



GROUP 4

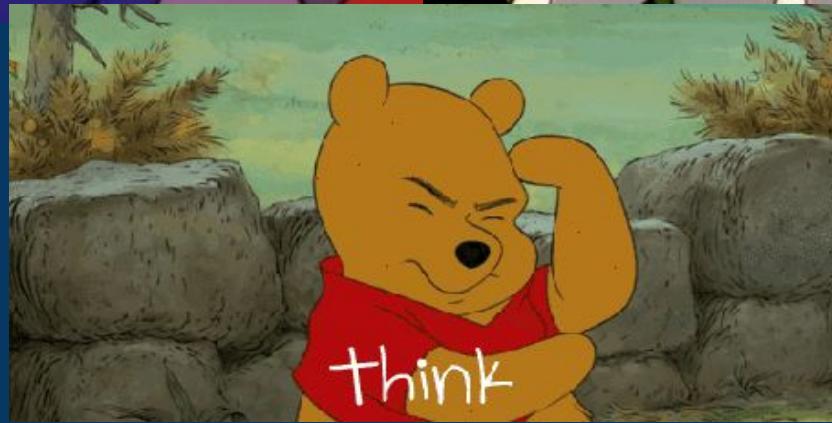
# Welcome to the story of **redesign**

IRISHWRECKONLINE.COM website



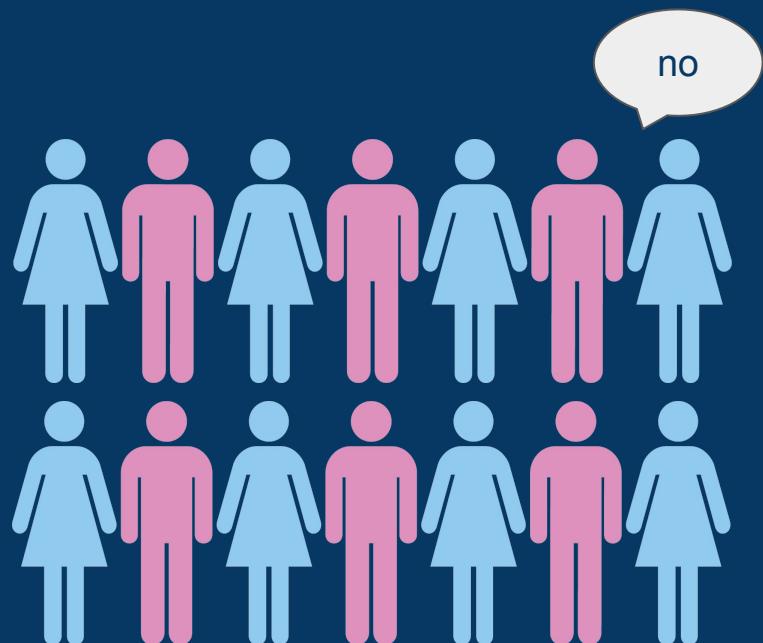
A dark, atmospheric photograph of an underwater shipwreck. The hull of the ship is visible, covered in marine growth and surrounded by small fish. A diver is seen in the background, silhouetted against the light. The water is a deep, dark blue.

Was the redesign **REALLY** needed?



