

007 Museum


Re-design of following exsisting website

<http://007museum.com>

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Bad Design Principles

- Proximity - The links that are close together are not related.
- Similarity - Clickable / not clickable elements look the same



The poster for the James Bond Museum in Nybro, Sweden, features a black background with gold and red accents. It includes a map of the region, a QR code, a photo of a gondola, a silhouette of James Bond, and a photo of an Aston Martin. The text 'JAMES BOND 007 MUSEUM' is prominently displayed in gold and white. Below the main image, there is a section with social media icons, contact information, and opening hours.

James Bond Museum
Emmabodavägen 20
Nybro

A full-sized Gondole from Venice (apparently just like the one that Roger Moore used in Moonraker).

JAMES BOND
007
MUSEUM

EMMABODAVÄGEN 20, 392 45 NYBRO
SWEDEN
0481-129 60
WWW.007MUSEUM.COM

JAMES BOND THE EXHIBITION

Contact: 007museum@telia.com Phone+4648112960 Open Daily 10-15 Sat 10-14 [Media](#) To do and see [Buy](#)
[James Bond Theme Party](#) [PPKGuns](#) [Omega](#) [Bmw](#) [Bollinger](#) [Corgi](#) [Swatch](#) [Posters](#) [James Bond store](#) [Links](#)
Welcome to The World's only James Bond 007Museum Sweden Nybro.
Booking open mon-fri 10-17 sat 10-14 [Tweet](#)
[Open during September 2017 to May 2018 Monday-Friday 11-15. Saturday 10-14.](#)

Results of Testing Existing Website

Trunk Test

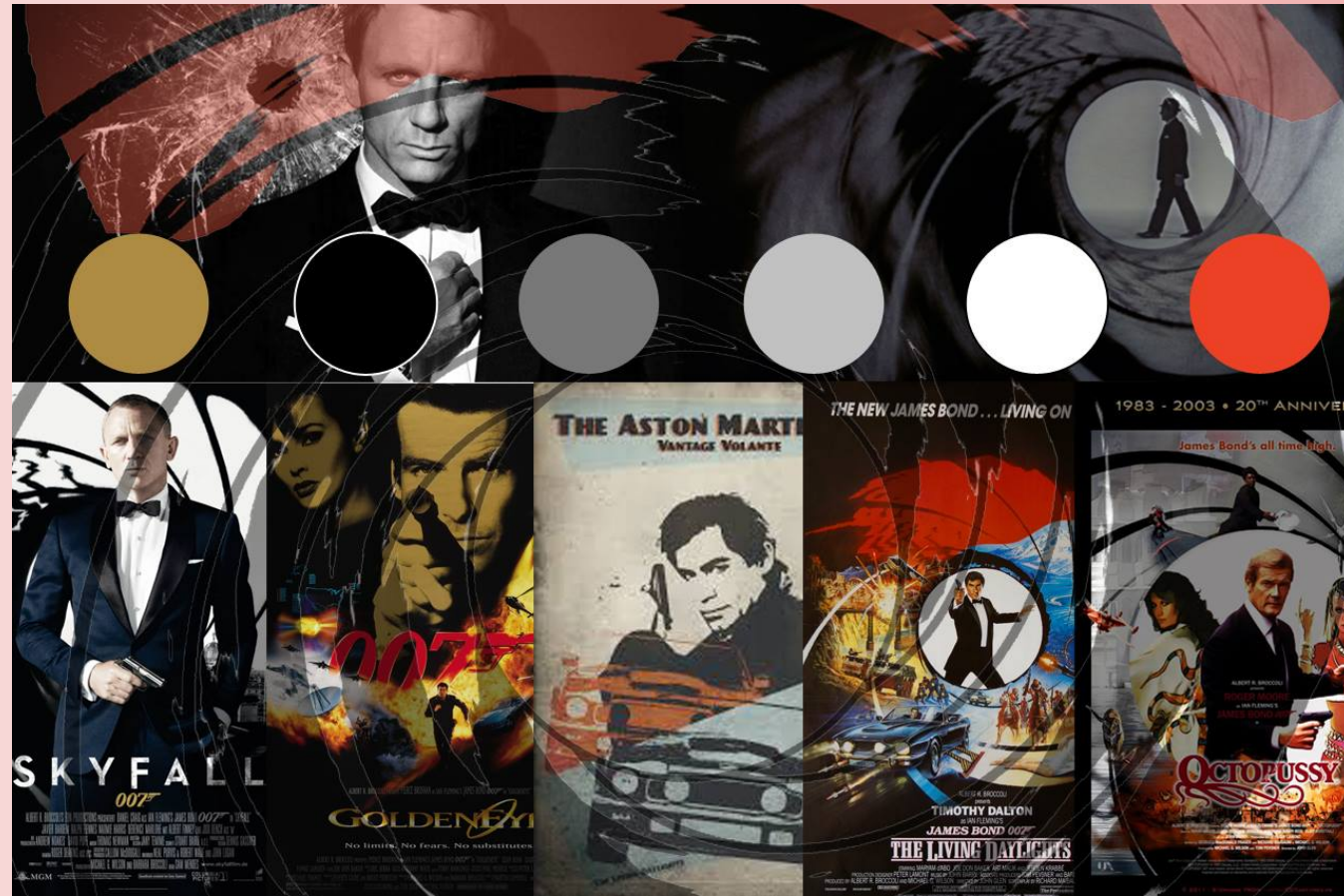
- Lack of navigation bar
- Messy layout, too much content

