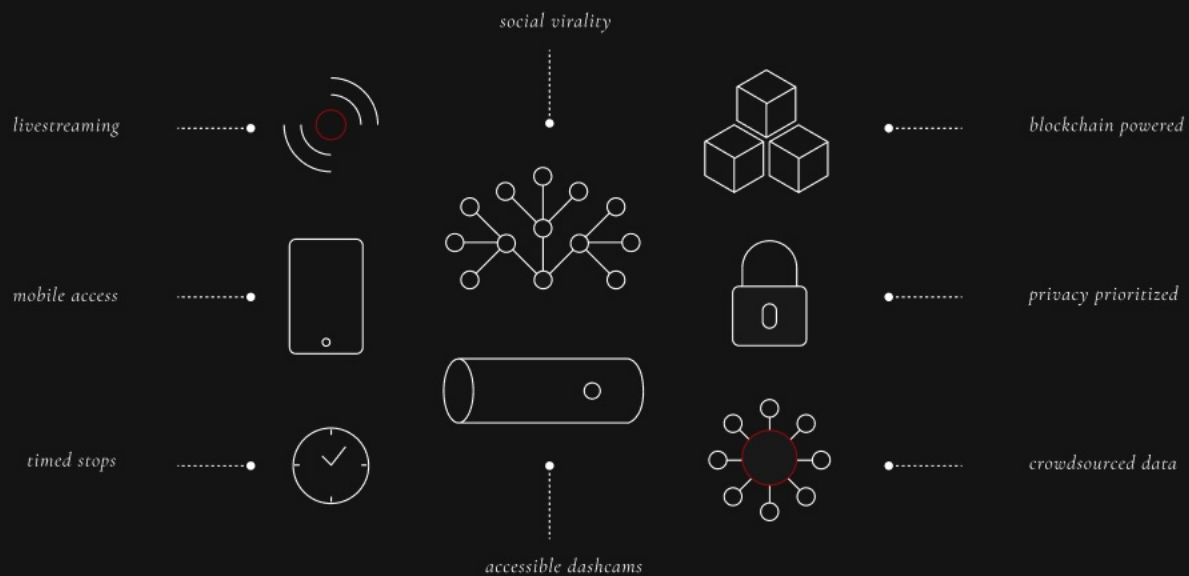


Skill Build

Website Build and Design Language for Getstopwatch.com



Introduction

I decided to complete my Skill Build assignment with a website that would help make stopWatch real in the world. I chose this project to continue to develop my visual design, messaging, and web development skills.

The purpose of getstopwatch.com was to build brand awareness, explain the product, and build user engagement

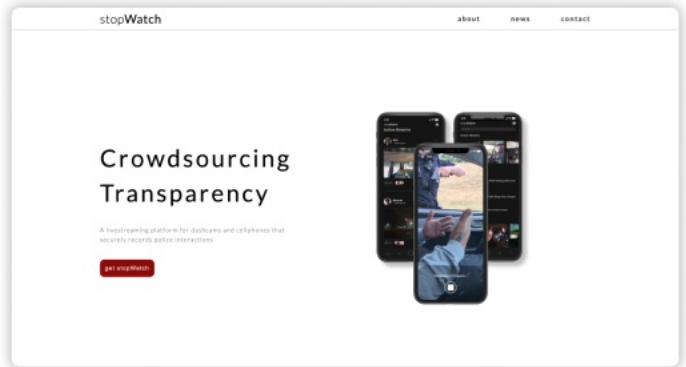
The intention behind the design of the site was to be clean, minimalistic, and easy to navigate. The goal was for people to have a clear, intuitive understanding of the product after leaving the site. The minimalism is meant to make the site an easy read. The balance I tried to achieve was to provide the most information in as few words as possible.

The tools I used for this project were Figma and VS Code. The site is coded in HTML and CSS only. I chose not to use Webflow so that I could continue to work on the development skills I've been building over the past five months.

Landing Page

I started the process by researching what makes an effective landing page. I learned that landing pages had specific points that needed to be hit for the page to be effective. The primary purpose of this landing page was to collect emails. To do this, I took users to a google form without leaving the website. This was the best option available with the skills I have. I need Javascript for a popup and some data structure skills to collect emails. There were third-party options but they were wonky so google forms offered the best, if not perfect, solution.

Below the fold, the landing page explains stopWatch and offers more opportunities for engagement. Ultimately, the landing page attracted attention but did not convert. This has been an excellent learning opportunity and will serve me well the next time I build a landing page.



