Square Eyes - Sindre Skoglund-Hansen

Figma Link:

https://www.figma.com/file/tDUae4xmAL1EDV2rlhNyLD/Course-Assignment---Square-Eyes?node-id=196%3A6413

1. Body

1.1. Introduction

I decided to go with the second brief "Square Eyes" for my assignment.

I'll quickly talk about my process and then delve into this project's overarching concepts. Then I'll explain some of my decisions and things I would have done differently.

There are some known rendering issues making the background bleed through the hover-overlay on the videos when in presentation mode in the browser. It does not seem to be a problem when viewed in the app.

The mobile version is designed for "Android Large".

1.2. Main section of report

Process

I began my process by doodling in an old planner, making rough shapes and writing down some keywords. It's not legible, but I'll include the sketches in the PDF as they are a part of the process nonetheless.

Next, I did extensive research on how this sort of website should look like. Taking lots of screenshots and noting what kind of fonts, colors and styles that were used.

Then I made the wireframes in Figma. Here I was carried away and eventually wasted many hours as I painted myself in several corners trying to solve different problems. Not a mistake I'll make again.

Finally, I designed the website based on my wireframes and research.

Given that I've spent so much time on my wireframes, solving many problems, the final product is not so different. At least not layout-wise. But some things had to change of course. With the introduction of fonts, colors and images there were certain elements that didn't line up as I had visualized initially and I had to adjust accordingly.

Going dark mode

For Square Eyes I knew I wanted a dark theme. This, however, meant the logo attached among the assets wouldn't work as it originally consists of light and dark gray shades. Meaning it only works with a white or very bright background. This is why I changed the logo to be completely white so that I could pair it with any dark background. I also removed the slogan from the logo and placed it on a banner on the about us page instead. This is because it would barely be legible on the header anyways, unless I made the logo unreasonably big.

After a lot of back and forth I settled with a palette of various shades of blue, purple and black. Giving the vibrant stills from the movies a smooth, dark backdrop. I also included a complimentary yellow color to make the current page number of the browse page stand out. I used the same color in the menu on the mobile version to show what page you are on. I tried doing the same for the desktop version, but preferred it without. It's a lot easier to navigate a desktop website, so it wasn't a big loss to make that decision for the benefit of the general aesthetic.

There are multiple reasons I wanted a dark theme for this project. First and foremost, it's because it's what's most common on streaming platforms. Meaning there's already an existing association between dark colors and streaming. Even companies like Apple and Amazon that have white backgrounds for their main websites and products use darker colors for their streaming services. Secondly, it's cinematic. It emulates the feeling you get when the lights dim in the theaters and it simply looks good.

Typography

For the fonts I chose Nunito for the headers and Roboto for the paragraphs and buttons.

The reason I chose Nunito is because of its roundness. This website is littered with squares, making everything written in Nunito stand out. It also has a playful quality to it without being too whimsical. This is something I think the target audience would appreciate. It is not given that a too "corporate" look would click with people enjoying movies made by small filmmakers. Roboto was an easy choice for my secondary font because it is so common that it looks right with little to no effort. It's been around for over a decade and is now deeply rooted in our collective consciousness. It also looks good, so there's that.

Layout

I wanted it to be abundantly clear that this is a website made for streaming movies, and I hope that is reflected in the outcome of this project. The one thing I consciously did differently was to steer away from the endless scroll that you see on a lot of streaming services. Often, I find that it can be overwhelming when it feels like there is endless content. It gets nauseating and it feels impossible to make a decision of what to watch. Instead, I made a hybrid of a streaming website and an online marketplace such as eBay. Combining the slick display of videos you typically see on streaming platforms with the ease of access you find on online marketplaces. Providing customers with all the tools they need to narrow down the browse page to their own liking. Also including page numbers at the bottom of the browse page where the customer gets a chance to breathe and reflect if they want another avalanche of choices or if they've made up their mind.

1.3. Conclusion

There were a lot of lessons learned, a lot of time wasted, but also a lot of small victories leading to the final product.

My biggest takeaway from this assignment is the importance of working swiftly with wireframes and in general. The more time one spends on one specific element or part of a page, the harder it is to change it later. I experienced this with the checkout page especially. I tried countless times to make it look better, but I could not figure out a configuration I was happy with. I realize now that this is because the layout was too cemented in my brain. I could not move away from the main components, leaving me just nudging the individual elements back and forth, where I should have redesigned the whole page from scratch.

At the end of the day, even if some of my efforts were misplaced, I gave this assignment my all and I'm happy with the results and I hope you are too.

6 Onsdag *Wednesday* Februar *February*

Februar / February

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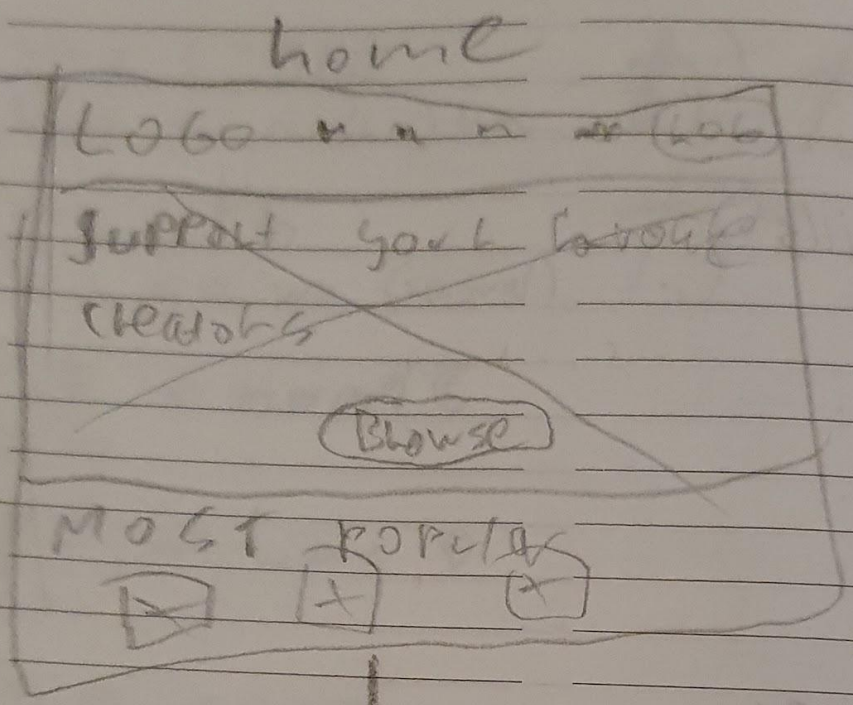
Årets

