Noroff
School of technology
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Technical Report

Design 1 - Course Assignment

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1. Summary

To make this project I had to change some of my assumptions from style tile made as a previous assignment. I referred received feedback and made changes.

Information included in feedback was about to many types of fonts, two of the green hues were quite similar and how colour palette will appeal to target audience. In my current assignment I used some another colours, than were in style tile. I treated previous a wide range of colours as the spectrum of choice.
In feedback was as well recommended by teacher to stick sans serif font for body text. That was the reason I used font Lato in body content instead of serif font used in style tile.

Generally I used only two fonts: Lato and Palanquin, but combination of font weight, style and size of letters gave very well result. Everything looks consistent and tidy.

All selected colours match to rainy weather, and cloths buying by target audience of this project. How did I know, that colours encourage target audience to buying exactly those products? I checked what colours of clothes the target group of people is wearing. I checked another websites dedicated to active adults and checked in witch colours are dedicated for them products. I was thinking about myself, my wife and my friends, because of we are a part of that specified audience.
I chose two main colours of the website. I decided that it will be dark green – same as logo colour (#0a3641) and dark orange (#c17e27).
I tried as well to make prototype of this website very readable and clean.

2. Body

2.1. Introduction

I started to design my prototype, by sketching on the paper. I tried to use knowledge from the instructional videos in the previous module about law fidelity sketch. It was easier first to put my thoughts on paper, later change everything quite quick with eraser and pencil. At the end to prepare wireframes and prototypes in Adobe XD.

2.2. Main section of report

I created sketches according to site architecture given in assignment details.
I created pages:
1. Home
2. List of Jackets
3. A jacket specific page showing the jacket
4. A checkout page
5. A checkout success
6. About
7. Contact

After I sketched wireframes of various pages on paper and showed all to my wife (she the same as me belongs to target audience). I asked about her opinion and then I began to create first wireframes using Adobe XD. I chose artboard: Web 1920 x 1080 and grid, layout with 12 columns. I used those 12 columns to place content on website.

In Adobe XD I started from creating HOME PAGE. I used rectangle to make navigation and footer of page. Filled out both of them with dark green colour (#0a3641).

Space between I filled out with photo (check Acknowledgements 4.1.) matched to rainy weather and activities. As a partly cover of picture I used white overlay with opacity. I made it to have a possibility to place slogan of company. Without overlay slogan would not be readable.

I made 3 circles in different size and colours by using function circle. The biggest in light grey (#e4e6e6), middle size in main dark green (#0a3641) and smallest in dark orange (#c17e27). In the middle I placed text "choose jacket". I placed all circles from the biggest one to the smallest, one on one and centred them in the middle. I add shadow to each circle and text. By this way I created new button. I saved button as a component. I moved button to right place.

I got back to navigation. I used rectangle to create a search field, and button log in. In both rectangles I used radius 20 for corners. I applied function "Text" to write text search in search file and log in inside button log in.

I placed both elements in right positions and made components: search and log in. On the right hands side of LOG IN component I set icon symbol of log in and add it to log in component. More to the right I placed icon of shopping cart. In the middle on navigation, between component search and log in I created nav-buttons: home, our jackets, about, contact. To create those buttons I applied function "Text". I changed text to uppercase. I made hover on button in orange colour.

Over navigation I used texture of rain. Texture had small size, so I used Adobe XD function "Repeat Grid" to repeat texture. I removed spaces between textures. I used as well overlay as a cover of texture to make colour a little bit brighter.

Without this treatment logo of shop would not be visible good enough. So, as next layer I used logo. I brought into play Adobe XD vertical alignment and central alignment to place logo properly.

At the end HOME PAGE I worked with footer. On the footer I placed 5 icons: YouTube, Instagram, Facebook, Messenger and Twitter. I resized them to right size and placed centred on footer, by using Adobe XD functions.

I started to create next artboards by copying existed. After copying I just changed background and content. To create OUR JACKETS PAGE I changed photo from home page to texture used as a background over navigation.

I copied texture to fill out whole empty space by using function "Repeat Grid". I deleted spaces between textures and covered everything between nav and footer by using copied and adjusted overlay from home page.

After that I created title text and placed pictures of people in jackets inside created shapes. On pictures are man and women wearing jackets. On the third photo is indefinite gender, wearing raincoat. Shapes are not regular but similar to opened windows and should encourage to being outside.

As a next artboard I created ABOUT page. I copied previous artboard and replaced old content with new one. I made header ABOUT US, and placed text described what kid of shop it is. To the right from text I placed component (3 circles) and changed text to "Click here to buy jacket".

Next page – CONTACT US – I copied previous artboard, replaced old content. I changed text and pasted map (map was prepared before in Photoshop). On the page CONTACT US, www.rainydays.com and map are links.

After that I got back to jackets. I made one website. First with jacket for man. Under NAV I placed sub-navigation for jackets.

Under sub-nav I placed one jacket with short name of jacket, type and price. I used function "Repeat Grid" to create four more jackets.

Next I changed just pictures of jackets (it was five the same jackets after using repeat grid) and text below jackets. Pictures was prepared before in Photoshop (read more: Acknowledgements 4.2.).

Later I copied site with jackets for women. That was a base to make site with jackets for man and with raincoats. I just replaced pictures and title below jackets.

Next I made web for each separate jacket. Each site for each jacket got sub-nav as previous sites. I copied picture of chosen jacket from general site with jackets for women and place it under sub-menu. On the right I placed name of jacket with price. Below size. Size is a component.

User can click and choose right size. I created as many sites with each size as it was necessary. I did not use state in this case. If I would like to use state here, then after clicking user could use all sizes to one jacket.

I made as well rating (how much recommended is jacket) and below rating jacket features. Next I create button "Add to cart". This button is a component and can change state after click.

As the next page I made cart site – list of items in your cart – check out page before payment. Here I made option remove. If user click in X in circle, then item is removing from cart. User can test it by clicking X next to last item in cart.

This site got as well to buttons "CANCEL" and "NEXT". I made them both as components. List of items in cart is made by using "Repeat Grid".

Next page is a payment page. Made by using "Repeat Grid" to repeat all labels and fields. Buttons "CANCEL" and "PAY" are copied components from previous site. Logos of VIPPS, MASTERCARD,

MAESTRO and VISA are download from website with free license logos (read more: Acknowledgements 4.3.).

At the end I made Purchase confirmation – CHECKOUT SUCCESS website. In this case I used as well "Repeat Grid" to copy product nr 1. Later names of jackets, prices, size got changed manually by me.

After I created all websites I began to prototype everything. In rapport are listed only websites from website architecture named in assignment. At the beginning I checked are prototypes are they working and shared project with people to get some feedback.

2.3. Conclusion

As a conclusion I write that Adobe XD is a very useful tool to create wireframes, prototypes and share result with another people. It takes less time to prepare prototype than code some website. In real company it is more economy. We are using time and money.

3. References

All pictures used in project was included in previous raport, so all pictures are used legally.

4. Acknowledgements

5. Appendices

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