Basic Content: Microsite

The Weekenders
BY
Renate Meimere, Tabea Grösel, Ewa Utracka, Ruta Celma, Viktor Kacenak
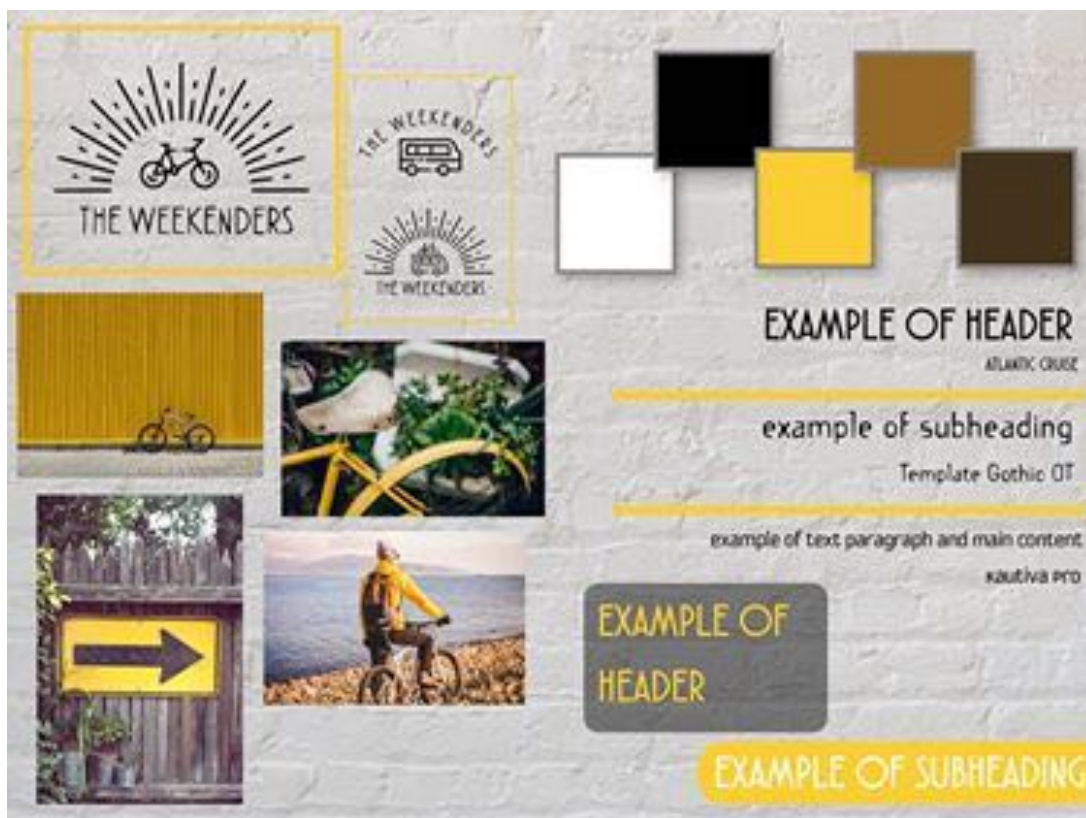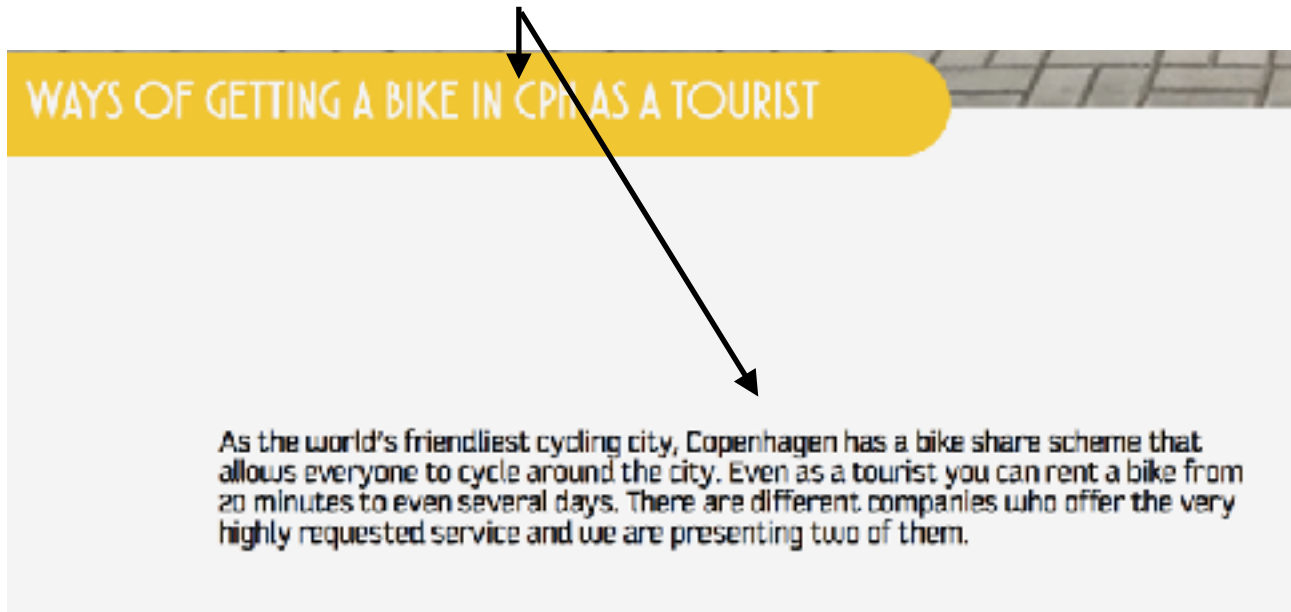
http://renatemeimere.com/KEA/weekenders/