1. Is the navigation clear?

**14 out of 14** answered:



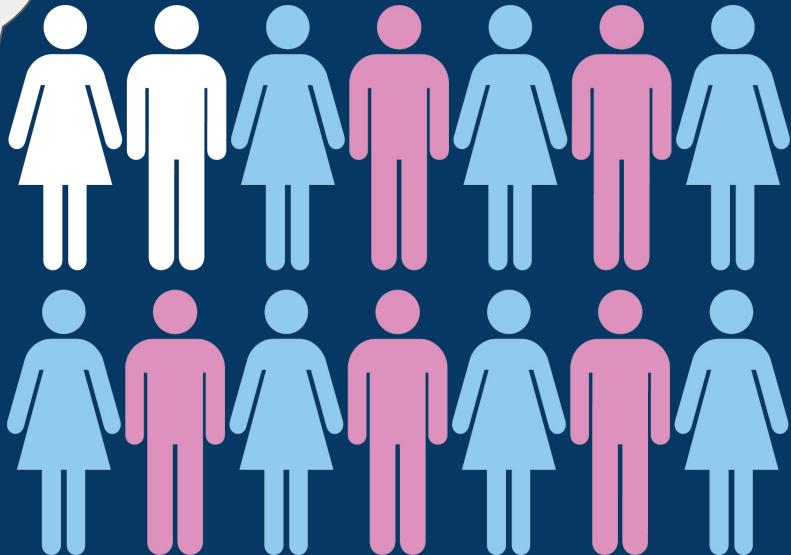
# How bad the design is?

**2 out of 14** answered:

**12 out of 14** answered:



bad and  
very bad  
at once

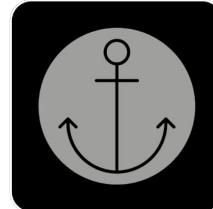
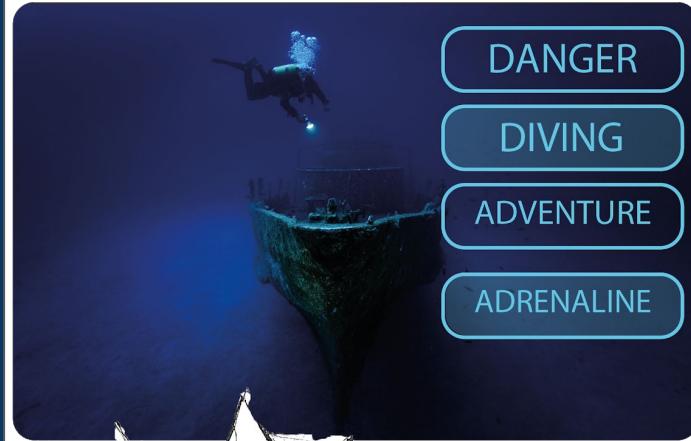
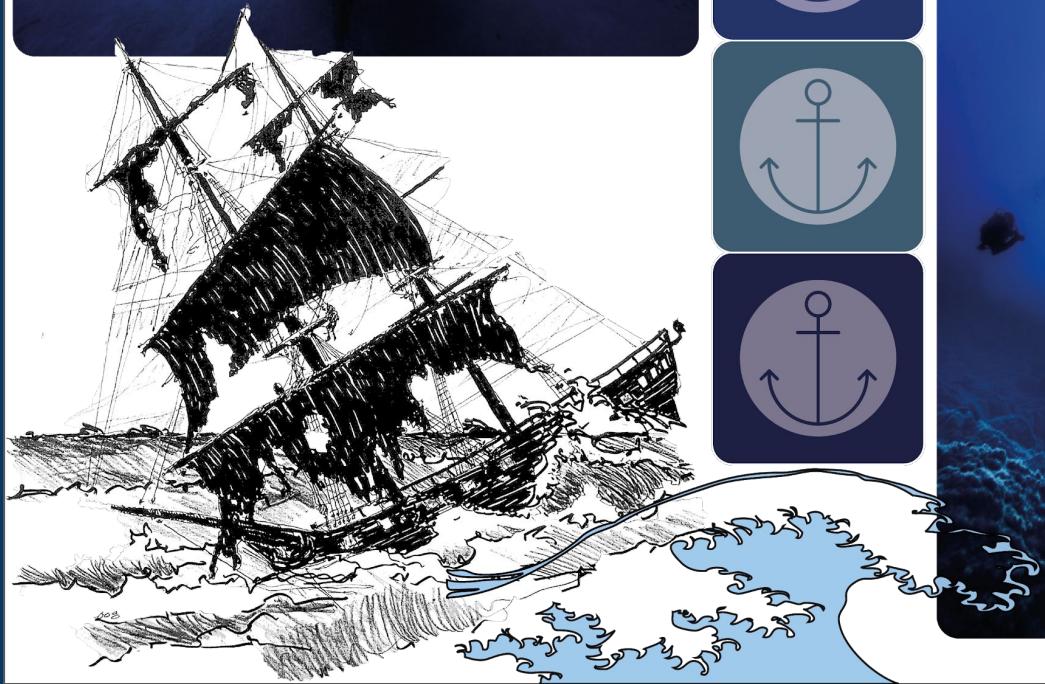


