

Style tile



BAUHAUS

Colour scheme



#000000



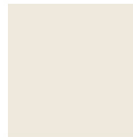
#5D5F6F



#8B0000



#559CA4



#EEE9DC

Heading

Subheading

This is an example of a body text

"This is an example of a quote"

Example of scroll arrows



Example of
Burger menu



Example of closing
burger menu



Adjectives:

Functional

Simple

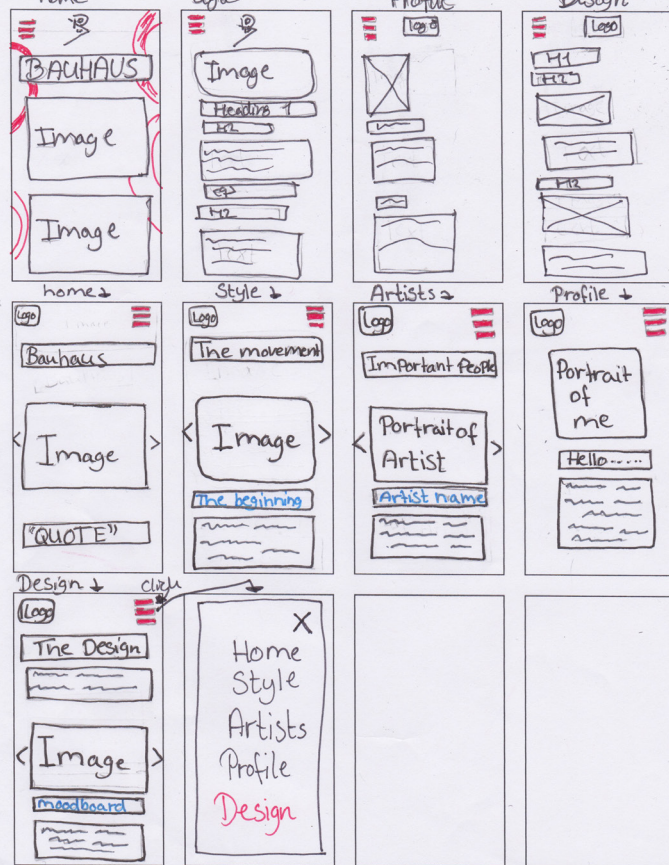
Balance

Harmony

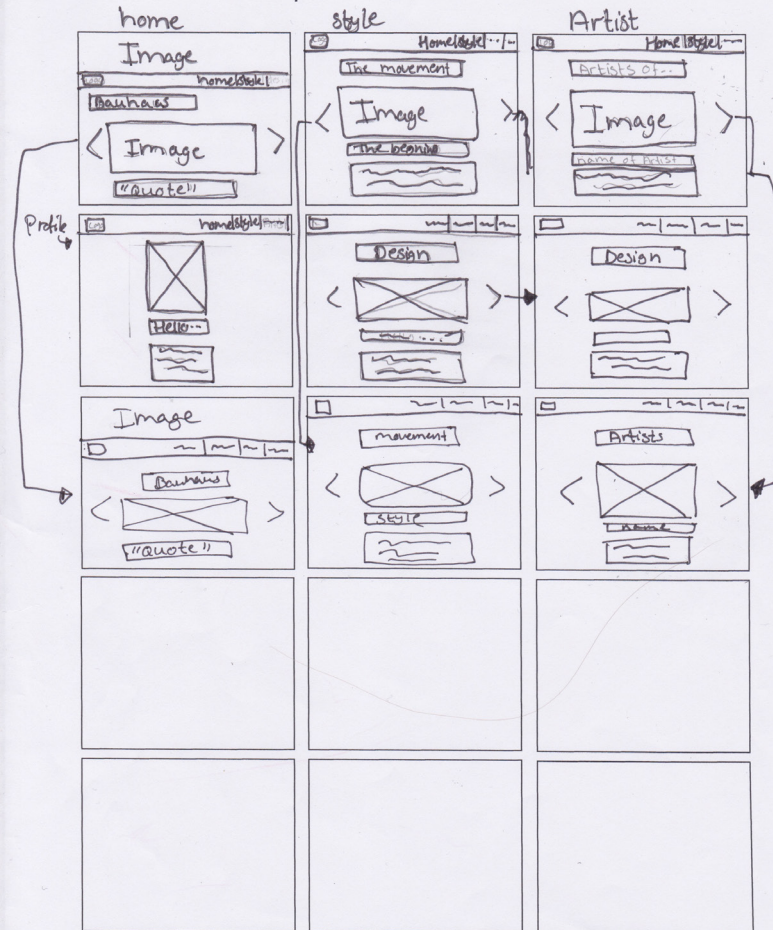
Geometrical

Mini sketches

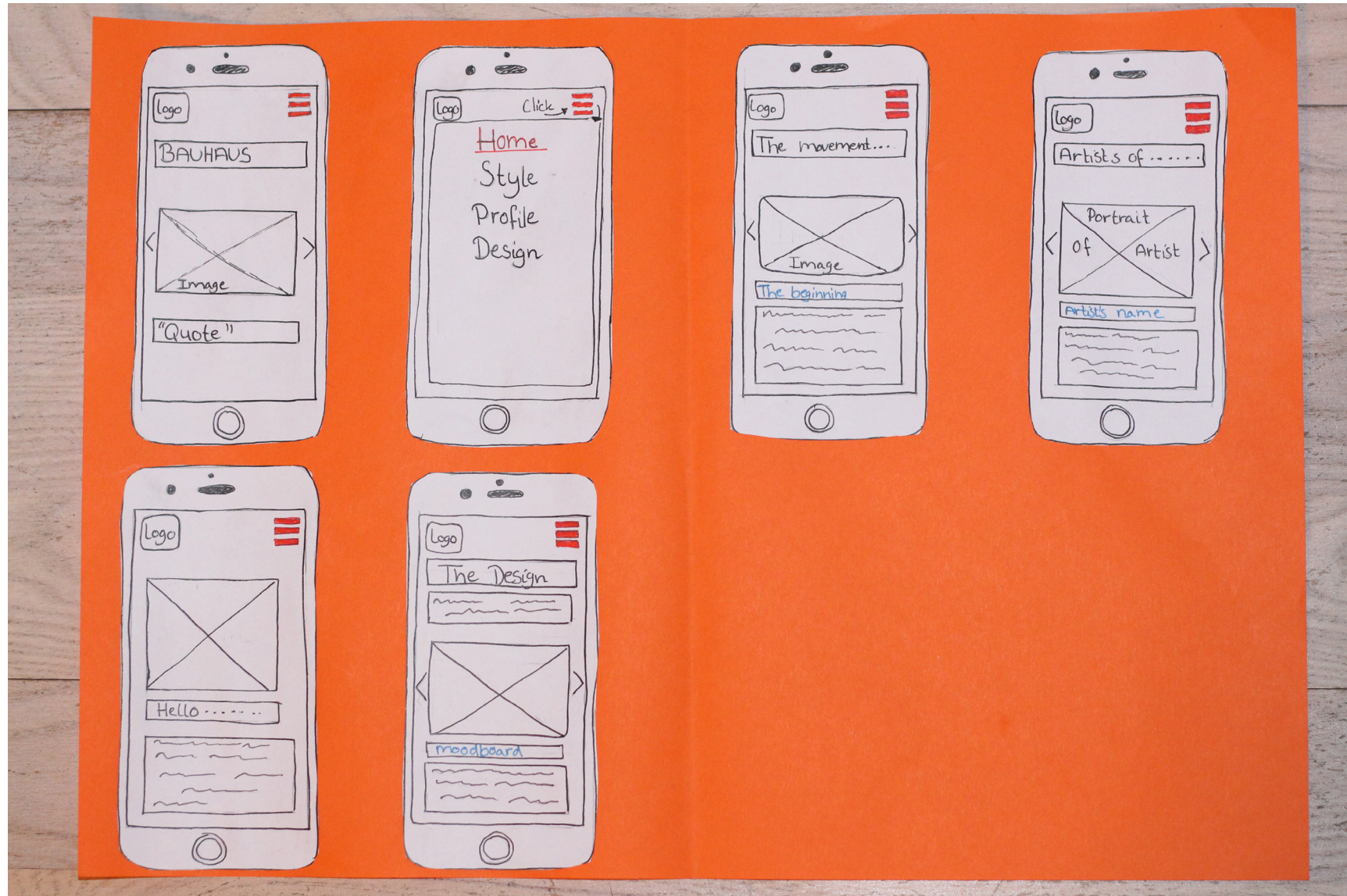