http://tabeagrsl.com/theweekenders/index.html/

http://ewautracka.com/Weekenders/index.html/

http://turutuu.com/the%20weekenders/microsite/

http://viktorkacenak.com/Weekenders/

STYLE TILE and MOODBOARD

THE WEEKENDERS

EXAMPLE OF HEADER
ATLANTIC CRUSE

example of subheading
Template Gothic OT

example of text paragraph and main content
Kautiva Pro

EXAMPLE OF HEADER

EXAMPLE OF SUBHEADING

THE WEEKENDERS

THE WEEKENDERS

SIMPLE
SAFE
FUN
ECO-FRIENDLY

DESIGN PRINCIPLES

CONTRAST
- Font size contrast between heading and text paragraph

WAYS OF GETTING A BIKE IN CPH AS A TOURIST

As the world's friendliest cycling city, Copenhagen has a bike share scheme that allows everyone to cycle around the city. Even as a tourist you can rent a bike from 20 minutes to even several days. There are different companies who offer the very highly requested service and we are presenting two of them.

- Font colours changing yellow and black

RENATE MAIMERE
24 years old
Latvian
biked in 3 countries

TABEA GROSEL
23 years old
German
biked in 8 countries
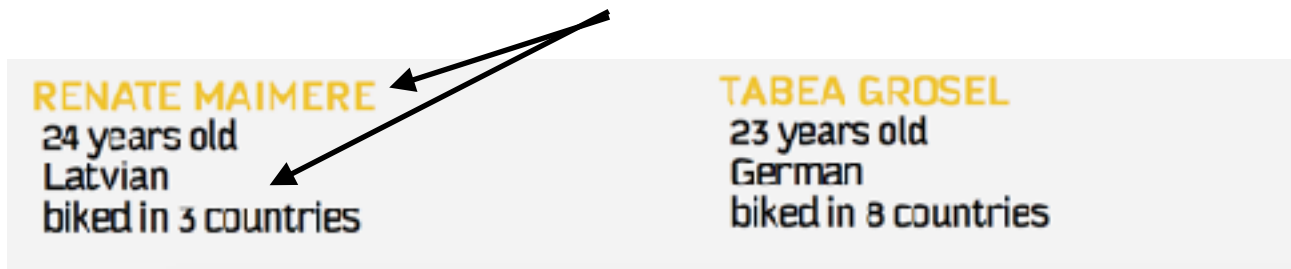
- Colour contrast between neutral background (white) and brightly colourful decorative elements-pictures

DONKEY REPUBLIC BIKES

Orange Donkey Republic bikes are more spreaded, with many pick up and drop off stations.

