Assignment 1

Analyzing and explaining my process

Representation of the commercial, that should attract online users, is in the focus of the sketch, which I have done. I have made the parts on the web site page which should show the promotion. As you can see there would be a banner which would constantly appear on the slider in the site header with the other promotions. Also, there is the main part of the promotion which is in the middle of the page. I consider it to be the most noticeable, because as soon as they enter the site, along with the slider that is at the beginning of the page (which is not so striking), the users can see the main commercial (on the striking pink surface) that is at that moment on the header of the visible page. Both the users who need something from the options from the beginning of the page, and those who need something from the bottom of the first page, cannot miss this advertisement. Because even at the moment of scrolling the page to the bottom, our commercial will stay visible (at that moment) in the header of the visible window. It is important to mention the fact that if we had the commercial which is impossible to remove from some part of the site, meaning whatever option you open the commercial maintains the beginning form, it would present great opacity and would endanger the client's interest. Therefore, I consider the best solution to have the striking news on the cover, which cannot be overlooked and which will not make it difficult to work further on the site. For example, I want to pay the bill online and I am in a hurry, the commercials then can be nothing more than disturbance. The idea came from the existing part of the site and I altered it a bit to be more practical. The order that I have made is the following: 1. The slider with commercials(along with that NEO rate that we are promoting), and then our big offer. After the offer I have added the news , and the rest of the site would be as the VIP site is right now. I got the idea surfing the Internet and among the numerous sites I have created the vision to do this task. I consider the way I have dealt with the subject to be the most prominent. Everything we have in the offer is on display (with a bit of description for each offer) so the user can chose what interests him and in one click move to a page that tells more about it.

Public design specs:

/https://xd.adobe.com/spec/d1893ea8-02d8-41f9-7abf-10be89c17473-a7b8/