Technical Report

COURSE ASSIGNMENT

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Word count

937

1. Introduction

I've made a desktop and iPhone 13 pro prototype of a website for the company Rainydays, which is a company that makes rain jackets.
This website targets men and women between the ages 30 to 50 years old, who is interested in outdoor life, which can include hiking, canoeing, camping etc.

Goal
Keeping the design minimalistic, clean and simple. I want the website and app to be easy to use, and let the user have their focus on the products and at the same time be inspired by the photos used on the site.
I want the logo and the colours of the brand to be visible throughout the website.

2. Process

Wireframes

I started my project creating different wireframes to see how I wanted the layout of the website. I have tried to keep the design simple and clean from the beginning. This is because from my own experiences when shopping clothes online, I have found that the messier the website is, the less likely I am to actually look through the different pages of the site. If the site is messy, I would rather try searching after what I'm looking for specifically and then proceed to checkout as quickly as possible. Since Rainydays only sell rain jackets I found that it was easy to keep the design of the site minimalistic and tidy.

Since the company already had a logo, I wanted to use that in the design of the website. The purpose of this is firstly that I did not want there to be too many colours on the site, and also I wanted to highlight the brand of the company throughout the site.

Color choice

As mentioned I wanted to use as few colours as needed. The logo of the company fits really well with a white background, therefore I chose to only use the white colour and the navy colour from the logo.

I also checked the colours with a contrast checker and the contrast ratio is 12.98 which makes it very easy to read with a white background, and vise versa.

By combining this two colours I also made sure it is possible for people who are colour blind to be able to view the site as well.

Font choice

I've chosen to use a typeface called gothic a1. That is a sans serif, which is a modern typeface and goes well with the typeface that was already used in the logo. Since it is a modern typeface it contributes to the minimalistic style of the site a lot. I've switched between using the fonts gothic A1 regular, semibold and bold, depending on where I want to highlight the word to make it more visible for the viewer.
I have used 15% letter spacing througout the site to give the text an even cleaner look.

I've made sure that the size of the font is big enough so that it is easy to read for the user.

The combination with the few colours used on the website and the simple fonts makes it easier for the user to focus on the actual products that is for sale and does not draw to much attention to look of the site.
Also the only thing that stands out designwise in each page is the logo, so it is more likely that the user will remember the brand.

Functions

The website and app is really straight forward when it comes to the functions. The user clicks on a link and it navigates to a new page. I've tried to make it so it's easy to navigate in between pages by adding "go back" buttons and the logo has a "back to the main page" function throughout the site.

There's icons on top of the desktop and mobile prototype where the user can easily navigate to their user account, shopping cart, and saved items. And I also visualized a pop up searchbar when clicking the "search icon", but unfortunately did not have time to make this.

On the desktop prototype I have placed the menubar for the different clothes right under the logo at the top of the page so that the user sees it immediately when entering the site, because that is most likely what the user is looking for first. The menus for "costumer service" and "about the company" is placed at the bottom of the page because that is more rarely needed by the user.

On the mobile prototype I've placed all of these navigations in one pop up menu, to save place and make the page look cleaner.

3. Conclusion

I am pleased with the result of the prototypes when it comes to the design. I think that the website is minimalistic in it's style, clear and easy to use. Both the desktop and mobile prototypes are still missing some navigation button, and also I wanted to add more functions.
The site includes a homepage, list of jackets, a jacket specific page showing the jacket, a checkout page, a checkout success page, about page and a contact page.

If I could make some changes, I would use more time to make the transcissions between the pages smoother. I've also noticed that if you navigate to the about page and contact page, you go straight to the bottom of the page. So I would fix that as well.
I wanted this report to include pictures of the wireframes I drew at the beginning of this prosject to show even more of the whole prosess, but unfortunately I do not have them available at the moment.

Link to figma file:
https://www.figma.com/file/sniBvTo10lfd7txq9vje2B/Untitled?node-id=0%3A1