Samefolkets dag

Oppgaver



07 home

08 LOGO LOG

09 Support your favorite creators

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11 Browse

12 MOST POPULAR

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14 Flere Kategorie

15 video list

16 LOGO

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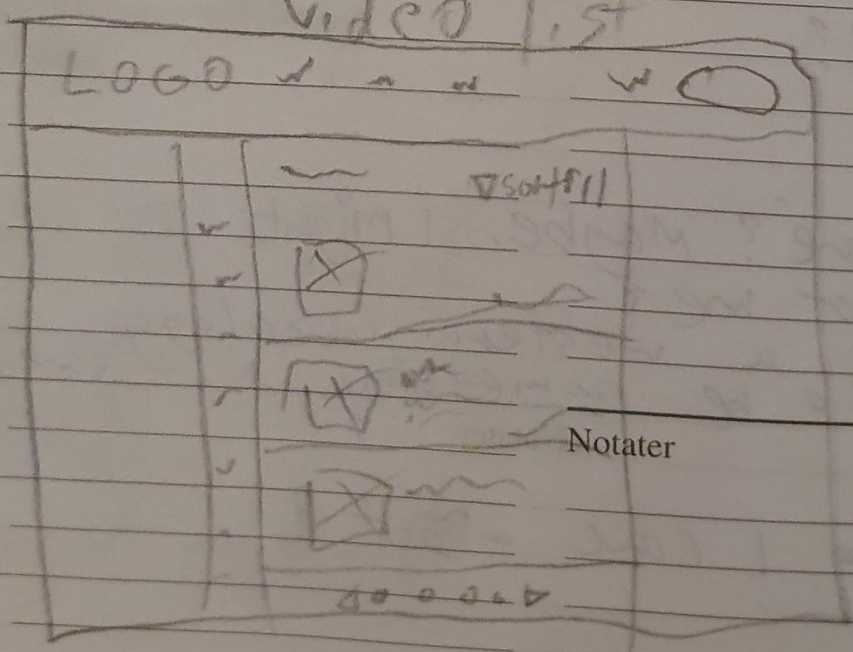

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Notater

7 Torsdag *Thursday* Februar *February*

Mars / March

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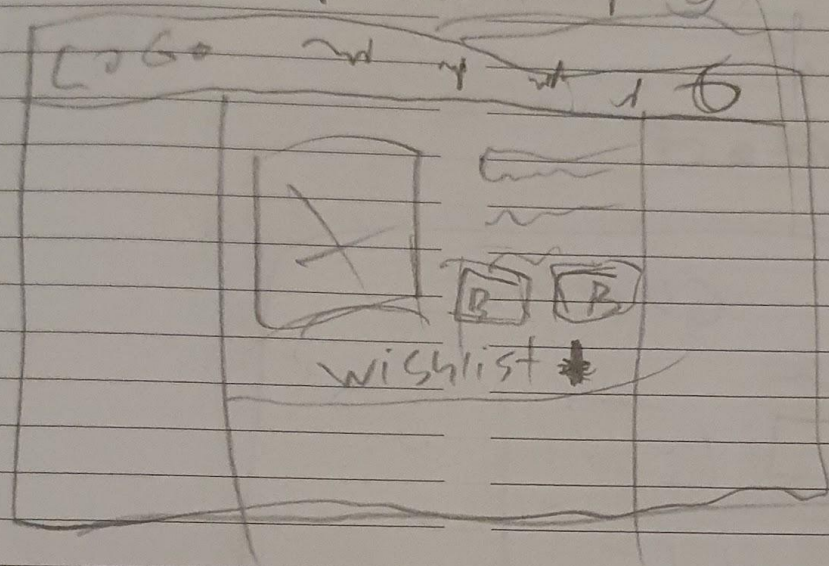
Uke *Week* 6
Årets dager
38-327

Februar

Oppgaver

Product page



"logged in as"

"my movies"

ole Brum

Notater

- checkout page
- confirmation page
↳ congratulations!

This TITLE has been added to your movies collection

watch now

8 Fredag
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Februar
February

Februar / February

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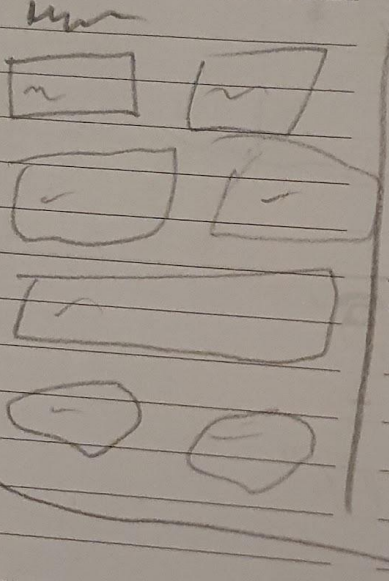
Oppgaver

About

contact

Checkout



Notater

9 Lørdag
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Mars / March

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Uke 6
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Februar

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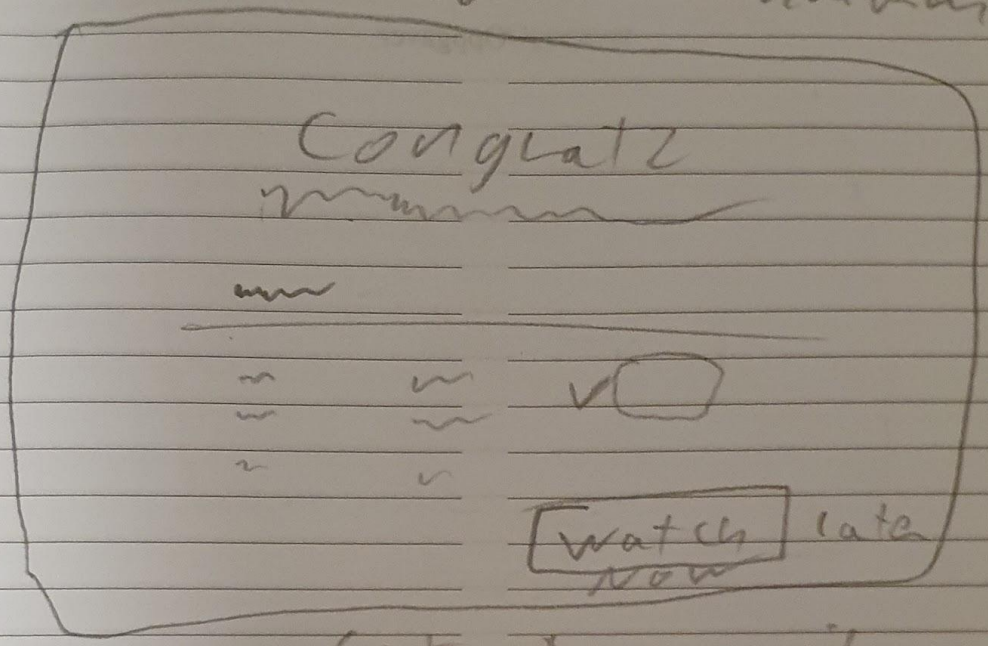

