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NR OF CHARACTERS: /11 992

NR OF STANDARD PAGES: /4,99

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EXAM PROJECT “TRUE SKOV”

REPORT

DECEMBER, 2024

HI- FI MOCKUP MOBILE:

[HTTPS://WWW.FIGMA.COM/PROTO/EGQSQ710H9DBRH0YH133XD/HIGH-FI-MOCKUP-MOBILE-TS?NODE-ID=0-1&t=M9U3PRRLCUYOOOWH-1](https://www.figma.com/proto/EGQSQ710H9DBRH0YH133XD/HIGH-FI-MOCKUP-MOBILE-TS?node-id=0-1&t=M9U3PRRLCUYOOOWH-1)

HI- FI MOCKUP DESKTOP:

[HTTPS://WWW.FIGMA.COM/PROTO/8AO0VIJECVWEWH7FHVUQQB/HIGH-FI-MOCKUP-DESKTOP-TS?NODE-ID=0-1&t=JWHONKGJJ1RGTD1-1](https://www.figma.com/proto/8AO0VIJECVWEWH7FHVUQQB/HIGH-FI-MOCKUP-DESKTOP-TS?node-id=0-1&t=JWHONKGJJ1RGTD1-1)

CODED PROTOTYPE:

[HTTPS://RUDOKITA.GITHUB.IO/EXAM-TRUE.SKOV/](https://rudokita.github.io/exam-true.skov/)

VIDEO LINK:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=FKYHB4EX_UK](https://www.youtube.com/watch?v=fKYHB4Ex_Uk)

GITHUB REPOSITORY:

[HTTPS://GITHUB.COM/RUDOKITA/EXAM-TRUE.SKOV.GIT](https://github.com/rudokita/exam-true.skov.git)

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Introduction

With this report I would like to present my exam project for fall 2024, which I did using the double diamond method[1]. The project is about hidden places in True Skov.

True Skov located in Brabrand next to Skjoldhøjkollegiet, is home not only to all kinds of animals but also several hidden natural spots waiting to be explored.

This report outlines the development of a website dedicated to uncovering these lesser-known areas-hidden spots, making it easier for local residents and nature enthusiasts to discover and enjoy them

The website will be designed and coded both in the mobile and desktop version with the use of mobile first design, that is said to be the “best practice in web design” [2]. It will focus on staying accessible and intuitive for the users, it's supposed to enhance the feeling of **peace, serenity and relaxation- values based on my user Persona**, encouraging responsible exploration and a deeper appreciation for nature.

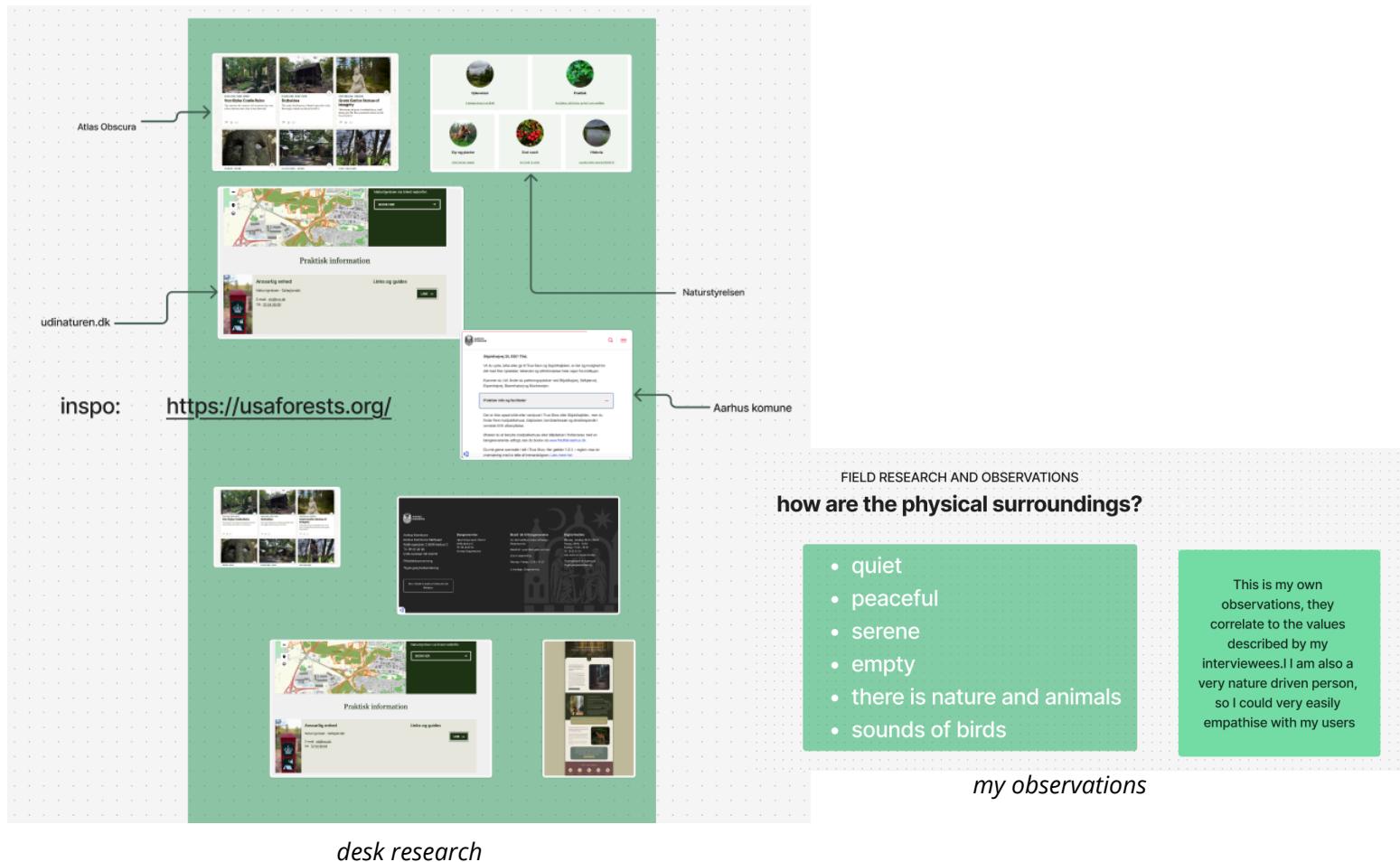


Research

I have firstly done a thorough desk and field research:
An interview guide, Photos, notes and interviews with people in and around the forest.

I gathered my data in a **qualitative, field research** format, by **on-site observations and face-to-face interviews**.

To establish what I need to include in my solution based on the real-life needs of my potential users, I asked my interviewees questions like “Do you prefer photos, videos, sounds or descriptions when reading about a place” Most answered photos and a short description, and that is what I further did.



Interviews

The questions for my interviews were constructed in a way, that would help me assess my potential users goals, needs, motivations, wants, gains and pains.

Such as: "Are my users familiar with any other websites or apps about nature?" That helped me establish their technological advancement levels and level down technologically a little for my **persona**-Magnus Olsen, who is a 58-year-old bird watching enthusiast, I followed his **values** such as simplicity, serenity and peace. Already at this point I knew that I did not want my solution to be too overwhelming and overcrowded. I based my persona on my **target group who are mostly elderly people** enjoying their daily walk in a forest, wanting to explore it deeper.

The image shows a digital interface for generating an interview guide. At the top, there is a 'Chat GPT prompt' box containing the text: 'could you please make me an interview guide with about 10 question? I am making a website about hidden spots in a forest near a dorm'. A green arrow points from this prompt to a table below. The table has two columns: 'QUESTION' and 'DESCRIPTION'. It contains 10 rows, each representing a question:

QUESTION	DESCRIPTION
QUESTION 1	What is your name, age and nationality?
QUESTION 2	Do you live nearby and if yes, have you been in this forest before? (how often?/ how many times?)
QUESTION 3	What makes you come to this forest?
QUESTION 4	Are you aware of any hidden places in this forest? If yes, which ones?
QUESTION 5	What kind of activities do you enjoy in the forest?
QUESTION 6	Is there anything you don't like about this forest, if yes, what?
QUESTION 7	do you use any websites or apps to find/ read about places in nature? If yes, which ones and what do you like about them?
QUESTION 8	would a website about hidden places in this forest interest you? why? why not?
QUESTION 9	when learning about new places, do you prefer photos, videos, maps or written descriptions? why?
QUESTION 10	what's most important to you, when you visit nature?

interview questions

Interview answers

I have interviewed in total 8 people in and around the forest- I picked **qualitative over quantitative data collection**. Their answers were actually very helpful in my research and planning.

All of my interviewees agreed that they would like to see some photos, fun facts and written descriptions on my solution. That helped me establish a **pattern** and follow it.

They also had similar **motivations** to come to the forest- to relax, gather their thoughts and get away from people. That gave me an idea about my **values** already- that my solution should follow the idea of **simplicity, serenity, peace and relaxation**, be the opposite of overwhelming and complicated.

PERSON 4

1. HANNA, 24, Germany
2. I live nearby, yes- once or twice a week
3. its very secluded, quiet, not very big but big enough for a decent walk
4. no
5. walks, nature
6. no, it's a pretty standard forest :)
7. yes
8. no
9. Photos and specific descriptions plus a map, maybe history, fun facts
10. its quiet and i can relax and have time for myself

Misia

1/8 interview answer

PERSON 3

1. JOHNY, 55, Denmark
2. i don't live nearby but i use this forest for work meeting, 10-15 times
3. nice place to hold a meeting instead of sitting in the office
4. i think i know pretty much all of them- little house with shelters and campfires, place to picnic, little wooden bridge, the forest is very diverse
5. walks, bird watching
6. no, i like it, its a nice place to be, very hyggeligt
7. Merlin Bird ID, you can listen to the birds voices; DOF- a few apps for bird watching, apps for plants and insects
8. yes, i work with children, it would be easier for the people to work in the institution, so you can see what you can see and do and what's allowed
9. photos+ description+ a map, short videos or in the background
10. nature makes me relaxed and it feels like there is more space

Misia

2/8 interview answer

Interview answers summary- Mapping

I have then summarised my interviewees answers into a regular **table** for some structure; **an affinity diagram**, where I have established my potential users pains and gains and most importantly **patterns**; and an **empathy map**, that allowed me to get a deeper understanding of their needs.

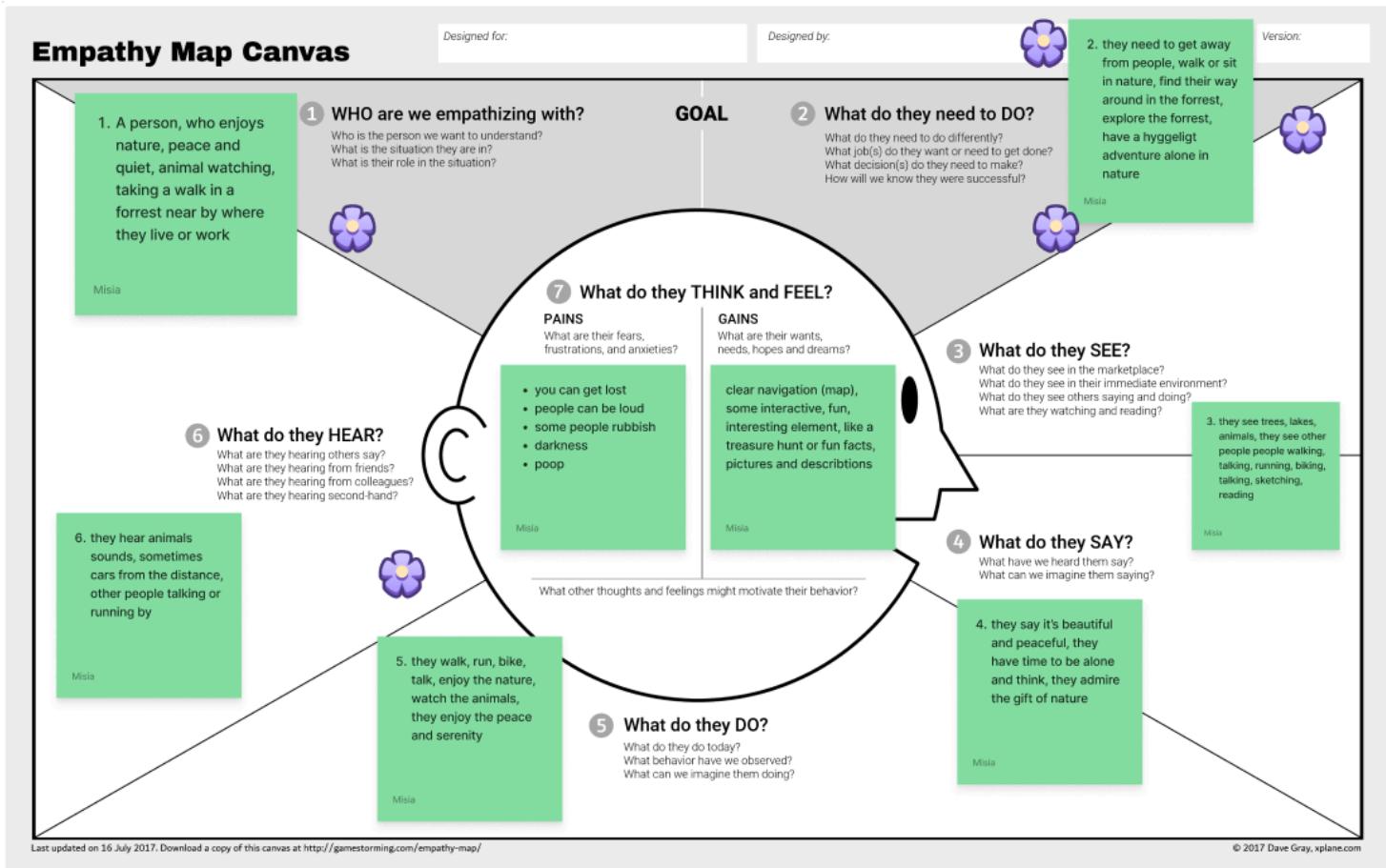
Such as a need for guidance- I incorporated a map, a need for information- I incorporated short interesting, engaging and user-friendly descriptions, a need for peace and quiet- based on my **values** and **mind map** I picked a **green, serene color scheme** pleasurable for my nature-loving users to interact with.

