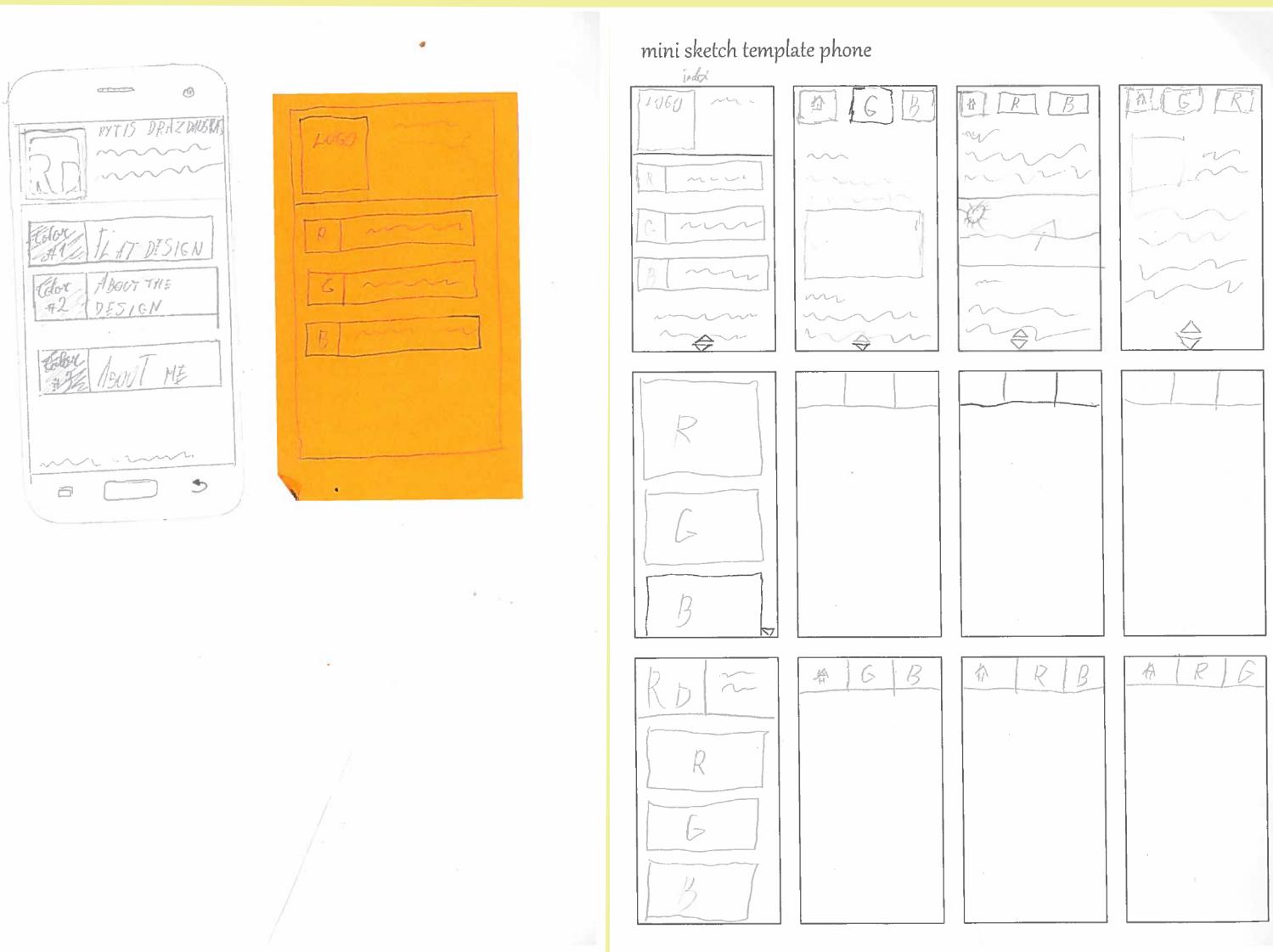


Design process

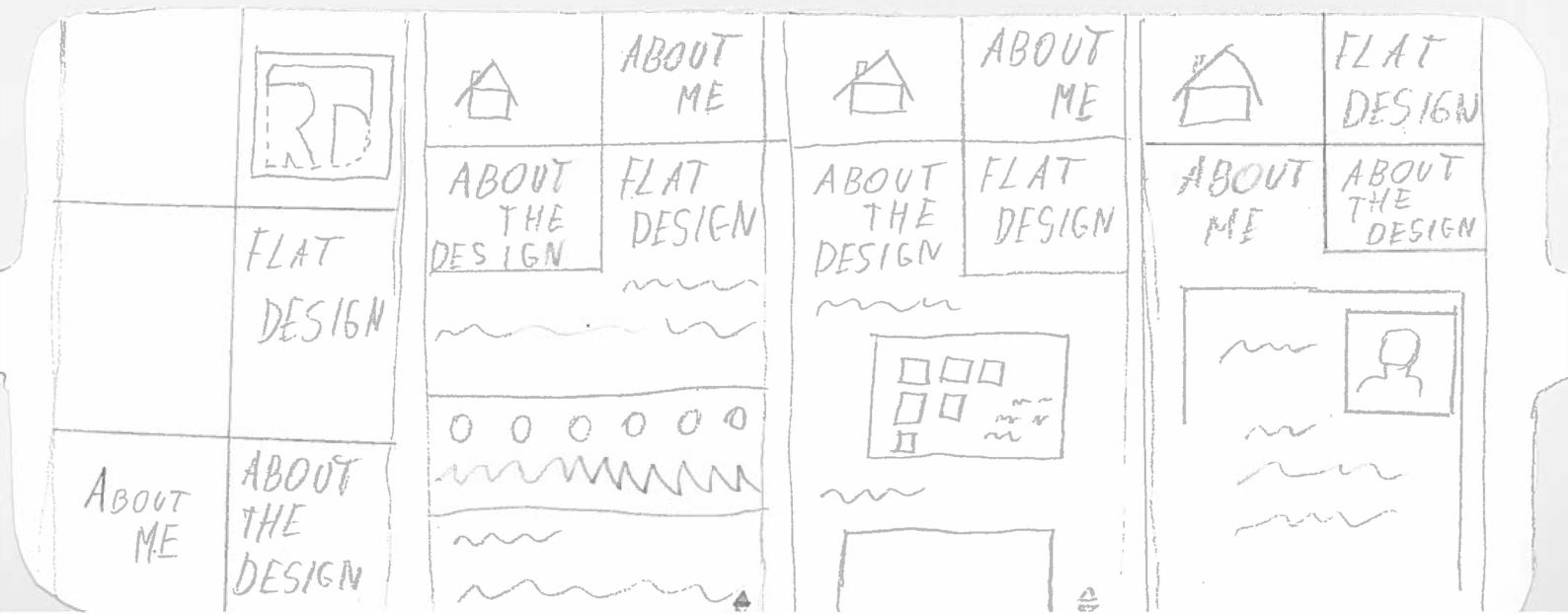
A Flat Design Site

The process of creating a coherent design for the layout of the site proved to be difficult from the start; the initial sketches for mobile were later dropped when trying to transform them into desktop version.

These were the initial designs, that were ditched as I couldn't figure out a way to make them look good in desktop while retaining the ideas of flat design:



While designing the site I wanted to stick to the flat design principles throughout all of the pages and make them coherent, some those principles being usability, minimalism and visual clarity. I wanted the transition from mobile to desktop to be as seamless as possible and that will require additional polishing and refinement. Keeping these things in consideration during the creation gave birth to a different design:

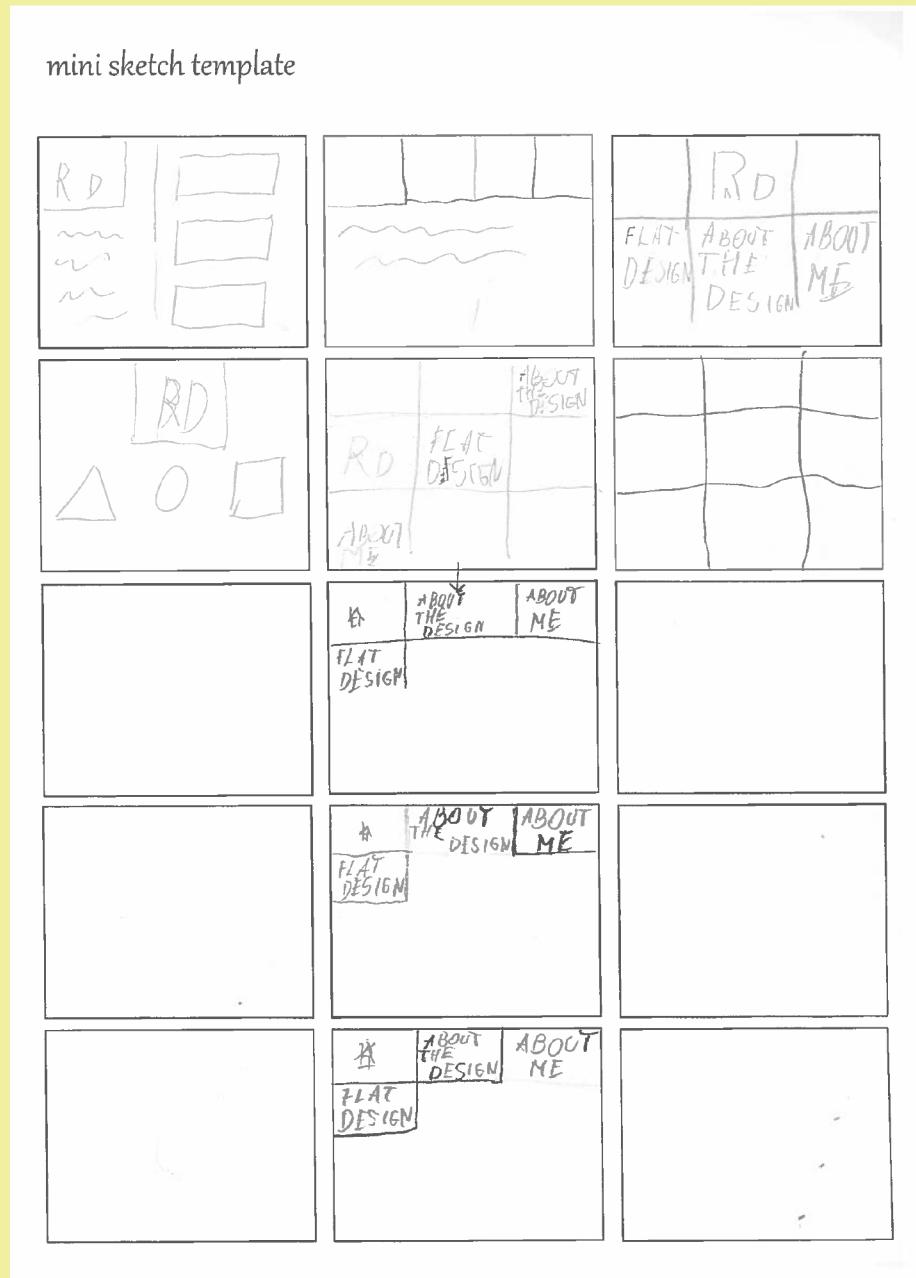


A flat application-like design that is symmetrical, sharp, and easy to use. That I am hoping to achieve that with the usage of Gestalt principles of symmetry and high contrast of different areas by using vivid contrasting colors. The planned transitions will be animated with index page sliding up when selection is made. Other pages will be animated with dissolving when switching between them, giving a feeling that the user is browsing through different folders within the same page, rather than switching between pages. In case of the return to the home page, page will slide down, confirming the concept that the index page is somewhere on top of the imagined pyramid.

It is difficult for me to forget all the apps that have flooded the market with flat design in the recent years, so instead, I am giving into that. For now.

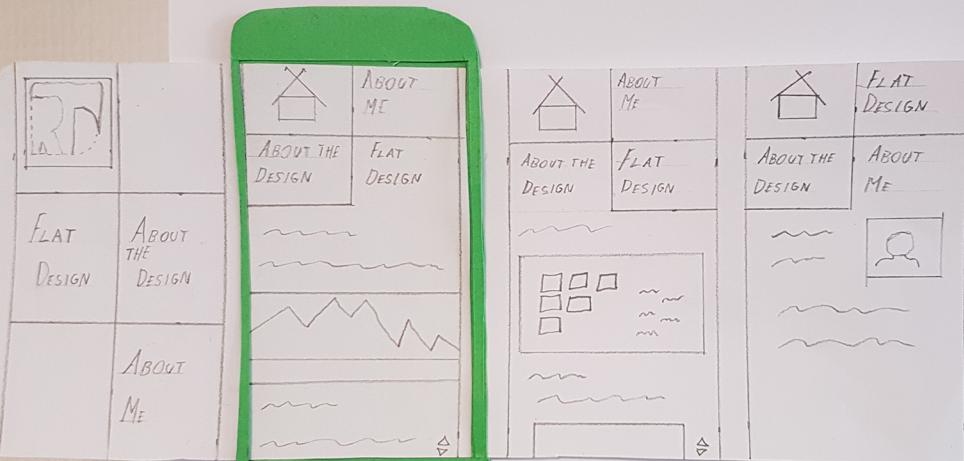
Next came the desktop version, and that is where it gets more difficult for me, I tried to retain the minimalism while filling the space allocated, and keeping the idea of seamlessness between different versions. A clear rule of thirds was given to the tiles used in the desktop version home page.