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About

Årets dager
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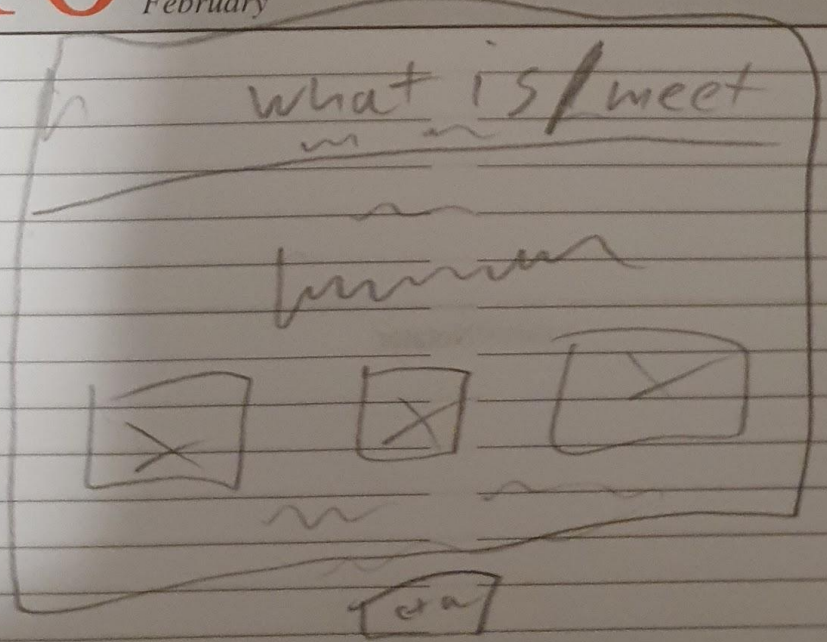

13 Onsdag / Wednesday Februar / February

Februar / February

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Oppgaver

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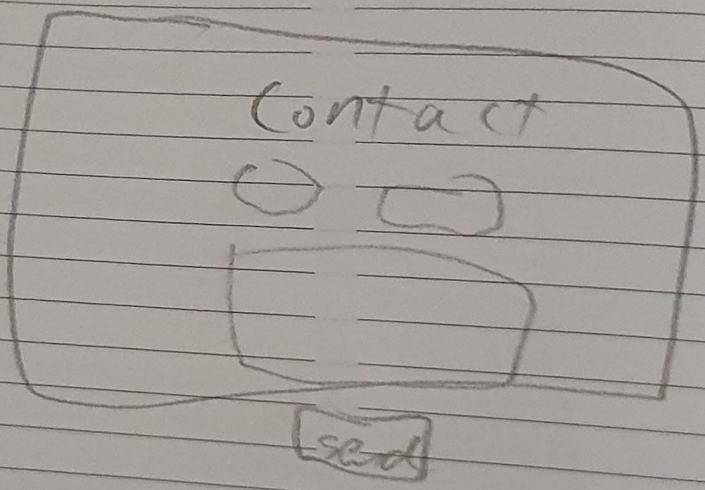