age and nationality	20-60, most Danish
Do you live nearby and if yes, have you been in this forest before? (how often?/how many times?)	most live nearby and go to that forest often
What makes you come to this forest?	nature, location, peace, adventure
Are you aware of any hidden places in this forest? If yes, which ones?	lakes, little house, shelters, wooden bridge, a bunker, bird houses
What kind of activities do you enjoy in the forest?	walks, nature, animals, mushroom and bone picking, thinking, talking
Is there anything you don't like about this forest, if yes, what?	most had no problems, some said: you can get lost, dirt, people are too noisy
do you use any websites or apps to find/read about places in nature? If yes, which ones and what do you like about them?	bird, plant, tree, mushroom identifiers, maps
would a website about hidden places in this forest interest you? why? why not?	yes, information, what's allowed, adventure, fun facts, history, map, treasure hunt
when learning about new places, do you prefer photos, videos, maps or written descriptions? why?	most said photos+short descriptions, some said maps and short videos
what's most important to you, when you visit nature?	silence, relax, nature

interview answers summary

An Empathy Map

My empathy map helped me to emphasize with my user and gain a deeper understanding of their pains, such as the lack of information and navigation and gains, such as an interactive element, information, photos and a map that they would like to use.

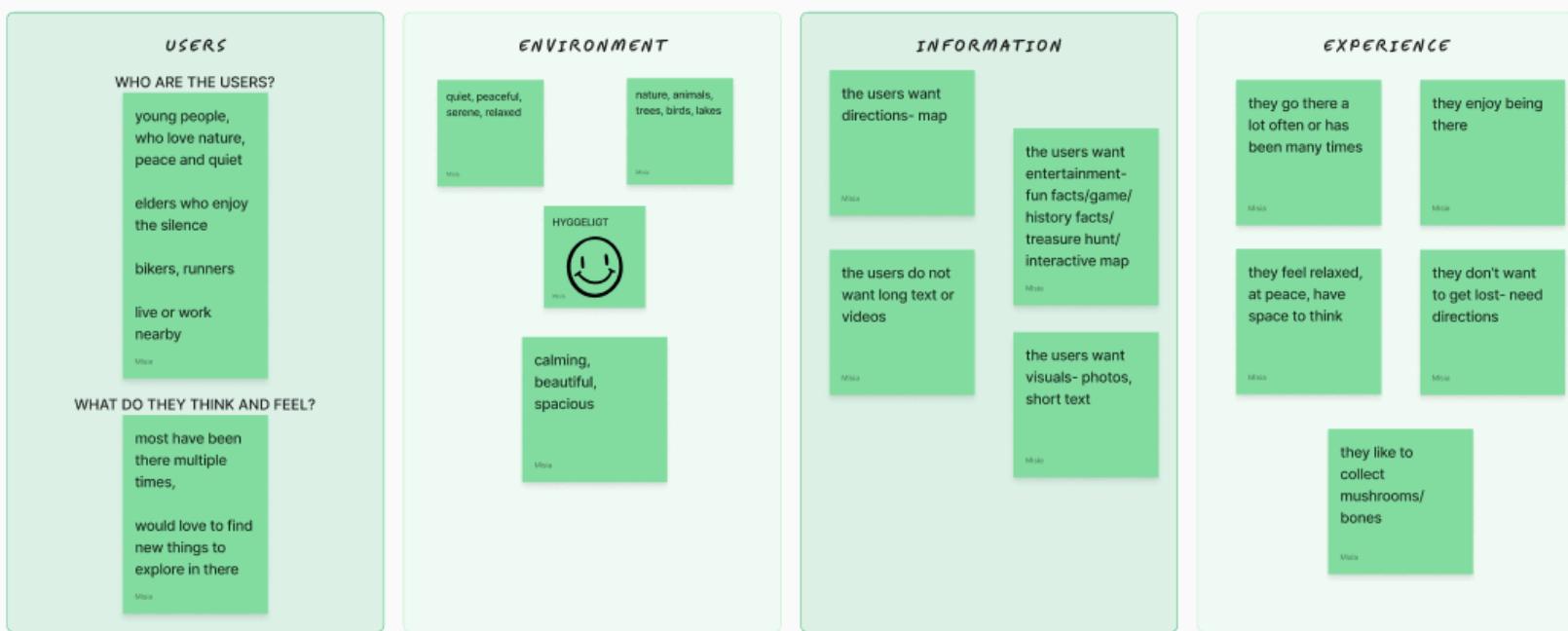


Empathy Map Canvas

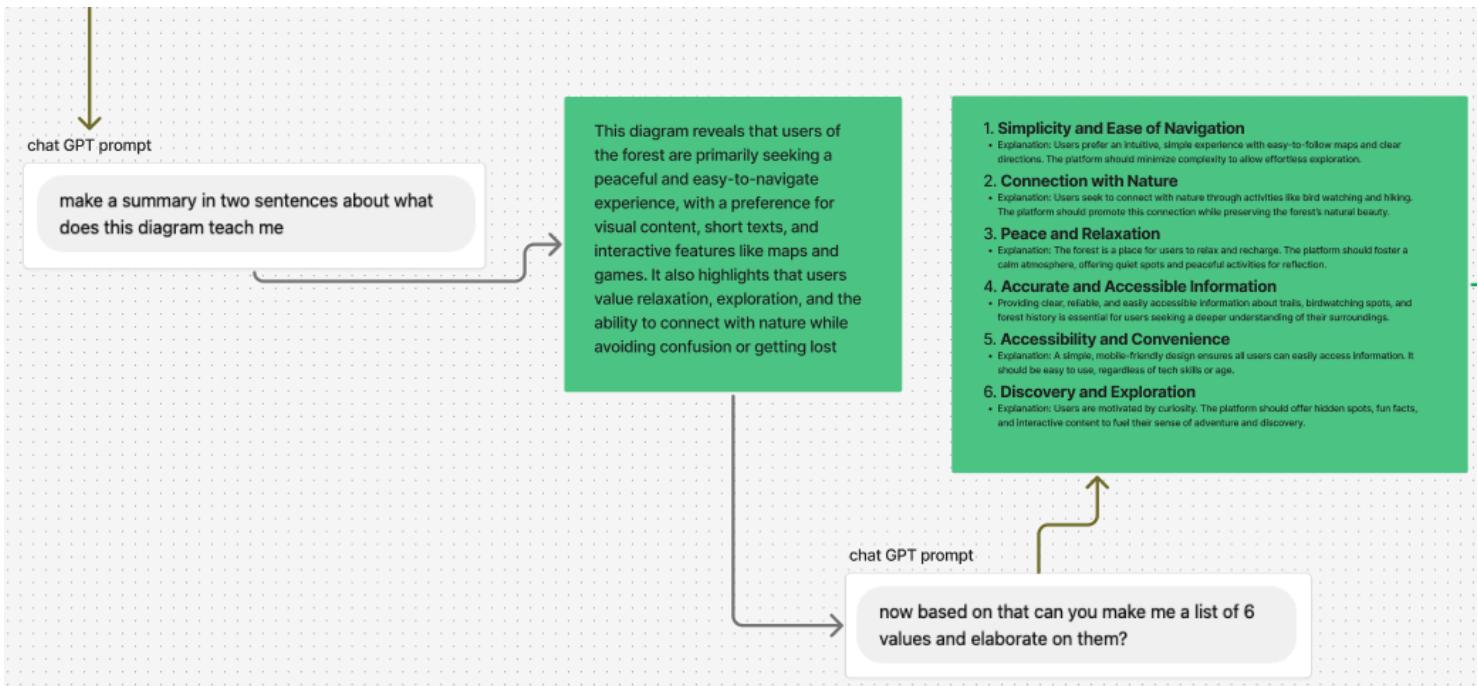
An Affinity Diagram

My affinity diagram helped me establish patterns. I could clearly see, what my users had in common.

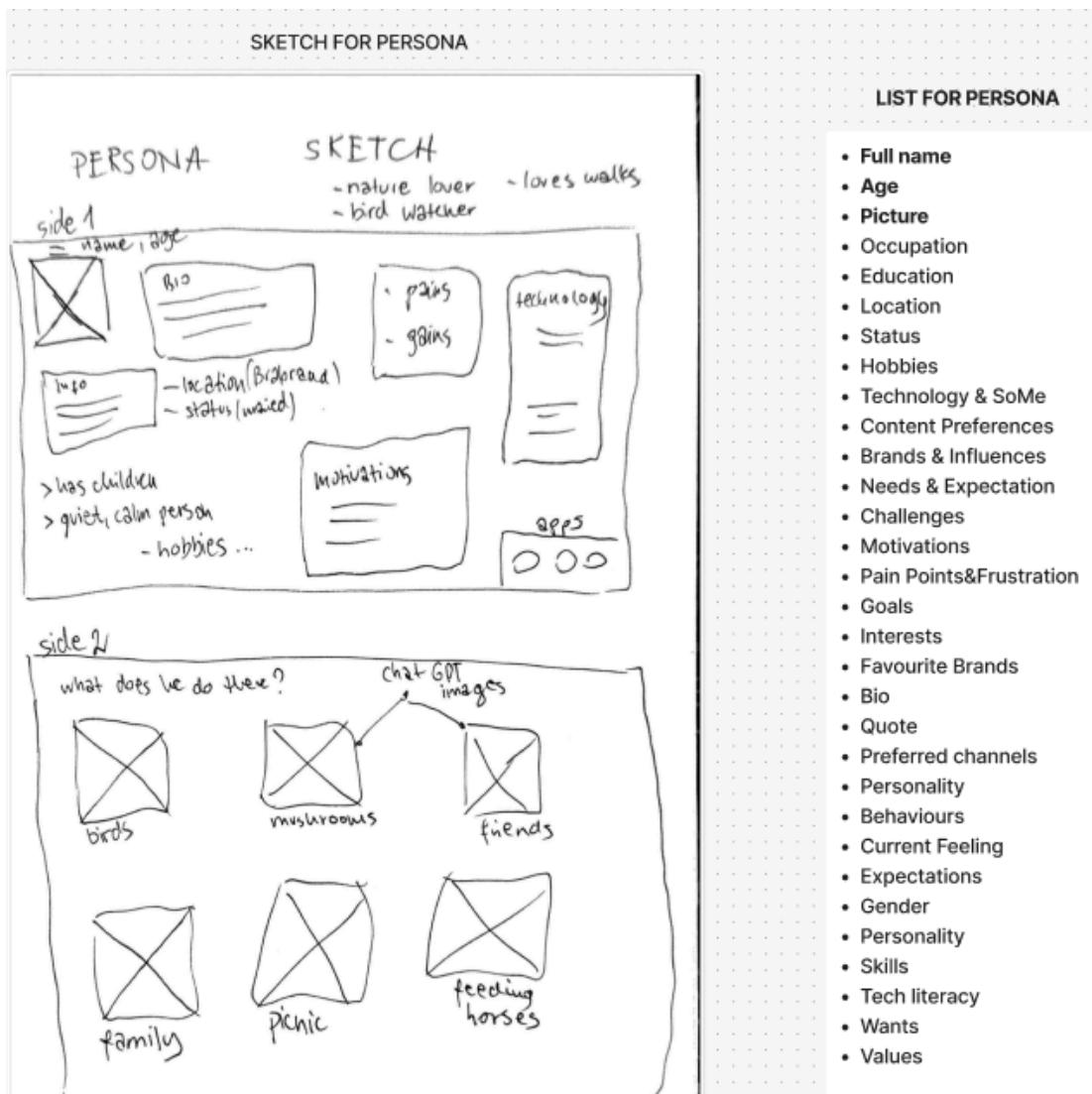
AFFINITY DIAGRAM PATTERNS



Affinity diagram



mapping summary and values after interviews



sketch and requirements for persona

User Persona

Introducing my user persona- Magnus Olsen. I based his bird watching passion on one of my interviewees. He is a 58 year old nature enthusiast. He loves to spend time in the forest and wishes there was a website, that could provide him with some more information about it. I have outlined his goals, motivations, values, pains, gains and some more, which are relevant to my target group and interview answers that I have described before.

Magnus Olsen, 58
bird watching enthusiast



"Every bird has a story, and every forest is a library waiting to be explored."

General Information:

- Gender: Male
- Location: Brabrand, Denmark
- Occupation: Retired schoolteacher
- Family Status: Married, with two grown children
- Hobbies: Bird watching, hiking, photography, drawing, poetry, reading books

Primary Goals:

- Discover lesser-known areas of True Skov to enhance his bird-watching experience.
- Learn fun facts about the history, ecology, and unique features of the forest.

