The Viking Blogger: Design Phase

The Design phase of the Design Process — where the rubber meets the road and mockups are built

The Design Process

Remember the Design Process steps?

1. Discovery — figure out who the users are, what their goals are, and what will make them happy when using the app

2. Strategy — figure out what information architecture, navigation, and interactions will best bring the users to their goals… imagine good UX!

3. **Design — figure out specific visual characteristics of the pages and actually mock them up**

Viking Code School

Tools of Design

When we're building our pages, remember the macro-level tools at our disposal:

- **Layout** — What overall scheme should the pages use to order their elements?

- **Visual Hierarchy** — Where should the user's eye be drawn first and which elements should fade back?

- **Typography** — How will our fonts and spacings affect the usability and visual hierarchy of the pages?

- **Color** — What color scheme will appropriately emphasize our elements and establish a consistent feel?

Viking Code School

Layout and Hierarchy

- We've already had some decisions made for us in the previous phase (e.g. using a top navbar).

- For a content-based site, let's go single-column to focus on the content.

- For each post, let's make the title and the text the most important items on the page. Comments should be secondary. Author and date should be left for additional exploration only.

- It's okay to have the "Create a Post" and "Submit a Photo" CTAs get top billing — we want to convert casual watchers into content creators.

Viking Code School

Layout and Hierarchy

- Let's mock up our main page (and the others if we have time)! We'll use a 12 column 960 grid.

Typography

- Let's keep the typographic style informal and easily digestible. We'll use a common open-source font family called open-sans, which is available from Google Web Fonts.

Viking Code School

Color

- It's important to keep things legible so we won't go overboard on colors. But we do want to make it familiar and comforting to our viking warriors, so we'll use color from the swedish flag as the base of a simple Monochromatic (w/ complement) color scheme.

Design Phase: Wrapping Up

We just mocked up all of our pages, focusing on building out our UX flows and interaction elements with principles of:

- **Layout** — We're using a simple one-column centered layout with a navbar on top

- **Visual Hierarchy** — We've emphasized the CTAs for posting and the post titles for ease of scanning

- **Typography** — A simple use of sans-serif font keeps things light and spacing is geared for readability

- **Color** — An understated Viking blue-and-gold scheme

Viking Code School

(This slide intentionally left blank)

Viking Code School