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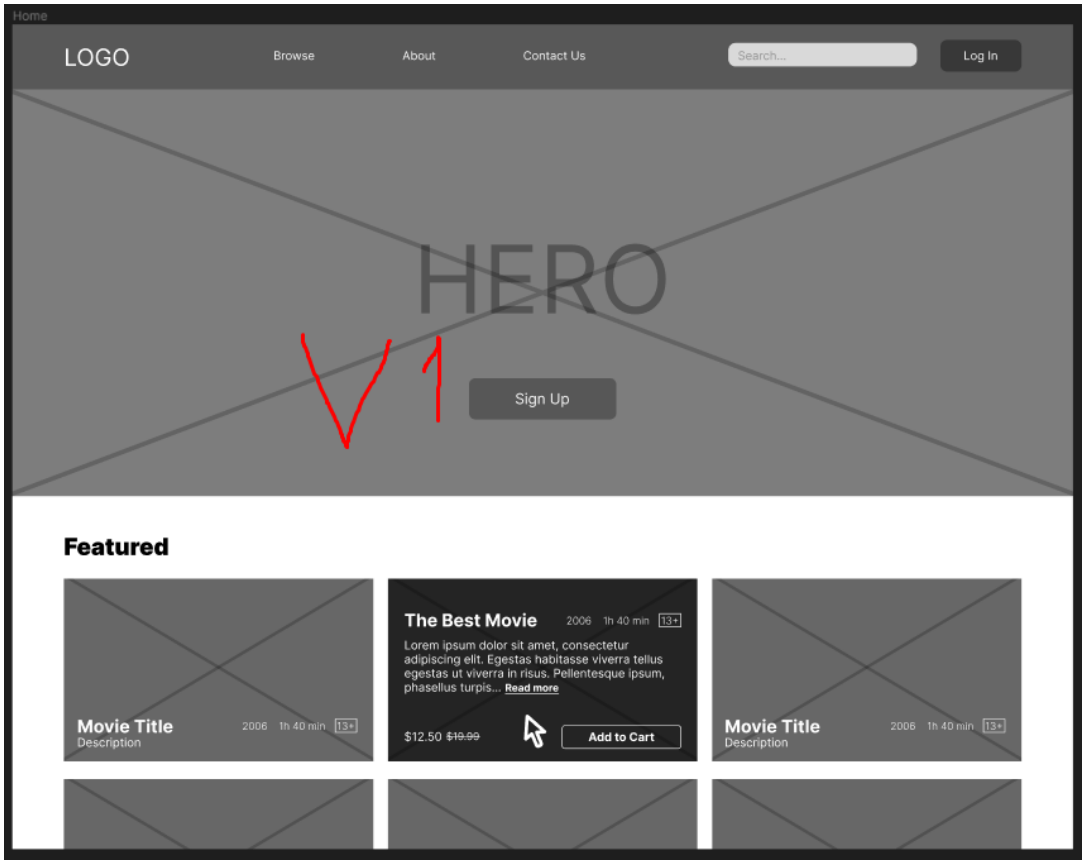
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The Best Movie
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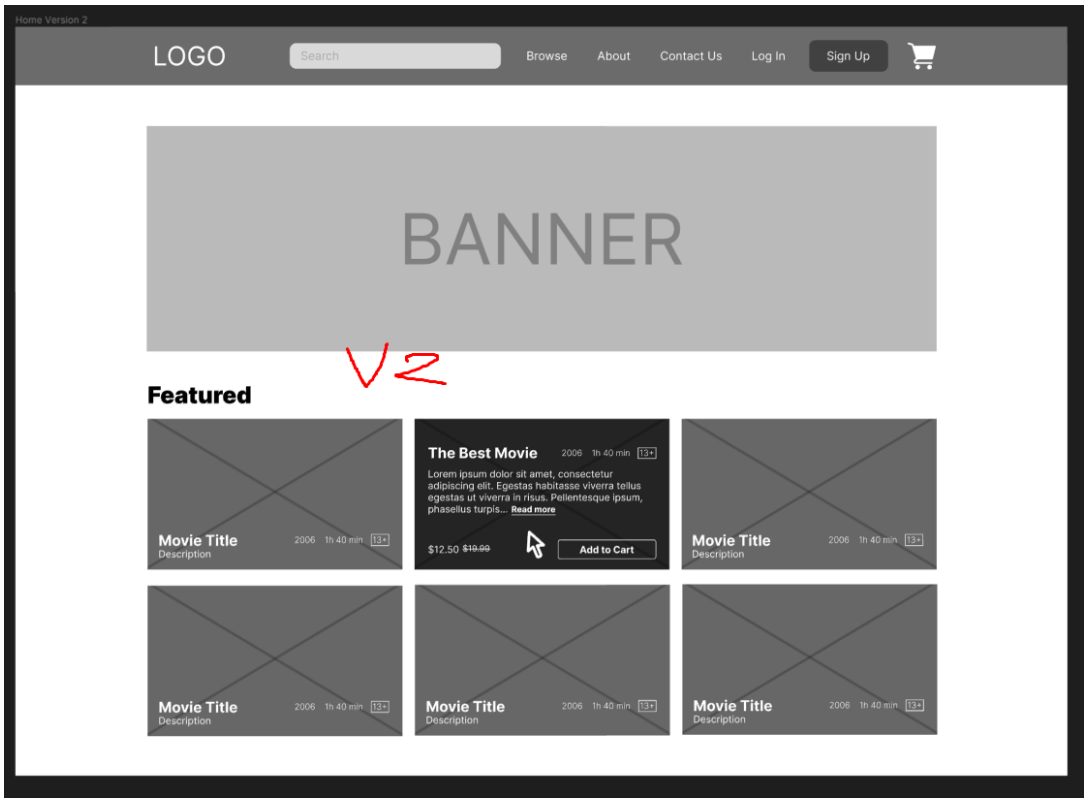
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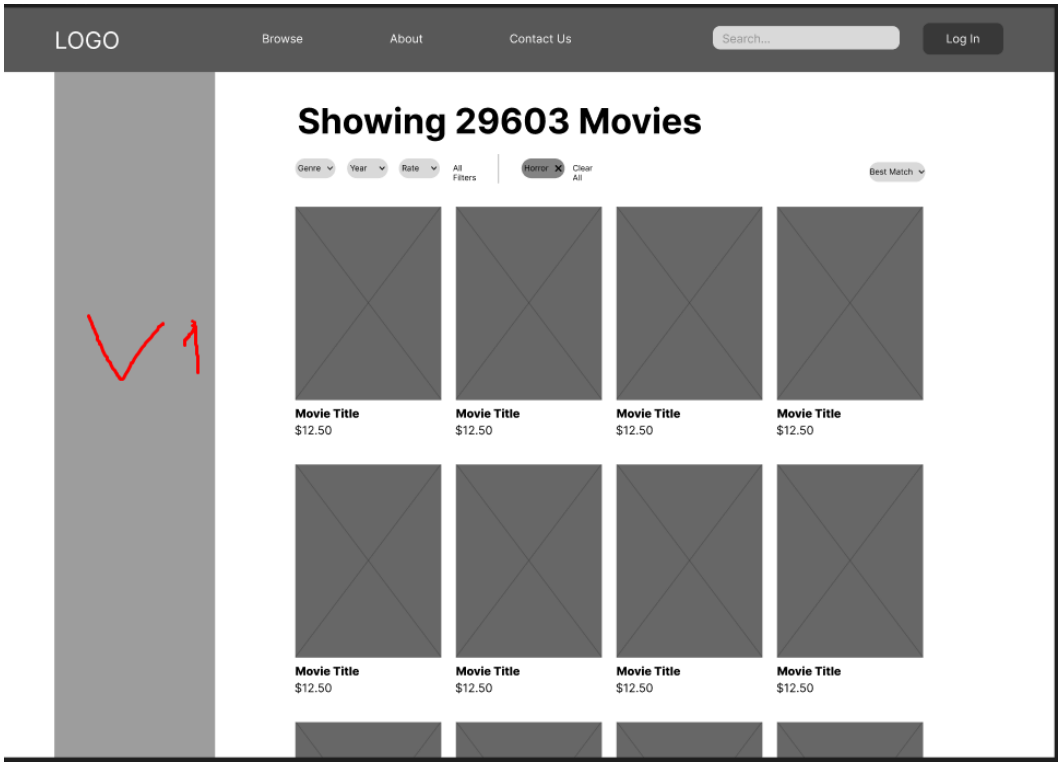
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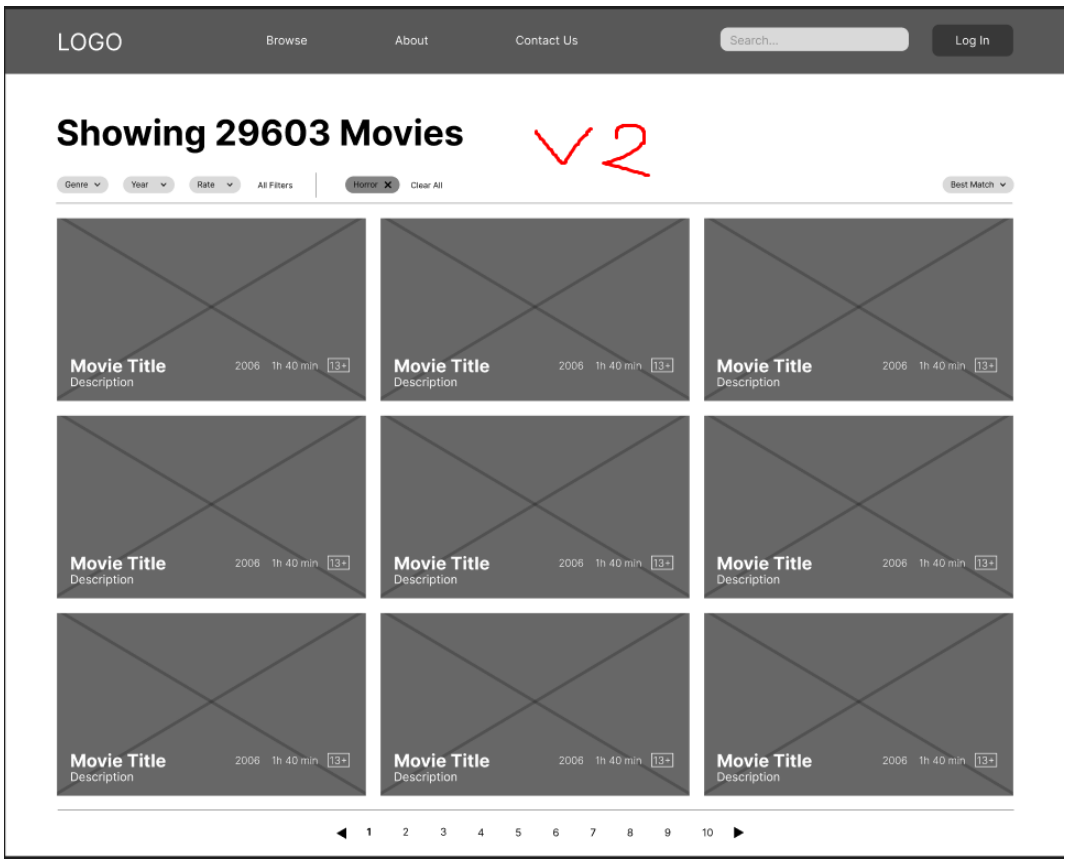
