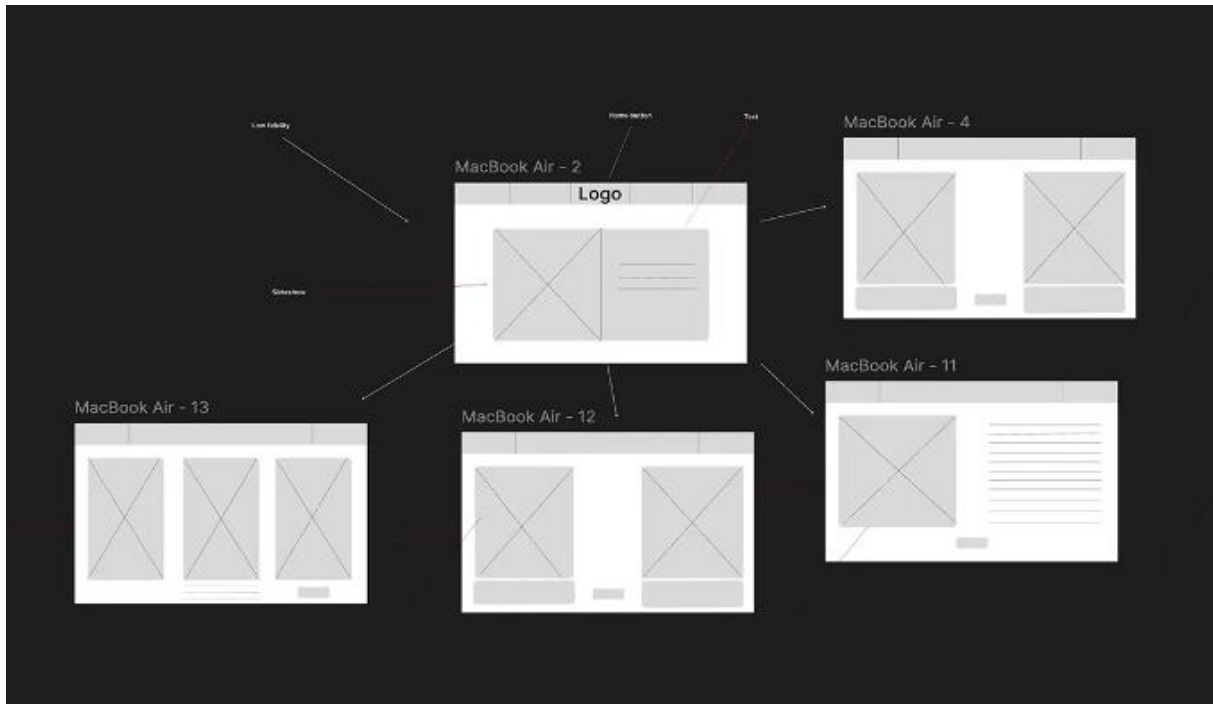


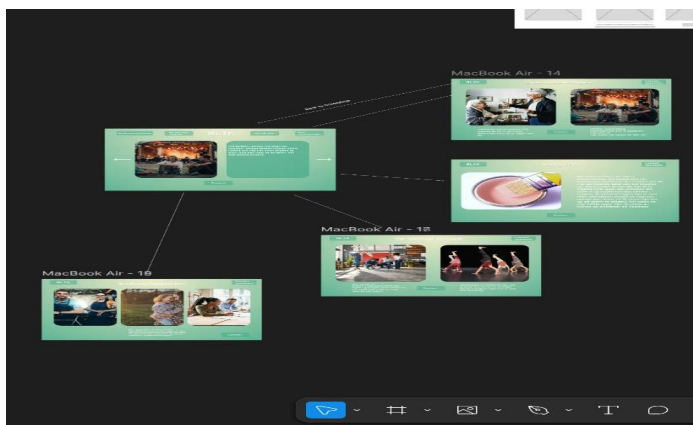
BLIK project prototypes

FIGMA LINK: <https://www.figma.com/design/iBzslcGb7A4SS9G5vintWV/Blik-Prototype?node-id=0-1&p=f&t=VAJgP3DPd9968mVT-0>

For the BLIK project, I iteratively developed multiple prototypes to refine the layout and structure of the webpage. I experimented with various color palettes and layouts, incorporating feedback from Dirk and Pennie.



First Prototype: A low-fidelity design that initiated the concept.

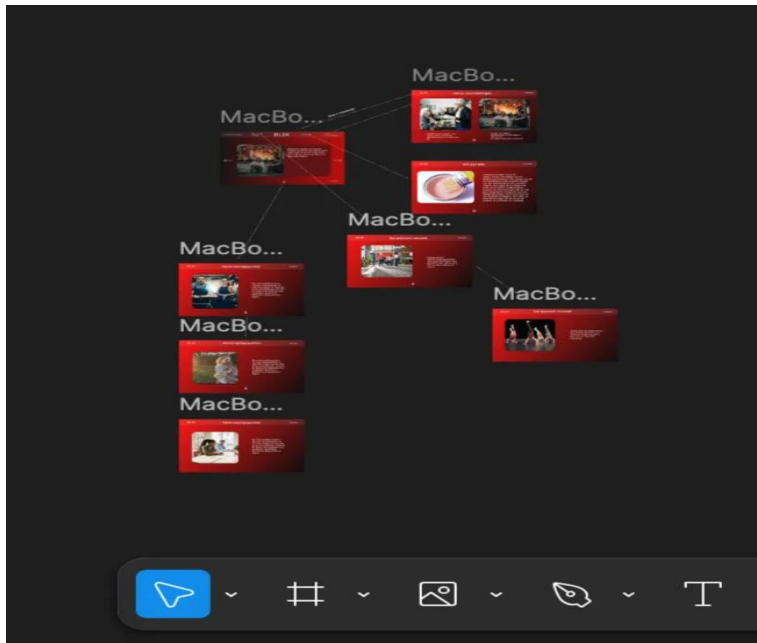


The first high-fidelity prototype I created for the BLIK project was an important learning experience. My goal with this design was to create a cohesive and visually appealing layout by using soft, harmonious colors. At the time, I believed that using colors that blended seamlessly together would create a calming and professional aesthetic for the website. But that changed after I asked for feedback from Dirk

