

An artistic rendering of a large, multi-masted sailing shipwrecked on the ocean floor. The ship is partially submerged, with its masts and rigging visible against a deep blue, sunlit water background. The hull is dark and weathered, resting on a rocky seabed covered in coral and seaweed. Numerous small fish swim around the wreck, and a larger marine animal, possibly a shark, is visible in the upper right. The overall atmosphere is mysterious and historical.

Irish Wrecks Online Redesign

Group n. 5

Examples of Bad Design Principles

The image shows a screenshot of the website www.irishwrecksonline.net with several annotations pointing to specific design elements:

- Typography:**
 - contrast of fonts and colours:** Points to the website URL at the top left, which is in a large, bold, green font.
 - text is not structured:** Points to the "CONDITIONS OF USE" section, which is a block of red text without clear headings or bullet points.
- Position:**
 - pointless chaotic no legibility:** Points to the footer area, which contains three logos (mea, a red square, and a harp) and the text "Compiled by RANDAL ARMSTRONG" and "© Copyright irishwrecksonline.net 1997 - 2017 - All external copyrights respectfully acknowledged".

The website content includes:

CONDITIONS OF USE

The information contained within this award winning Web Site is specifically designed as a guide for recreational divers and is totally free. It is as accurate as possible at the time of publication, but should not be construed as an invitation to dive any particular wreck.

If you undertake to dive any wreck(s) it is assumed that- (i) you are suitably trained to do so, (ii) you have permission from the owner, (iii) you will abide by the laws of wreck ownership, and those of salvage, within the country whose coastal waters the wreck resides.

No liability will be accepted for any loss, accident or subsequent prosecution resulting from the use / misuse of the information or advice contained within these pages.

Reproduction of any part of this site in any form, other than for your own use, will result in immediate prosecution under the laws of Copyright of the country in which you reside.

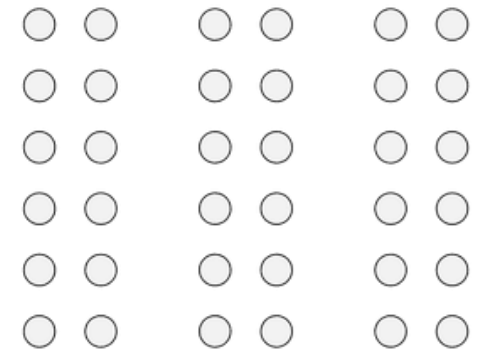
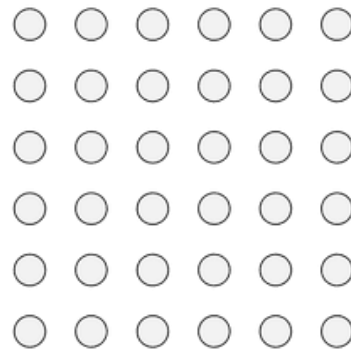
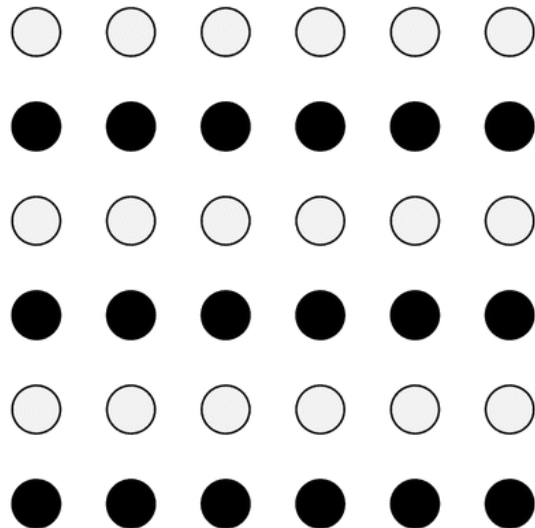
You may link this site to your own website, but please, only via the the address below -

<http://www.irishwrecksonline.net/index/>

Design principles in use

- We have decided to make our redesign more simple and modern by using symmetrical composition with three grids and with a strong emphasis on legibility and usability.
- As a gestalt law we chose law of proximity on the third page, so it's more understandable for the user, that the text and images are grouped together.
- For the shape of grids we decided to use law of similarity, which makes the content clear and accessible.