5 Second Test

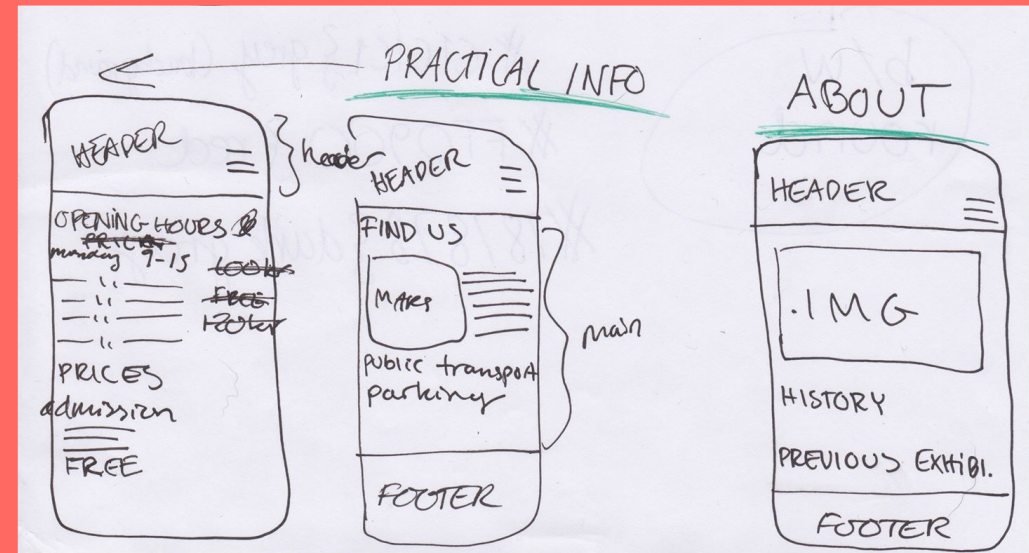
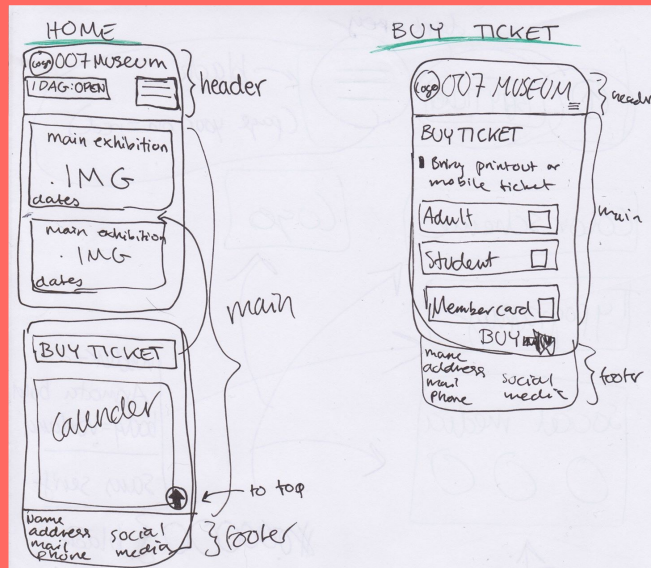
- Around 80% of the persons could identify that the website had something to do with James bond
- Only about 50% of those persons could identify that it's a museum