Motivations:

- A deep respect for nature and a curiosity for what lies off the beaten path.
- The desire to preserve the forest's beauty and uniqueness for future generations, he wants everyone to respect the rules of the forest.
- Enjoyment of quiet, personal exploration and the satisfaction of discovering something new in a familiar space.

Challenges and Pain Points:

- Trails to hidden spots in the forest are poorly marked or not well-known.
- Difficulty finding comprehensive online information specific to True Skov, including maps or guides.

Values:

- Preservation of the natural environment and biodiversity in True Skov.
- Discovery and learning, especially about under-explored areas.
- Community engagement in responsible forest exploration.

Personality:

- Warm, approachable, and curious.
- Patient and observant—ideal for bird watching and documenting nature.
- Values authenticity and practicality over flashy, unnecessary details.

Technology Use:

- Devices: Smartphone (for apps like Merlin Bird ID and trail maps) and laptop (for browsing websites and social platforms).

Digital Behavior:

- Frequently searches for local forest guides, wildlife information, and conservation updates.
- Prefers visually rich, easy-to-navigate websites with accurate and relevant information.
- Would use a website with a section for bird-watching reports, user-submitted trail tips, or hidden spots.

Apps he uses to identify birds



Magnus- my user persona- page 1

During his forest walks he likes to...



Do some birdwatching



Pick mushrooms



Walk and talk with colleagues



Enjoy nature with his wife and two grown children on Sundays



Have a picnic with his wife



Feed the horses

Magnus- my user persona- page 2

chat GPT prompt

Values based on Persona



could you give me a list of values based on my persona?

pretty please

Based on Magnus Olsen's persona, here's a list of values that reflect his preferences, motivations, and goals:

persona values prompt

VALUES based on Persona Summary

1. Preservation of Nature and Biodiversity
2. Discovery and Learning
3. Community Engagement and Responsibility
4. Peace and Tranquility
5. Authenticity and Practicality
6. Personal Exploration
7. Simplicity and accessibility

in the solution

1. rules and regulations of the forest
2. information and fun facts
3. experts?
4. maybe some peaceful music? bird sounds?
5. easy layout, no unnecessary place holders
6. hidden places with some fun facts and history? mini quiz?
7. simple design, not overcrowded

values summary based on my persona

persona values list

Pains:

1. **Poorly Marked Trails:** Magnus struggles with hidden spots in the forest that are not well-marked, making it harder for him to discover new places.
2. **Limited Information:** He has difficulty finding reliable, comprehensive information about True Skov, including maps or detailed guides, which could help him explore the forest more efficiently.
3. **Unclear Accessibility:** Trails and locations are sometimes hard to navigate, which disrupts his experience of quiet, uninterrupted exploration.

Gains:

1. **Discovery of Hidden Spots:** Magnus enjoys finding new places in the forest that are off the beaten path, enhancing his bird-watching experience.
2. **Accurate and Detailed Information:** He values platforms that offer reliable, easily accessible guides, maps, and historical insights about the forest, which enhance his exploration.

User Goals:

1. **Enhance Bird-Watching Experience:** Magnus wants to discover less-explored areas of True Skov to improve his bird-watching.
2. **Learn About the Forest:** He aims to understand the forest's history, ecology, and unique features to deepen his connection to it.
3. **Promote Preservation:** Magnus seeks to preserve the beauty of the forest for future generations and to encourage others to explore it responsibly.

Misia

chat GPT prompt

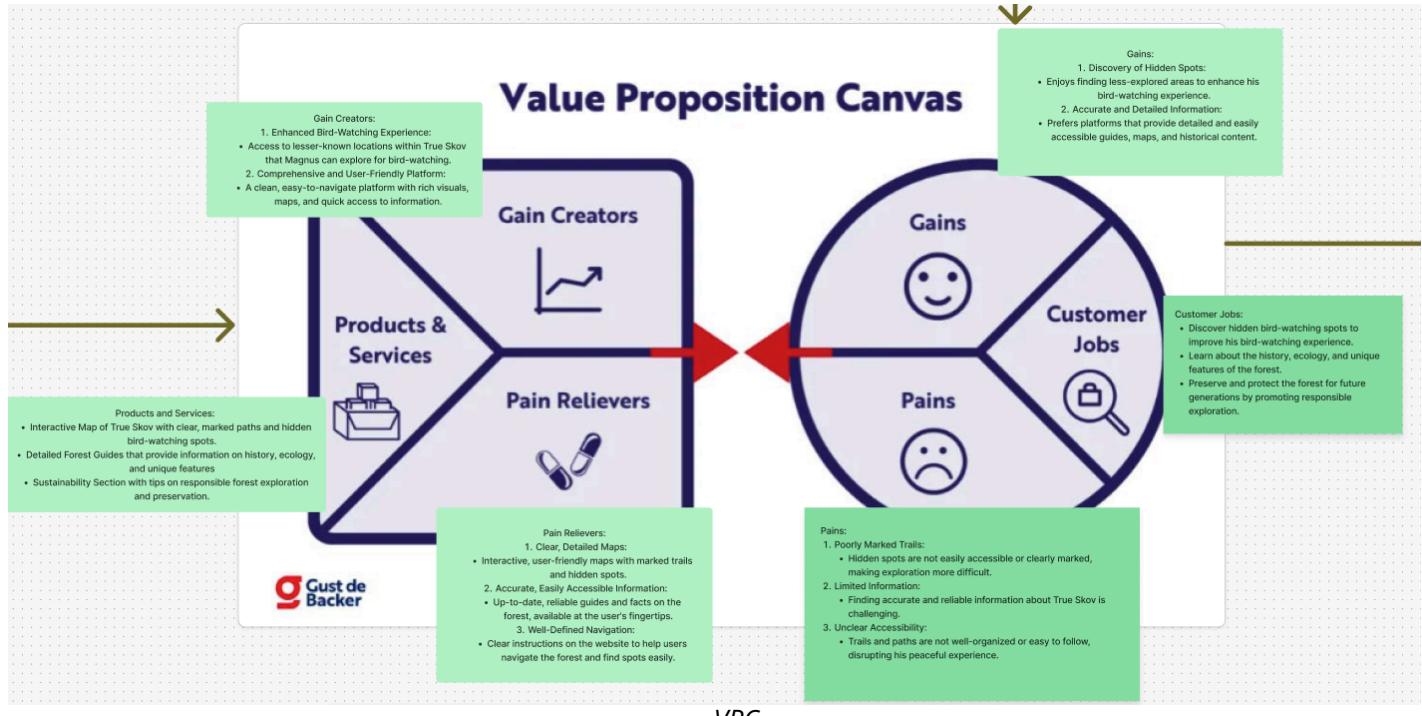
based on that persona can you make a short summary outlining his pains and gains and his user goals? so that i can use it for creating a value preposition canvas?



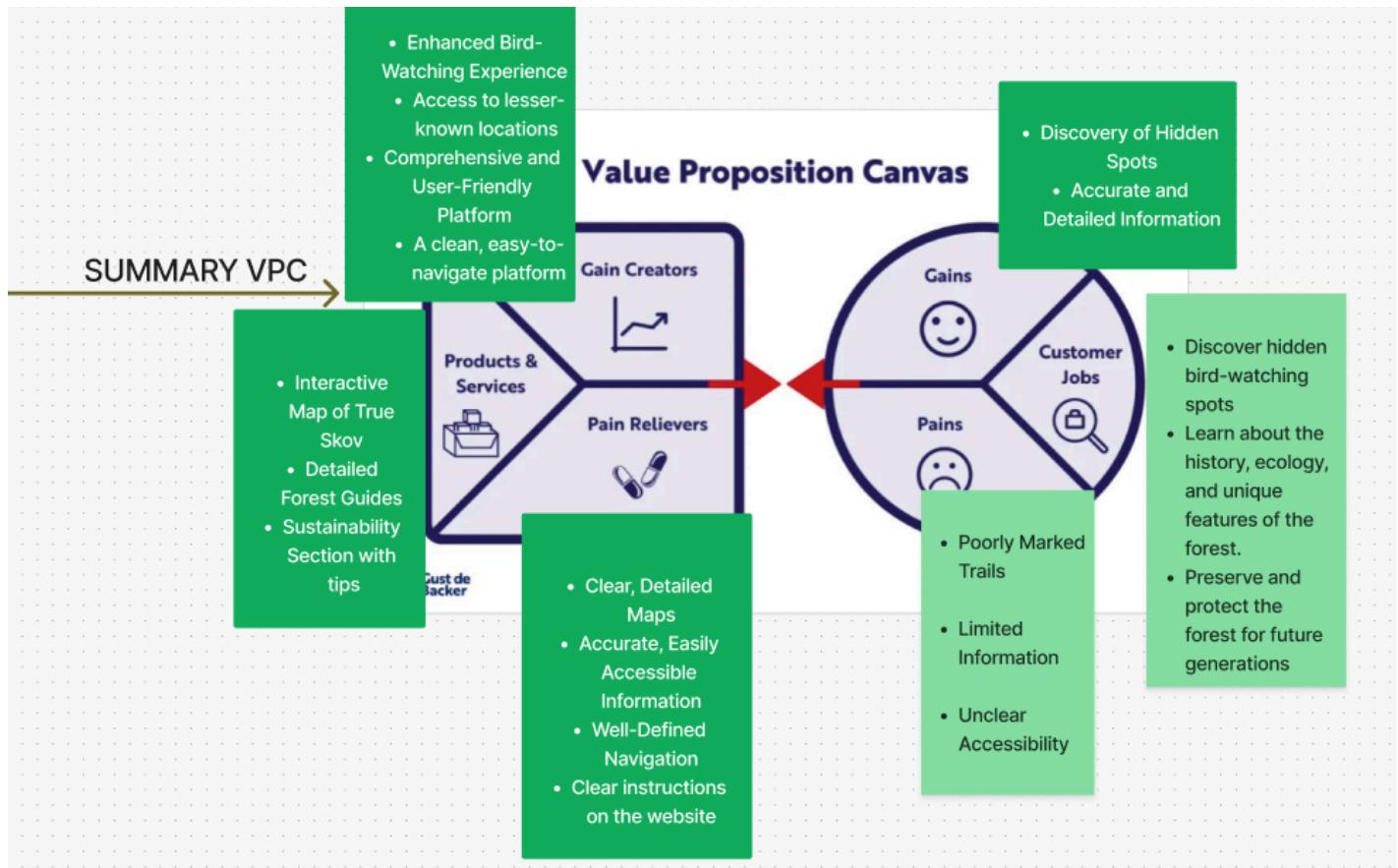
persona pains, gains, goals

Value Proposition Canvas

I have then based on **Magnuses values** such as **simplicity, preservation of nature, practicality or peace and tranquility**; made a values proposition canvas and summarised it afterwards.



VPC



VPC summary

OOUX table

Based on the value preposition canva I have prepared a OOUX table, that helped me established objects and actions I should incorporate into my solution

Such as clickable buttons and fun facts for information and engagement, photos for interaction and visual representation and a bird segment for the bird watching enthusiasts.

OOUX TABLE		
OBJECTS	ACTIONS	ATTRIBUTES
map	click	pins
>	view	names
>	zoom in?	trails
hidden spots	click	photos
>	read	descriptions
birdwatching guide	click	bird types
>	read	spots
quiz	interact	a,b,c
>	choose	winner, loser, fun facts
rules and booking	read	information
>	click	link
general info	read	information

OOUX

OOUX		
ID	name	description
233	lakes	peaceful, tranquil homes for swans
488	birds	many kinds to watch, chirping, happy

OOUX summary

A list of Requirements

Based on the OOUX table I have written down a list of requirements for my solution, such as requirements for my logo, footer, front page, etc.

chat GPT prompt

can you summarise in a few short but informative sentences my OOUX table?
What do I take away from this?

summary

The OOUX table for the Forest Exploration Platform outlines key objects, actions, and attributes that shape the user experience. It highlights the core features of the platform, including an interactive map, hidden spots, birdwatching guides, sustainability tips, and forest information.

Each object has specific actions users can take, such as viewing details and accessing educational resources, while attributes provide the essential content (e.g., location names, descriptions, species details).

Takeaways: The platform is designed around clear, intuitive interactions with elements like maps and user-submitted content, ensuring users can easily explore the forest and access information. The focus is on providing easy navigation, informativeness and rich visual content

OOUX Takeaways

REQUIREMENTS	
front page	photos, descriptions, interactiveness
logo	green, simple, nature, aesthetic, clean design
button	read more, back, nav bar to subpages, corner radius 50%, contrast- green, white

List of requirements

Device	responsive in mobile and desktop
Navigation and accessibility	Map, menu with high contrast indicators for active pages
Front page	picture or video with calm sound in the background, text, rules, scrollable, header with logo and menu, footer with info
hidden places pages	informative, text, menu, fun facts, quiz, pictures, video?
design	simple, easy, high contrast, not overcrowded, intuitive
logo	nature related, animal, forest, calm, serene, simple, pleasant
pictures	my own
footer	contact info, SoMe, logo, opening, map

List of requirements

How might we?/ How might I?