Payments, navigation, and all information is shared over

BYCYKEL ELECTRIC BYKES
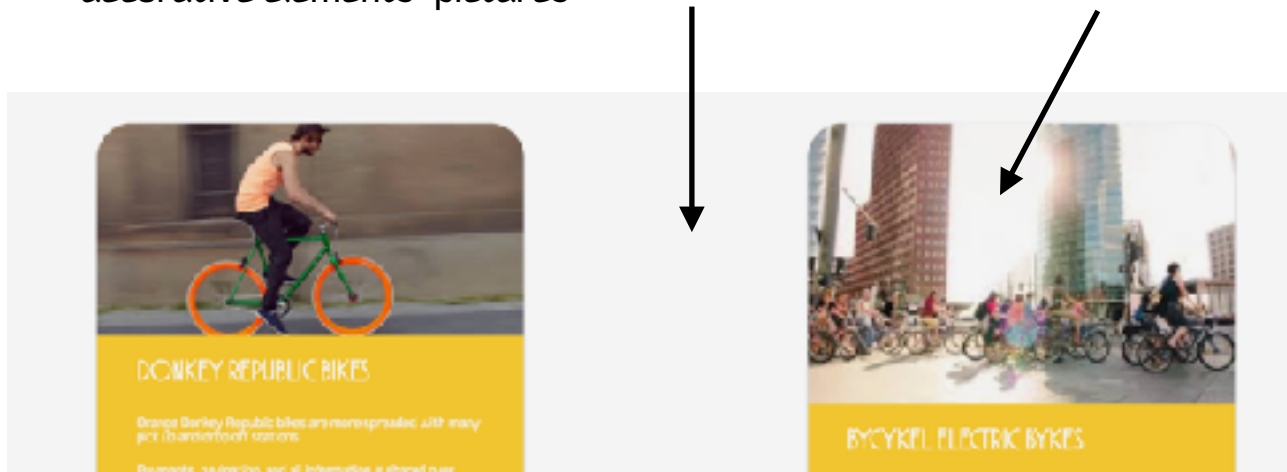
COMPOSITION
- Symmetry is used in the separate elements, for example decorative elements– images, text.
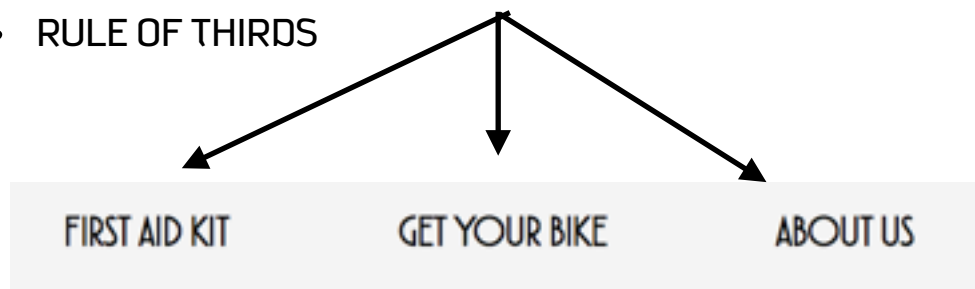

- FIGURE GROUND PHENOMENA
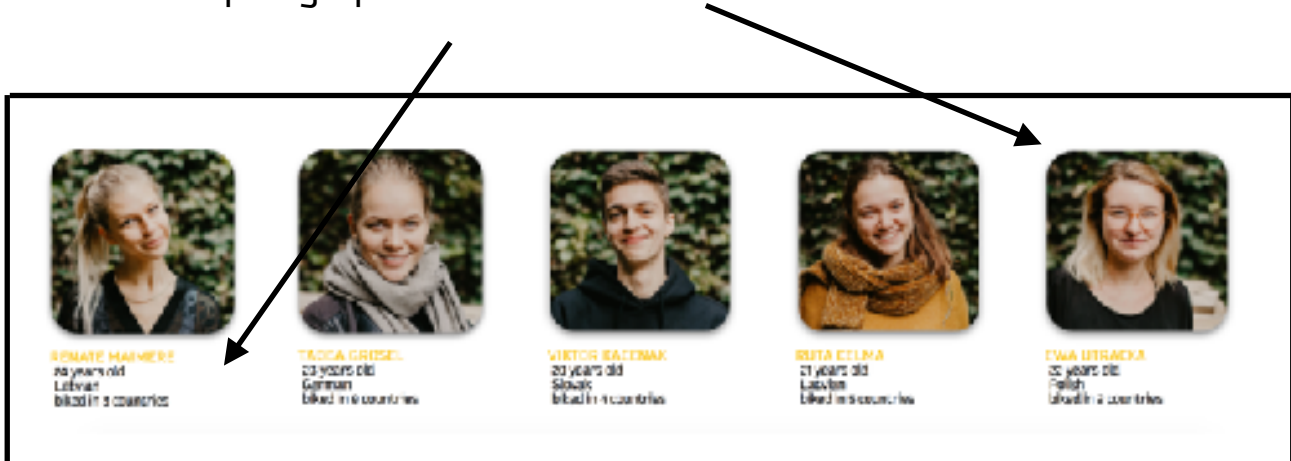

- RULE OF THIRDS

GESTALT LAWS
- Proximity occurs when elements are placed close together. They tend to be perceived as a group

- Closure, the yellow box closing off the subheading from the rest of the website

THINGS WE WISH WE KNOW BEFORE WE STARTED BIKING

- Similarity occurs in the image size, editing and placement, but also in the small text paragraphs beneath.