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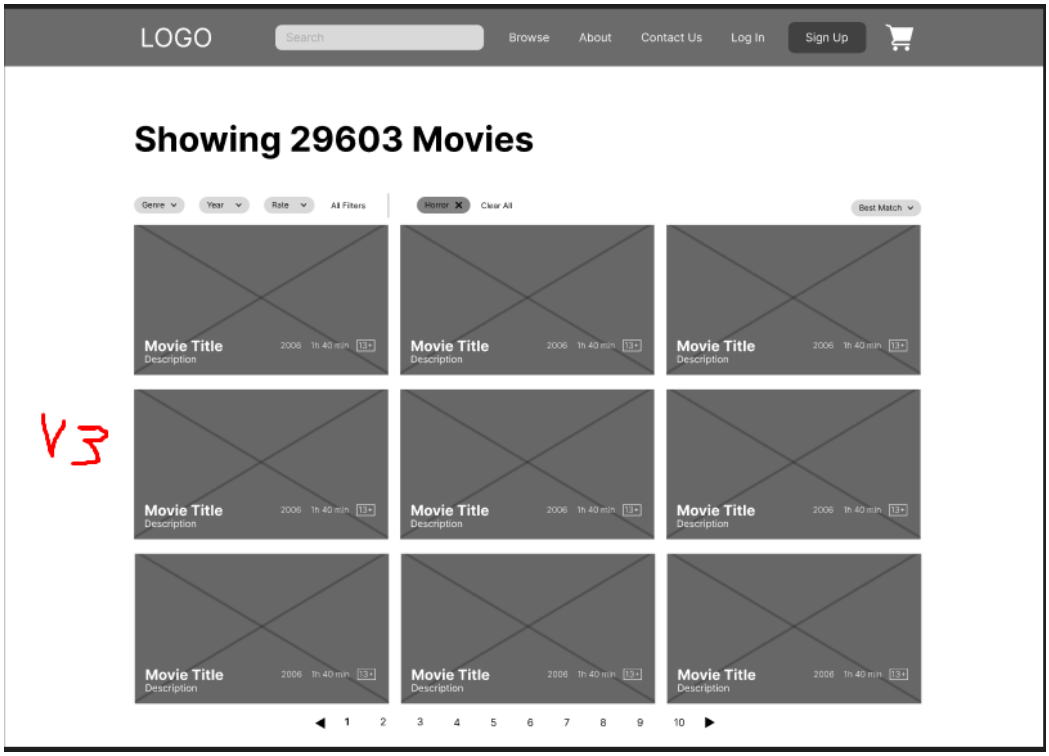
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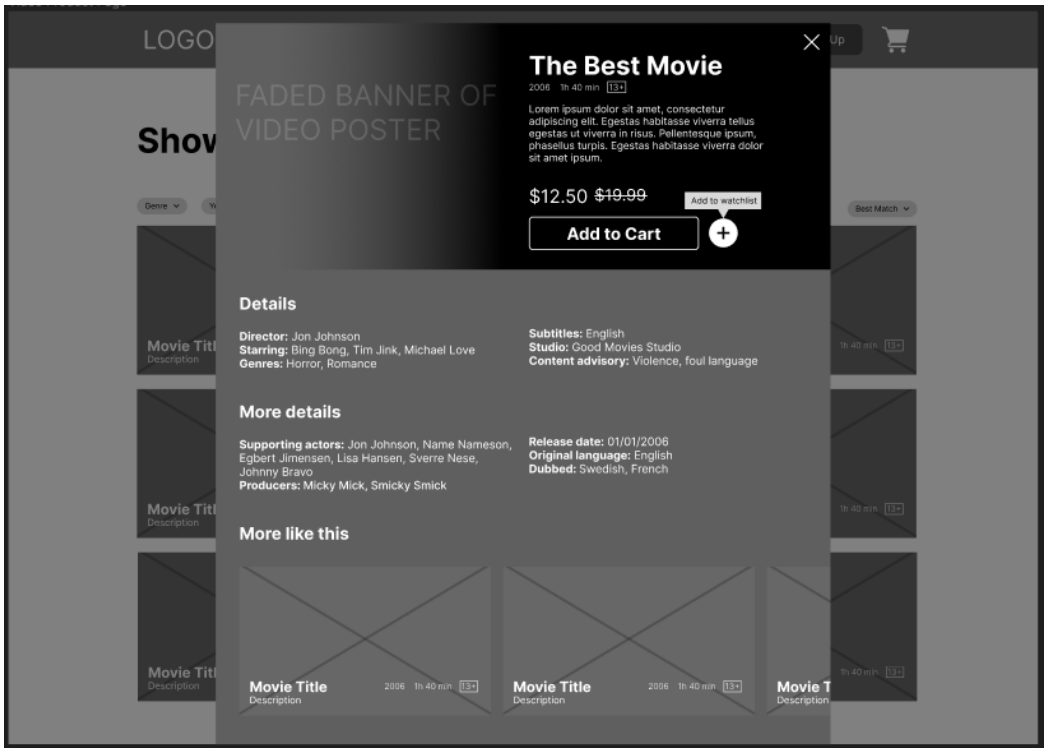
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$12.50
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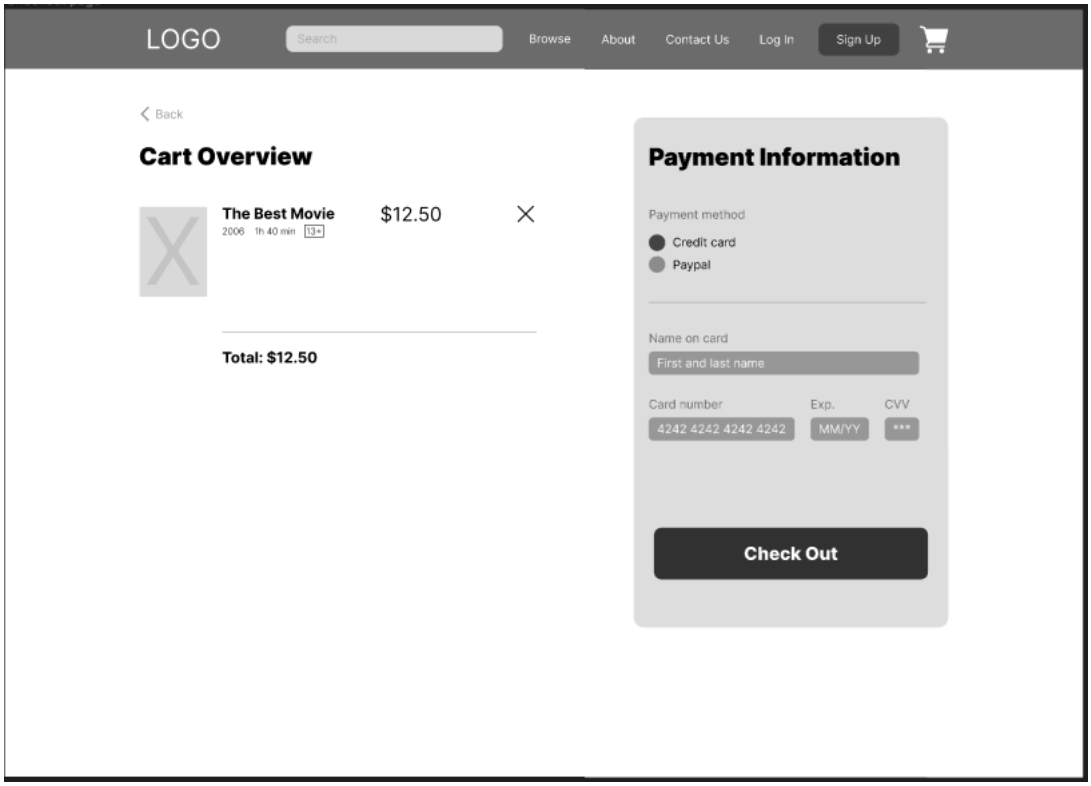
Details
Director: Jon Johnson
Starring: Bing Bong, Tim Jink, Michael Love