Examples of bad principle design:

- Lack of balance
- Lack of both proximity and similarity

Full test results available here:

<https://usabilityhub.com/tests/db850486fd7d/results/7d32ad0ffd20>



# STYLE TILES

## TYPOGRAPHY

ARSENAL REGULAR

arsenal regular

ARSENAL ITALIC

arsenal italic

ARSENAL BOLD

arsenal bold



button



#FFFFFF

#0C338D

#060B49

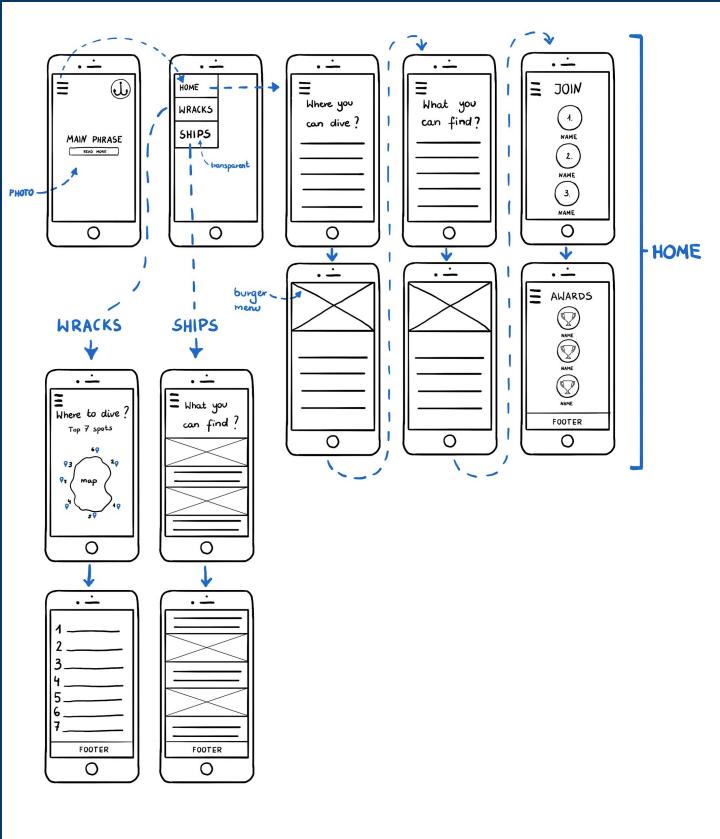
#3D5A71

#01011C

#38B0D6

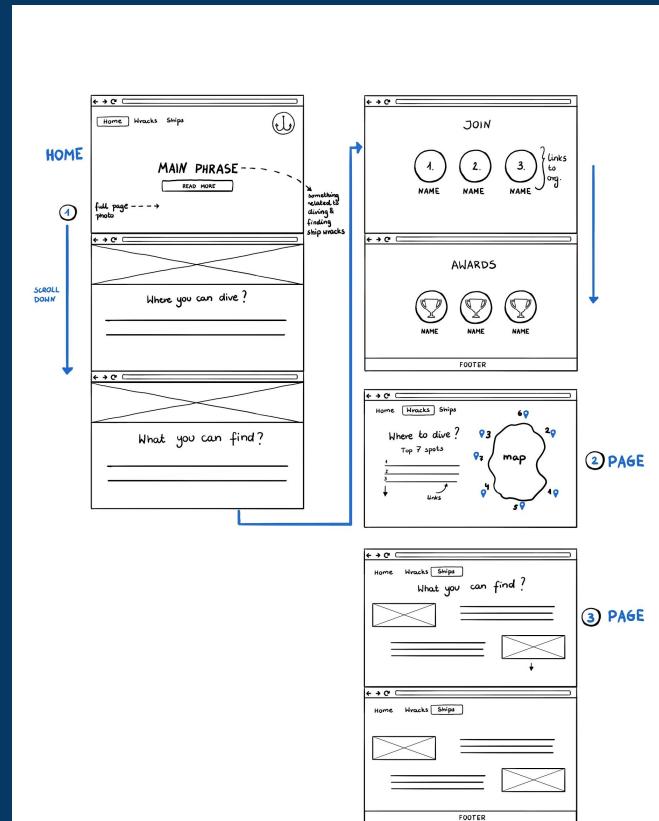
# Our major **goals** while designing the website:

- Create a tool (digital guide) for a **very specific** group of users.



# Our major **goals** while designing the website:

- The tool had to be **simple to use**, yet its content had to be very technical and attractive **visually**.
- We had to create **clear navigation** and reorganize the content.

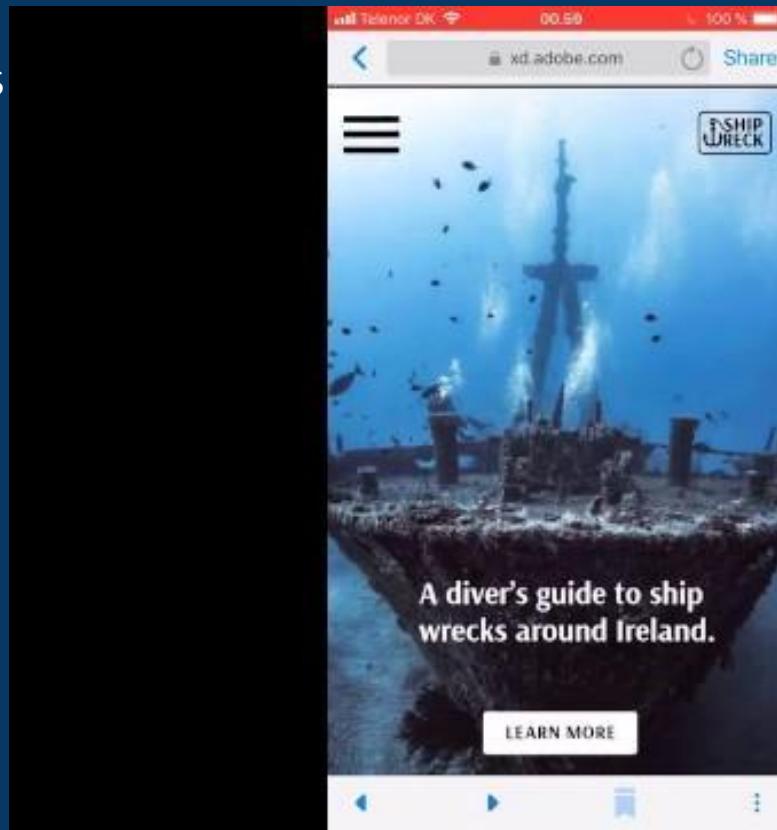


# How did we **achieve** our goals?

We divided the content into clear and limited number of categories that users can access from the NavBar or burger menu or by scrolling down pages.

- We conveyed the **key facts** about the website on its home page.
- We added **external links** to other professional websites.
- We used professional underwater photos to make our website

**attractive visually.**



Was the navigation more obvious than last time?

# 8 out of 9

test users didn't  
have any problems with using the website!