Title: Value Proposition
Subtitle: How we deliver value
Call to action: Enter email

Founders note: About us

Features and Benefits

More CTA



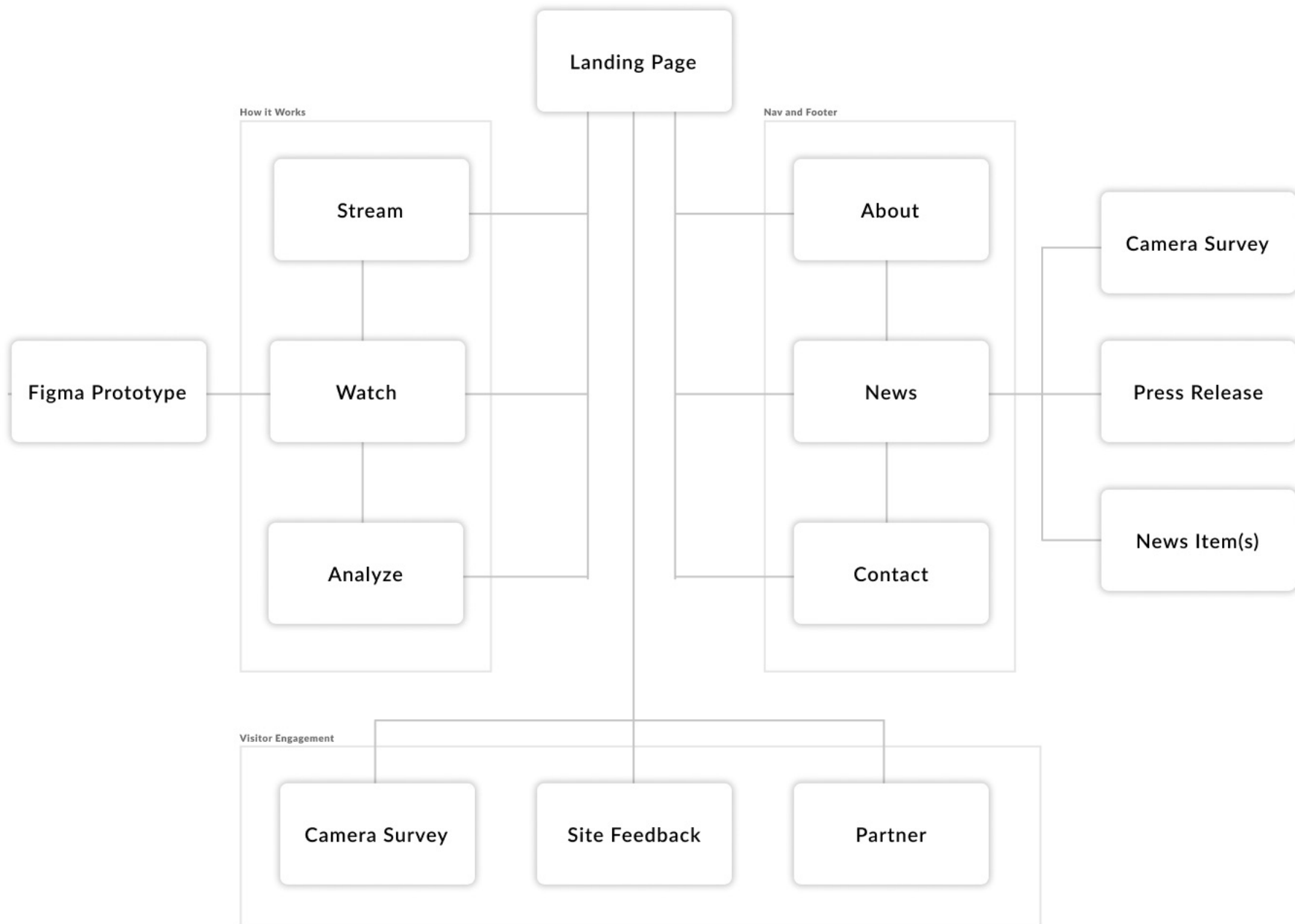
Hero image: product/product in action

Social proof: Need testimonials

Great place for Dalyn's video

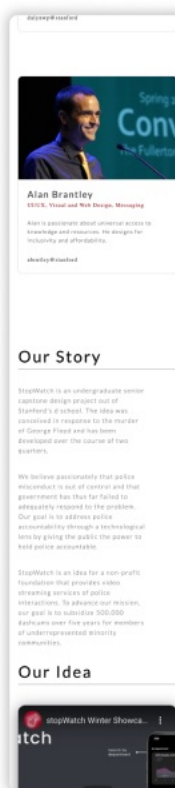
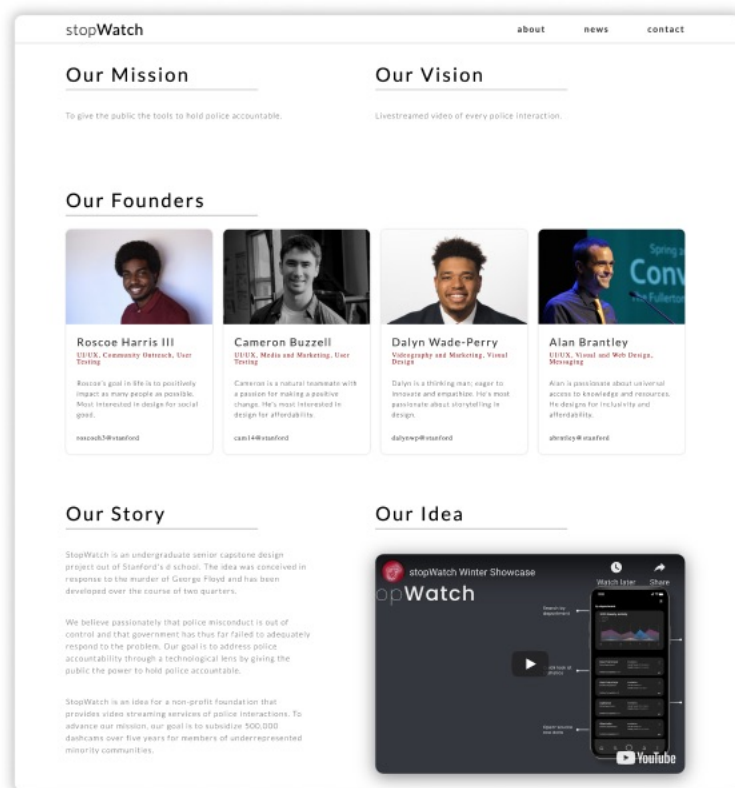
More social proof?

Site Architecture



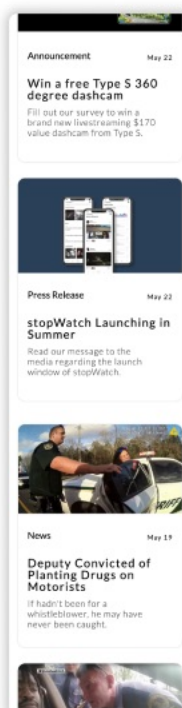
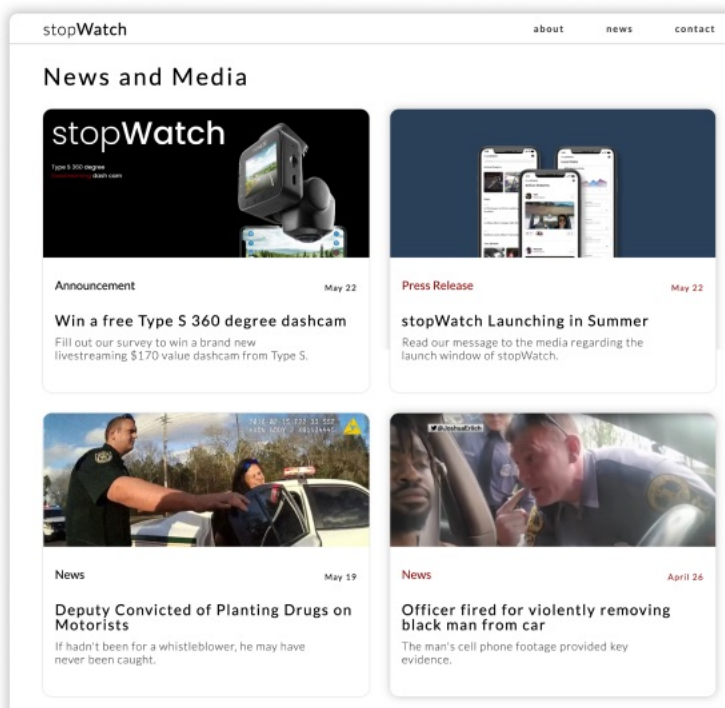
Responsive Design

One of the biggest areas of growth for me in this project was improving my understanding of flex-box and learning responsive design. The first version of the landing page was not responsive and I knew that there was no way this would work if the site is not viewable on mobile devices. After rebuilding the landing page, I built the news, about, and press release pages responsively. While none are perfect, I'm pretty happy with the result. Now I have the confidence to take the next steps like learning Javascript and interactive design.