mini sketch template phone



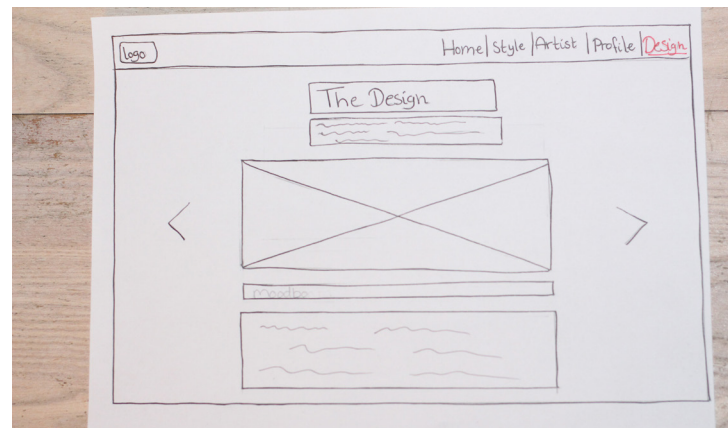
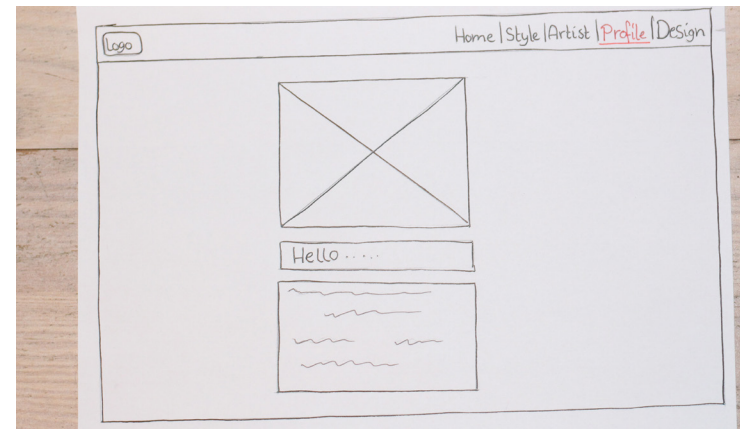
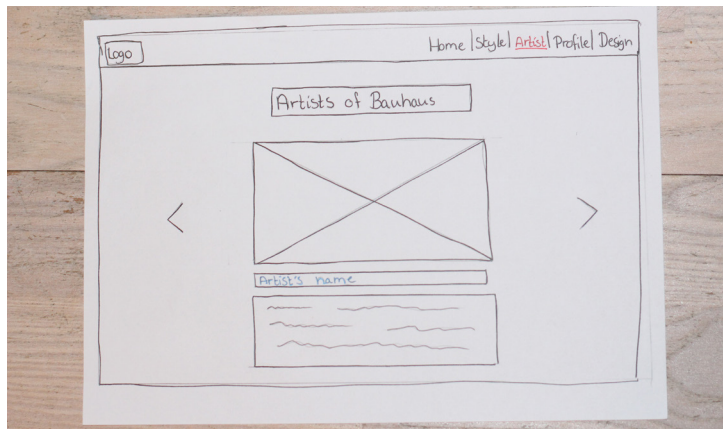
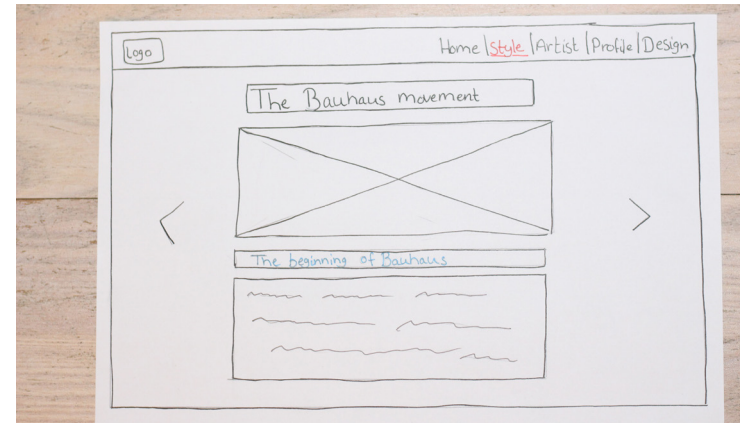
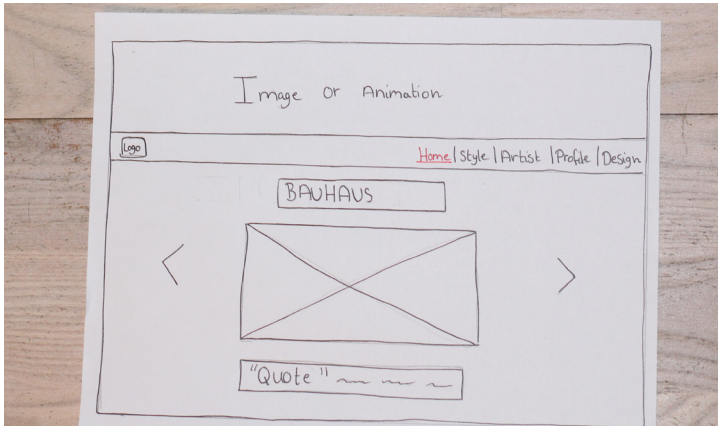
mini sketch template