THE TREATMENT

rolling rolling – the ultimate way of moving

Theme:

First aid kit to survive on the bicycle
(informative, how-to-guide)

the PROTAGONIST is the one who just came to Denmark and feels a bit lost. this person wants to come into the flow of cyclers in Copenhagen but has no clue how

the ANTAGONISTs are all the local bicyclers who are in the routine and are way too busy to pay attention to some new-comer.

this story is some kind of guide or like a first-aid-kit box for a new-comer, tourist, whoever visits the loud and busy - city on wheels COPENHAGEN

Main conflict:

protagonist wanting to get confident in the CPH bike traffic

BEGINNING/MIDDLE/END

Beginning:
A person in a place/room with no distractions. Holding a sign "new in CPH". Copenhagen people walking and cycling by. Many don't pay attention, but some see the newcomer and hand her the essential things she needs. (Including bike, helmet, bell, coat, basket). First the bike will be given to her. Another one walks by looks a her and goes way, later coming back with a raincoat. Someone runs and gets a bell.

Middle:
Ready to bike in copenhagen she will start biking but being very confused over the signs others give, the many bike in traffic, and the new city overall. Some bikers get annoyed at her for not paying attention, and making the traffic not smooth. Disappointed she gets off the bike and starts pushing it. Suddenly she meets a friendly hero with a superman outfit who sees her, help her, closes her helmet and
explains the signs:
Hand up – stopping
Hand to the left – swinging to the left

Hand to the right – swinging to the right
How to cross on the cross road – not like cars, you get in line for the road you want to go straight on (that does not make sense, you know what i mean)
End:
Both the newcomer and the superhero bike away together, you can see now that the newcomer knows how to use the signs. And if they haven't died they still bike happily ever after in CPH.

TREATMENT

rolling rolling – the ultimate way of moving

it is always difficult for a newcomer in a city where you do not know anyone or anything.

our person (the protagonist) came to COPENHAGEN with an obvious sign hanging by him – NEW IN CPH
feeling lost, confused and surrounded by many people (the antagonists) who does not care enough to give this person even a glance.

step by step when every stranger walks by he slowly gets noticed and is starting to receive help from others – someone walks by and gives THE BIKE, THE HELMET, THE BASKET, THE RAINCOAT and THE BELL.

with every person who walks by and gives him something, the main character gets a bit more comfortable, assure and confident. he is getting ready to get on the bike and start rolling.

then the moment comes – and it is all a dark image again – he does not know a single thing about biking culture in copenhagen.

luckily, out of nowhere – the superman comes – ready to show some signs and hacks for our character to help him survive.

Together with the superman our character is ready for some serious biking in Copenhagen.