Lastly in the research and mapping part of my project,

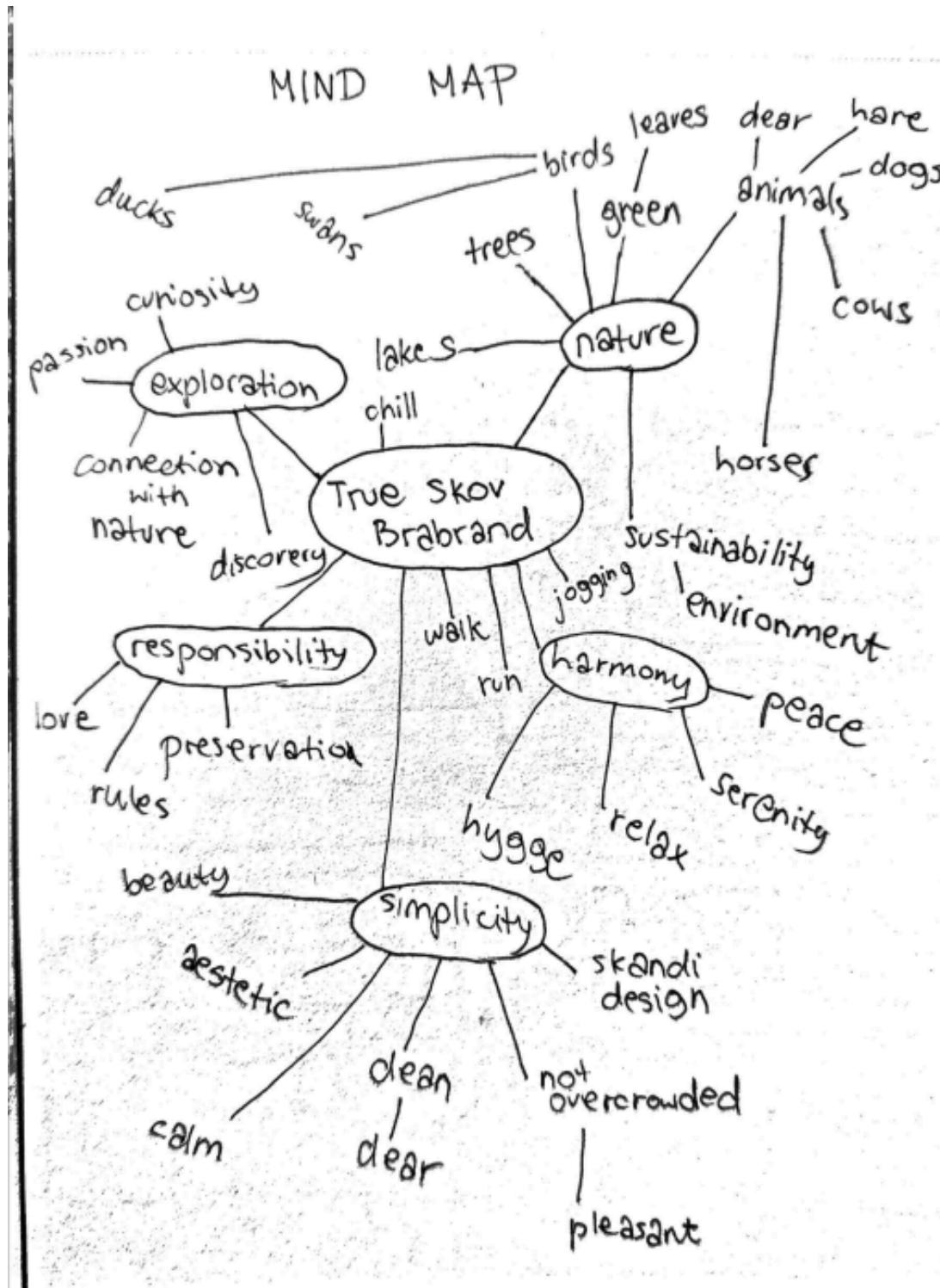
Based on all the reasearch I have done, taking Magnuses gains and pains into consideration I have crafted a "How might we/ How might I?" list, where I am elaborating on how could I potentially solve some of the users issues regarding my solution

1. Users struggle to find hidden spots and trails in the forest	<ul style="list-style-type: none">• Develop an interactive map
2. Users have difficulty accessing reliable information about trails and forest features.	<ul style="list-style-type: none">• forest guide using icons
3. Users want a more immersive experience in nature without distractions.	<ul style="list-style-type: none">• minimalist design
4. Users need a tool to enhance their birdwatching experience	<ul style="list-style-type: none">• Include a birdwatching section
5. Users want a simple way to navigate the forest while exploring	<ul style="list-style-type: none">• step-by-step directions
6. Users want to consume key forest information using visual content like images and short descriptions.	<ul style="list-style-type: none">• Use high-quality images and short descriptions for each spot
7. Users need to explore the forest responsibly and sustainably.	<ul style="list-style-type: none">• Create a dedicated sustainability section with eco-friendly tips
8. Users prefer a platform that is mobile-friendly and easy to navigate, especially older users.	<ul style="list-style-type: none">• Design the platform with a mobile-first approach, ensuring it's fully responsive, with large buttons, high-contrast text
9. Users want the platform to focus on discovery and education, not social media-like content.	<ul style="list-style-type: none">• Focus the platform on curated, expert-driven content, such as educational articles, expert recommendations, and verified trail information, with no user-generated reviews or photos.

How might we?

Design

I have started designing by drawing a mind map for the values and feel of my solution. I managed to capture such principles as **nature, harmony and exploration**.



Mind Map

Moodboard and a Style Tile

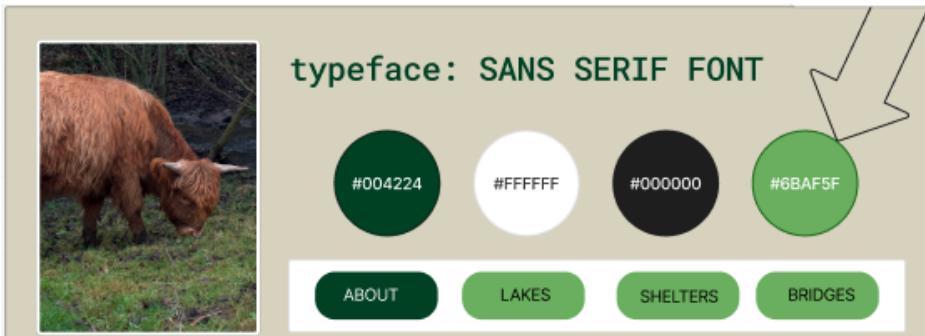
I have then moved on to making a moodboard and a Style Tile, where I have gathered my ideas for colours, fonts, icons, etc.

Alongside the whole design process, simultaneously I was working on the development of my logo

I went with classy, tones, nature color scheme. I used two **contrasting shades of green** to be consistent with the values and overall theme of serenity, peace and relaxation and make it pleasurable to explore for my nature loving users I also included white typography for contrast reasons. I took my inspiration mostly from Naturstyrelsen website.



Moodboard



typeface: SANS SERIF FONT

ABOUT

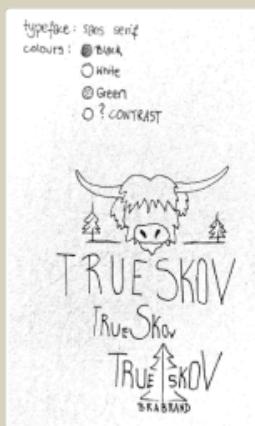
LAKES

SHELTERS

BRIDGES

chat GPT prompt

give me a hex colour nice subtle toned down green- make it classy and contrasting to #004224



Typography- Inter

simplicity
ease
nature
exploration
serenity
tranquility



prompt for colour

Style Tile



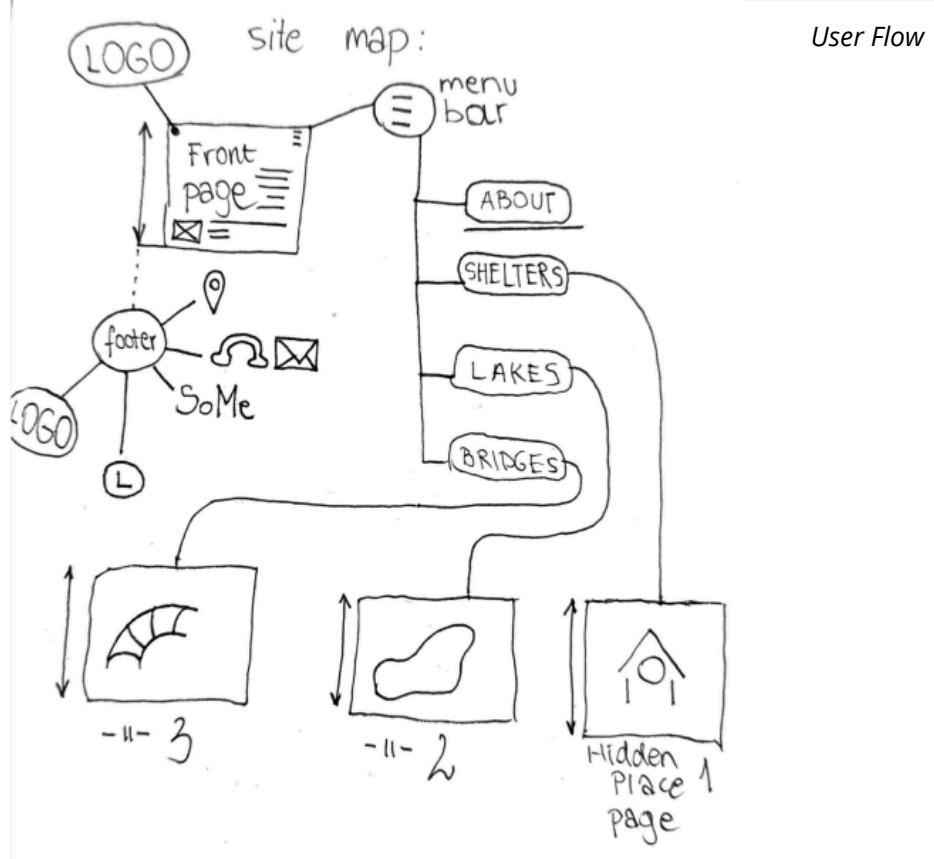
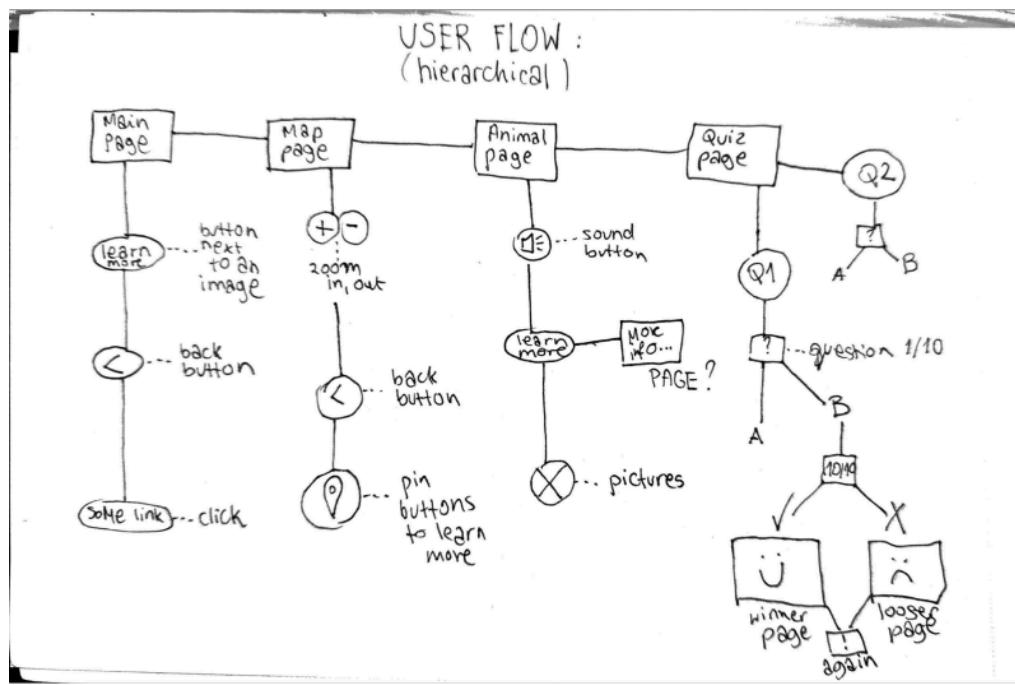
chat GPT prompt

generate very simple white icons for me: tree, an information, a map, opening hours, location, birds, mushrooms, plants, next, back

