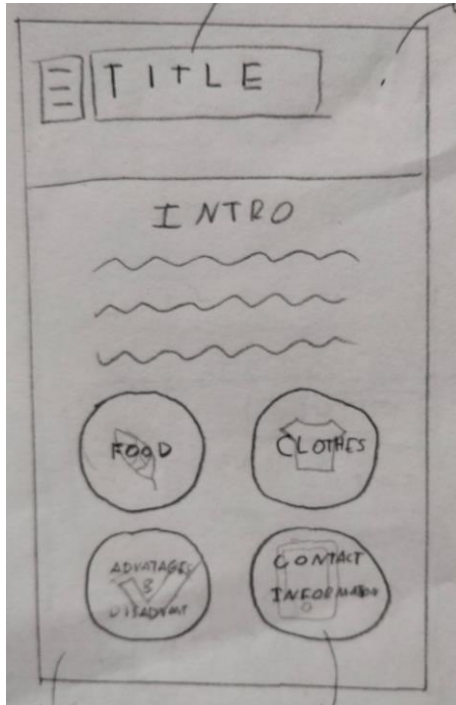
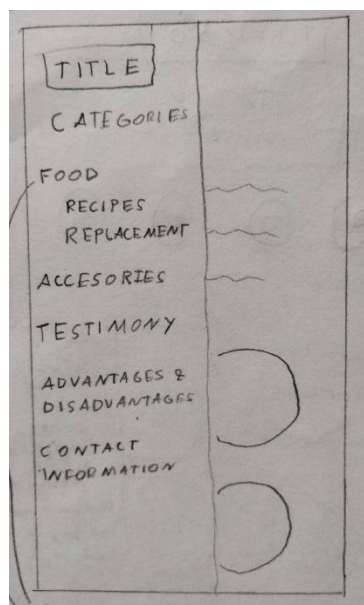


Design Proccess

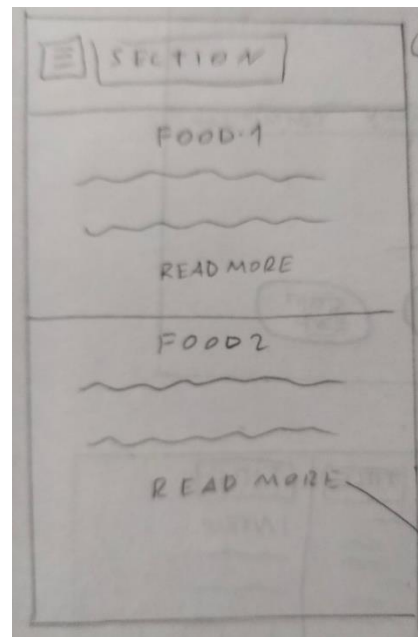
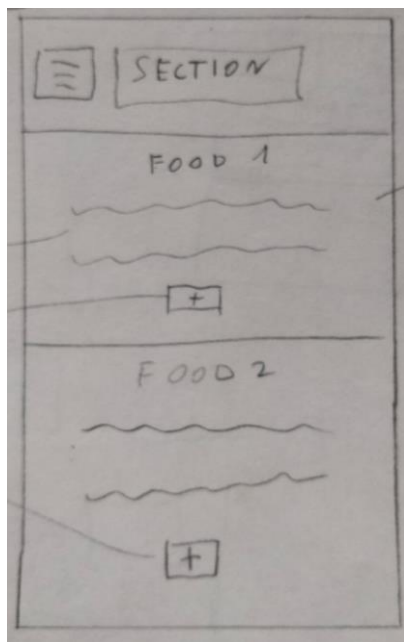
Mobile Sketch



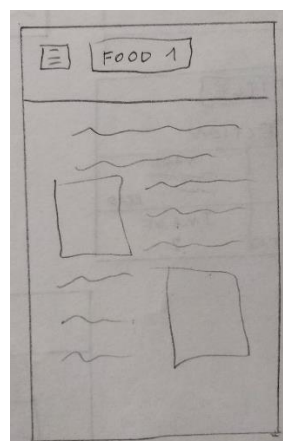
This is the sketch for the main page, I selected this desing because of its simplicity and friendly layout that afford people to know how the interface works having no knowledge. Circles are buttons that redirect users to the selected section. There's a Hambuger Menu button at top left as you can see that take us to the next sketch.



This part is for the website menu, there are some categories and any other subcategories, I decided to use this kind of menu because the mobile screen is not that big to have a menu under the title for example, and people know that the “three horizontal paralels lines” button means that if you press the button, a menu will be shown. Once you click a category, it redirect you to the next part of the sketch.

