

Case Study

Mamma Mia

Background



Task

My goal is to bring a short story to life through an immersive, single-page website experience. I'll be combining expressive typography, visual storytelling, animated and interactive elements, and responsive design to engage users and guide them through a compelling narrative. Using the plot of Mamma Mia! as my subject, I'll reimagine this feel-good musical tale for the web—balancing content flow, dynamic visuals, and modern design techniques to entertain and delight.

Audit

02

Competitors



Mamma Mia! The
Global Smash Hit

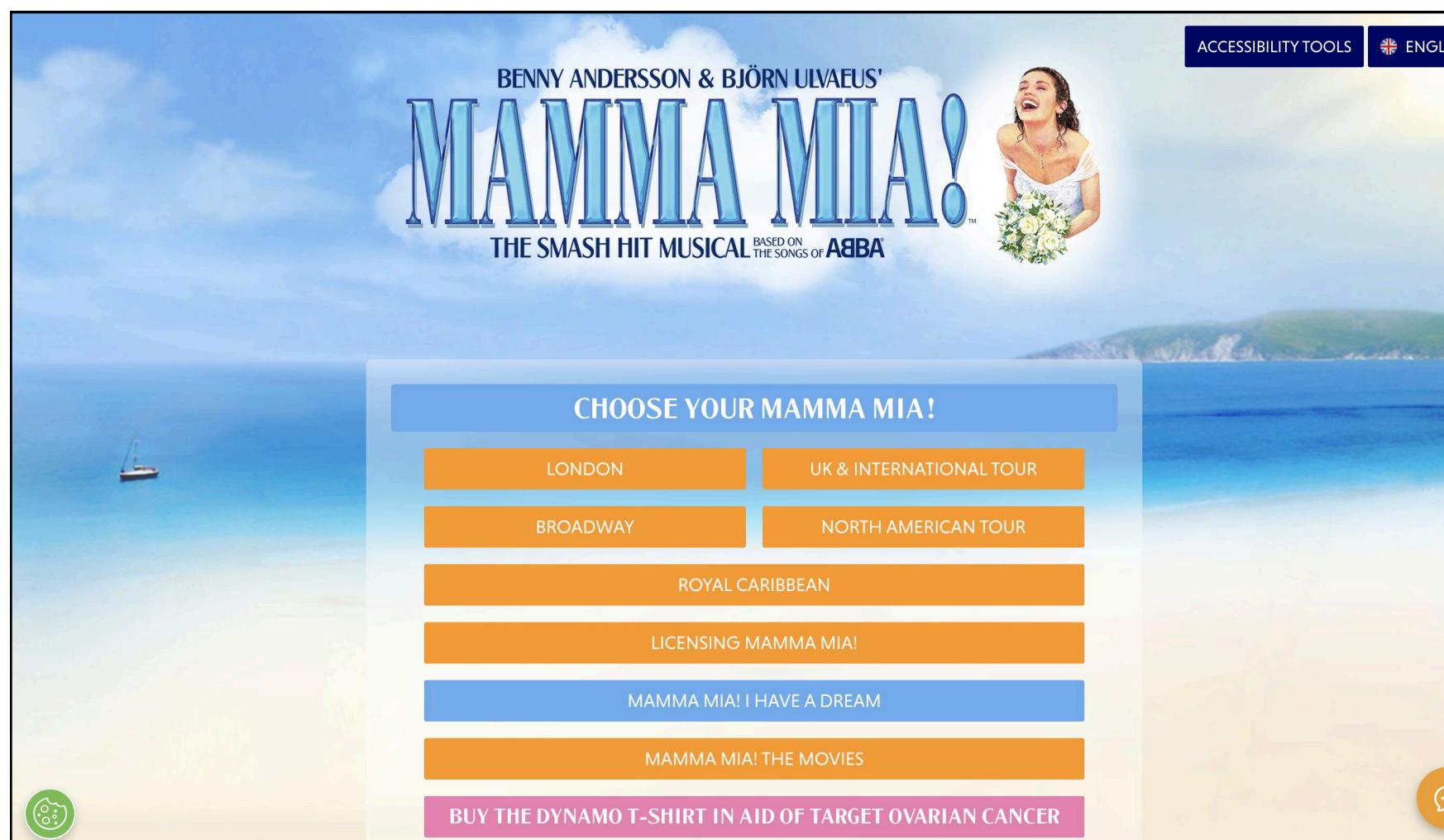


ABBA The
