

UX 6

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Here are links to my designs. The links should work, if not please contact me and I will provide the content in another manner.

Portrait version:

<https://www.figma.com/proto/vXR3XWYDXjBSe15zAQp4kc/UX-6?node-id=3%3A20&scaling=scale-down&page-id=0%3A1>

Landscape version:

<https://www.figma.com/proto/vXR3XWYDXjBSe15zAQp4kc/UX-6?node-id=16%3A93&scaling=scale-down&page-id=1%3A5>

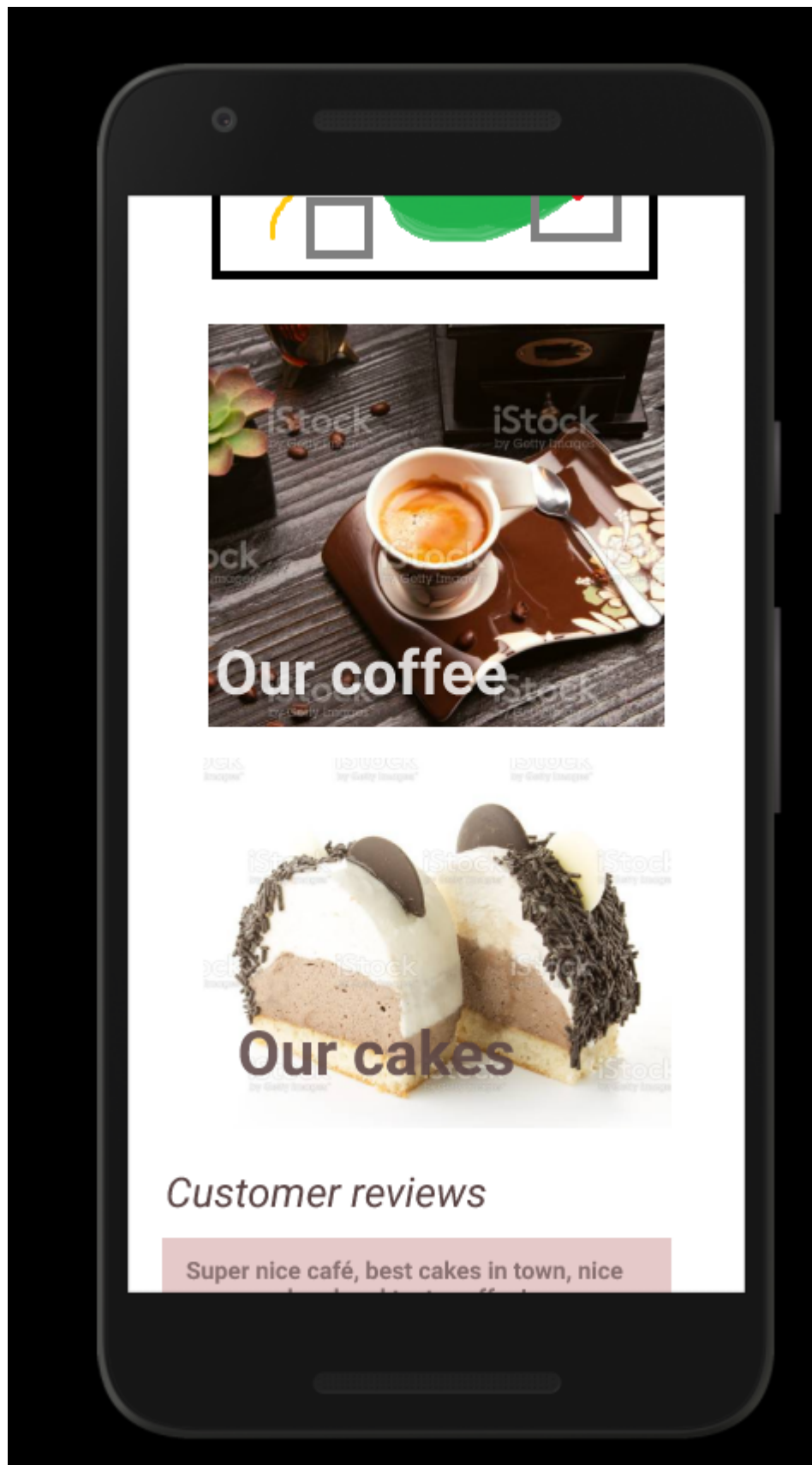
For the branding I spent time deciding on colors and the font. For me when I think of coffee shops I think of something sophisticated and perhaps a little old. The logo font choice I think does reflect this. The color palette I based around brown because that is the color of coffee and chocolate cakes. The more pinkish tones I think compliment the sophisticated feel and do bring a little pop of a color. The more pastel like colors I feel also add to this.