first-aid-kit for biking in Copenhagen in a nutshell

STORYBOARD
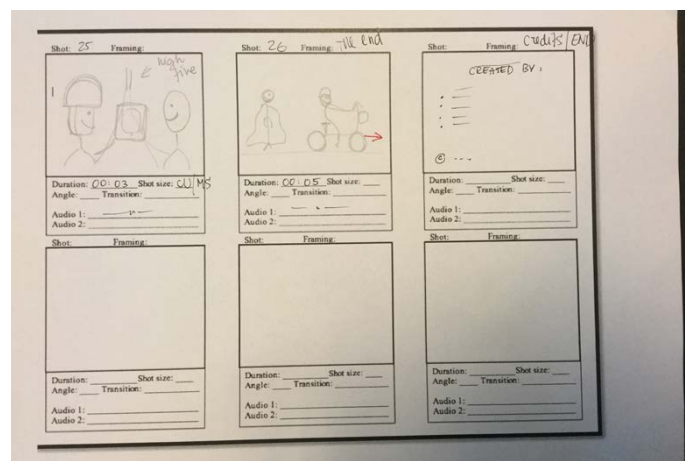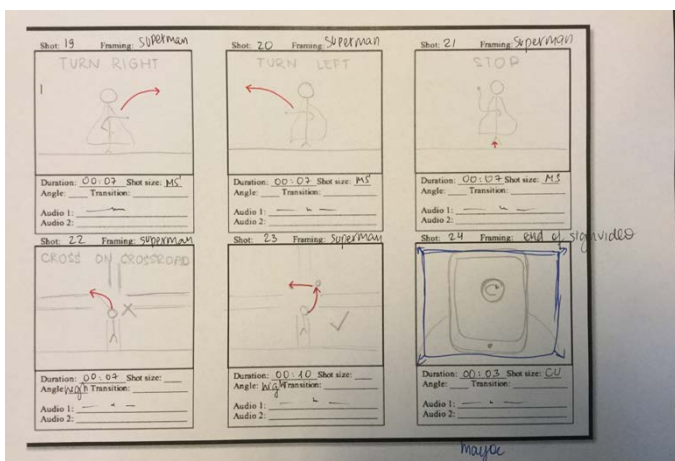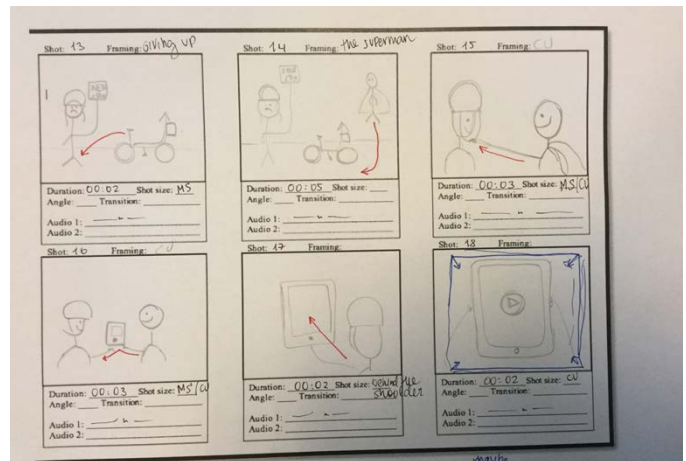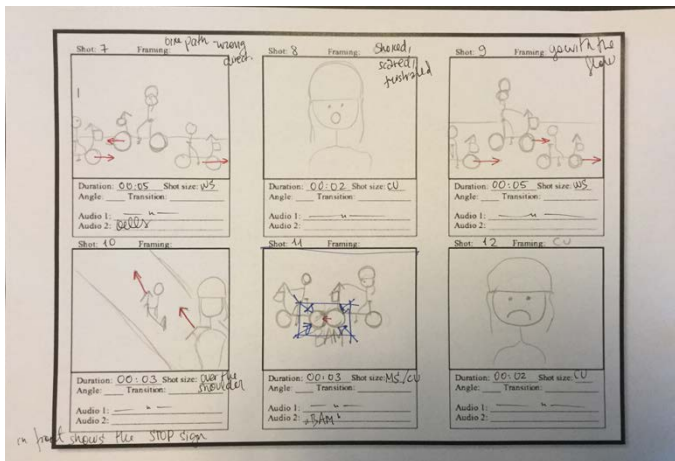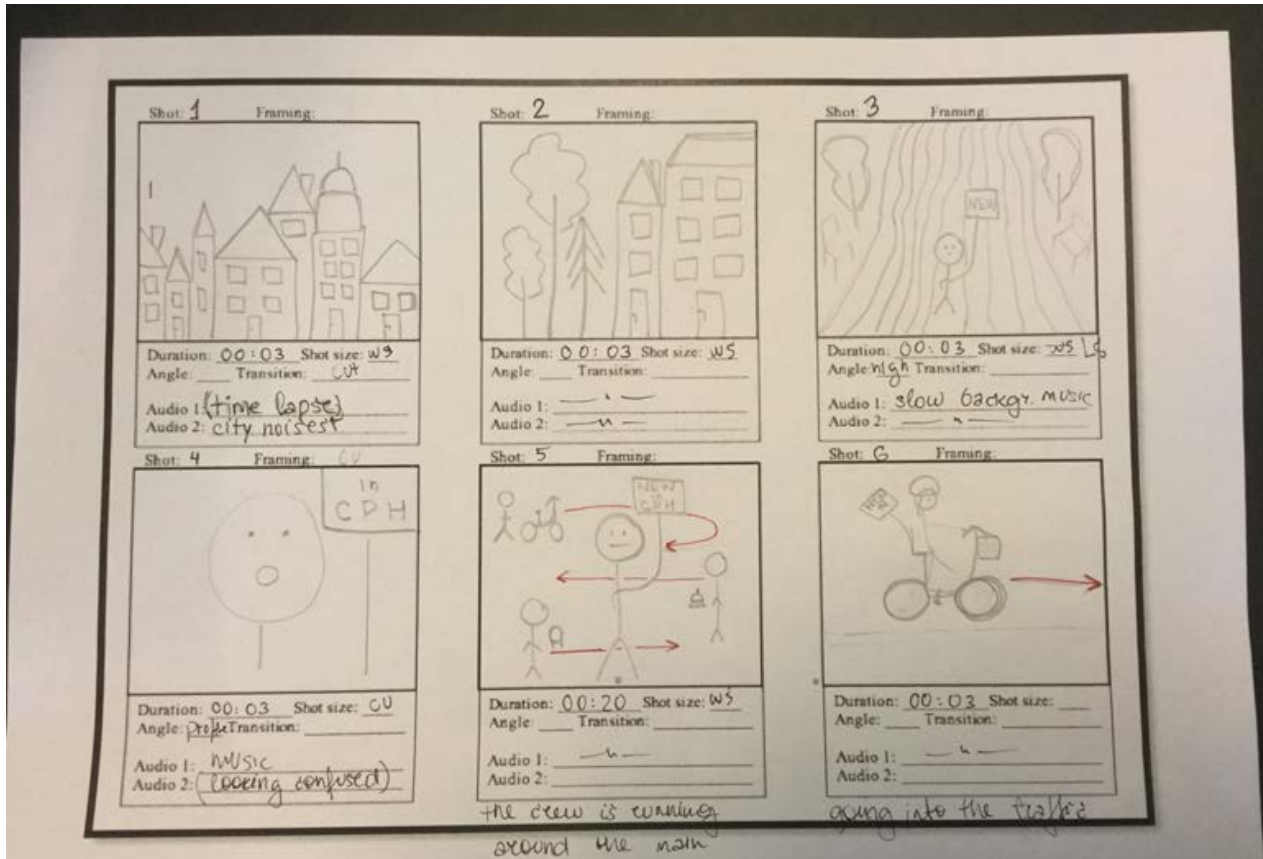
IMAGES AND THEIR SIZES