Official Website



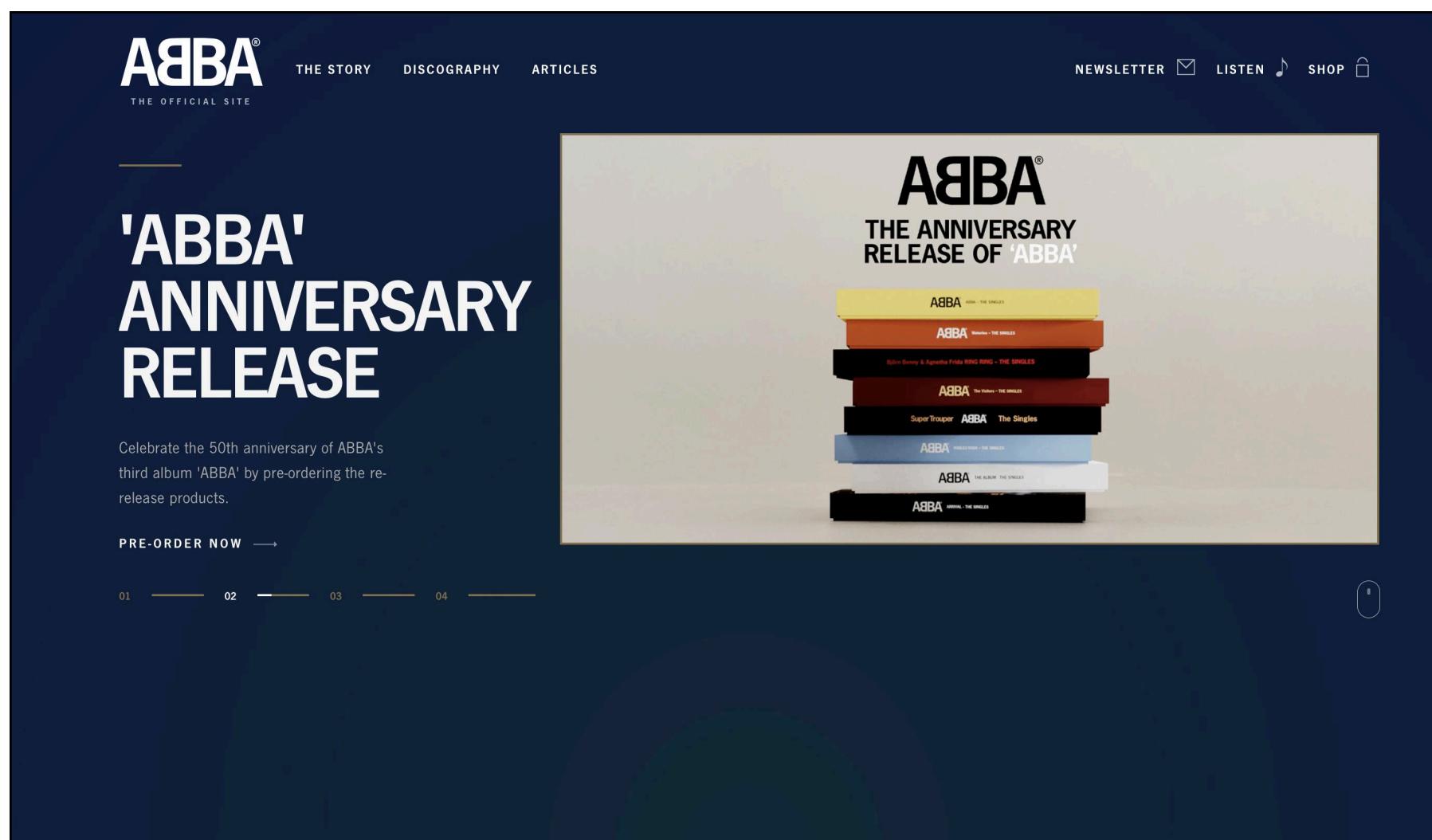
Mamma Mia!
The Movies

Mamma Mia! The Global Smash Hit



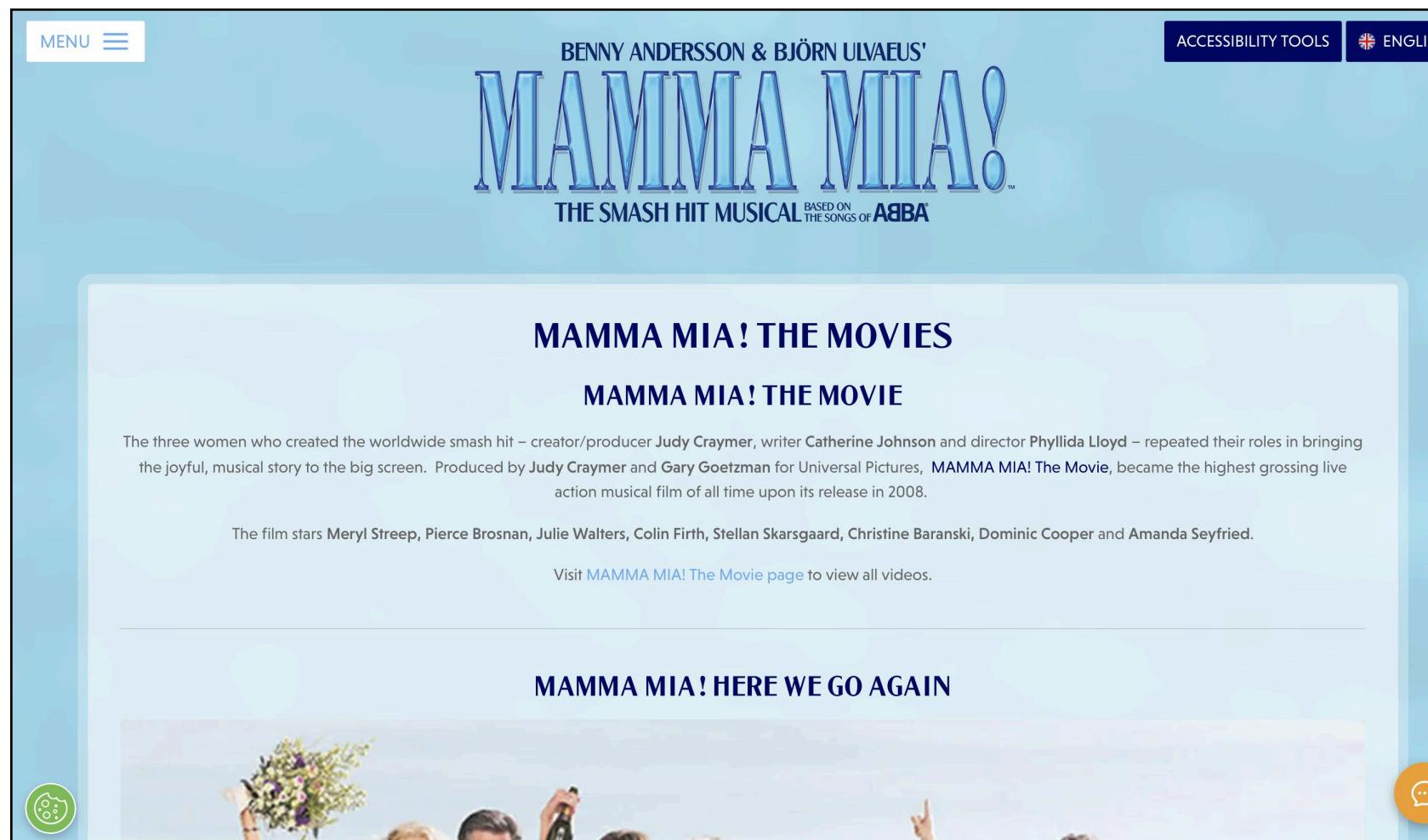
The site effectively captures the colorful, energetic feel of the Mamma Mia! movie and musical, with a consistent color palette that enhances the overall tone. The use of a grid brings structure to the design, but the layout could benefit from better organization to improve clarity and user flow. Currently, the dense content makes the page feel visually overwhelming. Incorporating more engaging and varied content—such as interactive elements or dynamic visuals—could boost the entertainment value. Additionally, upgrading some of the lower-quality photos would help maintain a more polished and cohesive aesthetic.

ABBA



The website has a minimal, clean aesthetic that aligns well with Scandinavian design principles. Its structure is simple and well-organized, making it easy to navigate without overwhelming the user. The content is engaging and well-balanced, with just the right amount of information presented. While the overall layout and imagery are visually appealing, the use of both navy blue and black together feels slightly jarring and could be reconsidered for better visual harmony.