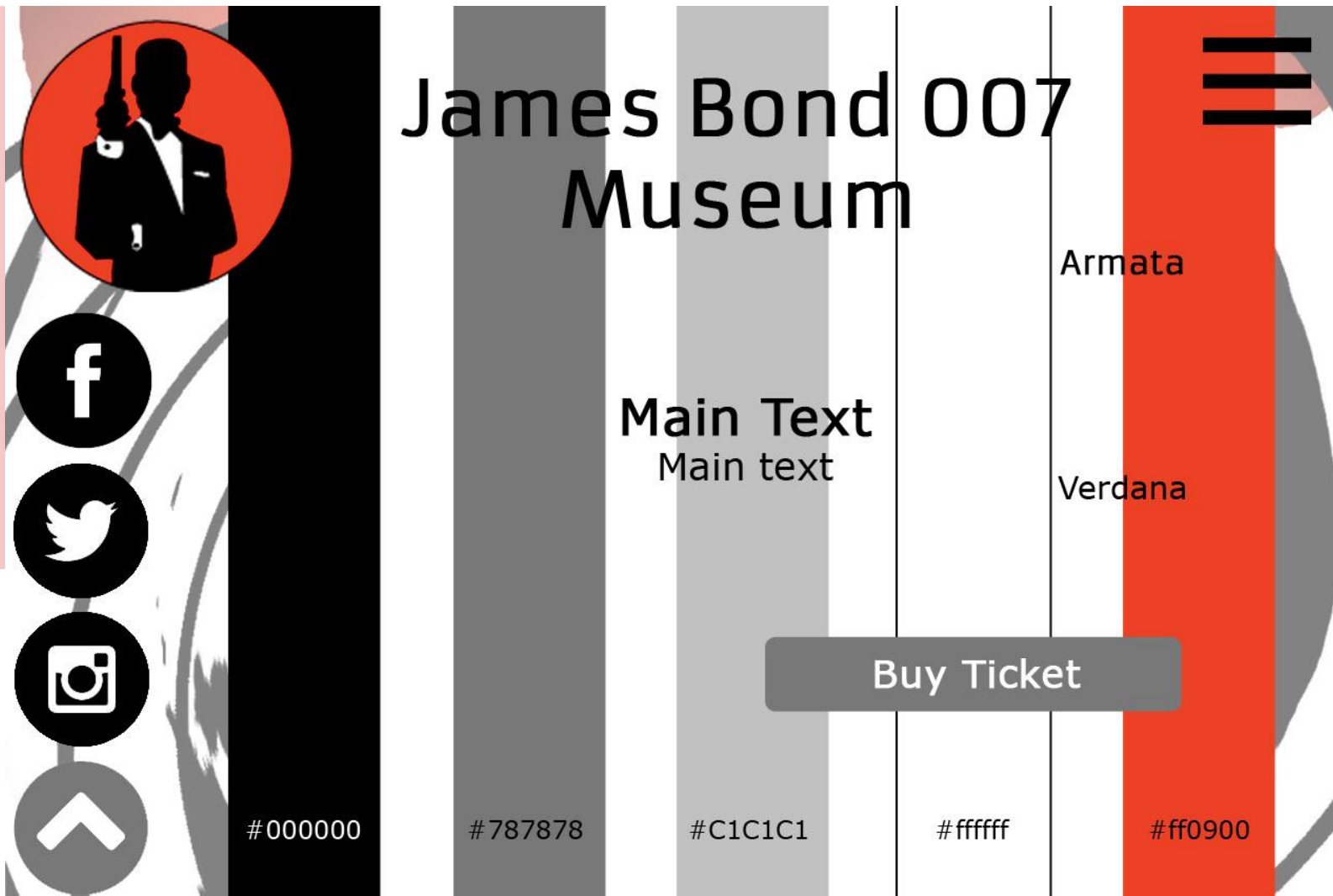
Moodboard



Sketches of the Re-design



Style Tile



Applied Design Principles

Composition: asymmetrical

Contrasts:

- Color
- Shape
- Scale
- Direction
- Position

Gestalt Principles:

- Similarity
- Proximity
- Closure

Figure/Ground
Negative Space

007[™]
James Bond Museum

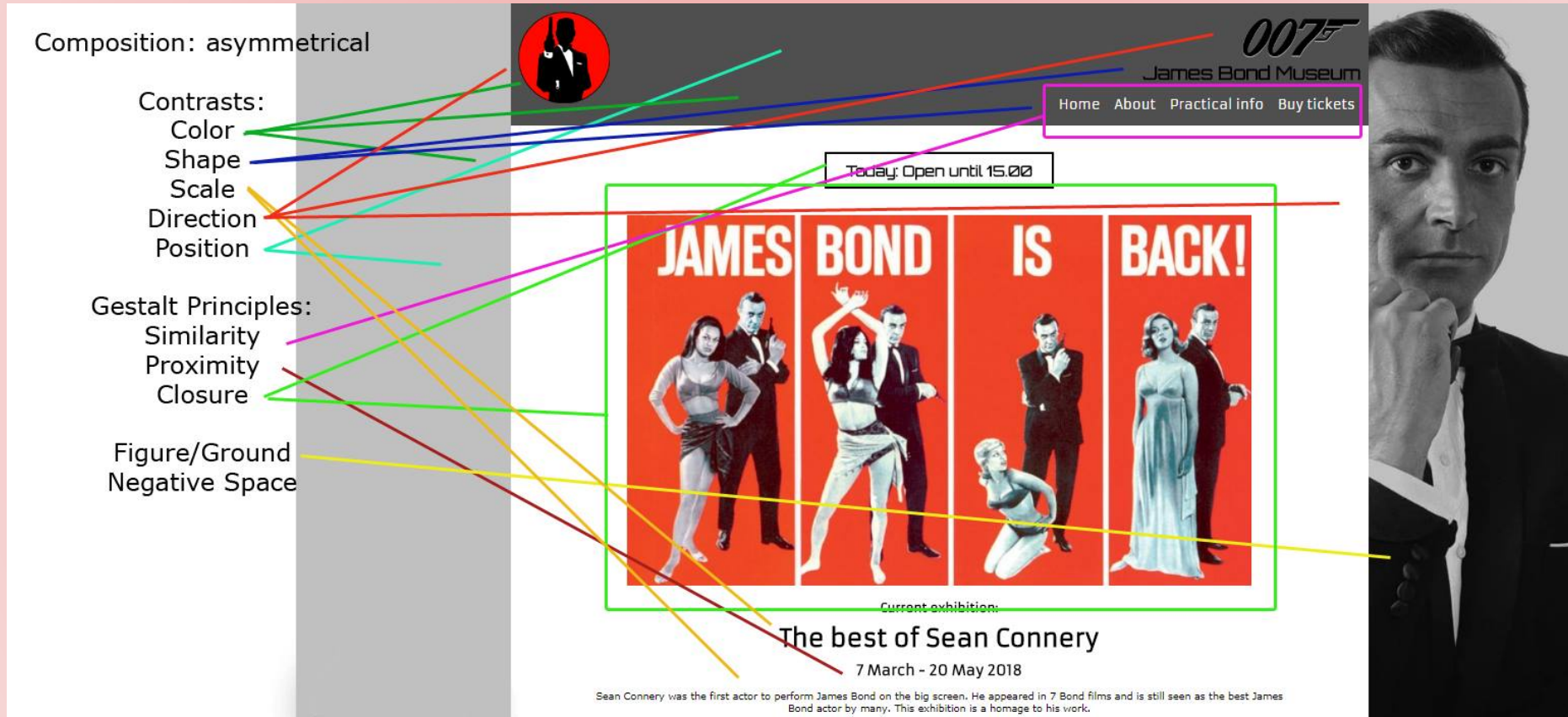
Home About Practical info Buy tickets

Today: Open until 15.00

JAMES BOND IS BACK!