•



Examples from Test Report

- users didn't know what the website was about
- couldn't navigate properly
- took a long time to even enter the site
- old fashioned design from 90s
- a lot of dead links
- users felt confused and lost



•Based on the information from test report we decided to change mainly:

- the core design
- navigation
- a clear message of what the site is about



Mood board



Style Tile



Irish Shipwrecks - Redesign

Style Tile
version:1

Possible Colors



Textures



Start your adventure

Font: Name Modernist

A guide for divers

Font: Name Modernist

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Font: Name Coves

This is an example of a Text link »

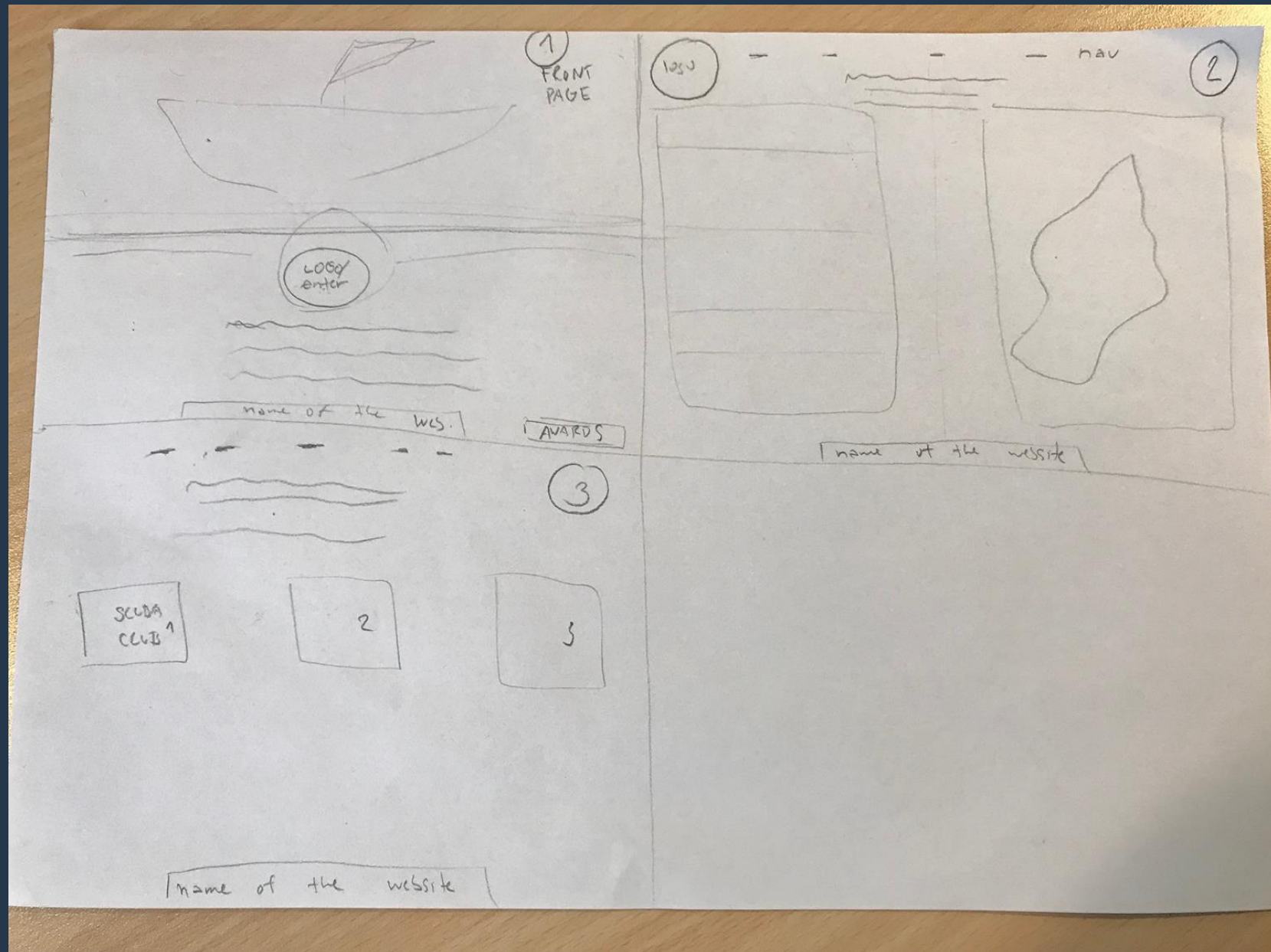
This is an example of a Button

Submit Button Example Here

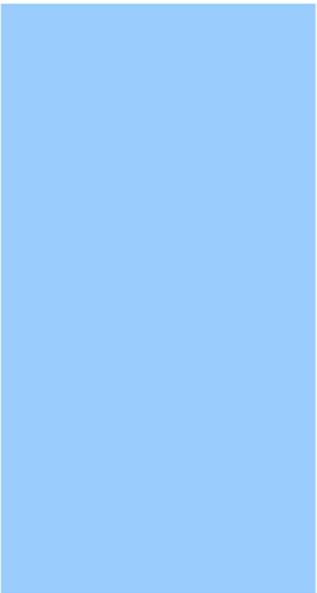
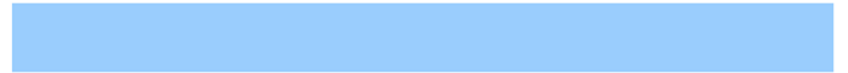
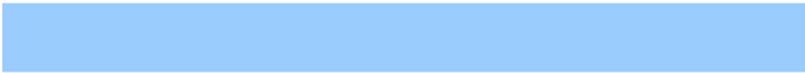
Adjectives