Mamma Mia! The Movies



The website captures the colorful, upbeat vibe of Mamma Mia! through its palette, and the moving background adds a fun, interactive element. However, the overall design feels dated and lacks professionalism. While the content is minimal, it could be presented in a more engaging and visually dynamic way. Incorporating higher-quality imagery and refining the typography to better match the theme would greatly enhance the experience. Currently, the low-resolution photo detracts from the site's potential impact.

Content Breakdown

Story Structure:

1. The Plot
2. The Characters
3. Setting
4. The Music
5. The Message
6. The Gallery

Organization:

The information will be presented through a playful arrangement of postcards and stamps, creating a tactile, scrapbook-like feel that reflects the spirit of Mamma Mia!. This layered design approach invites exploration, with plenty of opportunities for interaction and movement throughout the site—making the overall experience more engaging, dynamic, and memorable.

Free Write

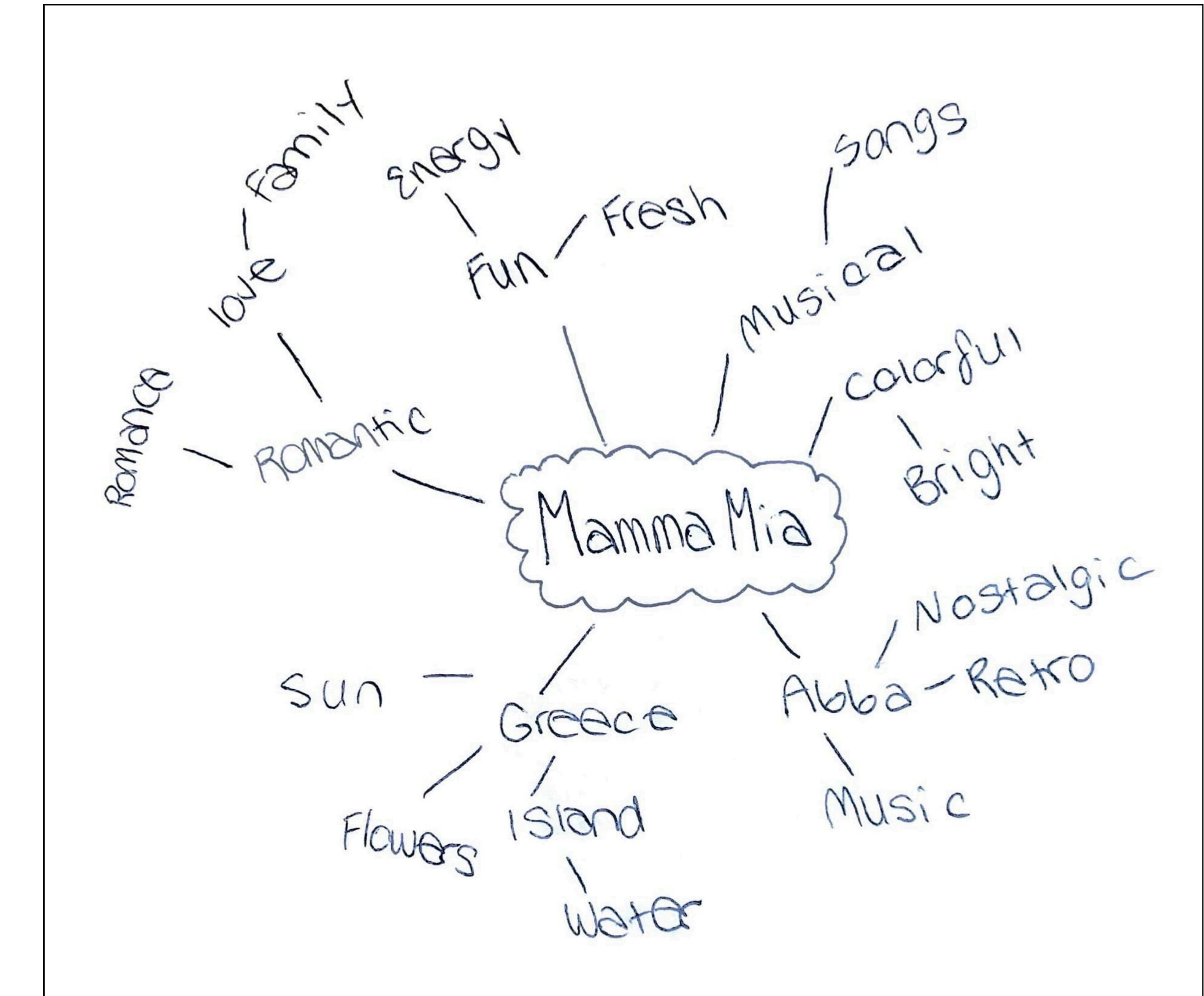
The movie doesn't take itself too seriously—and that's its magic. It's campy and over-the-top, but wrapped in genuine emotion. There are moments of pure joy (Donna singing "Dancing Queen" with her best friends in boas and platform boots), moments of heartbreak (Sophie wondering who she is), and moments of quiet tenderness (Donna's tearful solo in the attic, "Slipping Through My Fingers"). ABBA songs don't just accompany the story—they are the story. Each one is a time capsule, a feeling, a secret, a memory.