Portrait version

For the portrait version I decided to try to have some of the most important info upfront. That is a little bit of branding, important links, opening hours and a map. The weird picture with a red arrow is supposed to represent an embedded Google Maps map. Like this for example (<https://google-map-generator.com/>). This is also true for the landscape version. I boxed the important links so they seem more clickable and also that it would be easier for users to click on the right link. The underline shows that it is a link (compare it to the opening times box).

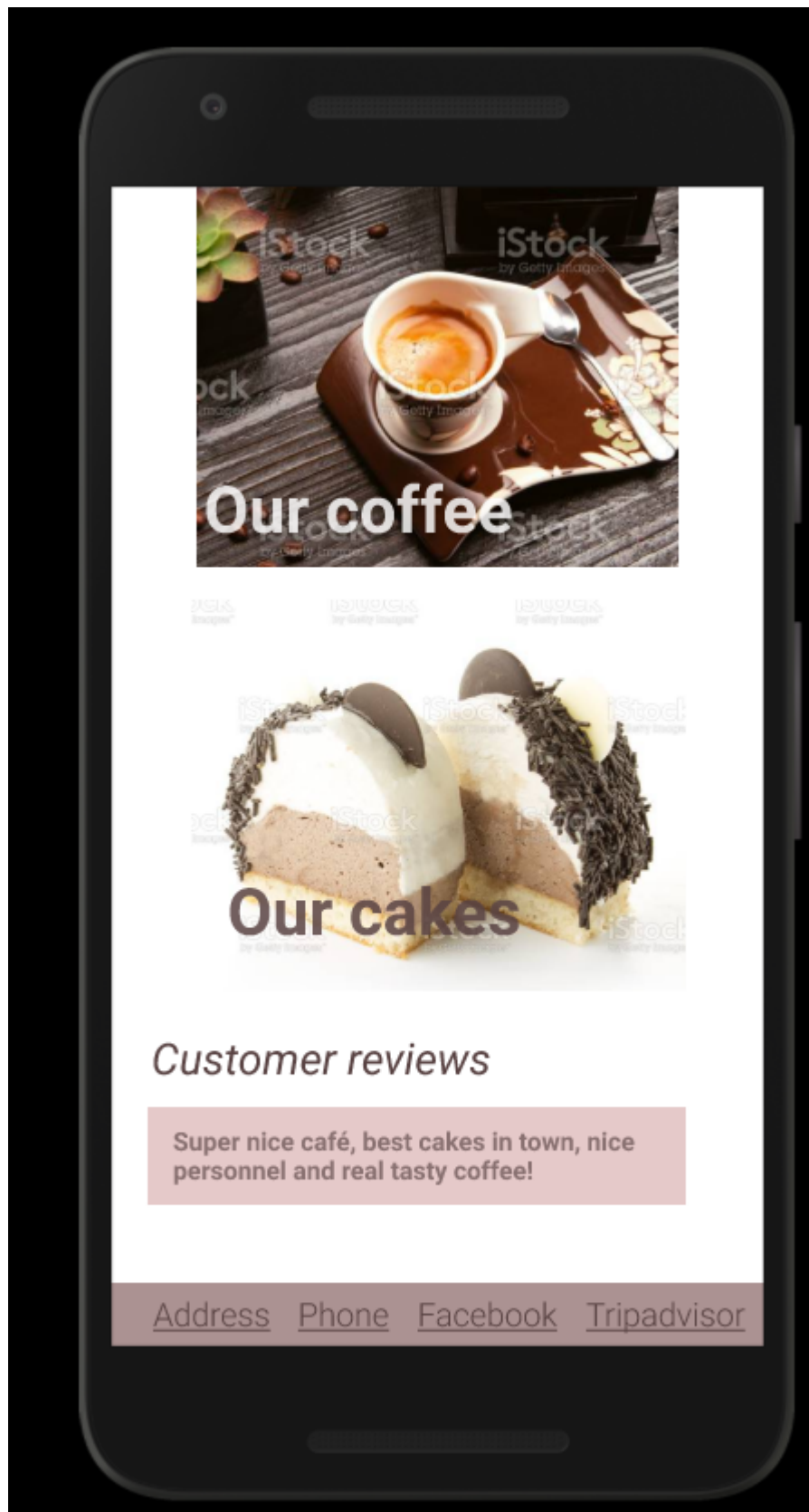


After the map user reaches the Our cakes and Our coffee photo links.



Lastly there are customer reviews (I think there could be either a button that would allow them to view more, or they could scroll horizontally by

themselves) and the page bottom bar with more links. I tried to follow similar principles as with the previous list bar with the underlining.



Landscape version:



With the landscape version I was able to fit everything on one view. With spacing there is little difference. On the right I tried to have some essential info such as opening hours and map. While on the left there is more emphasis on the products. In this version the introduction text is under the links that are also now horizontal. The links bar has been connected to the opening times box. There are some slight font and color changes, but nothing major. Things had to be resized to fit a different perspective. It does look a lot more like a computer optimized webpage, but I do feel the spacing is favorable to mobile users, since you can still easily press everything on the site.