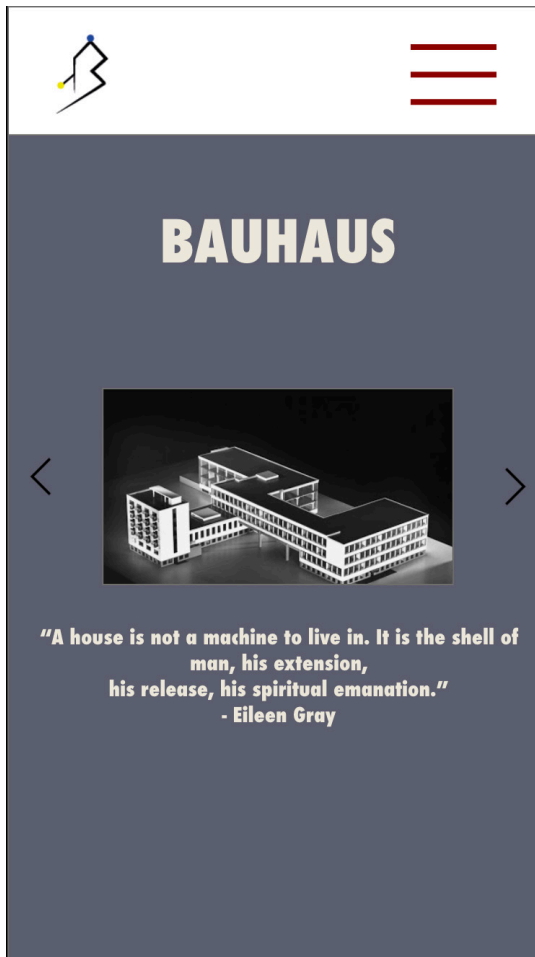
Paper prototype mobile version



Paper prototype desktop version

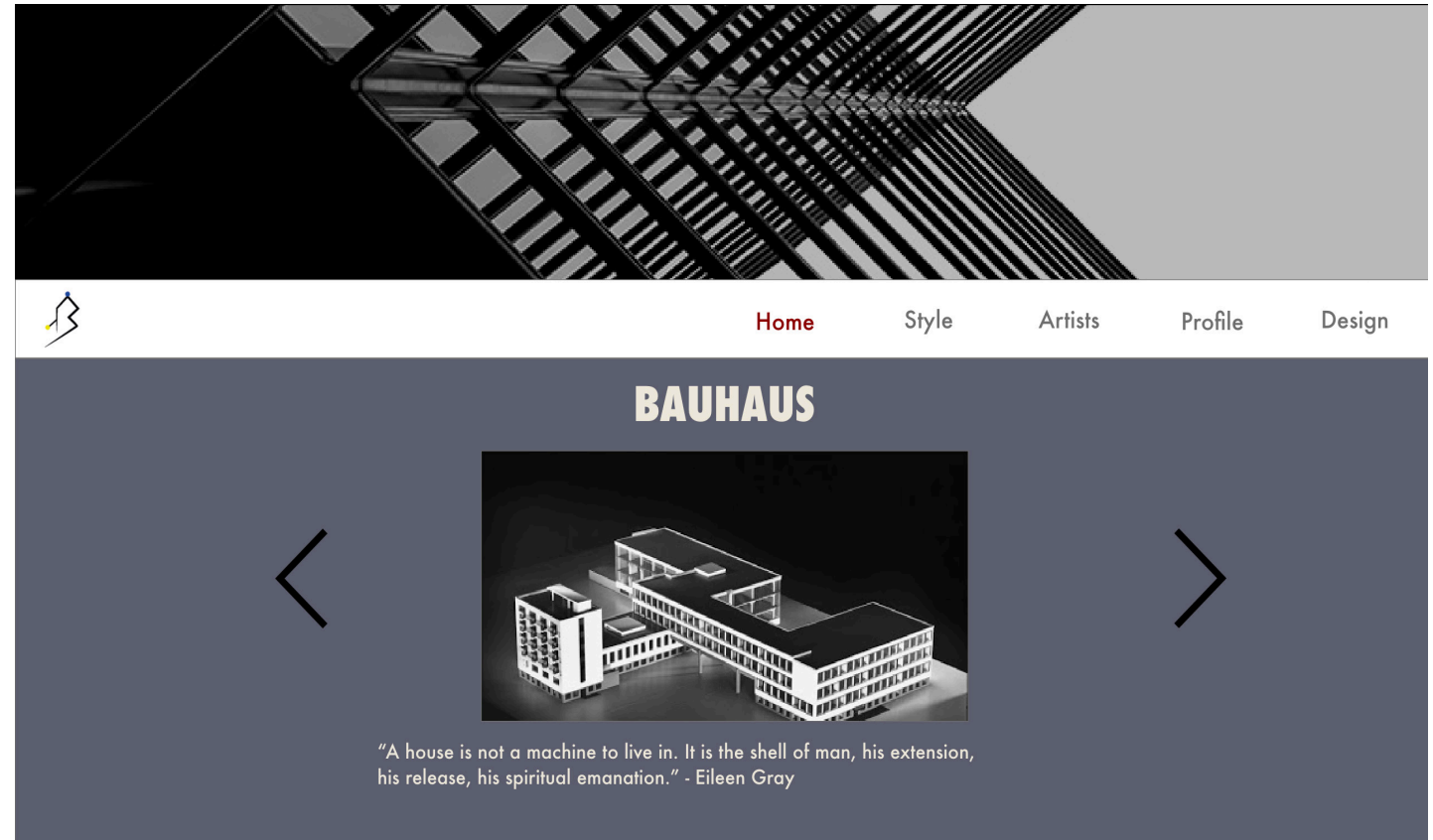


Interactive XD-prototype



Link to mobile version of the website:

<https://xd.adobe.com/view/d820e673-84a8-4790-a457-2403e3babd45/?fullscreen>



Link to the desktop version of the website:

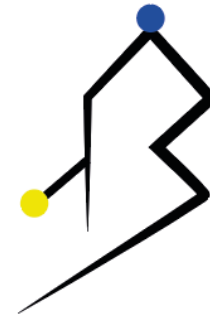
<https://xd.adobe.com/view/663b3c92-da54-40d0-8295-546b51ef6654/screen/d186a9a0-25c6-449b-a864-8c6cfafccba1/Web-1920-1/?fullscreen>

Final logo

The logo is made for the bauhaus website. It is inspired by geometrical shapes. I decided to use the a logo with the letter “B” to keep it simple.