Visually, it's all warm sunlight, flowing dresses, whitewashed walls, and endless shades of blue. Everything feels like a scrapbook come to life—postcards from the past, snapshots of laughter, heartache, and celebration. The characters are flawed and messy and lovable. Donna is strong and vulnerable, Sophie is hopeful and confused, and the three maybe-dads—well, they're just trying to keep up.

Word List

Sun-soaked	Nostalgia
Greek	Joy
Island	Friendship
Seaside	Family
Mediterranean	Love
Romance	Music
Wedding	Dancing
Disco	ABBA

Mind Map



Brainstorming

What stands out about the story or theme?

What stands out most about *Mamma Mia!* is its blend of lighthearted fun and emotional depth. On the surface, it's a joyful musical full of catchy ABBA songs and sun-drenched scenes—but underneath, it's a story about identity, love, and connection. Themes of self-discovery, family (biological or chosen), and embracing the past all play a central role. The story is playful and chaotic, but also heartfelt and surprisingly moving, balancing humor with honest emotion.

Brainstorming

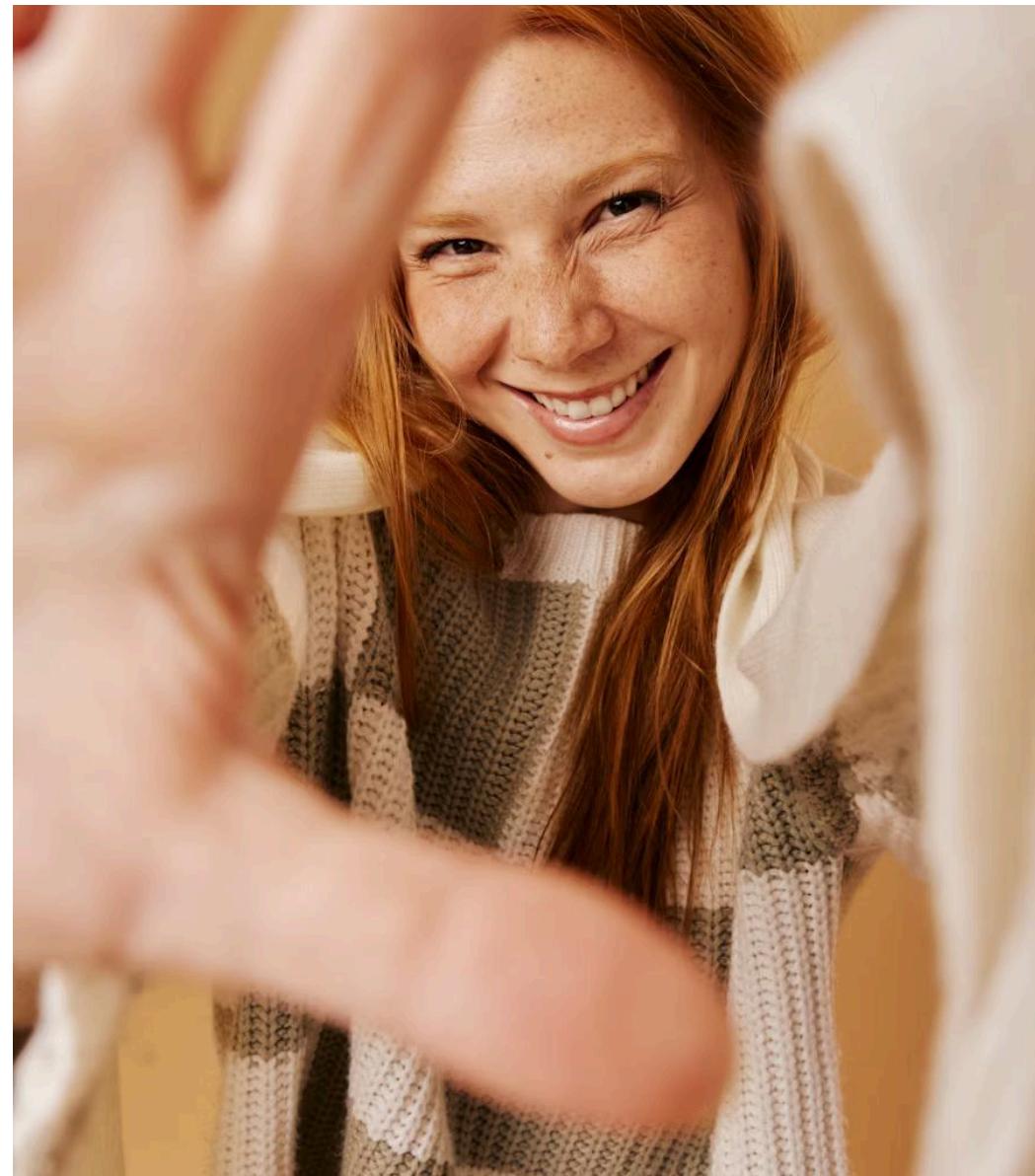
What are the goals of the story?