These are the initial sketches of that:



This is what hangs on the wall at the moment of writing this:

Brytis Draždaušas



Navigation by pressing.
Animated transition between
tabs, keeping true to the
flat design idea. Space to
add more content in the
future. Seamless transition
between different screen
sizes.

ABOUT
THE

Navigation by pressing.
Animated transition between
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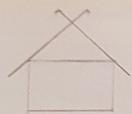
ABOUT
THE
DESIGN

FLAT
DESIGN

ABOUT
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ABOUT THE
DESIGN

ABOUT
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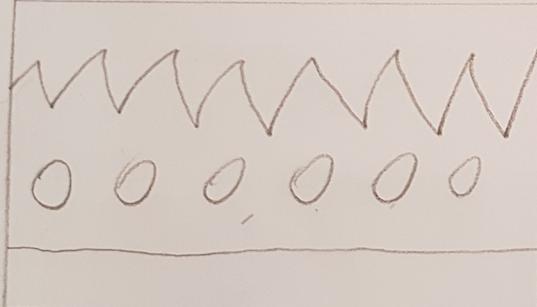


FLAT
DESIGN

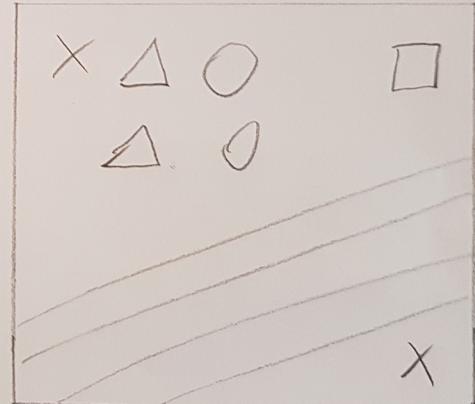
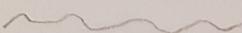
ABOUT THE
DESIGN

