

Report

The task for the course assignment was to create a prototype of a website for a company called Rainydays. Through this assignment I have to put into practice what I have learned about design through the course.

In this report I will take you through the process and my thinking behind my prototype.

In Module Assignment 2 I chose to create a style tile for the company Rainydays, where I chose a colour scheme, fonts etc that I thought fit well with the brand and target audience. I looked at the feedback I got on the style tile, and one of them was to include some lifestyle images. I therefore looked around on various photos to get some inspiration. I found one photo on [freepik.com](https://www.freepik.com) that I wanted to use at the front page. On the page it said that credits should be made by putting a certain link close to the picture if possible. In the future I will have to find a better solution for this and still be able to credit the owner of the photo.

To plan the design of the webpage I focused on having the target audience of the website in mind. To get more in depth on the target audience I had brief interviews with two colleagues of mine that fit the description well. The feedback from them was that they like websites that are clear and simple. I did some research at a few «competitors'» websites and showed my colleagues the webpages of norrna.no, stormberg.no and bergans.no to better understand what they like and dislike of design and functionality. The feedback stated that they want a shopping webpage to be simple and clearly show the image of the product and the description of the product. One of them said that she does not have the time or patience to scroll through a lot of products and therefore she appreciates good filter options. Both said they get annoyed with sites that use a lot of space to show off just a few products and much rather like it when the one page shows many products at once with little «noise» next to it.

These interviews made the cornerstone in my planning process. I focused on keeping the website simple and that the goal of the site is to get the users to want to buy the jackets and to easily guide them towards the checkout and payment site. A key to manage this is to always highlight the next step in the process with buttons that clearly indicate what the next step is and to show that these buttons are clickable.

I started with making a few paper wireframes. Based on the interview objects feedback I found it best to make a grid with three jackets per row for the desktop version. To keep it as simple as possible I decided to have the jackets on the same scrolling page as the front page. Familiarity is important so I did some research on different sites to make sure I stayed within what I am familiar to the user as to the items and buttons. I focused on reusing design patterns such as buttons and typefaces. For the checkout page I made sure that the user knows the next step and feels like he/she can go back to the previous step no matter where they are in the process. I wanted to make the buttons hover when scrolling over them to make sure the user understands that they are clickable.

When starting to create the prototype in Adobe XD I found it hard to stick to the plan. I think this might be both because I'm not yet very good at using Adobe XD and because I am not yet skilled enough to know in my head what design works and what does not work before I see it on the screen. Of course this is a good learning experience as to why we need a prototype to avoid doing these «mistakes» when coding the page. I also think that this will get better with experience. However this part of the process felt very annoying because when I decided to change one element of the design or the prototype it often led to me having to change a lot of elements in different artboards.

One thing I will have to get better at and start doing from the start is making components so that when I change the component it will change all the same elements across the artboards. By not being consistent with the components from the start I made myself a lot of extra work since I had to change on by one element.

I wish I had used more time on getting used to UI-kits. I used a lot of time to create all of the elements in Adobe. If I had used a UI-kit as basics and made changes to them the result would be more consistent.

Overall I found it a lot of fun to create the prototype. Even though the task said to only create one page of the product page I found it fun to try to create a site to every jacket and to be able to link them together in the prototype mode in Adobe XD. I also made a few items that does not have a functionality in the prototype such as the wishlist, search button and my site button.

Conclusion

This project has been a good learning experience on many levels. It has made me explore different functions in adobe xd, and it made me rethink my earliest design ideas for the site. It also made me think about many of the design elements I have learned through the course. I am not completely pleased with the prototype as it is and would probably make a lot of improvements on it if I had more time, but the experience has made me motivated to continue.