Genres: Horror, Romance
Subtitles: English
Studio: Good Movies Studio
Content advisory: Violence, foul language
More details
Supporting actors: Jon Johnson, Name Nameson, Egbert Jimensen, Lisa Hansen, Sverre Nese, Johnny Bravo
Producers: Micky Mick, Smicky Smick
Release date: 01/01/2006
Original language: English
Dubbed: Swedish, French
More like this
Movie Title
Description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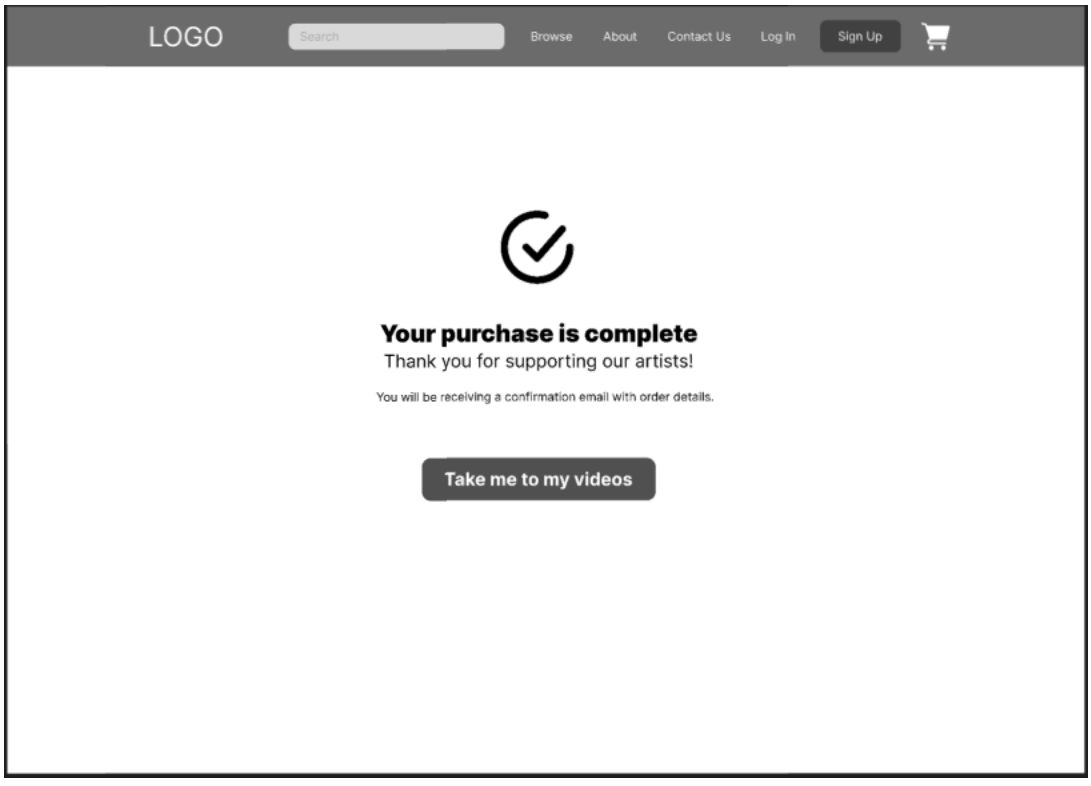