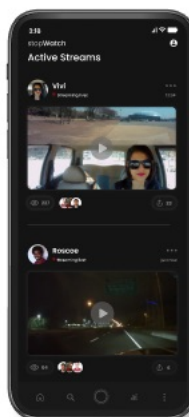
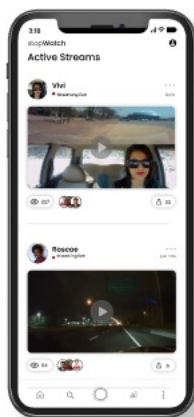
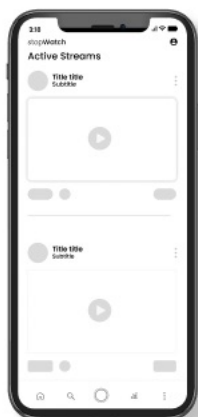
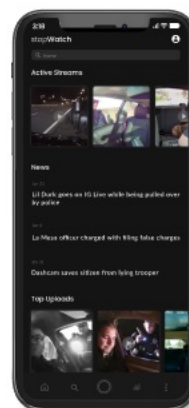
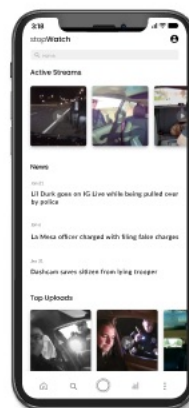
Responsive design is accomplished through media queries. The code checks the dimensions of the viewing device and displays the correct view. This effectively means that each page should be designed for the different types of devices it encounters, collapsing or expanding depending on the screen's dimensions. It's not perfect and there are still areas for improvement. The navbar still needs work and margins can still be better.

Learning responsive design has taught me a great deal about using margins, padding, positioning, and flex-box. I've also learned about responsive design in Figma. I didn't dig in too deep, but the next time I build a site, I can use Figma to design more efficiently. In practical terms, the process of building this site was sloppy and haphazard. But now I have the tools to take a more methodical and mathematical approach.

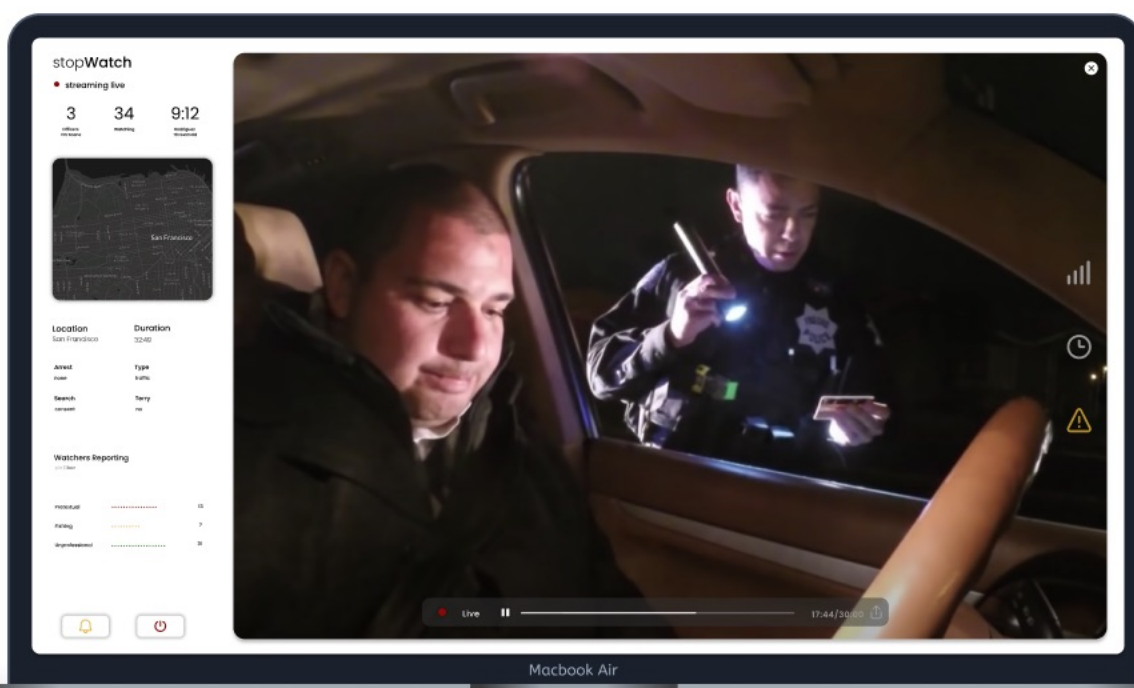


Mockups and Prototypes

To give the site a sense of realism I wanted to show what the product might look like. Once the site was built out with placeholder photos I turned my attention to producing a mockup of the user interface. User feedback consistently asked for or preferred the dark version. The final version also provided much-needed contrast on the web pages.