prompt for icons

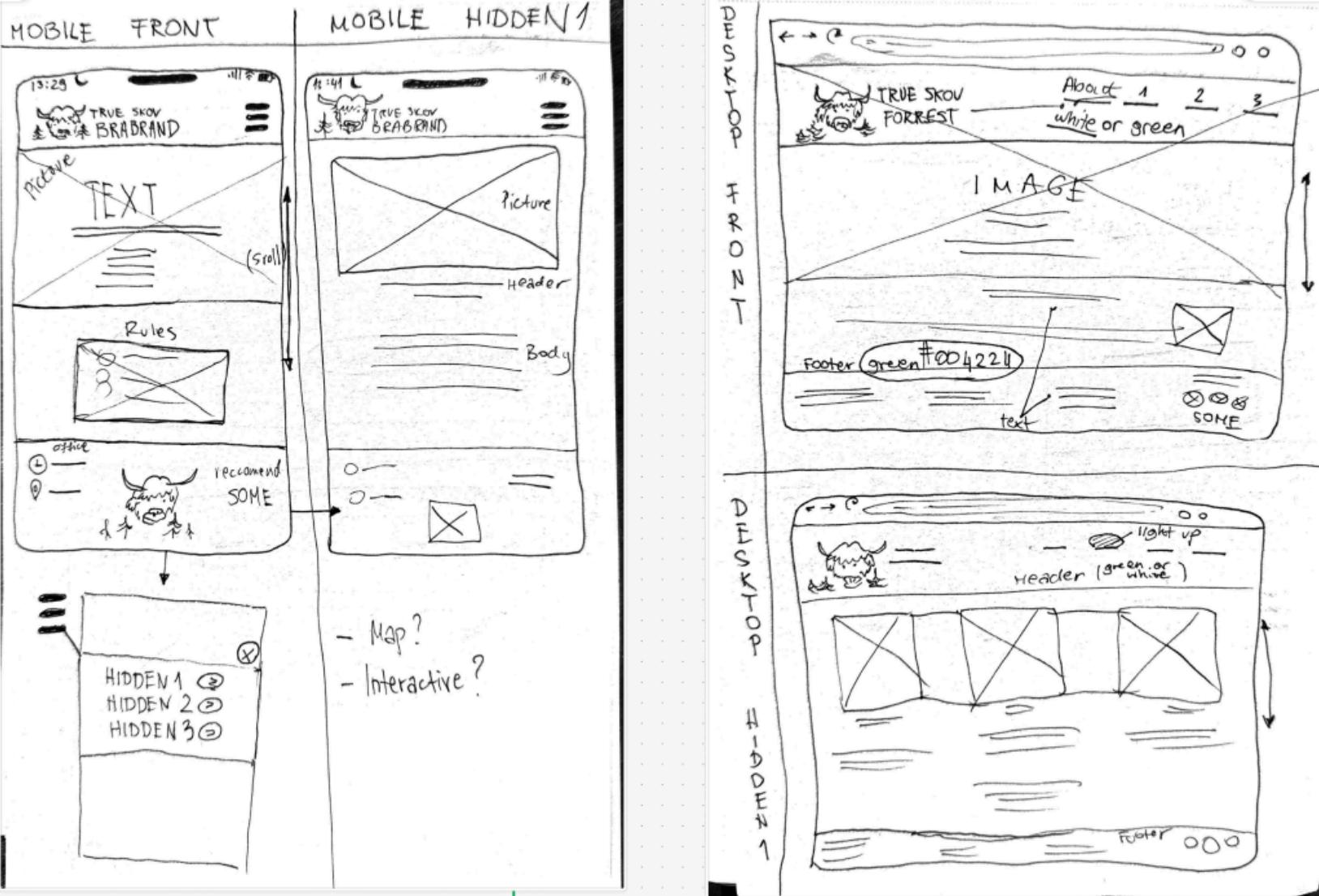
User flow, Site map and Sketches

Afterwards I have started to sketch my user flow (which turned out completely differently later on in the solution- I killed and parked a lot of darlings along my way). I have then sketched a site map. The initial idea was to incorporate a burger menu but as I later found out from the think aloud test, was not an ideal solution. I followed that by doing my own version of "Crazy 8 sketching technique"- crazy 4, which I followed by making 2 detailed drawings of the mobile and 2 of the desktop version.



I used some **constraints** while sketching- I decided to challenge myself intellectually and draw one sketch per 30 seconds. That gave me a fresh flow of unexpected creativity.





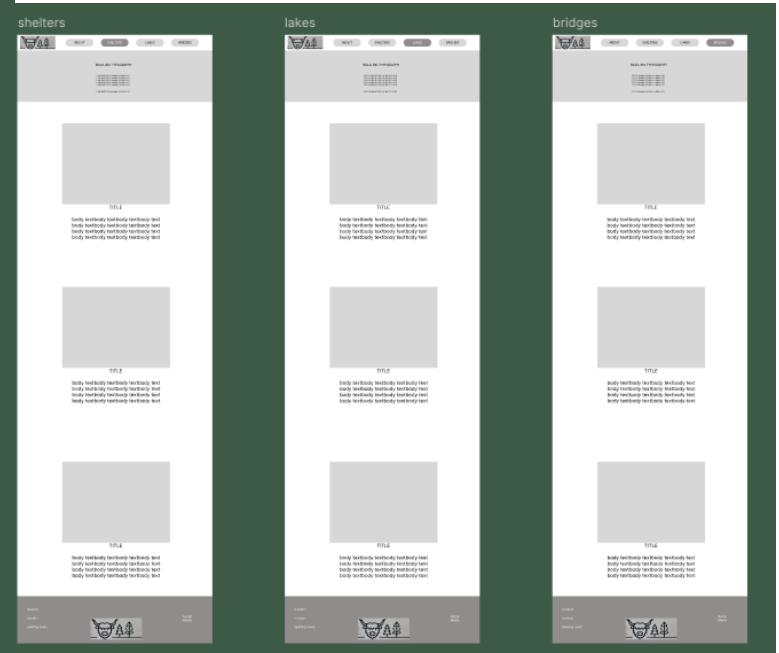
detailed sketches 2x2 mobile and desktop



Low-Fi mobile

Low-Fi wireframes

After sketching and planning I started working on my low fidelity wireframes on figma both for mobile and desktop version. I made it very general but still clean and readable and made the layout somewhat how I would like it to look like.



Low-Fi desktop

User Tasks: TESTING

1. He wants to read about the birds in this forest - (Third line)
- PATTERN : meny ≈ 3 people agree or middle
2. He wants information about rules
- intuitive
3. He wants to read about the bridge / bridges.
 | Lakes
 | 2 Shelter
 | 3 Bridges
4. He wants to know where to find the lake.
5. He wants to read about animals and mushrooms. (About)
6. He wants to read about the opening hours of the office
 (footer)
 intuitive ✓

user tasks testing Low-Fi

Low-Fi testing

When I was done with my wireframes, I wrote down tasks I would like my testers to perform to check, if my solution is intuitive, easy to use and not overcomplicated. I have tested on 5 of my friends in my dormitory and had a lot of fun doing it. It was my favorite part of the project

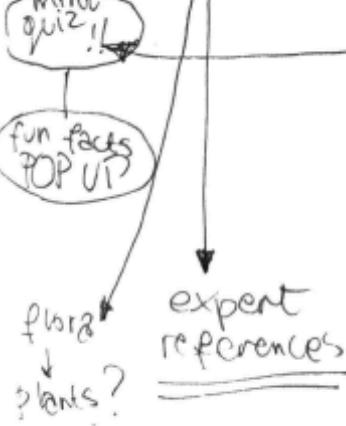


Think aloud test Low-Fi

I conducted a **think aloud test**, which means I was writing down everything my testers were saying out loud. I was also asking them some questions such as "If you want to read about the birds, where would you intuitively go?" - that gave me an insight on the users thought processes while browsing on my website, and they have contributed by giving me some great ideas to put into my solution such as making the logo clickable.

I have then summarized it into a **Feedback capture grid**, where I divided my testers answers into four categories- likes, dislikes, questions and ideas.

functions
layout

Feedback Capture Grid	
Likes ü	Criticism ñ
<ul style="list-style-type: none"> - info in the footer - readable, font is nice - easy layout 	<ul style="list-style-type: none"> - can't locate the bridge/burger menu - menu like? desktop? - rather buttons not ☰ X - boring
Questions ?	Ideas !
	<ul style="list-style-type: none"> - logo-front page clickable - footer-menu - animation-front - headers like in a book on top

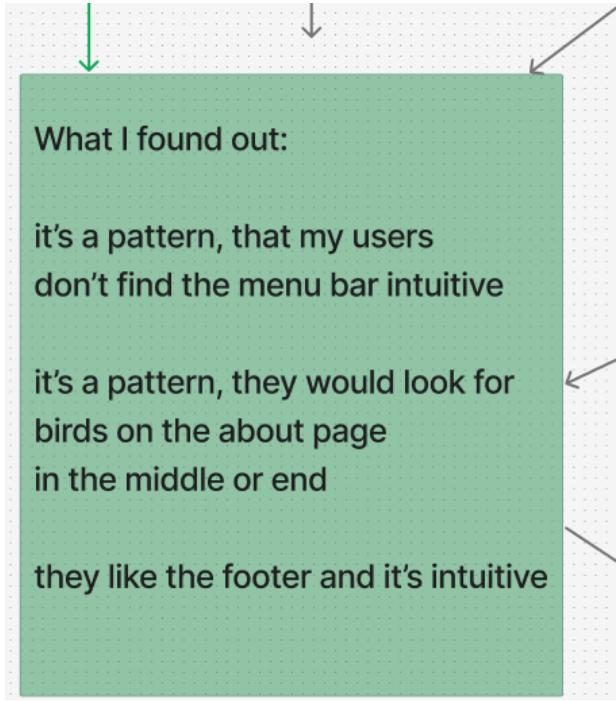
feedback capture grid

Low Fidelity Wireframe Feedback Capture Grid

in purpose of noticing patterns in the Feedback regarding user satisfaction, user needs, pains ans gains regarding the functionality, layout and feel of the website

LIKES	CRITICISM
information in the footer	3: can't locate the burger menu
readable font	2: wants a clickable logo to about page
easy layout	
QUESTIONS	IDEAS
why is there no colour :)	menu like in a desktop?
how about flora? plants?	animation up front: mini quiz/fun facts?
	headers like in a book on top
	expert references

feedback capture grid summary



feedback capture grid takeaways

front page

menu page

Criticism ↗
Can't locate the bridge/birds menu
- menu life / menu desktop?
- rather buttons not X

entirely changed my menu,
killed my darling menu bar and
a mini menu page,
most of my testers preferred
clickable menu with buttons

accounted for a plants section
like one of my testers
suggested

flakes
2 shelter
3 bridges

changed the order of my hidden places
like my testers suggested

Logo - front page
clickable

made the logo clickable

What did i do with it?