bg.jpg | 180KB | 967x725

basket-icon.png | 20KB | 500x500

bell.png | 16KB | 500x501

bike-icon.png | 86KB | 505x502

bike2.jpg | 12KB | 300x168

bike3.jpg | 12KB | 276x183

bikeshare.png | 209KB | 374x250

group.jpg | 1500KB | 3024x4032

hamburgericon.png | 4KB | 512x512

helmet-icon.png | 66KB | 502x603

logo.jpg | 61KB | 450x315

raincoat-icon.png | 45KB | 500x501

rutaillustration.png | 275KB | 350x495

bikeresize.jpg | 41KB | 276x183

1.png | 61KB | 170x170

2.png | 53KB | 170x170

3.png | 49KB | 170x170

4.png | 53KB | 170x170

5.png | 53KB | 170x170

FIVE SECOND TEST RESULTS FOR MICROSITE BY:

EWA UTRACKA – RENATE CEIMERE – VIKTOR KACENAK – RUTA CELMA – TABEA GROSEL

WHAT IS OUR TEST?
To check our website's usability, we used 5 sec- and test on usabilityhub.com. We showed a 5 second screen of our homepage to a total 8 of responders and asked them 4 questions about the website.

WHAT THE TEST SHOULD REVEAL?
Before convaying the test, we were expecting it to give us important feedback on our website. We wanted to make sure that our content is clear and easy to understand.

QUESTIONS WE ASKED IN OUR TEST:

I.   What are the main elements you can recall?

II. Who do you think the intended audience is?

III. What is the purpose of the page?

IV. Does it appear trustworthy?

WHAT ARE OUR CONCLUSIONS?
The test revealed that people recognise that the website is about biking in Copenhagen and holds advices for people who are tourists or new in town. Most people didn't understand exactly what kind of advice that is and couldn't describe the purpose of the page.
We are happy that people thought of the website as trust- worthy.

WHAT WILL WE CHANGE?
We will definitely consider how to communicate better the purpose of our website – we can try to make our headers more clear and visible or change the layout a little bit.