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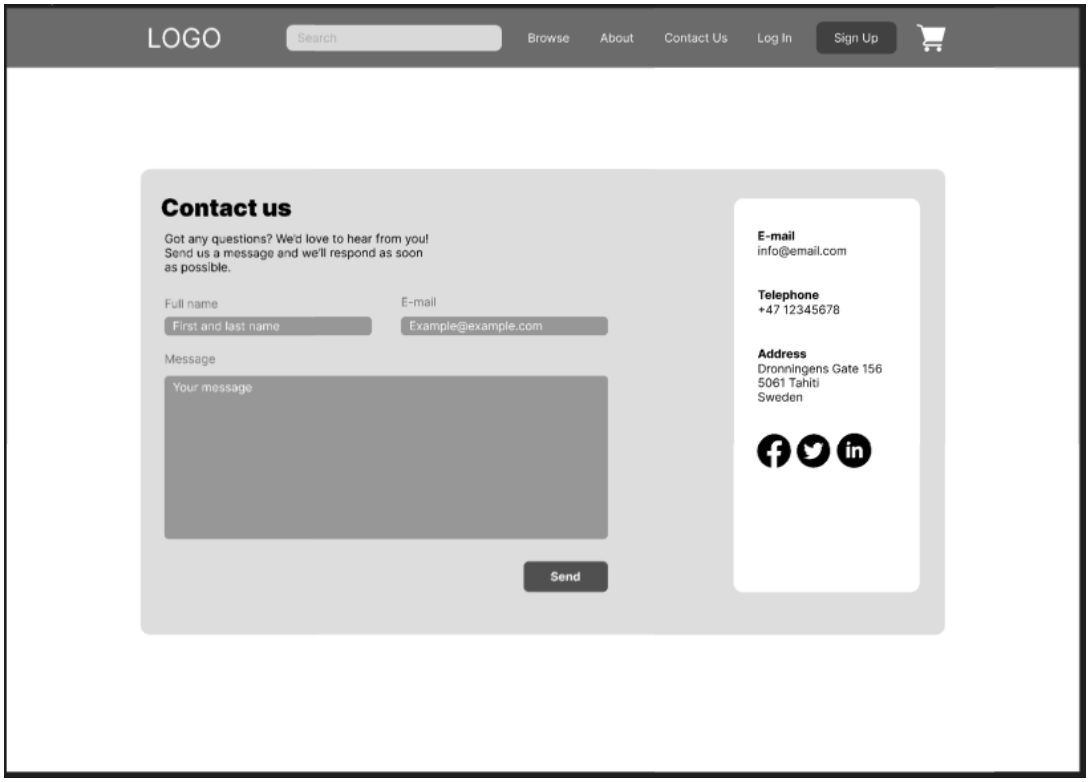
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Message
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5061 Tahiti
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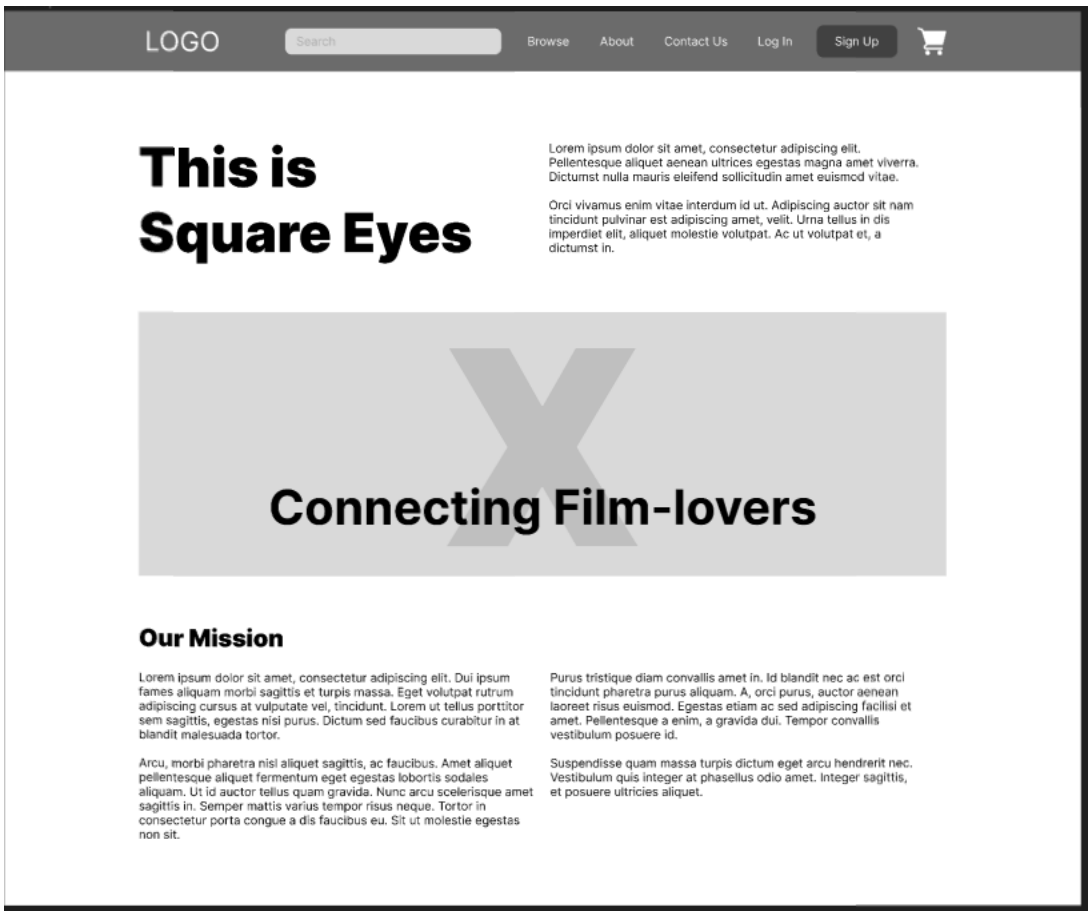
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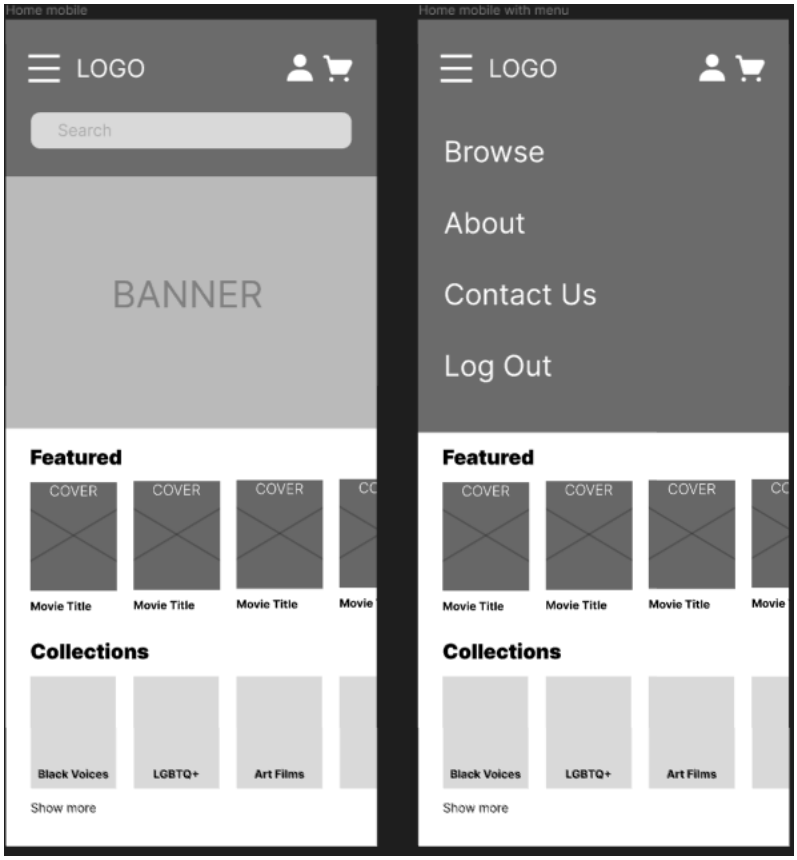