FRONT PAGE-ABOUT LAKES SHELTERS BRIDGES

BOLD, BIG TYPOGRAPHY

PLANTS and TREES

TITLE

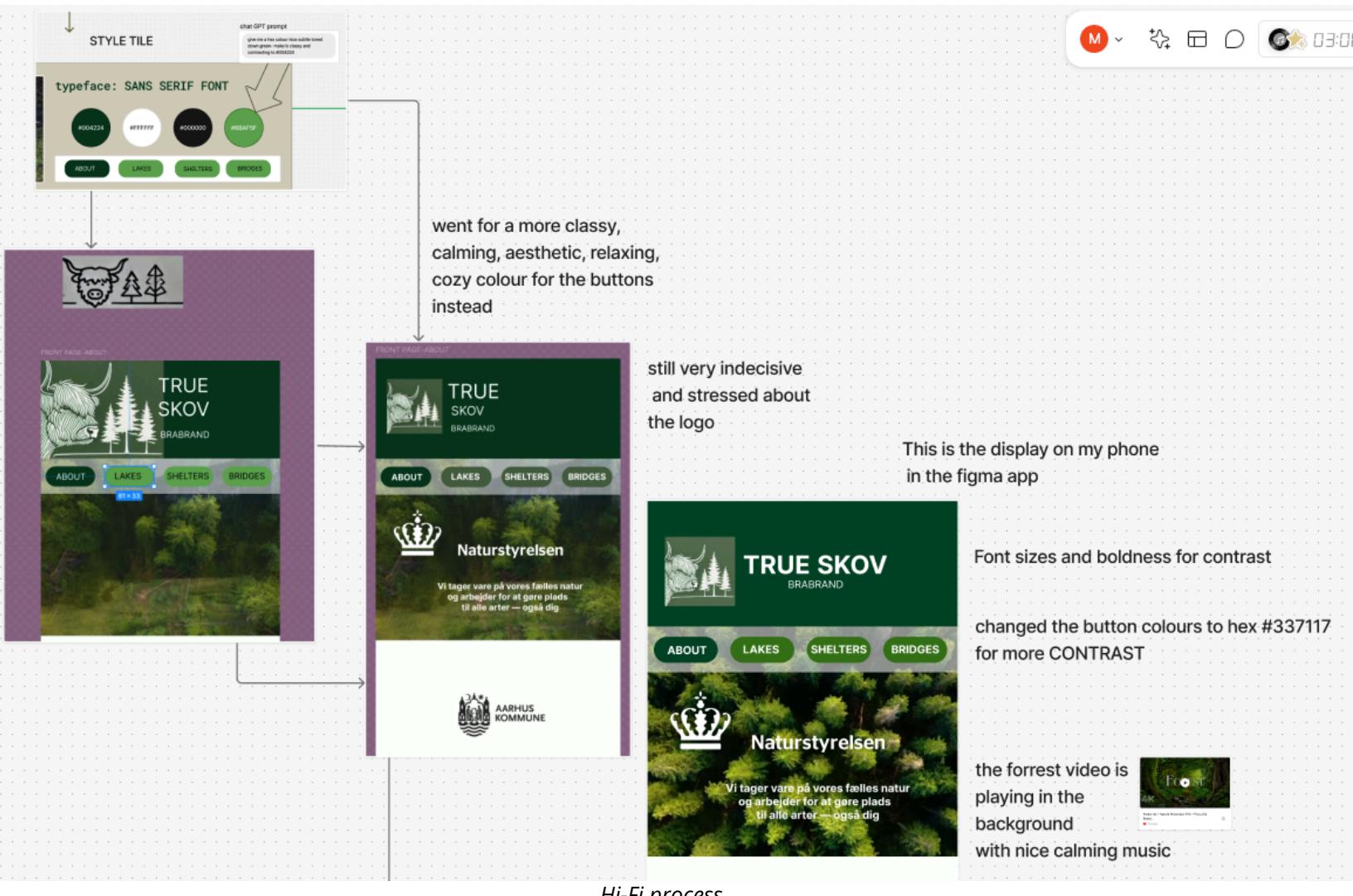
TITLE

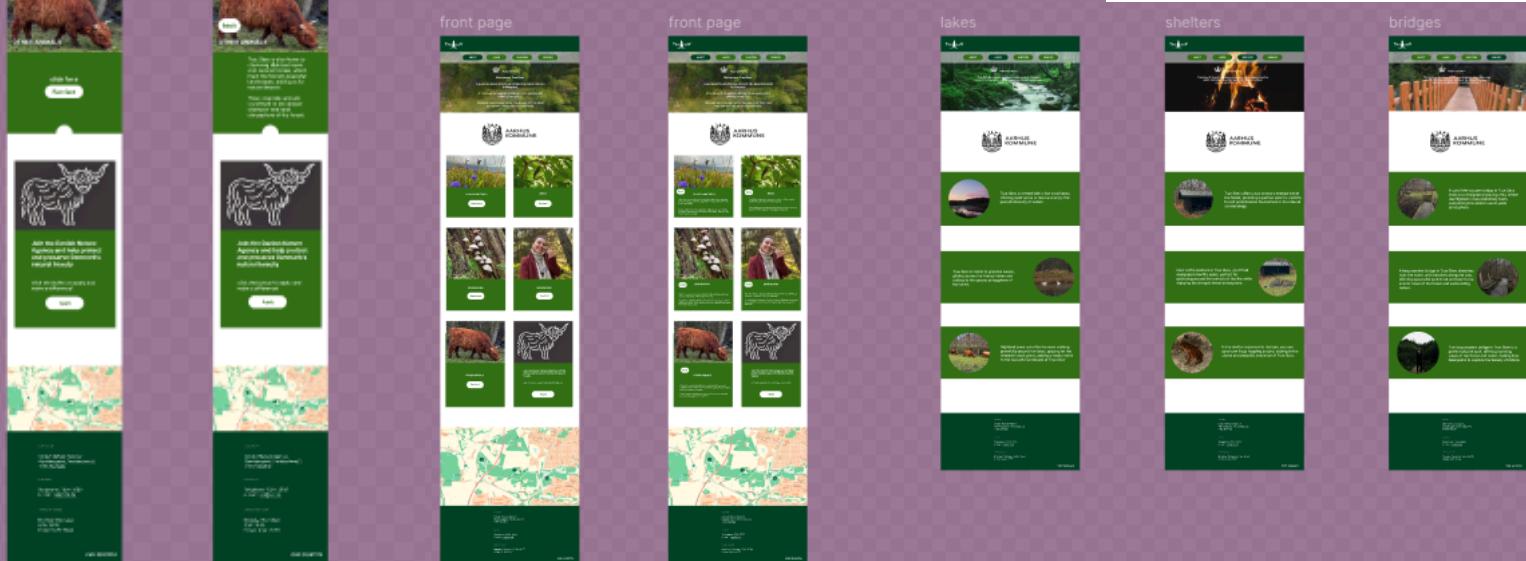
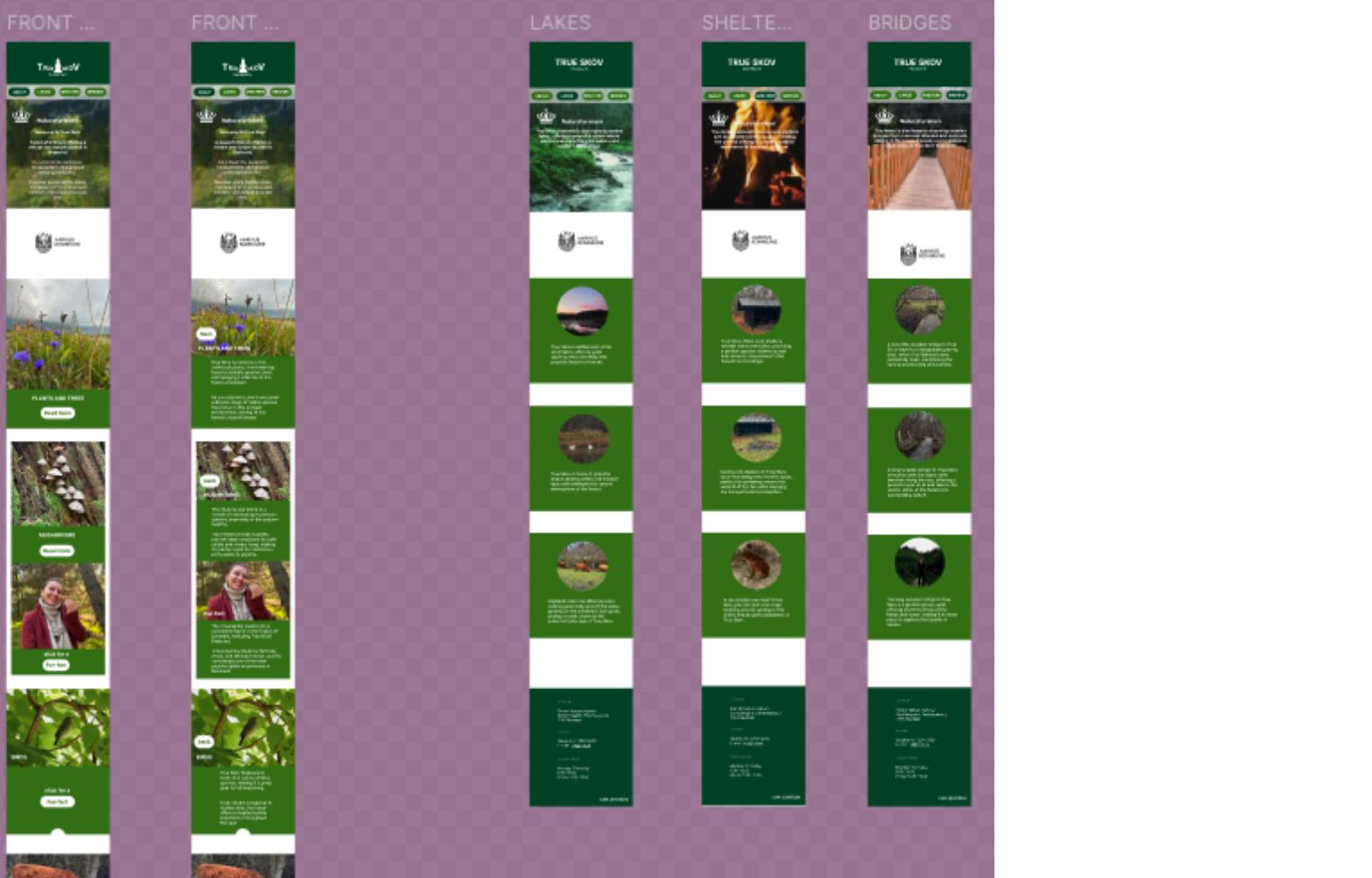
TITLE

low-fi adjustments based on testing

Hi-Fi mockups

I started working on my high-fidelity mockups, drawing inspiration from my style tile. I used **two contrasting shades of green to reflect the forest theme and align with the values of sustainability, nature preservation, and tranquility**. To keep the website simple and relaxing, I incorporated nature videos with calming music in the background. All images were taken by me, and the text was generated by ChatGPT. I added a map for navigation and useful information in the footer, with design inspiration from Naturstyrelsen's True Skov website, ensuring consistency and proper credit.





H-Fi mobile

Hi-Fi desktop

True Skov
Brabrand

[ABOUT](#) [LAKES](#) [SHELTERS](#) [BRIDGES](#)

Naturstyrelsen
Welcome to True Skov
A peaceful forest offering a retreat into nature located in Brabrand.
It's a haven for explorers, birdwatchers, and anyone seeking tranquility.
Discover some hidden spots, the beauty of True Skov and connect with nature in a new way.



PLANTS AND TREES
True Skov is home to a rich variety of plants, from towering trees to delicate ground cover, each playing a vital role in the forest ecosystem.
As you explore, you'll encounter a diverse range of species, including rare and unique botanical associations, adding to the forest's natural beauty.

BIRDS
True Skov Brabrand is home to a variety of bird species, including a great spot for birdwatching.
From small songbirds to majestic owls, the forest offers a diverse avian experience throughout the year.

MUSHROOMS
True Skov is also home to a variety of fascinating mushrooms species, especially rare in the urban area.
These mushrooms are not only visually stunning but also provide a delicious treat for both edible and medicinal purposes, making it a perfect spot for mushroom enthusiasts to explore.

MUSHROOMS
The Chamaezella mushroom is currently found in the forests of Denmark, including True Skov Brabrand.
It's a rare find for mushroom hunters and a delicacy that's considered one of the most unique wild mushrooms in existence.

True Skov
Brabrand

[ABOUT](#) [LAKES](#) [SHELTERS](#) [BRIDGES](#)

Naturstyrelsen
True Skov Brabrand is also home to serene lakes, offering a peaceful retreat where visitors can enjoy the calm waters and scenic surroundings.



True Skov is dotted with a few small lakes, offering quiet spots to relax and enjoy the peaceful beauty of nature.



True Skov is home to graceful swans, gliding across the tranquil lakes and adding to the serene atmosphere of the forest.

H-Fi desktop 2x2

FRONT PAGE-ABOUT

True Skov
Brabrand

[ABOUT](#) [LAKES](#) [SHELTERS](#) [BRIDGES](#)

Naturstyrelsen
Welcome to True Skov
A peaceful forest offering a retreat into nature located in Brabrand.
It's a haven for explorers, birdwatchers, and anyone seeking tranquility.
Discover some hidden spots, the beauty of True Skov and connect with nature in a new way.

AARHUS KOMMUNE

PLANTS AND TREES
True Skov is home to a rich variety of plants, from towering trees to delicate ground cover, each playing a vital role in the forest ecosystem.

LAKES

True Skov
Brabrand

[ABOUT](#) [LAKES](#) [SHELTERS](#) [BRIDGES](#)

Naturstyrelsen
True Skov Brabrand is also home to serene lakes, offering a peaceful retreat where visitors can enjoy the calm waters and scenic surroundings.

AARHUS KOMMUNE

True Skov is dotted with a few small lakes, offering quiet spots to relax and enjoy the peaceful beauty of nature.

Logo

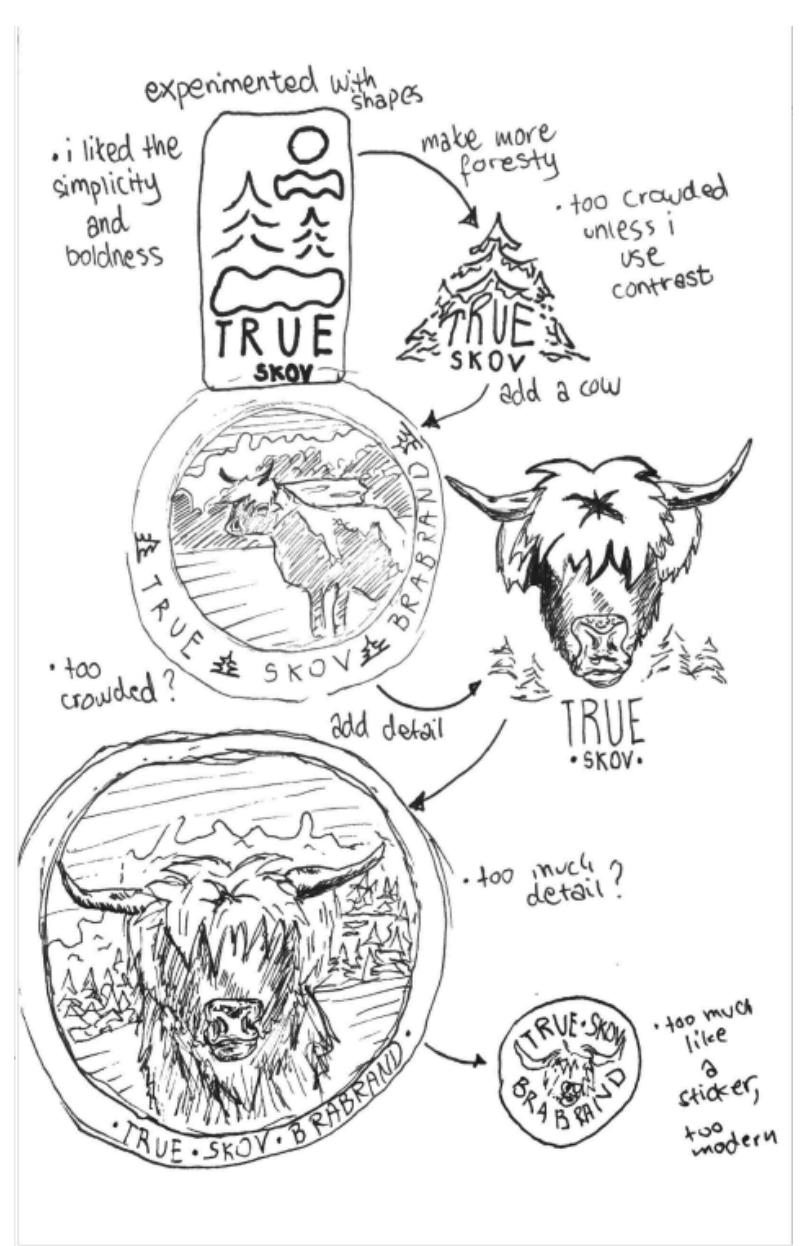
As I have mentioned before, I have been working on the development of my logo through the whole project and I have parked and killed a lot of darlings, I disliked all the logos I have done and it has been a very frustrating process but at the end I decided to settle for **simplicity and a naturalistic feel**. I have made a simple icon of a tree and made an arched writing True Skov with a smaller typography- Brabrand underneath. I really wanted to draw the highland cow, since The forest is known for them, but I was unfortunately restricted by time and had to **prioritize** coding.

logo moodboard: chat GPT+ Pinterest

A moodboard titled "logo moodboard: chat GPT+ Pinterest" featuring a grid of logos and icons related to forests and nature. The grid includes a circular logo with a tree silhouette, a map-like logo with trees, a logo for "FOREST FOXES", a large stylized letter "A" containing a tree, a collection of various tree and leaf icons in a grid, and a logo for "PINETREES YOUR NATURE HOME".