The story's goal is to explore the journey of finding out who you are by understanding where you come from. For Sophie, it's a literal search for her father—but it's also about stepping into adulthood and making her own choices. For Donna, it's about facing her past and realizing she doesn't have to carry everything alone. Ultimately, *Mamma Mia!* aims to celebrate love in all its forms—romantic, parental, and platonic—while showing that life doesn't have to be perfect to be beautiful.

Target Demographic

The target audience for this site includes fans of *Mamma Mia!* as well as those who are curious to learn more about the movie and its story. Visitors are likely to be between the ages of 20 and 60, spanning a wide range of musical and theatrical interests. Whether they're drawn in by the nostalgic ABBA soundtrack, the feel-good energy of the film, or simply love a sunny romantic escape, this audience is looking for a playful, engaging, and visually rich experience that captures the heart of the movie.

Persona 01



Greta | 24 | she/her
Florist

Demographics:

Middle class

White

Hobby: Crocheting

Bio:

"I grew up watching Mamma Mia with my mom and sisters and I still love it to this day! It's such a fun and happy movie, I've probably seen it a million times. I love consuming Mamma Mia content and learning new things about it."

Behavior/Habits:

Greta loves to crochet and do other crafts in her free time. She loves watching movies with her friends and family. When the weather is nice, she loves reading on the beach.

Relationships:

Greta loves spending time with her mother and two sisters. She also enjoys spending quality time with her friends.

Technical Skills:

Greta is very well versed in technology and knows how to navigate a website.

Goals:

Greta would like to visit an interesting and aesthetically pleasing website about Mamma Mia the movie. She would like to look at a website that's informative and visually interesting.

Frustrations:

Greta doesn't like to view websites that are busy and confusing. She is only interested in a website that is modern and aesthetically pleasing.

Environment:

Greta lives in a two bedroom apartment with her room mate.

Persona 02



Effie Baker | 60 | she/her
Retired

Demographics:
Middle class
Black
Hobby: Painting

Bio:

"I love ABBA and their music. I've been a fan of them for years. I'm not usually a fan of musicals, but if there's ABBA music, count me in!"

Behavior/Habits:

Effie is a big fan of music, particularly ABBA and other artists from the 1970's. Now that she's retired she loves taking dance classes, listening to music and has recently taken up oil painting.

Relationships:

Effie loves spending time with her husband Frank, her two sons, and their families.

Technical Skills:

Effie prefers not to interact with technology, but she uses her phone to face time with her sons and grandchildren.

Goals:

Effie is interested in learning more about Mamma Mia the movie. She would like to look at a well organized website that is very easy to navigate.

Frustrations:

Effie is not a huge fan of technology so she doesn't want to look at something that's confusing or hard to read.