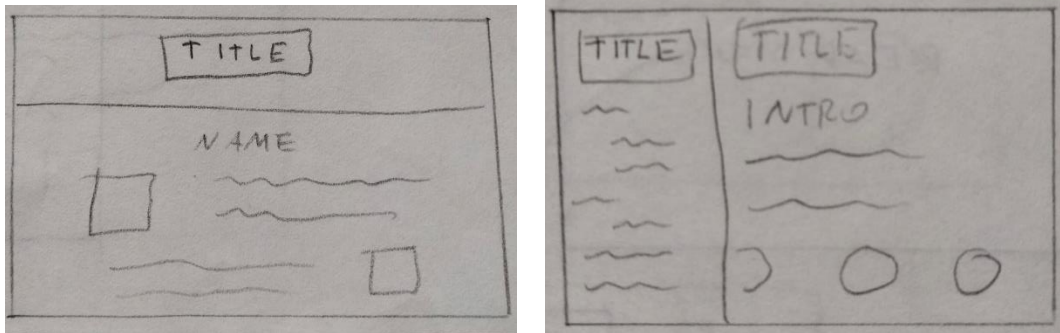


Those images are the sections layout, I made two of them because, as you can see, the left one has a “+” button to redirect you to the information page, meanwhile, at the right, we can see that “+” button gets transformed into a “Read more button”. At least I have choosen the right one because left can be a little ambiguous. The text has behind a blurred image that describe the section. When “Read more” button is pressed, you navigate to the final page.

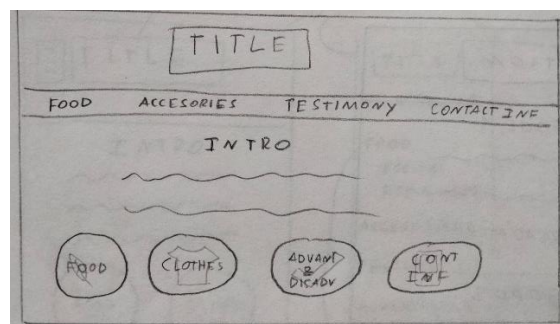


This is the last page of the mobile sketch, where you can see the information is zigzag oriented, the reason is to bring dinamism to this page and make people feel attracted to the page keeping reading.
At the first part we have text at right and an image at left.

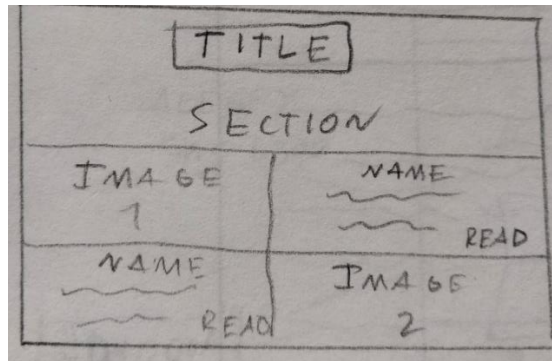
PC Sketch



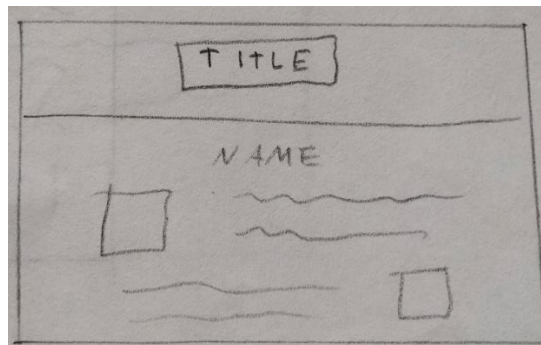
This is one of the two possibilities for the main PC page sketch, with a menu that shows when you click at the “Hamburger menu” button situated at left or right.



This is the other possibility for the main PC page, at least I decided to select this one because it's compact and more accesible for the users to navigate between section. In both possibilities we still can see the four circle section buttons.

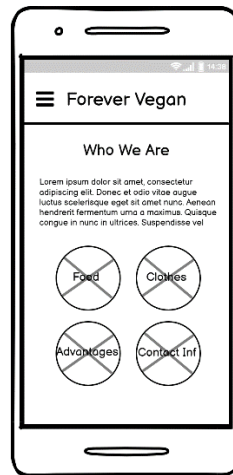


This is the section page for PC layout, this time with a non-blurred image in zigzag and the section description in the other side. We decided to use the “Read More” button same as mobile section to redirect users.