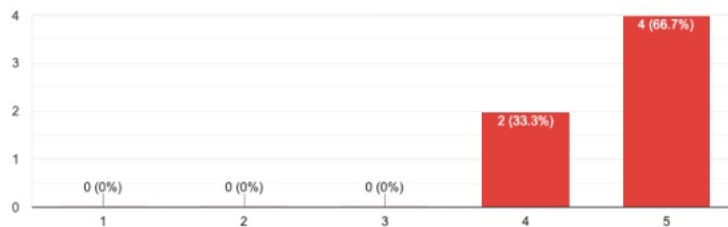
Visitors to the site responded positively to the mockups and asked for more opportunities to interact. Based on that feedback I included an exploratory prototype at getstopwatch.com/watch.html. The purpose of the prototype was to get a sense from users about the features being offered and their accessibility.



Website Feedback

Please rate the navigability of the site.

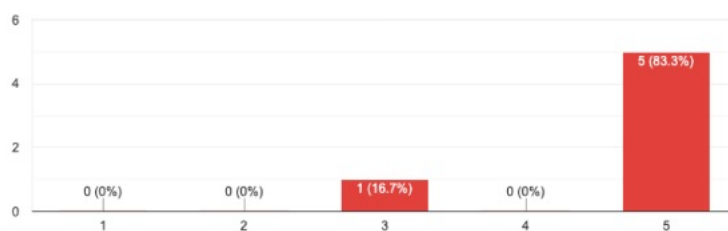
6 responses



"I couldn't figure out how to navigate back to the site from the figma app prototype. I wound up clicking the back button a bunch. Maybe it could work better to either have a way to close the prototype and go back to the main site or to launch the prototype in a new tab."

Please rate the aesthetic appeal of the site.

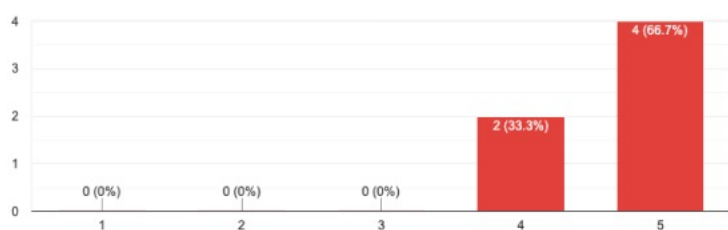
6 responses



"I'd say maybe add a little more color. Reduce the amount of white space at the top of the home page. Inconsistent periods & no periods at the end of sentences on the home page, maybe just add periods to the end of the words under "Crowdsourcing Transparency" & "How it Works" "

How well does the site get its message across?

6 responses



"It's hard to relate to the current mission emotionally. Wonder if it could be more humanized? i.e. Simon Sinek's "why" "

"I like the clean and sharp design. The phone mock-ups really make this appear to be a real app/platform already. "

"I wish the "Analyze" section had some concrete examples of how stopWatch data can/will be analyzed. I think it would be a major selling point if visitors fully understood the impact of the potential data that would be collected. In my eyes, the data is the most important part of stopWatch and I think you could sell it a little better."

"I wonder how much of the situation would be captured on the cameras. If there are some very important details that are not captured in the footage, I worry about the public getting fired up on the app when the officers could potentially have a valid reason for doing what they did."

Design Language

typography

Typeface

Aa

Lato

Aa

Poppins

Aa

Garamond

Style

H1

font

Lato

size

55px

weight

500

spacing

0.1em

color

#00000

Headline

H2

font

Lato

size

40px

weight

500

spacing

0.1em

color

#00000

Section Heading

H3

font

Lato

size

24px

weight

500

spacing

0.1em

color

#00000

Subsection Heading

H4

font

Lato

size

18px

weight

700

spacing

0.1em

color

#00000

Subsection Heading 2

Typeface Cont.

H4b

font	Garamond
size	12px
weight	500
spacing	0.1em
color	#8E0808

Founder Card Subheading

H5

font	Lato
size	14px
weight	700
spacing	0.1em
color	#000000

Navigation Link

H5b

font	Garamond
size	12px
weight	500
spacing	0.1em
color	#696969

Contact info

H6

font	Lato
size	12px
weight	700
spacing	0.1em
color	#696969

Blurb

body 1

font	Lato
size	14px
weight	300
spacing	0.1em
color	#696969

Main body paragraph

body 2

font	Poppins
size	14px
weight	500
spacing	0.1em
color	#696969

Press release paragraph

Color Palette

Primary Colors



Accent Colors



Grayscale



Box Shadow



Border Radius