Diving Underwater Map
Shipwreck Irish water

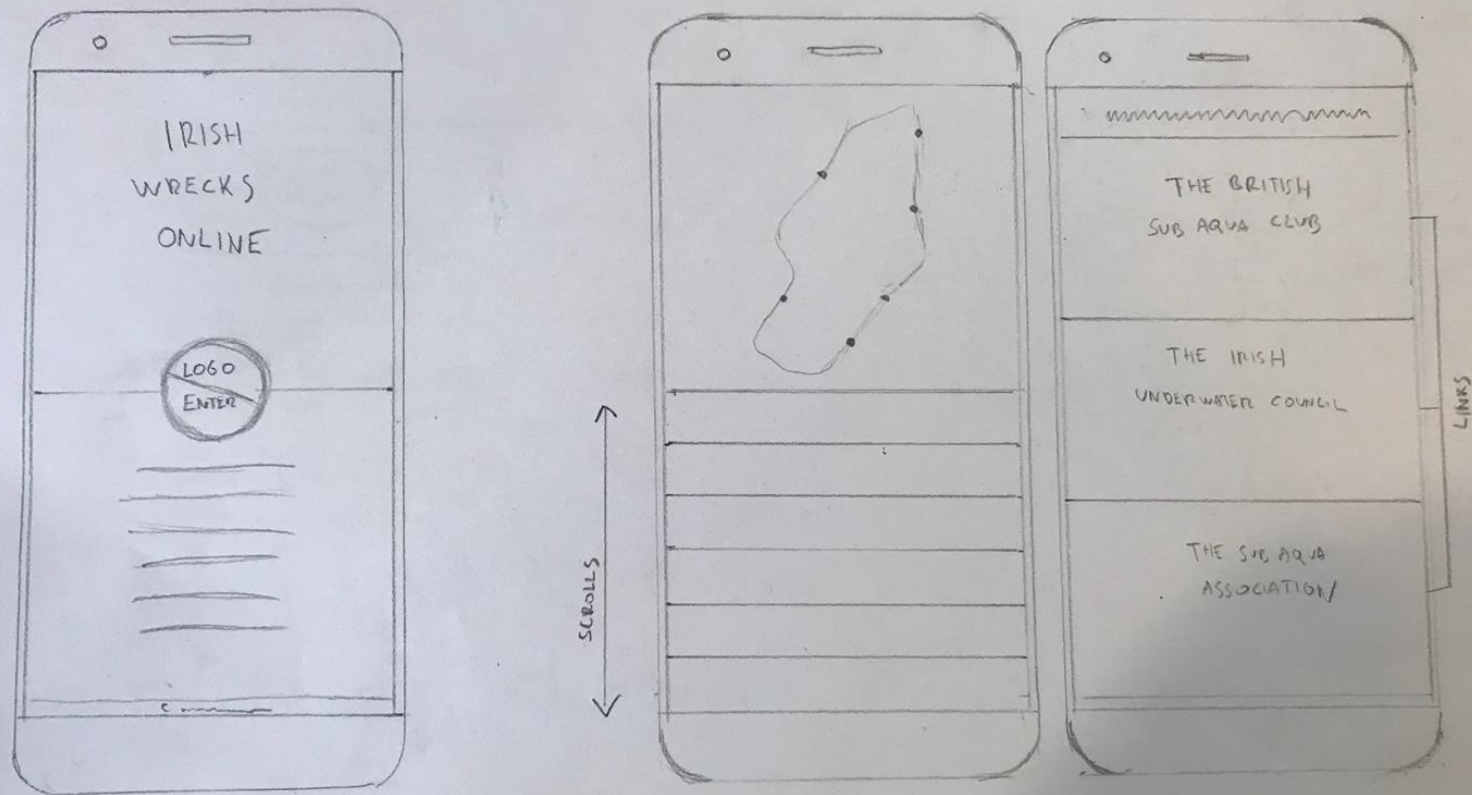
Mini sketches