Full test results available here:

<https://usabilityhub.com/tests/f4aba3b24c68/results/e11ccce69a9b>

# Design

Principles

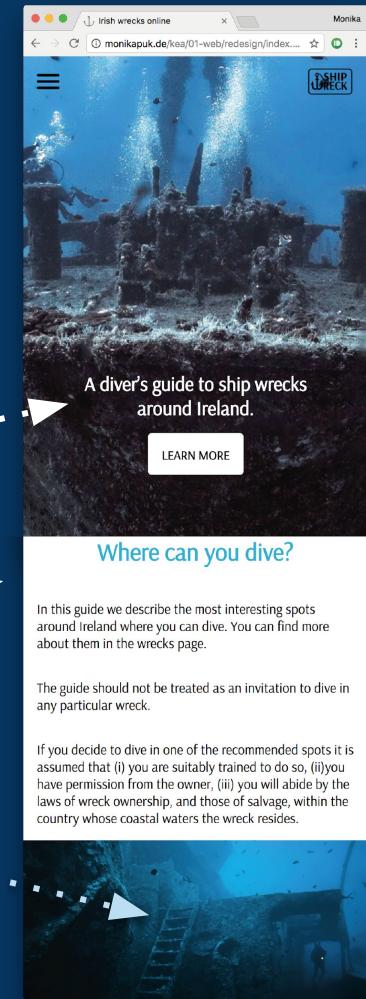
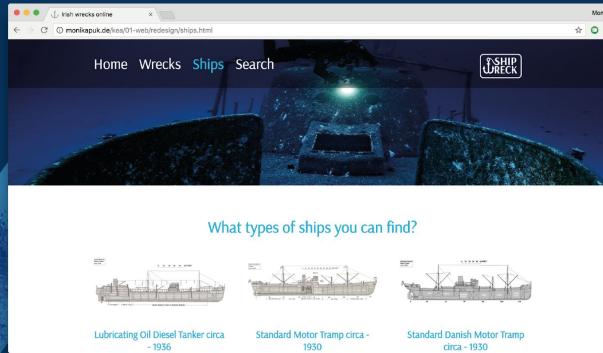
IN USE



# Composition: Symmetry

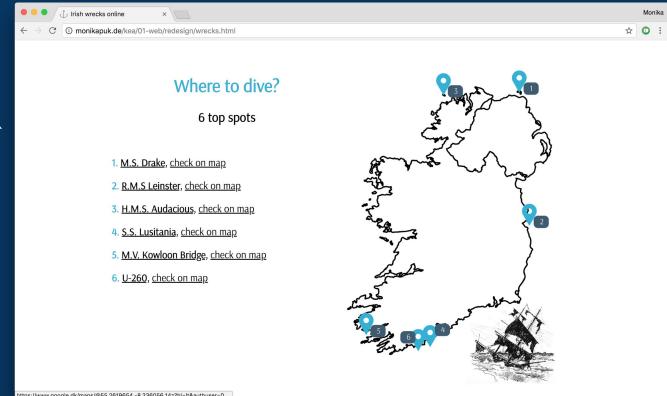
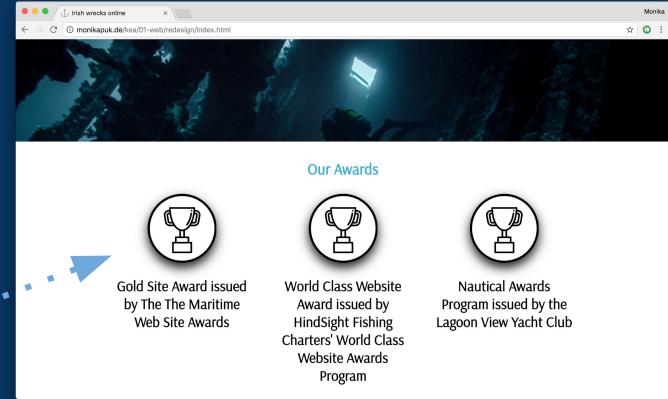
## Visual Contrasts:

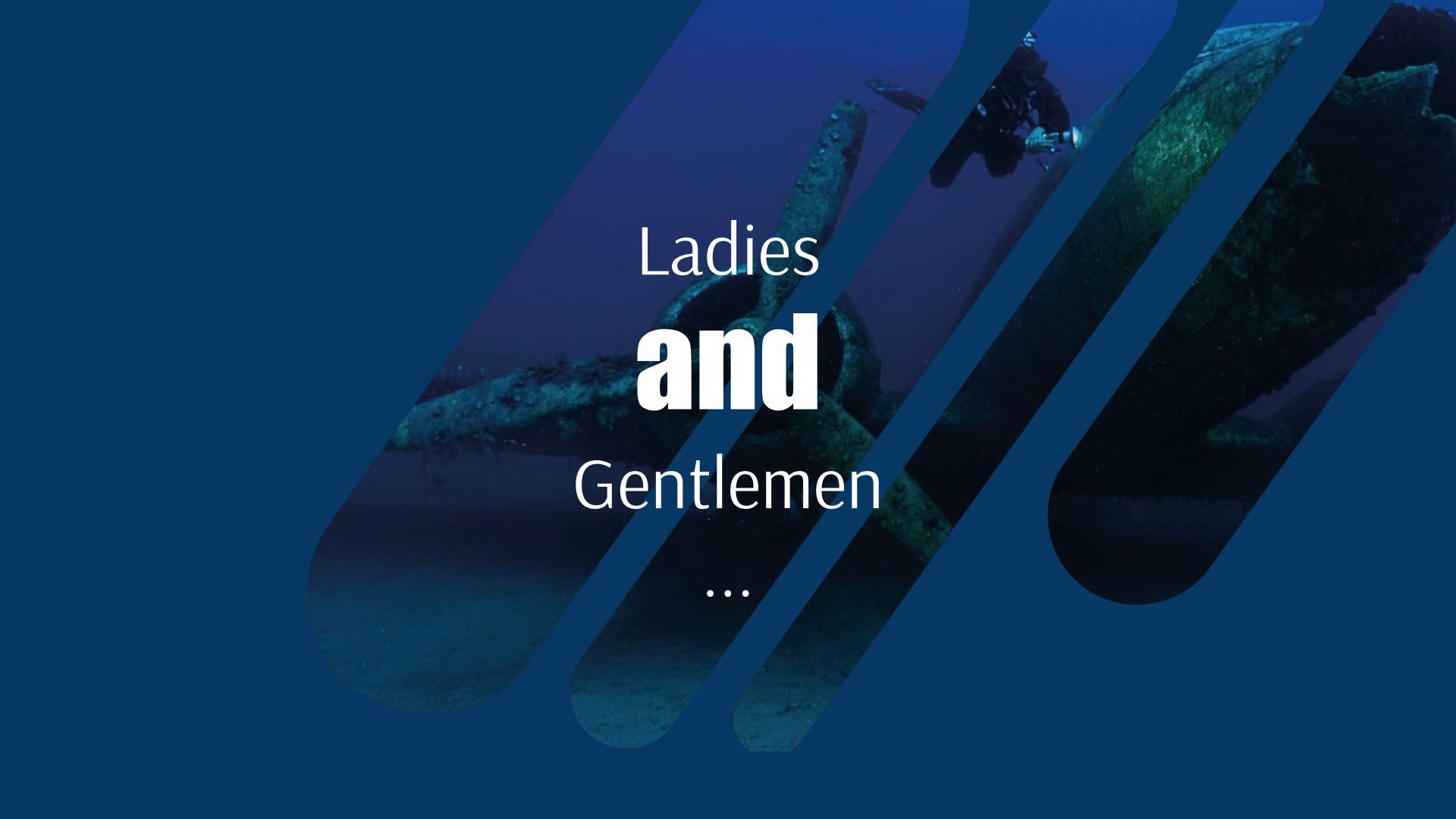
- Negative space
- **Texture**
- Color



Gestalt laws:

- Closure
- Similarity
- Figure ground



The background image shows a scuba diver in dark blue water, swimming over a sunken ship's hull. The hull is heavily covered in green marine growth and has several large, cylindrical metal structures protruding from its side. The water is slightly murky, with some light filtering down from above.