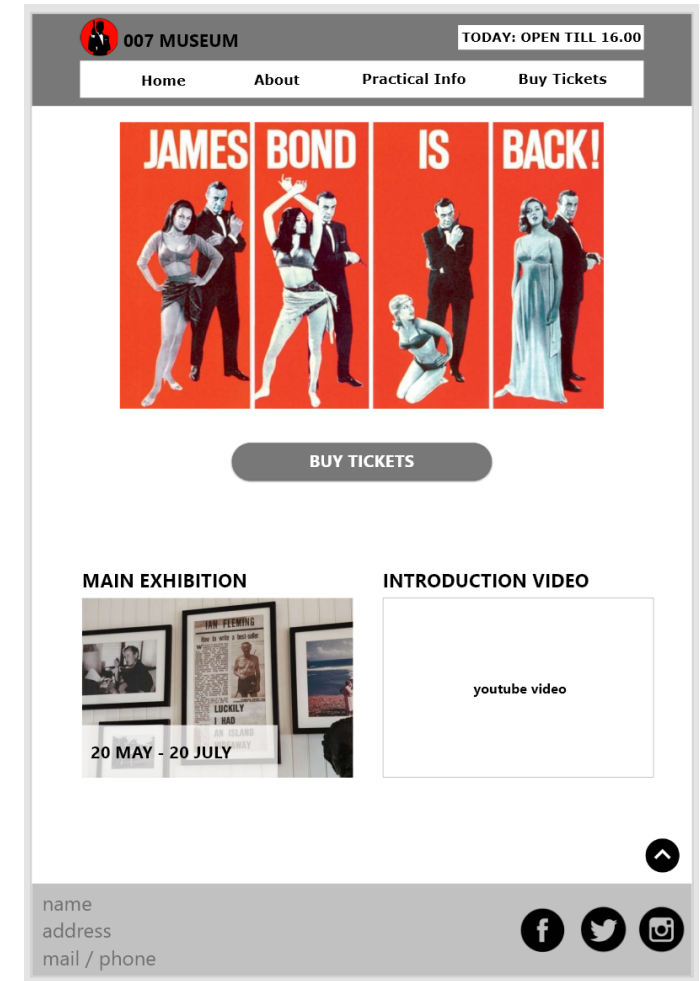
Current exhibition:
The best of Sean Connery
7 March - 20 May 2018

Sean Connery was the first actor to perform James Bond on the big screen. He appeared in 7 Bond films and is still seen as the best James Bond actor by many. This exhibition is a homage to his work.



Ideas (from XD test) to improve usability

- Indicator telling which page the user are on
- Homepage content – it may not be obvious for the user to see if there is more content below the first image



CSS Interesting Snippets

```
338
339 /*GRID MOBILE*/
340
341 ▼ .wrapper {
342     display: grid;
343     grid-template-columns: 1fr;
344     grid-template-rows: 1fr auto auto;
345     grid-template-areas: "header" "main" "footer"
346 }
347
348
349 /*GRID LARGE*/
350
351 ▼ @media all and (min-width: 830px) {
352 ▼     .wrapper {
353         display: grid;
354         grid-template-columns: .5fr 2fr .5fr;
355         grid-template-rows: 160px auto auto;
356         grid-template-areas: ". header ." ". main ." ".
            footer .";
357     }
358
```

```
8
9 ▼ body {
10     margin: 0;
11     height: 100%;
12     font-family: verdana, sans-serif;
13     background-image: url(../images/large/bondlarge.jpg);
14     background-size: cover;
15     background-attachment: fixed;
16     background-position: top right;
17 }
18
```