

Final Report

Most Proud Of

For this project I set out to redesign a site from a contest post on 99designs by Storm Snowboards. I chose this particular contest due to the fact that the company had a live website created from a previous winning design, logos & images for use, and that it was something that piqued my interest. I'm most proud of being able to create a redesign for Storm that embodies an energetic, modern, and clean visual appeal. The whole goal of the company is to introduce the world to the "next generation of snowboards" with their patented design that removes the need for bindings. As such, I wanted to design a website that would invite riders & investors alike to want to explore and take a further look into what Storm has to offer.

More Time

If I had more time, I would have liked to explore a little more on how to integrate CSS to create a hover effect on the board images on the Riders page so that the content would overlap the images. I started to mess around with it, but bailed after not being able to get the end result I was looking for. I'll have to do some more research to see how to create such a feature. I would have also liked to have added a few more animations on the Riders page that created an interaction between the user and the actual viewing of Storm snowboards specs.

Responding to Feedback

The feedback forms that I had sent out to an instructor, friend, and professional who works in industry provided some really great feedback. Overall, all reviewers seemed to have a positive reaction to the overall design aesthetic of the site and said that it was inviting and gelled well with the content. Suggestions that I ended up making changes to the site were making all the button text capitalized to be consistent with the hover font capitalization, adding call to action content to the bottom section to add purpose, and adjusting the titles that appear in the browsers tabs matching the page's contents.

WSU instructor, Nicole Anderson, pointed out that the main logo on the home page had a slight edge variation that made it look almost like a sticker. She was curious if stickers are often put on snowboards, in which case would make sense to the target audience. Otherwise, she advised me to clean up the edges. I liked the idea of it being a sticker because yes, stickers and snowboards are a thing. So with a little photoshop, I added a border around the logo to give it that sticker effect, as well as the navbar logo throughout the site.

Resources & Assets

To help streamline the styling, I used Bootstrap v5.1.3 for layout and adding components for creating cards, buttons, and the navbar. It was great practice to get to know a little more how the Bootstrap framework can be integrated to enhance the functionality of a site, especially to ensure responsive design through the use of breakpoints. I also downloaded detailed Storm snowboard images, the Storm company logo, and viper font from the Storm Snowboard's current site which they provided for media use. All other images used for page banners were retrieved from unsplash.com.

Design Justification

To keep with the Storm company's colors, I carried the black, blue (#0F81CE), and white throughout the site for cohesiveness. I wanted to give the company a web presence that was edgy enough to be associated with the snowboarding world while at the same time a professional look to be taken seriously in order to draw in investor buy-in. I also used an svg created using getwaves.io to place at the bottom of each page. The white angular shape in the svg is reminiscent of snow covered slopes on the mountain. After receiving feedback that the section didn't have any valuable content to reasonably take up space, I decided to add a call to action button to direct users to the contact page who were interested in supporting Storm's cause. This made way more sense and it gave the section purpose.

Framework Customization

To create consistency between the look of the site and bootstrap styling, I ended up customizing the buttons on the homepage with a dark background, viper font-family

hover effect, and slight scale transformation. I also ended up using grid columns to create custom cards with box-shadows on the patent & investors page. Through this process I gained a greater appreciation for frameworks such as bootstrap with their classes that simplifies the implementation of css. Modifying bootstrap informed me on how best to name classes that are indicative of what the css class does and therefore can be reused on other elements that would also benefit from the same effect.

Advanced Features

Thinking about some feedback that suggested I add a bit more animation to the site's pages beyond just the button hover effects, I decided to try and add a snow animation to the bottom call to action section. Doing so would not only draw the user's attention to the call to action, but also strengthen the snow slope svg that I was trying to get across, further tying into the snowboard theme. After searching online on how to use keyframes to achieve a snow falling animation, I altered css values to get the desired effect. It took me a while to play around with animation durations and positioning to create subtle continuous falling snow. I also used the transform and transition properties to create a hover effect that scaled and rotated the snowboard on the About page to create interaction.

Problems Experienced

Along the way, I ran into problems with using Bootstrap. As mentioned before, this project allowed me to get more familiar with Bootstrap's components and utilities. However, it was a lot of trial and error. Adding different classes one at time, I was able to see what effect each class had on an element. Applying flexbox classes were some of the classes that I struggled with, but mainly because I didn't fully understand how to correctly add the classes to make it work. I do feel as though I have a better understanding of how to use flexbox rather than just haphazardly placing classes everywhere hoping the right combination will eventually center content. In redesigning the site, I initially copied the content directly from the company's site. I figured this was ok with the intent being to redesign the current site. To avoid copyright issues, I ended

up rephrasing all the content and then gave attribution to Storm Snowboards in the footer.

Reflection

All in all, I'm really happy with how the redesign project turned out. The design is simple and straightforward, much like the streamlined nature of the Storm snowboard itself. I know there's more that can be done with the use of javascript and utilizing other frameworks like vue and rails, I just need more time to get comfortable with each framework so I can design sites in more efficient ways. I think the redesign strengthens the Storm company's initiatives of getting noticed & promoting the next snowboard that they hope will one day take the world of snowboarding by Storm.

Resources

99designs Brief

<https://99designs.com/web-design/contests/storm-snowboards-website-design-only-contest-10221/brief>

Storm Snowboards Current Website

<http://stormsnowboards.com/index.html>

Redesign Project

<https://deluxe-meerkat-02c2d3.netlify.app/about>