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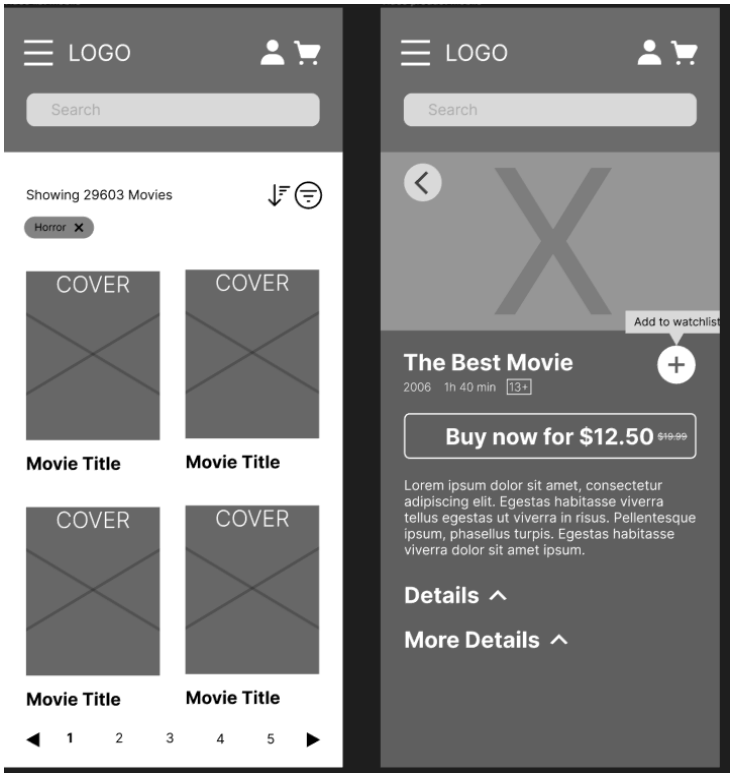
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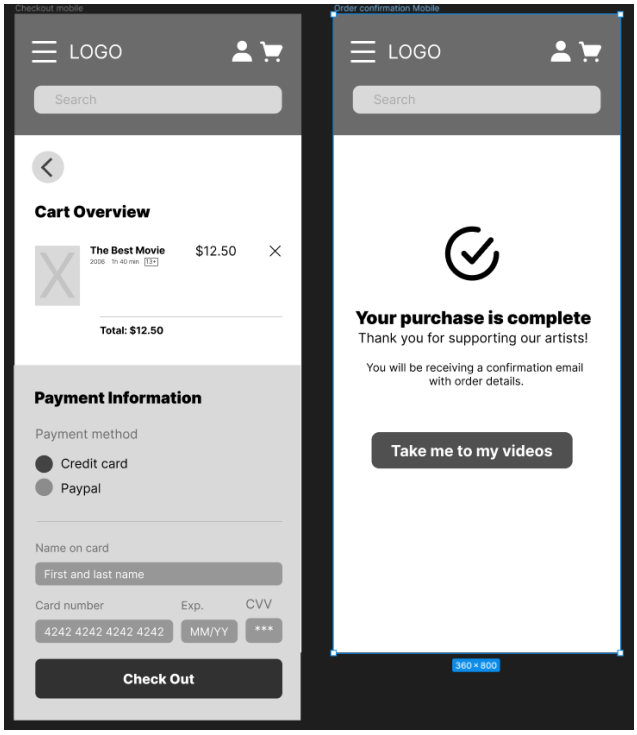
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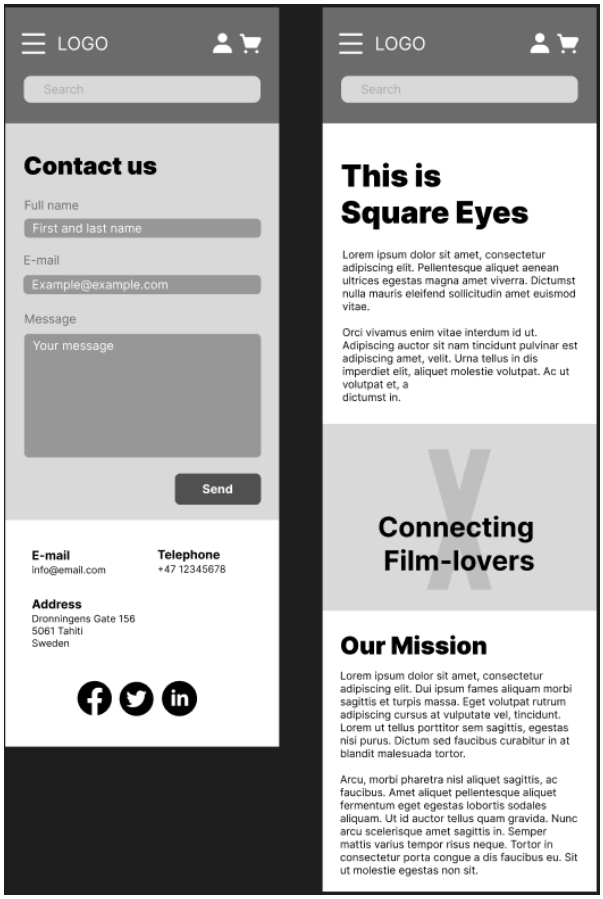
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Our Mission
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