Negative



Positive

Design principles used in the website

Gestalt Laws:

The law of similarity: I use the law of similarity that can be seen in the logo because there are two circles, even though they don't have the same colours they are still similar because of the shapes.

I also use the law of similarity in the way the pages are structured, the same scrolling arrows are being used on almost every page, the only place it is not being used is on the profile page.

The law of closure: I use the law of closure in the menu/ navigation bar, even though there isn't exactly lines around the menu/ navigation bar, it still looks like it is closed.

The law of figure and ground: I use the law of figure and ground especially on the homepage, where above the menu/ navigation bar is an image, and then the menu bar is shown and under that the actual information with another image. The white line seems to lay on top of the image above and the grey background colour under the menu bar.

The law of proximity: I use the law of proximity whenever there are an image and some information, the two things are placed close enough to be viewed as a group. That sort of structure do I use on every page, so the user can see what belongs together and what does not belong together.

Contrast:

Size and scale: There is a clear difference in the size of the body text and the headings and subheadings, on every page.

Colour: The colour varies from the grey, white, creme/beige to a red that indicates which page you're on.

Shape: I switch between the shapes on each page, the picture on the homepage is square-ish and on the style and artists page are the pictures more rounded in the corners.

Direction/orientation: Instead of scrolling down on the website, do you click on the arrows to slide to the next side. So the direction of every page (except the Profile page) is the direction horizontal. It's the same with the menu/ navigation bar there is also a horizontal orientation.

Composition:

Symmetrical/ centered layout: I use symmetrical centered layout, as everything thing (except the menu/ navigation bar and logo, scrolling arrows) are placed in the center of the page.

Optical centered: I tried to place every image, headings, subheadings and body text after the optical centered instead of the Mathematical way of placing.

Grid system: I did not use any of the golden (divine) section, the Fibonacci system or the rule of third to place things on the website. Instead, I used a grid system to help me to place the images and body text on the website.

Usability results and planned changes

Usability test:

I used the Trunk test, to test the usability of my website. But other than the trunk test questions, I also decided to ask the test users about the colours of the website and whether the text (font type) was readable or not.

I decided to do my usability test on my interactive desktop prototype.

The overall trunk test result:

All three test users found it easy to navigate through my website, they could all see which page they were because there is a “you are here indicator” which is that the if you’re on the homepage then in the menu bar will “home” be red and the rest of the menu section gray.

I started with showing the test users the homepage, and asked if they could see what this website was about. They all answered. That according to the title / Heading on the homepage, they thought it was about Bauhaus, Which my website is about. My entire website is about Bauhaus.

One of the test users didn’t only look on the heading on the homepage, but also studied the pictures, and said that she thought it was about Bauhaus and maybe architecture, because of the pictures.

Other test results:

They all found the text readable, and the colours on the website didn’t make the text less readable.

And they said that the website had a nice clean look and that there was a balance between the content and the pages.

They also said that the website looked minimalistic and functional.

Planned changes:

Because I did my usability test on my interactive prototype where I had done a lot of changes from my actual mobile website, I didn’t get much feedback on what could be done better.

But I will explain how and why I am planning to change that much on my website.

When we had to start on coding our mobile website, I didn’t have a clear vision of how I wanted the website to look like. I was so focused on getting all the requirements in place. But now I have a very clear vision of how I want the layout, and it actually also fit the words more from my mood board than my mobile website. The words were; simple, geometrical, functional, harmony and balance.

Instead of scrolling down on my website pages, you will be scrolling sideways. I thought about doing that because I didn’t have that much content and it would give a nice flow that on each page there would be a new set of information and a picture that fits the information. Which might actually also fit well if the user is in High school, and don’t want to read long articles about the Bauhaus style, but want fast information about it.

Instead of the background colour is red and white, I chose to change it to a sort of cement grey, which they also used a lot in the Bauhaus style, especially the buildings.

the menu bar is white and the “you are here indicator” is red.