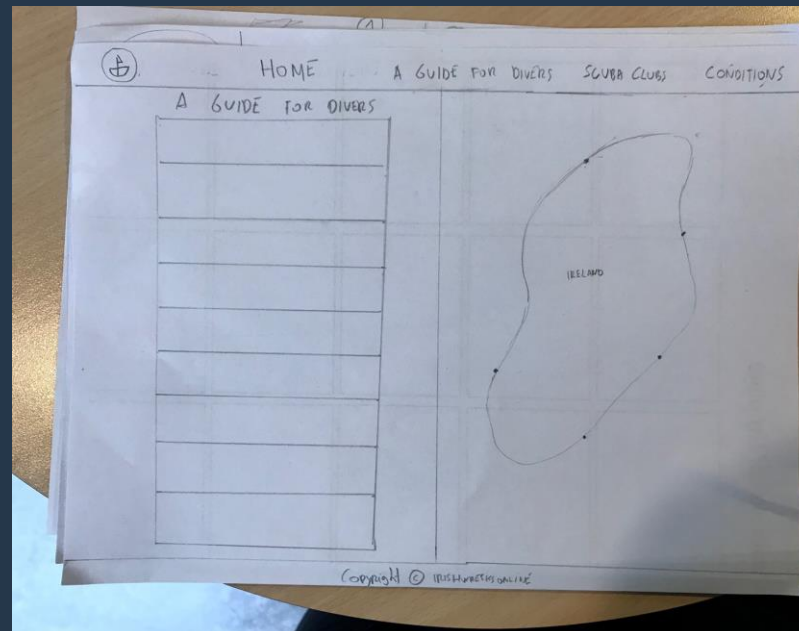
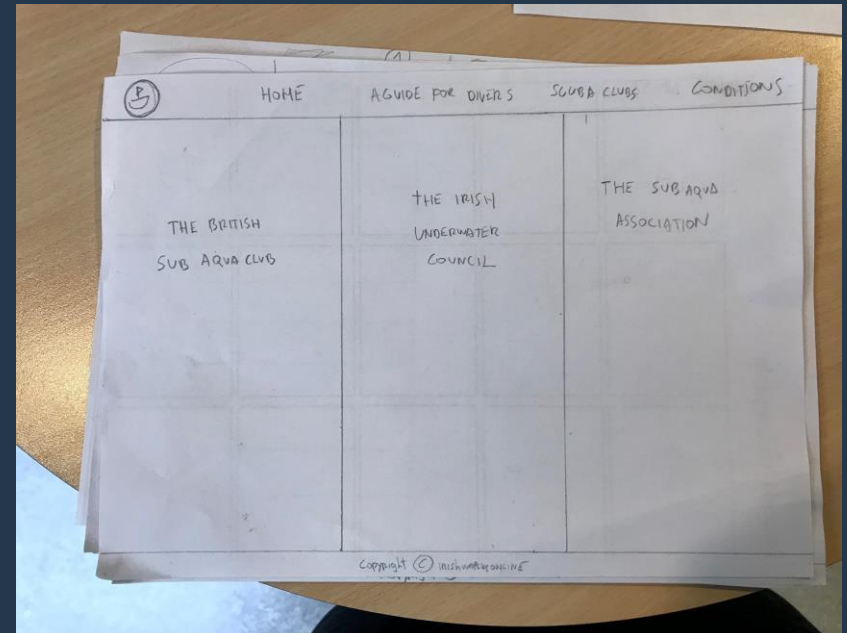
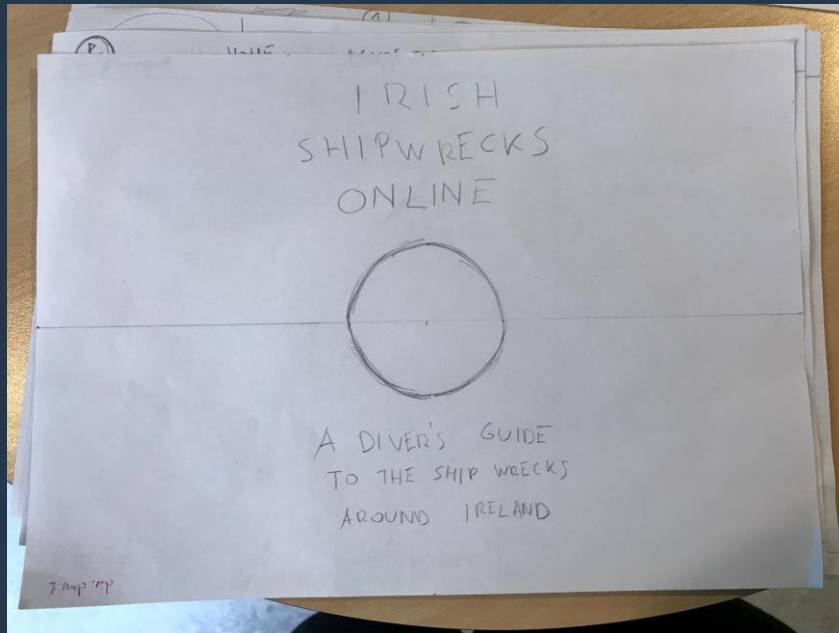
Wireframes



