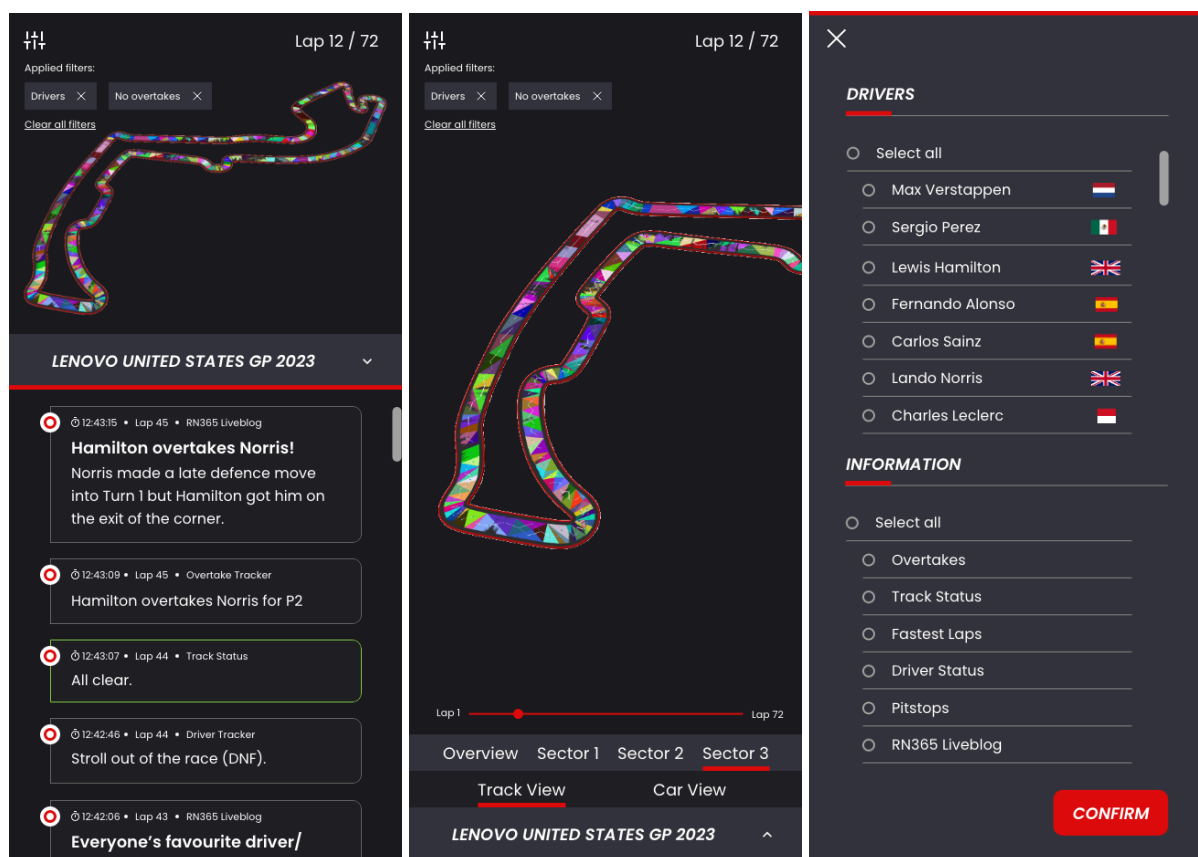
Summary

In the UI Design phase, RN365's corporate branding will be applied to the wireframes from the concepting phase. I asked a designer at TDE if there's a brand guide or style guide for RN365 that contains information about the corporate branding. This isn't the case. Therefore, he suggested just taking over the styling as it is in the website. I did this in a so-called visual audit, where I focussed on a few key points like colors, fonts, imagery and icons, navigation and button behavior.

I put all my findings in a document and made my own simplified style guide. I used this as a reference when applying the corporate branding to the prototype.

Learning Outcome Clarification

This deliverable is a professional duty on a bachelor level in the activities of Analysis, Design and Realize as I analyzed the corporate branding of RN365 and designed and realized a high fidelity prototype based on the analysis. This deliverable is a professional product that is in line with the IT-area User Interaction. Therefore, Learning Outcome 1: Professional Duties applies.

I adapted to the processes and way of thinking of TDE as TDE doesn't have a styleguide of RN365 and makes new designs for RN365 based on the website itself. Just as I did in this deliverable. My work is also relevant and valuable as I created value as a style guide for the making of the high fidelity prototype. I also worked in a methodological and structured way. Therefore, Learning Outcome 2: Situation-Orientation applies.

I identified a problem, which is a missing style guide of RN365 to use for the making of my high fidelity prototype and found an effective approach to arrive at the appropriate solution to do a visual audit of RN365's website and make my own temporary style

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guide that I could use for my prototype. Therefore, Learning Outcome 4: Investigative Problem Solving applies.

I communicated appropriately with a designer at TDE to find out RN365 doesn't have a style guide. Therefore, Learning Outcome 6: Targeted Interaction applies

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