# Introduction

The purpose of the module was design a site for a hypothetical client. I personally know the founder of an Italian independent skateboarding brand. After the first contact we agree to create a site to highlight his latest collection.

# Working with Your Client

Atypical (the name of the brand) got already an e-commerce site built with Shopify where people can easily buy anything, also his brand image is already consolidate local wise, and well developed during the last few years. Thanks to his strong web presence and the pre-existant corporate identity after the first video call with my client I was able to produce few design Ideas that were satisfying my client. We use to keep in contact weekly basis with a video call, usually on Friday, on top of that we make use of other way to communicate such email and chat where were easy to exchange media in support of ideas and moods.

# Research and Analysis

In our first meeting the client provide me a consistent set of web link to better understand his position in the market, his audience and also his main competitor. I also made some research to better understand the trend not just in Italy where the brand is located, but worldwide, on how independent brand were expose their product online.

Even if the idea for the site was to highlight the latest collection and to empathise the brand, we found necessary the possibility for the user to directly buy a product. After few research I decided to make use of the Shopify platform and implement thanks to the buy button a fully functional way to shop online thought the site.

## Competitive Analysis

Here the major competitor that I analysed. This is the other independent brand that comes from the same city. Is not strictly related to skateboard but is more about street wear clothing.

https://anthem.it/

## User Research

The target of the brand are predominantly man and also woman between 25 and 40, nostalgic skateboarders, street wear fans or even “fashion victim”. As the product is hand crafted and it stay away from massive production, the price is consistent for a skateboard, our target must be someone more addressed to collectibles and to unique pieces of design.

Atypical take inspiration from the skateboard word in the 70’s, his skateboard shape is perfect for who wants to “surf the city” more that who use them to do freestyle skateboarding. So the way that the product present to the client is as a means of locomotion, crafted by hand and with a particular attention to the design.

# Design

The design Idea comes from the brand identity, Atypical wants to look essential, chic but also still “underground” as skateboard brand always been. The idea is to create a mix of this sensation also in the site design.

I choose to make use of the most modern css styling properties as Grid and Flexbox, I wanted to stay away from any css framework to be able to be free in term of site structure and functionality.

Atypical is also a very fond of Instagram his presence is consistent and founder, Nicolò, likes Instagram design so he ask me to create something grid based with a social implementation in a relevant way.

The structure of the page is created thanks to 3 different kind of grid created by myself, with different dimension and different behaviour. Positioning is sorted with Flexbox.

The interactivity and the animation are from different library that I implemented.

I also used twitter embedded and Instagram embedded.

# Marketing

The purpose of the site is to create audience itself and to enhance the web presence of Atypical. The main scope is to highlight the features of the latest collection and often they are the fruit of collaboration between other brand. The site itself can be consider as the product of a marketing strategy able not just to show the product but to tell his story and empathise the image of it.

# Technical Options Research and Development

I wanted to create a valid structure, able to be reused and to be scalable. Also to be responsive and good looking if accessed from every devices. So the best way to achieve it was to use responsive design method, a good and simple mark-up and the use of media queries.

# User Testing and Evaluation

The first usability test took place after the first coding session, where the project was just ready to be used. I asked to the client as first person then to other common user that they were match my audience target. The usability test went very well and just few issue were spotted issue were most related to the visualization in mobile mode. I had to increase the effectiveness of media query and to create new display rules throughout them.

# Evaluation

I wanted to create a project able to show my coding skill and I wanted this site to be part of my portfolio. I am very focused in web-design and I consider this module the one that fully match my interest. I am really happy regarding the outcomes of this project, apart for the use of external libraries and plug ins the site has been totally hand coded and designed by me. I had to faces and addressed many problem, what I have learned from this project is to carefully read any documentation of every technology I was make use, I understood that is essential to save time in the production process also to be able to get the most from them.

# Statement

“Andrea was professional in his design and production progress. He always keep me update with his progress sending image and gif to clearly show me the site behaviour to be able to find an ideal solution together”

# References & Reading

CSS

<https://www.w3schools.com/css/css_grid.asp>

<https://css-tricks.com/snippets/css/a-guide-to-flexbox/>

<https://fontawesome.com/>

<http://l-lin.github.io/font-awesome-animation/>

CSS+JS

<https://michalsnik.github.io/aos/>

<http://izimodal.marcelodolce.com/>

<http://kenwheeler.github.io/slick/>