Paper prototypes (mobile)



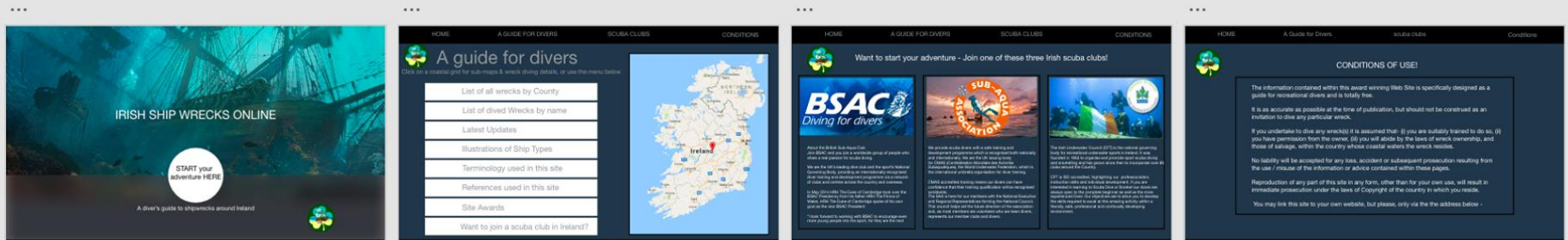
Paper prototypes (desktop)



XD Mobile Prototype



XD Desktop Prototype



Code snipz

```
214
215 /*tablet*/
216 @media only screen and (min-width: 50em) {
217   .logo {
218     width: 15%;
219     height: auto;
220     margin: 0;
221     padding: 0;
222   }
223   input {
224     display: none;
225   }
226
227   label {
228     display: none;
229   }
230
231   nav {
232     max-height: 4em;
233     align-content: center;
234     margin: auto;
235     background-color: #185666;
236   }
237
238   nav li {
239     display: inline-grid;
240     width: auto;
241     margin-right: 1px;
242     padding: 0;
243   }
244
245   nav ul {
246     width: 100%;
247     margin: 0;
248     list-style-type: none;
249     padding-left: 0;
250     position: inherit;
251     display: inline-grid;
252   }
253
254   nav a:visited {
255     color: white;
256   }
```

```
1  <!DOCTYPE html>
2  <html lang="en">
3
4  <head>
5    <meta charset="utf-8">
6    <meta name="viewport" content="width=device-width, initial-scale=1.0">
7    <title>IRISHSHIPWRECKS</title>
8    <link rel="stylesheet" id="test" href="css/mystyle.css">
9
10 </head>
11 <main>
12
13   <body class="mainbody">
14     <header>
15
16
17     <div class="image">
18       
19
20       <h1>IRISH WRECKS ONLINE</h1>
21
22       <h2> A DIVER'S GUIDE TO SHIPWRECKS</h2>
23
24       <h3 class="button"><a href="guide_for_drivers.html"> ENTER</a> </h3>
25
26     </div>
27
28   </header>
29
30
31 </body>
32 </main>
33
34 </html>
```

TEEEEEEEEST!!!!!!

After the trunk test we found out that we needed to change these elements:

5 Second Test:

- Positive
- good feedback,
- (in the right direction).
- Better insight of what the site is about!

Trunk Test Results.

- Searchbar
- More info form frontpage
- Maybe not a "empty" frontpage (to save clicks)
- More information about what the site is about in one of the first pages.
- A more interesting layout and design.