Feedback: I received from Dirk pointed out that the colors blended too much, causing the overall design to lack contrast and making it difficult for users to distinguish between different sections of the website.

BLIK project prototypes

Action / Reflection: This feedback made me realize the importance of using color strategically to create clear visual distinctions and guide the user's eye across the layout. While my initial choice aimed to maintain a consistent color palette, I learned that too much subtlety could compromise the usability and effectiveness of the design. Following this feedback, I made adjustments to the color scheme to improve contrast and ensure that key elements stood out, making the prototype more user-friendly and visually engaging.



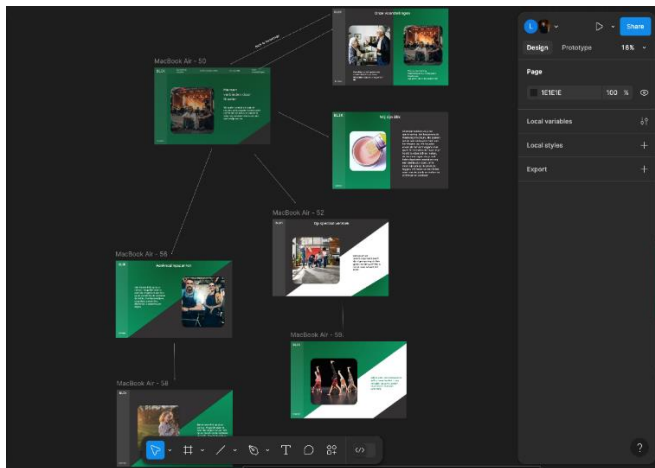
The second high-fidelity prototype:

Feedback: Pennie observed that my design resembled a mobile application rather than a traditional website. This was due to the lack of website-specific elements like a footer, proper navigation bar, and overall structure that users associate with websites. This feedback emphasized the importance of aligning the design with user expectations for a specific medium.

Action:

In response, I restructured the layout to include website-like elements such as a footer, consistent headers, and better spacing between sections. I also revised the navigation to make it more intuitive and user-friendly. This feedback helped me understand the importance of context-specific design principles and how to adapt my work to meet the expectations of the intended platform.

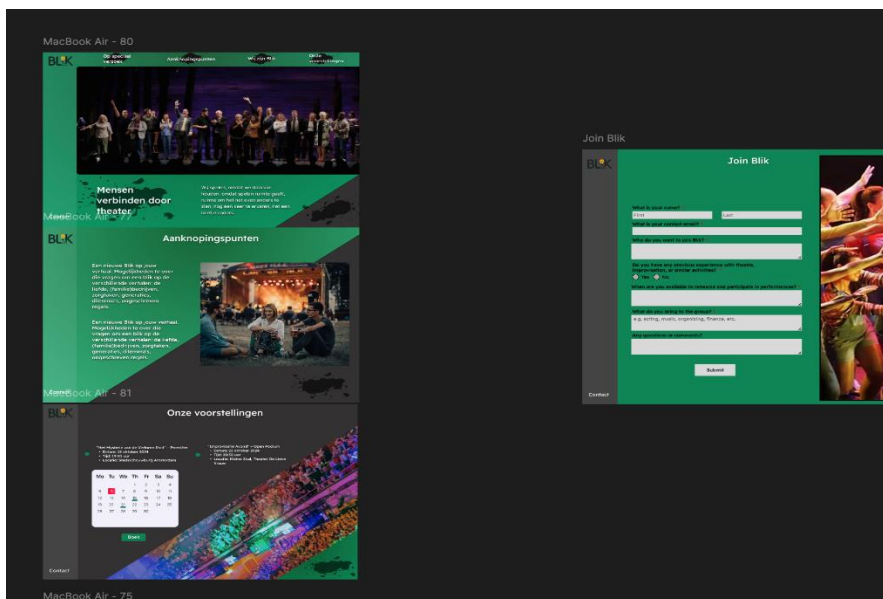
BLIK project prototypes



Here is the third High fidelity prototype:

Feedback: Dirk highlighted that my design lacked consistency and essential elements typically found on professional websites, such as a footer and a sidebar. This feedback made me realize the importance of incorporating standard website components to improve usability and give the design a more polished, functional look. It also pushed me to think more critically about layout and the user experience.

The final prototype of the website that we presented at the meeting with BLIK stakeholders:



Action: I addressed the feedback from Dirk by ensuring the design was more cohesive and included website-like elements such as a footer and structured sections. I also streamlined the layout to create a modern and professional appearance. Finally, I tidied up the design to present it neatly, making it ready for presentation and usability testing.

Feedpulse link for all my feedbacks:

https://fhict.instructure.com/courses/14129/external_tools/1067