LIST OF VALUES- LOGO

- Nature(forrest-tree/animal)
- Calmness(serenity, peace, ease)
- Simplicity(Scandinavian design-Denmark)
- Aesthetics(simple, clear design)



Logo sketches

Logo moodboard and values



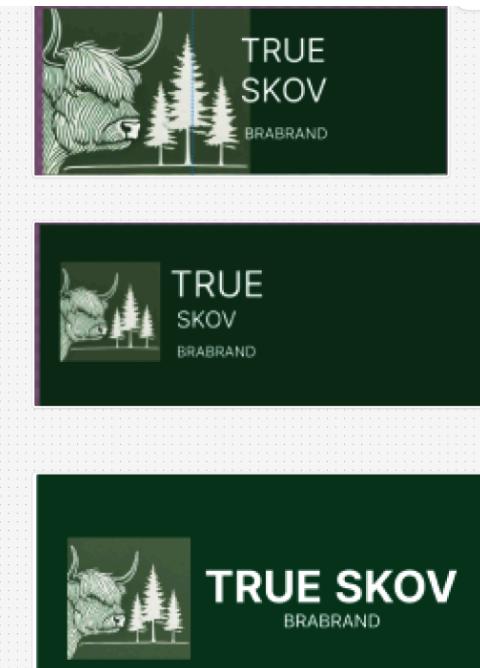
based on my drawing can you make a logo for my website about a forest? I wanna maintain a non-overcrowded clean aesthetic, with a highland cow in the centre and with some simply drawn trees in the background and underneath the cow a clean, aesthetic and visible writing that says "True Skov Brabrand"

logo prompt

typeface: sans serif
colours: Black
 White
 Green
 ? CONTRAST



logo development process



I have applied some **Gestalt principles** while creating my logo, such as **continuation** (we can easily imagine the tree being continued somewhere outside my logo), **unity** (three triangles creating the tree), and **proximity** of the text and image.



Here is the logo design based on your request. It features a stylized highland cow at the center, minimalist trees in the background, and the text "True Skov Brabrand" below in a clean, modern font. This should match the serene and nature-inspired aesthetic for your website. Let me know if you'd like any changes!



Here is the minimalist logo for your "True Skov Brabrand" website. The design features a highland cow at the center, with simple, hand-drawn trees in the background, along with clear and elegant text underneath. This logo aligns with your clean and nature-inspired aesthetic. Let me know if you'd like any changes!

logo prompt v2



logo development

Programming

I have coded my solution using Morten's template, that have saved me a lot of time and stress. It was a struggle but eventually I have successfully made my website functional, responsive and resemble completely my mockups.

```
.card {  
    display: flex;  
    position: relative;  
    flex-direction: column;  
    border: 1px solid #ccc;  
    width: 100%;  
    height: 80%;  
    overflow: hidden;  
    box-shadow: 0 4px 8px rgba(0, 0, 0, 0.1);  
    text-align: center;  
    color: white;  
}  
  
.card-simple {  
    display: flex;  
    flex-direction: column;  
    border: 1px solid #ccc;  
    width: 100%;  
    overflow: hidden;  
    box-shadow: 0 4px 8px rgba(0, 0, 0, 0.1);  
    text-align: center;  
    color: white;  
    background-color: #337117;  
    align-items: center;  
}
```

css screen shot

CSS

In the picture you can see an example from my style sheet. It shows a card that contains a photo, text and a button, the parameters such as color, position, display ensure that the style of the website will look like my mockups.

```
<div class="card">  
      
    <div class="info" id="info-2">  
        <h3>Mushrooms</h3>  
        <button id="read-more-2">Read more</button>  
    </div>  
  
    <div class="text-info" id="text-info-2">  
        <h3>Mushrooms</h3>  
        <p>  
            True Skov is also home to a variety of fascinating mushroom species, especially in the autumn months.  
            <br />  
            <br />  
            The forest's diverse habitats provide ideal conditions for both edible and unique fungi, making it a perfect spot for mushroom enthusiasts to explore.  
        </p>  
        <button id="back-2">Back</button>  
    </div>  
</div>
```

html screen shot

HTML

Here is a code sniped creating the mushroom card, we can see text in a paragraph, classes and id indicating further adjustments in css.

JavaScript

In JavaScript I have only made three functions repeated multiple times.

The first one to toggle the additional info, another to toggle it away and another-add Event Listener, makes it work.



button read more

The Chanterelle mushroom is commonly found in the forests of Denmark, including True Skov Brabrand.

As you explore it, you'll encounter a diverse range of native species that thrive in this tranquil environment, adding to the forest's natural beauty

Back

button back

```
// This is to toggle the additional info
function toggleButton(buttonNumber) {
  switch (buttonNumber) {
    case 1:
      document.getElementById("info-1").style.display = "none";
      document.getElementById("text-info-1").style.display = "block";
      break;
    case 2:
      document.getElementById("info-2").style.display = "none";
      document.getElementById("text-info-2").style.display = "block";
      break;
    case 3:
      document.getElementById("info-3").style.display = "none";
      document.getElementById("text-info-3").style.display = "block";
      break;
    case 4:
      document.getElementById("info-4").style.display = "none";
      document.getElementById("text-info-4").style.display = "block";
      break;
    case 5:
      document.getElementById("info-5").style.display = "none";
      document.getElementById("text-info-5").style.display = "block";
      break;
  }
}

// This is to toggle the additional info away.
function toggleButtonOff(buttonNumber) {
  switch (buttonNumber) {
    case 1:
      document.getElementById("info-1").style.display = "block";
      document.getElementById("text-info-1").style.display = "none";
      break;
    case 2:
      document.getElementById("info-2").style.display = "block";
      document.getElementById("text-info-2").style.display = "none";
      break;
    case 3:
```

JS screen shot button

```
// This makes clicking on buttons run the function above.
document
  .getElementById("read-more-1")
  .addEventListener("click", () => toggleButton(1));
document
  .getElementById("back-1")
  .addEventListener("click", () => toggleButtonOff(1));

document
  .getElementById("read-more-2")
  .addEventListener("click", () => toggleButton(2));
document
  .getElementById("back-2")
  .addEventListener("click", () => toggleButtonOff(2));

document
  .getElementById("read-more-3")
  .addEventListener("click", () => toggleButton(3));
document
  .getElementById("back-3")
  .addEventListener("click", () => toggleButtonOff(3));

document
  .getElementById("read-more-4")
  .addEventListener("click", () => toggleButton(4));
document
  .getElementById("back-4")
  .addEventListener("click", () => toggleButtonOff(4));
```

JS screen shot event listener

Conclusion

The journey of bringing this forest-themed project to life has been a rewarding and dynamic process. It all began with the user interviews and the creation of Magnus Olsen to understand the diverse needs and perspectives of those who would interact with my solution. From there, sketching, a moodboard, style tile allowed me to explore ideas visually, giving shape to concepts. Conducting interviews and user tests helped me also to gather valuable insights, ensuring that my work was grounded in real experiences and needs.

Mapping out the structure and flow allowed me to see the bigger picture and design with purpose. Finally, coding brought everything together, transforming my ideas into a functional, interactive reality, that met both user expectations and my project goals.

This project has been an exciting blend of research, design, and development, each step building on the last to create a seamless and engaging experience.

*Thank you,
Michalina Obrycka*

Bibliography

[2] [https://www.netsolutions.com/hub/mobile-app-development/mobile-first-design?
utm_source=chatgpt.com](https://www.netsolutions.com/hub/mobile-app-development/mobile-first-design?utm_source=chatgpt.com)

<https://www.pexels.com/search/videos/lake/> - videos

[1] [https://en.wikipedia.org/wiki/Double_Diamond_\(design_process_model\)](https://en.wikipedia.org/wiki/Double_Diamond_(design_process_model))

Nielsen, Jakob. "Thinking Aloud: The #1 Usability Tool." Nielsen Norman Group, 31 Jan. 2024, www.nngroup.com/articles/thinking-aloud-the-1-usability-tool/.

<https://usaforests.org/>

<https://naturstyrelsen.dk>

[https://www.interaction-design.org/literature/topics/gestalt-principles?
srsltid=AfmBOors2YqO3VHMnYMM2Y6kB5BNMI2nUc6EkuiwpLo3jfHRwWjGlnXE](https://www.interaction-design.org/literature/topics/gestalt-principles?srsltid=AfmBOors2YqO3VHMnYMM2Y6kB5BNMI2nUc6EkuiwpLo3jfHRwWjGlnXE)

Appendix

Interview answers

PERSON 1

1. PATRICK, 20, Denmark
2. It's right behind, where I live. About twice a month, maybe more
3. nature, walking pathways
4. a lake in the middle of the forest
5. walks
6. you can get lost, uncleaned horse and cow poop
7. no
8. yes, cause the forest is close by and it would be nice to find out something new that I didn't know
9. Photos and descriptions, I need something captivating, interactive
10. scenery

Misia

PERSON 2

1. KATHRINE, 45, Denmark
2. don't live nearby, has been to the forest before, 10 times or so
3. i work nearby, i work in a kinder-garden, we go here with the kids in the spring
4. little house nearby for the kid to play in
5. walks, animals- birds, cows
6. no
7. flower, bird and tree identifiers, she likes that the apps are informative
8. of course!
9. photos plus short text
10. silence

Misia

PERSON 3

1. JOHNY, 55, Denmark
2. i don't live nearby but i use this forest for work meeting, 10-15 times
3. nice place to hold a meeting instead of sitting in the office
4. I think I know pretty much all of them- little house with shelters and campfires, place to picnic, little wooden bridge, the forest is very diverse
5. walks, bird watching
6. no, i like it, its a nice place to be, very hyggeligt
7. Merlin Bird ID, you can listen to the birds voices; DOF- a few apps for bird watching, apps for plants and insects

8. yes, i work with children, it would be easier for the people to work in the institution, so you can see what you can see and do and what's allowed
9. photos+ description+ a map, short videos or in the background
10. nature makes me relaxed and it feels like there is more space

Misia

PERSON 4

1. HANNA, 24, Germany
2. I live nearby, yes- once or twice a week
3. its very secluded, quiet, not very big but big enough for a decent walk
4. no
5. walks, nature
6. no, it's a pretty standard forest :)
7. yes
8. no
9. Photos and specific descriptions plus a map, maybe history, fun facts
10. its quiet and i can relax and have time for myself

Misia

PERSON 5

1. NIKOLA, 26, Denmark
2. I live nearby, yes, sometimes weekly, sometimes monthly
3. it's close and easy, i like to reflect and think with no other stimulus, it's hyggeligt
4. by the lake, behind the fireplace theres a dark, cool, spooky place, you can find bird bones
5. walks, thinking, sitting down, taking notes, looking at birds and nature
6. if theres people that are too noisy
7. yes, for hiking, for finding shelters, maps
8. yes, an interactive, dynamic app with small facts, point and click adventure
9. Photos and descriptions
10. serenity, calmness, finding a good spot to sit down

Misia

PERSON 6

1. JOHANA, 20, Czechia
2. I live nearby, once every two weeks
3. i go there with friends
4. lakes, spots to find bones and mushrooms
5. walks, talking, mushroom picking
6. it's dark sometimes
7. maps.cz- detailed where to go for tourists
8. yes
9. Photos and videos
10. chill

Misia

PERSON 8

1. JEPPE, 60, Denmark
2. I live close by, yes, about once a week
3. nature, birds, animals, peace
4. lakes, shelters, bird houses, a bridge
5. walks, picnic with my wife in the summer
6. you can get lost
7. no
8. yes, a map, photos, fun facts
9. Photos and descriptions
10. animals, trees, peace

Misia

PERSON 7

1. Naja, 24, Greenland
2. i live nearby, at least once a month
3. its an adventure, i looking for bones
4. yes, a weird bunker, shelters
5. walks, mushroom picking
6. too many people, you can hear cars
7. geo catching
8. yes, artsy nature, a map, treasure hunt
9. Photos and descriptions
10. feels like nature, no

Style tile inspiration

The image shows a collection of design assets for a website or application. On the left is a 'INSPIRATION STYLE TILES' grid with various color palettes and icon sets. In the center is a 'MAIN HEADER' template featuring a navigation bar with 'PEACE', 'NATURE', 'EXPLORATION', and 'SUSTAINABILITY' tabs, followed by a large image of a person walking through a forest. To the right is a 'Style Tile' section with a logo for 'LOREM ipsum has a heart' and a 'CONTENT EXAMPLE' section with a headline 'I'm a Headline' and a sub-headline 'I'm a Sub Headline'. Below these are several small images and a color palette.