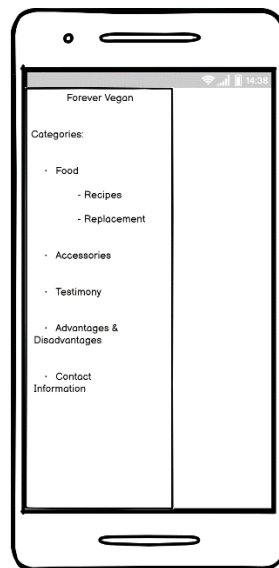


This picture is the last page of the PC sketch that shows user the information of the selected section. Same as mobile layout information is organized in zigzag, images at one side, text at other to make users keep their eyes looking at the screen.

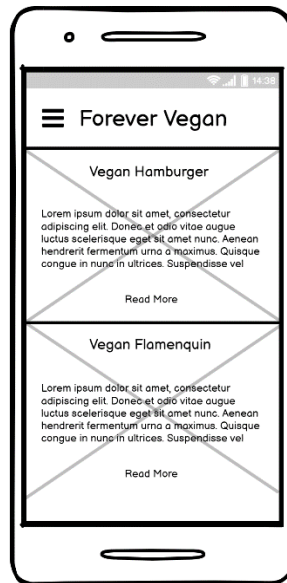
Mobile Wireframe



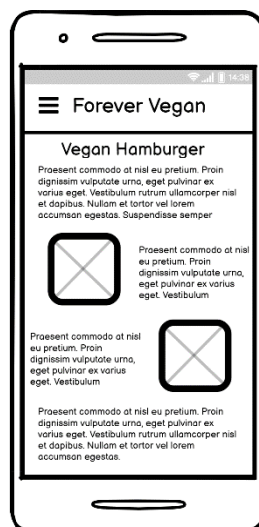
This is the wireframe for the main Mobile page, we can see it's the same as the sketch one, but with some text added to watch how it seems when text is present.



This is the menu, same categories, subcategories but with the unordered list detail, once we advance, we'll see this desing will have a great change at the mockup.

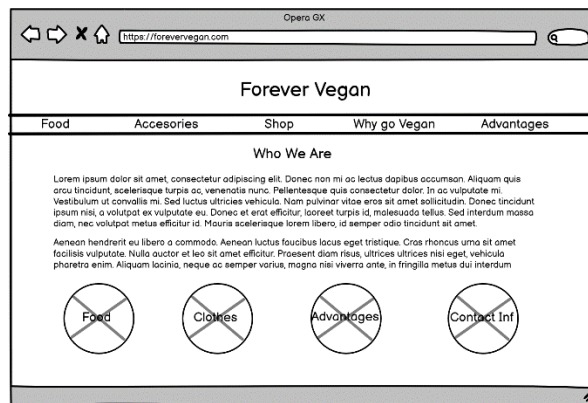


The section wireframe shows us that text will be contained in a box with a image of the section behind, as we explained before, to describe what this section talks about graphically. We chose the section panel with the “Read More” button.

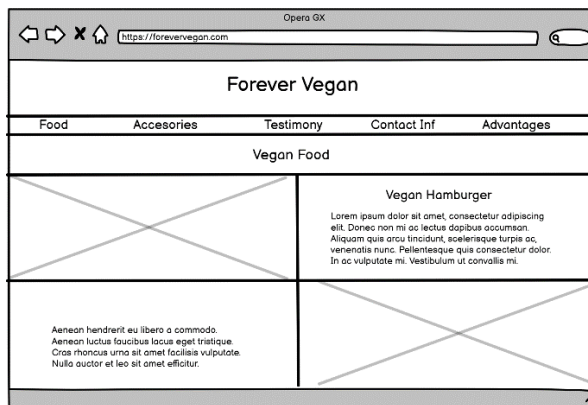


This is the information page where we can see a more structured and attractive text we couldn't appreciate at the sketch.

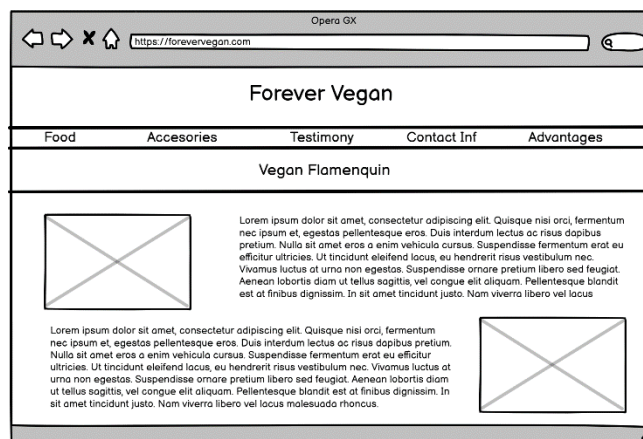
PC Wireframe



As you can see, we chose the layout with the menus at the top side of the page, under the tittle. The buttons with icons are still present in this page.