ABOUT
ME

PRINCIPLES



USABILITY



FLAT
DESIGN

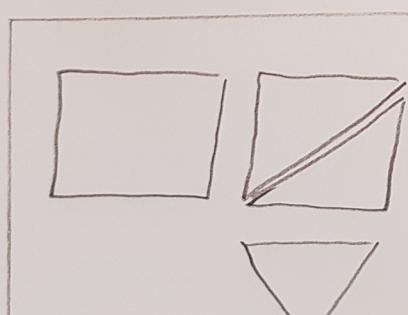
ABOUT THE
DESIGN

ABOUT
ME

THE PROCESS



THE CONTENT

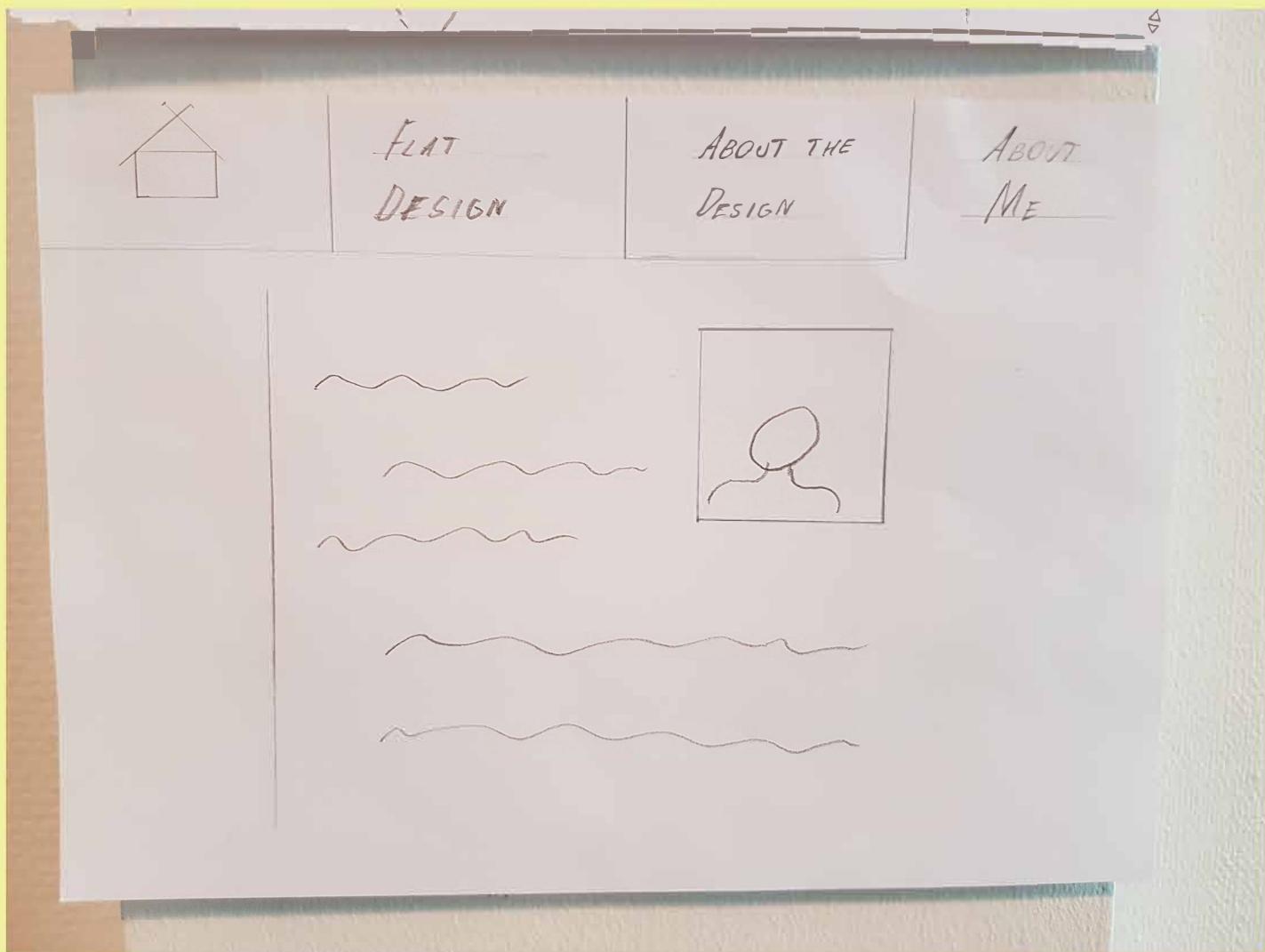


X

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ABOUT THE

ABOUT



These sketches lack color, and from the very start I knew that colors would be very important in my design, because they are important in flat design. XD prototypes portray the correct color palette, where every page has its corresponding color. The idea is that the background is in the color of the background of these pages you are currently reading, and other selections have their corresponding colors, giving a sort of figure/ground effect to the buttons, because I didn't want to use outlines and other embellishments, as it would ruin the flat design idea.

The links to XD prototypes are here:

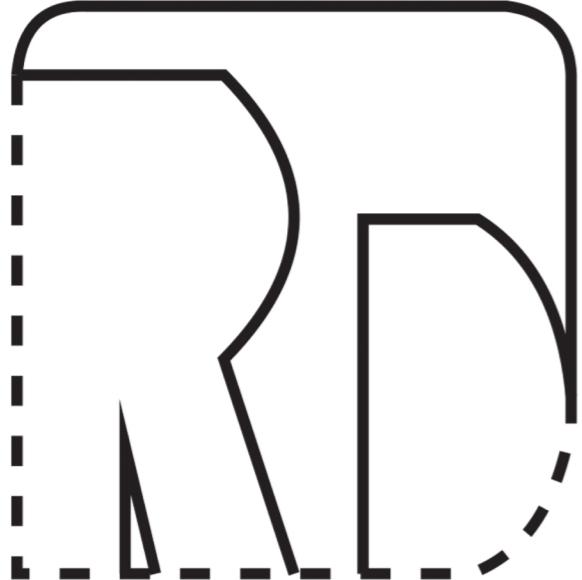
Mobile:

<https://xd.adobe.com/view/7175c3c9-292f-49f7-98dd-6d30c1bca349/>

Desktop:

<https://xd.adobe.com/view/7b01c350-259e-4f42-8e03-d77f8992258d/>

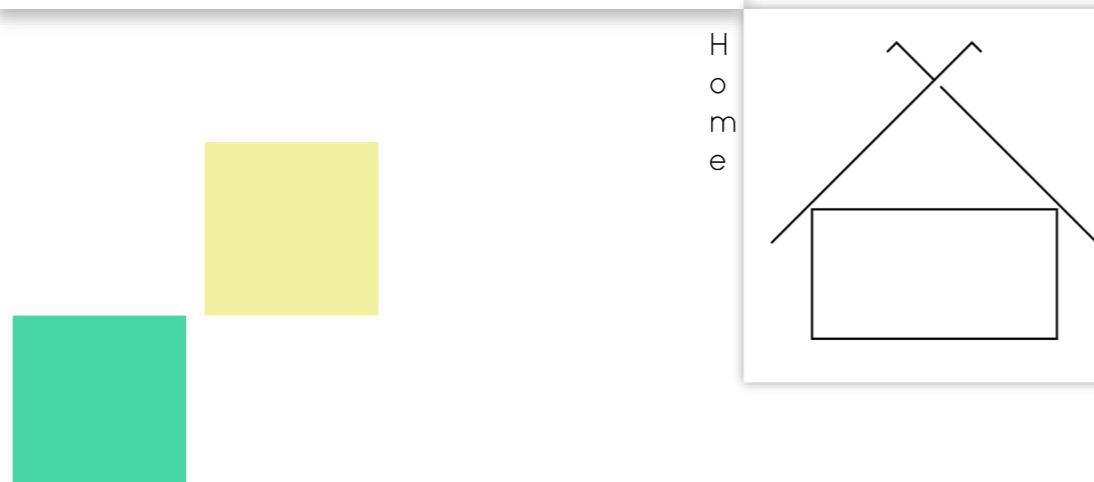
Flat Design



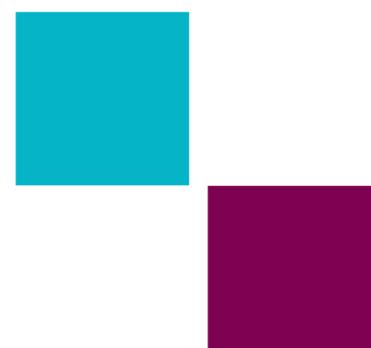
Font: Quicksand

This is a header in 40pt, bold.

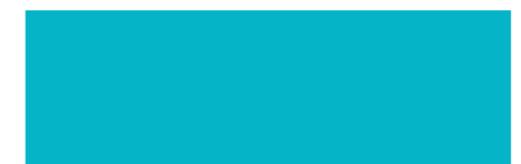
This is a subheader in 30pt, regular.



This text is in 14 pt. Since I have to fill this textbox with something to showcase the font, I am going to talk about the home button and how it came about. That home button actually has something to do with the country I am from, Lithuania. Those embellishments on the top are part of traditional houses in some parts of Lithuania, they come in various shapes and sizes, depicting ornaments or animals. So this home button has a double meaning, one for the user and one for me, but it is home regardless. For now, it lacks some ingredients like windows, those should be embellished too, but the problem is having enough time to do that, one day I will...



These are going to be the buttons, true to the flat design, they are going to be simple.



Concerns...

The lack of content for now can't be faked, hopefully that will change in the future. It is still difficult to make it look minimalistic and include all the information in the pages about location in the site and descriptions, especially in the home page. At the same time the page can look childish with the lack of content, big buttons and bright, contrasting colors. Would it seem childish to the potential user if the user is adult? Would they find it too simple? Will be interesting to hear opinions.

Trunk test results

The results were quite positive for a page with no homepage info (that was also one of my concerns). Here is a nice summary from the interviewer (Rihards Zeila):

"All in all the respondents could navigate the pages easily, and find the necessary information without any problems, the color schemes helped them understand where they are in the website, and most of the things were commented as "self-explanatory."

I noticed that people appreciated of my decision to group pages of content into colors. The answer to the first question (what site is this?) was a unified; a page about flat design. That was implied by the navigation box "flat design" which was placed in the middle.

Some of the changes should be more information on the home page and in general, while still retaining the minimalism of the design, the desktop version of 'flat design' and "about the design" subpages have a poor layout and font sizing, they are oversized in a pursuit of filling up the screen, that should be changed. Still thinking about changing the home page altogether.