A mobile screenshot of the Naturstyrelsen homepage. At the top is a green header with a white crown icon and the text 'Naturstyrelsen'. Below the header is a dark green navigation bar with the text 'Forside > Find et naturområde' and 'Søhøjlandet og Østjylland > Dyr og planter'. The main content area has a dark green background with white text: 'Find et naturområde landet over mere almindeligt når du færdes i naturen.' A 'Læs mere' button is visible. At the bottom is a blurred image of a forest scene.

A mobile screenshot of a job listing page from naturstyrelsen.dk. The top bar shows the time as 10:29 and battery level at 91%. The main content features a dark green background with white text: 'Få en karriere i Naturstyrelsen'. Below this is a paragraph: 'Vil du være med til at forvalte cirka 200.000 hektar statslige skove og andre naturområder?' A 'Se ledige stillinger' button is at the bottom. On the right side, there is a photo of a man crouching next to a red wooden post in a forest.



Hi-Fi mockups mobile

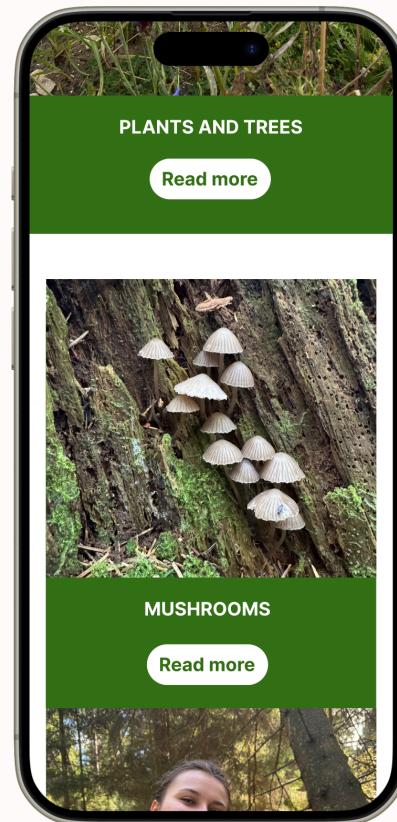
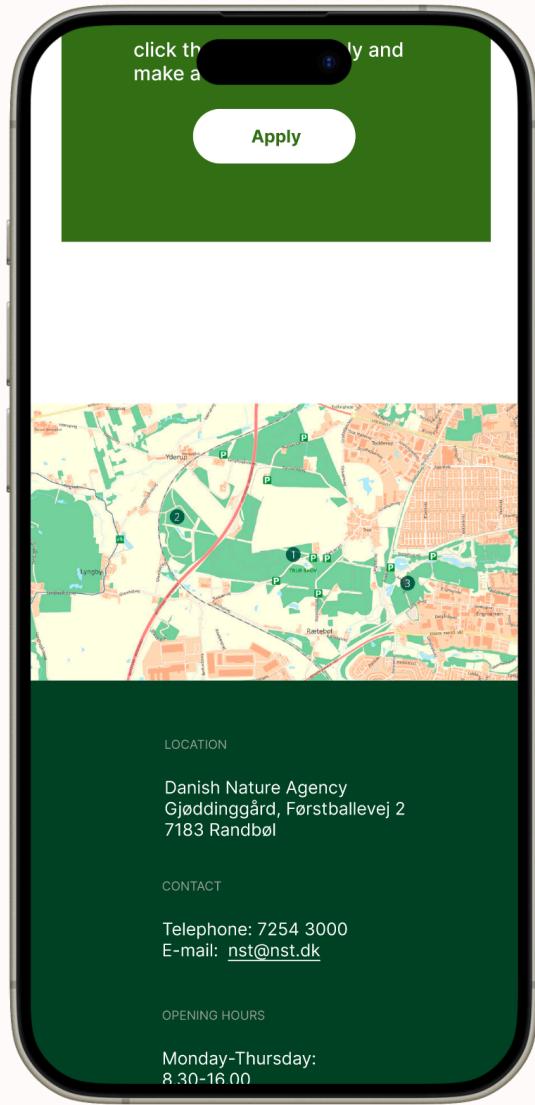
The image displays two side-by-side mobile phone mockups, both showing the 'TRUE SKOV' app interface. The phones have black frames and rounded corners. The background of the screens is dark green.

Left Phone Mockup:

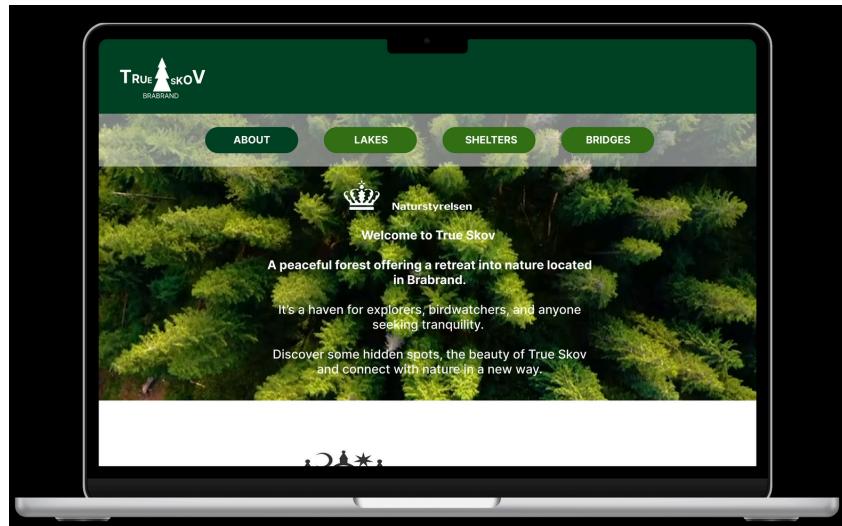
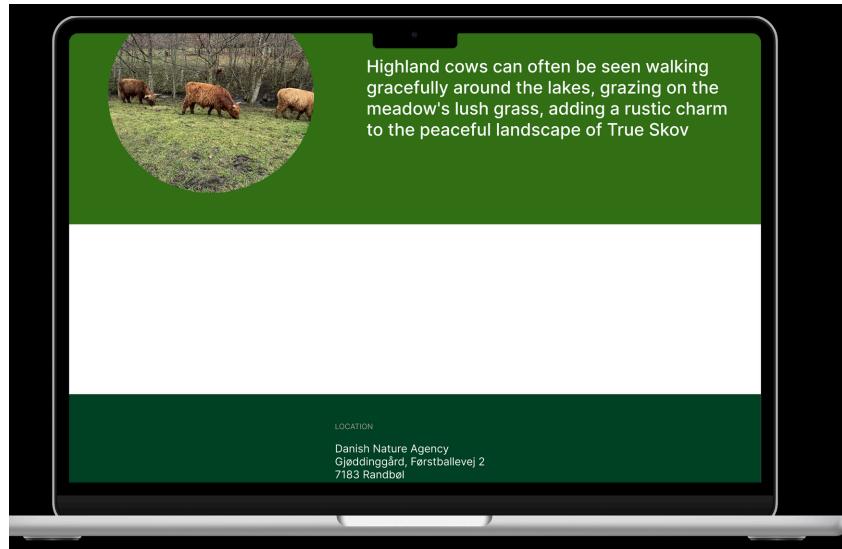
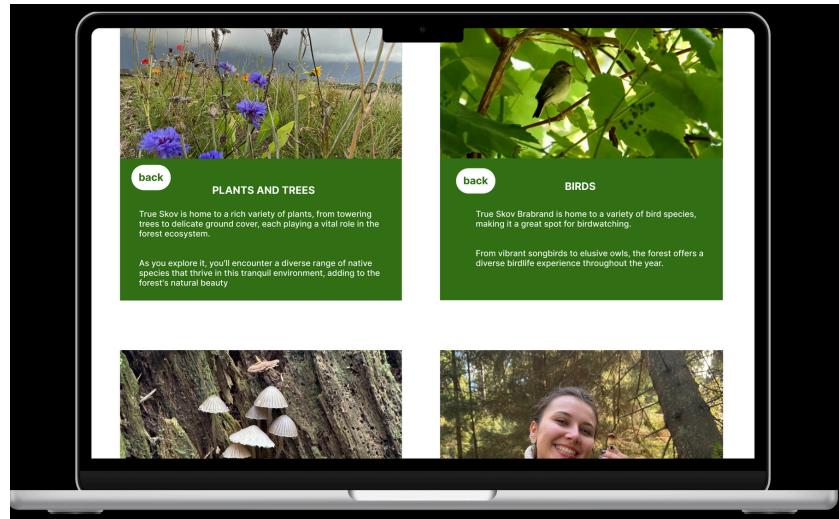
- Header:** 'TRUE SKOV' in large white font, 'BRABRAND' in smaller white font below it.
- Navigation Bar:** Four buttons: 'ABOUT' (white), 'LAKES' (green), 'SHELTERS' (white), and 'BRIDGES' (white).
- Content Area:** A large image of a campfire with flames. To the left is the 'Naturstyrelsen' logo (a crown icon). To the right is the text: 'True Skov Brabrand features cozy shelters and designated bonfire spots, providing the perfect setting for a warm, outdoor experience in the heart of nature.'
- Bottom Footer:** The 'AARHUS KOMMUNE' logo (a stylized building icon) and the text 'AARHUS KOMMUNE'.

Right Phone Mockup:

- Header:** A circular inset image showing two swans on a lake.
- Text:** 'True Skov is home to graceful swans, gliding across the tranquil lakes and adding to the serene atmosphere of the forest.'
- Content Area:** A large image of three Highland cows grazing in a grassy field.
- Text:** 'Highland cows can often be seen walking gracefully around the lakes, grazing on the meadow's lush grass, adding a rustic charm to the peaceful landscape of True Skov'



Hi-Fi mockups desktop



Work plans

- 10:00

 - TO DO 4/12/2024 onsdag
 - Report
 - ✓ ss-prompts chat GPT
 - Report to the point of prototyping
 - make INTRO more specific
 - research report - purpose, methods
 - appendix
 - Figma
 - ✓ Persona → Persona values
 - ✓ Affinity ↗
 - ✓ COUX ↗ { summarise }
 - ✓ VPOC ↗
 - ✓ Requirements ↗ improve
 - ✓ How might we ↗
 - ✓ values + elaborate
 - ✓ Moodboard + Style tile ↗ style tile more specific
 - ✓ Design MindMap ↗ Before moodboard
 - Not today...
 - ✓ VIDEO transcript 30 min
 - text A2B 5 min
 - SU holiday → fill + send 5 min
 - ✓ laundry 30m ↗ Dishes
 - ✓ traits 30 min
 - clean room and bathroom 30min ↗ ? Done but? redo...
 - ✓ trash out
 - pack 1h
 - charge toothbrush 3 min
 - charge vacuum cleaner 3 min
 - clean makeup 1h
 - clean jewelry 1h
 - ✓ eat
 - change sheets 20 min ↗ Maria
 - HOME
 - ✓ Draw & Map by hand ↗

16:30

 - Report
 - ss chat GPT
 - Report until half
 - INTRO
 - research report
 - appendix
 - Figura left
 - ✓ values from persona
 - ① Affinity?
 - ② COUX
 - ③ VPC
 - ④ Requirements
 - ⑤ HNW?
 - ⑥ style tile
 - ⑦ Mind map?
 - ⑧ userflow?
 - Boring, long
 - Quick ↗

- TO DO:

```

graph TD
    Report[Report] --> Mockups[Mockups]
    Report --> Coding[Coding]
    Report --> Video[Video]
    Report --> WordCount[Word count  
with spaces]
    WordCount --> Word[Word]
    WordCount --> Character[Character]
    Coding --> UX[UX (Research and Mapping)]
    Coding --> Design[Design]
    Coding --> Coding2[Coding]
    Coding --> Conclusion[Conclusion]
    Coding --> Appendix[Appendix]
    Coding --> Bibliography[Bibliography]
    Logo[Logo] --> Report
    Report --> StyleFile[Style File]
    Report --> GIF[GIF]
    StyleFile --> AZD[AZD]
    StyleFile --> SU[SU]
    StyleFile --> Nails[nails]
    AZD --> Sheets[sheets]
    AZD --> Laptop[Laptop]
    AZD --> Keyboard[Keyboard]
    Sheets --> Page[page?]
  
```

- Sketches: 2x2

Front Mobile Front Laptop Hidden Mobile Hidden Laptop

Frontprop Desktop Hidden H

Wireframes + Mockups

1M OFF 1M OFF
1D OFF 1D OFF
1M O/H 1H O/H
1H O/H 1D O/H
- ## TO DO:
- low-fi wireframe Desktop + Mobile
 - testing 5+ people
 - FCG
 - improvements
 - Mockups - high-fi
 - test again?
 - Report! word text - conv aesthetics
 - UX Improve
- Logo
Style file
~~Requirements~~
HTML
CSS
JS

Forms
Tables
Charts

Forms
Tables
Charts

Forms
Tables
Charts

Forms
Tables
Charts

House Tasks
Coding

A/B GUI Tests

- 7/12 SATURDAY TO DO:

House :

 - SU send
 - Dishes
 - Eat
 - Bathroom
 - Vacuum
 - Toothbrush
 - Pack
 - makeup
 - jewelry
 - sheets
 - Laptop
 - Glasses
 - PDF songs

Mobile Desktop Exam :

 - Mockups
 - Video/transcript
 - Coding

Front H1 H2 H3

Report up to coding

intro

UX

Design + principles

Coding

Conclusion

Appendix

Bibliography

2.1 Research ~ purpose, methods

2.2 Mapping

16:00 leave for work

Field research photos