Ladies  
and  
Gentlemen

...



Last  
but  
**NOT**  
least

...



```
Working files ②
  - styles.css
  - index.html

resized.css
+ CSS
  - styles.css
+ Images
  - resdesign.jpg
  - ship-wreck.png
  - weekchart.jpg

40   }
41
42 ▼ figure {
43     margin: 0;
44   }
45
46 ▼ .wrapper {
47     height: 100vh;
48     display: grid;
49     grid-template-columns: 1fr;
50     grid-template-rows: 70px 1fr 80px;
51     grid-template-areas:
52       "header"
53       "main"
54       "footer";
55 }
```

```
Working files ②
  - styles.css
  - index.html

resdesign.css
+ CSS
  - styles.css
+ Images
  - resdesign.jpg
  - ship-wreck.png
  - weekchart.jpg

150   }
151
152 ▼ main {
153     grid-area: main;
154     display: grid;
155     grid-template-columns: 20px 1fr 20px;
156   }
157
158 /* landing page */
159
160 ▼ .front-page .main-section {
161     grid-column: 1/4;
162     display: grid;
163     grid-template-columns: 50px 1fr 50px;
164     height: 100vh;
165     margin-top: -70px;
166     background: url(..../images/large/ship-wreck-1688x1124px.png) top center no-repeat;
167   }
168
```

```
submarines and ocean liners that lie on the seabed close to Irish shores.</p>
51 <p class="ships-p">We may need to polish this section and add more content here...</p>
52 <div class="divide-img"></div>
53 <h3 class="join">Want to join a scuba club in Ireland?</h3>
54 <div class="join-container">
55 <div class="join-img">
56 <a href="#">The British Sub Aqua Club</a>
57 </div>
58 <div class="join-img">
59 <a href="#">The Irish Underwater Council</a>
60 </div>
61 <div class="join-img">
62 <a href="#">The Sub Aqua Association</a>
63 </div>
64 </div>
65 </div>
66 </div>
67 </div>
```

```
Working files ▾
  ▾ style.css
    index.html
  ▾ vendor.css
    ▾ CSS
      ▾ style.css
      index.html
    ▾ images
      ▾ logo.png
      ▾ contact.html
      ▾ header.html
      ▾ footer.html

227
228 ▾ .front-page .join-container {
229   grid-column: 2/2;
230   display: flex;
231   flex-direction: column;
232   text-align: center;
233 }
234
235 ▾ .front-page .join-img {
236   padding-bottom: 30px;
237 }
238
239 ▾ .front-page .join-img a {
240   display: block;
241   font-weight: bold;
242   padding-bottom: 20px;
243 }
```

```
Working Files 386      }
387
388 .header .logo {
389   grid-column: -1/-1;
390 }
391
392 .header a.logo img {
393   z-index: -1;
394   background-color: aqua;
395 }
396
397
398 /* front page */
399
400
401 main {
402   grid-template-columns: 1fr minmax(769px, 900px) 1fr ;
403 }
404
405 .front-page .main-section {
406   grid-column: 1/-1;
407   margin-top: -100px;
408 }
409
410
411 .front-page .join-container {
412   display: flex;
413   flex-direction: row;
414 }
415
```

# XD Prototypes:

<https://xd.adobe.com/view/daba75ce-9407-45f1-8f29-31e553b914bd/>

<https://xd.adobe.com/view/5ce71ba2-1278-46cd-b8f8-4ddbd43b05aa/>

# Links to video:

[https://drive.google.com/file/d/1Mk\\_L5mYEEL8wCpyQzXPn4ha3QyWBPcjo/view?usp=sharing](https://drive.google.com/file/d/1Mk_L5mYEEL8wCpyQzXPn4ha3QyWBPcjo/view?usp=sharing)

thanks for your  
attention!

GROUP 4