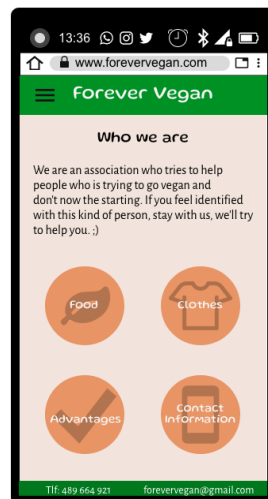


The section panel, when the section tittle is above the images and text. While we are navigating on this page, the menu and tittle above will stay present at the top of the screen, but tittle will get a little smaller.

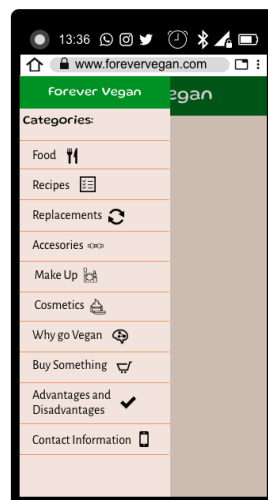


This is the information page, where we can see that the images and text are not 50-50 of the screen, otherwise, we have chosen to give text more space, to have more information shown in the screen.

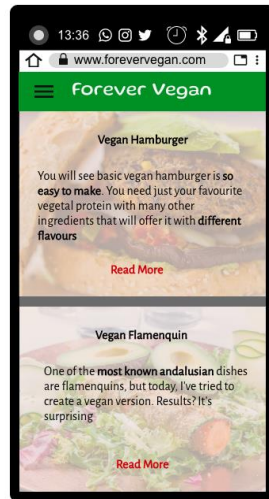
Mobile Mockup



The mockup contains the website color, green for the title and footer, a light brown for the main layer background and a light orange for the section buttons with icons to describe the section. The text at the title is white while the one at the main layer is black to contrast color with each background color.



As you can see, I have changed the Menu buttons in the mobile interface, to bring them a more colorful and friendly layout. I've added some icons too to describe the sections, and the lines between each section has the same color as the main page buttons.



This is the section page. “Read more” buttons are red because it’s an attention call and it’s a strong color that contrasts green. We can see the blurred image at the background of each section and here, we start using bold text to attract the user eyes to most important places.

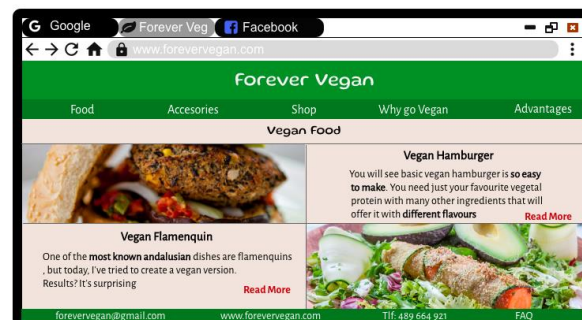


We are still using zigzag orientation for the images and the text and added some images to bring the interface more color.

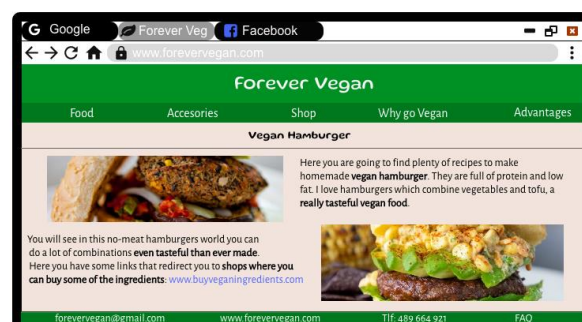
PC Mockup



Here we have the main page with all of the features we added before, same colors, but this time the screen is bigger, so it's been decided to put buttons in a row. The menu color is darker than the title to separate parts.



Now we can see a colorful and friendly layout for the sections, zigzag, images, a red strong color to keep your attention and wanting to click it.



This is the information page, as we told in the wireframe, we have added some space for the text, but not that much.