Environment:

Effie lives in a five bedroom home with her husband.

Define



Strategy Statement

Drawing from my research, audience insights, and the vibrant spirit of *Mamma Mia!*, this website will reimagine the film's story as an interactive, single-page digital experience. Designed for fans and curious newcomers alike, the site will feel like flipping through a whimsical scrapbook—layered with postcards, stamps, sun-drenched imagery, and bursts of ABBA-inspired energy. The layout will guide users through the plot in a way that feels tactile, dynamic, and emotionally resonant.

Design Goals

- Create a colorful, nostalgic aesthetic that echoes the setting and vibe of the movie
- Use postcard-inspired layouts and stamp graphics to give a tactile, scrapbook feel
- Ensure strong visual flow so users don't feel overwhelmed by text
- Incorporate expressive typography and animation to bring the story's emotions to life
- Maintain a responsive, mobile-friendly design that adapts to all devices

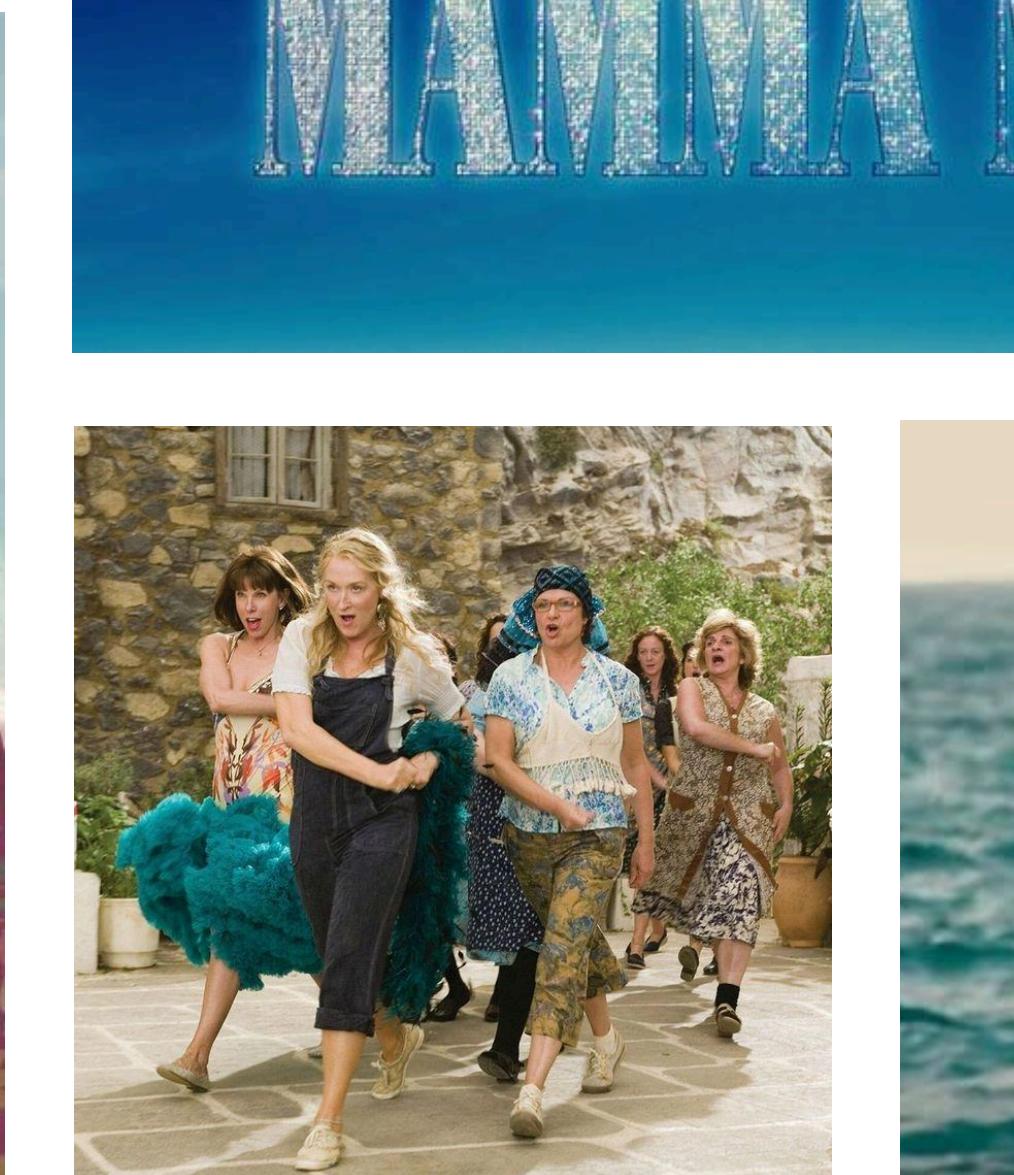
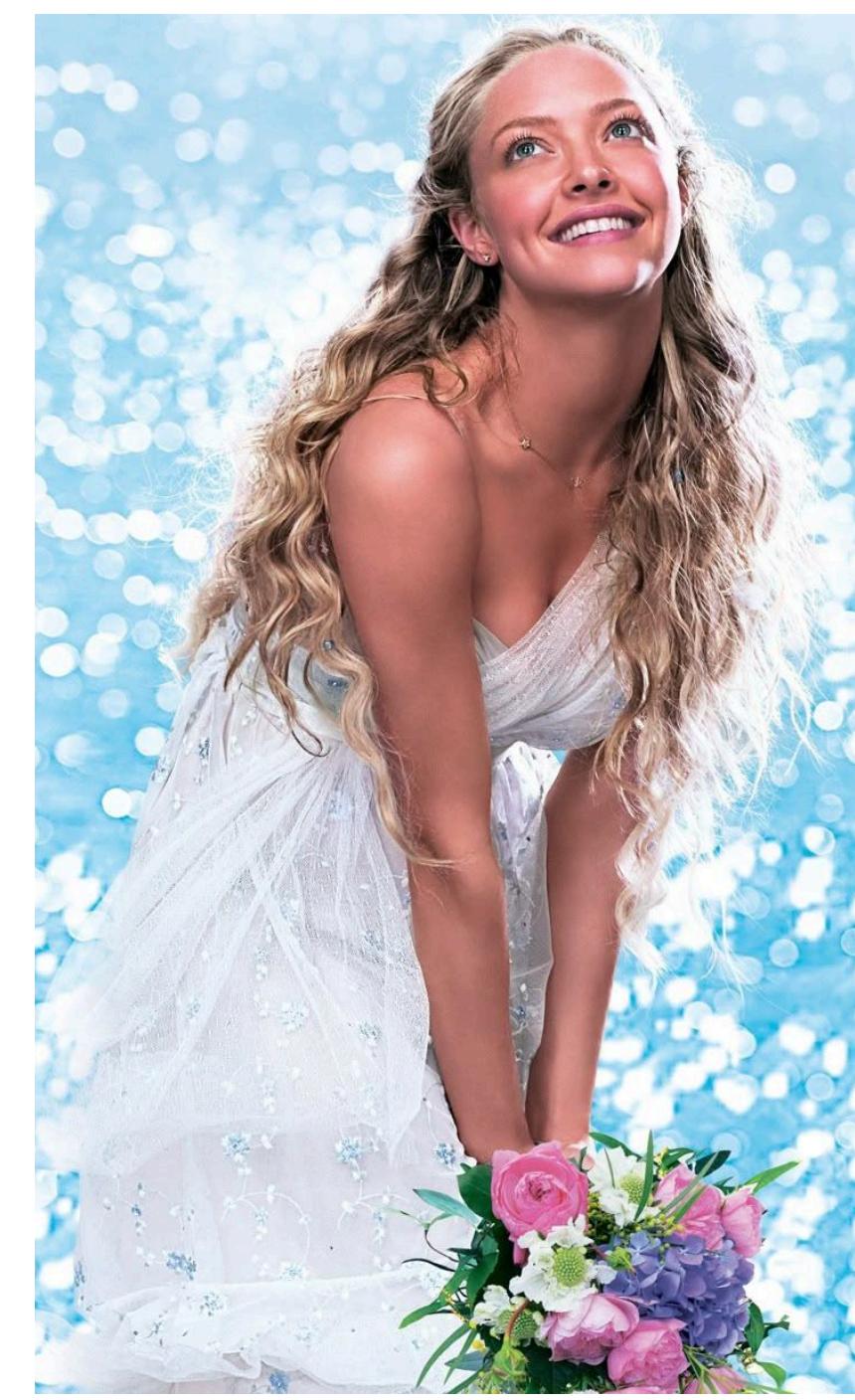
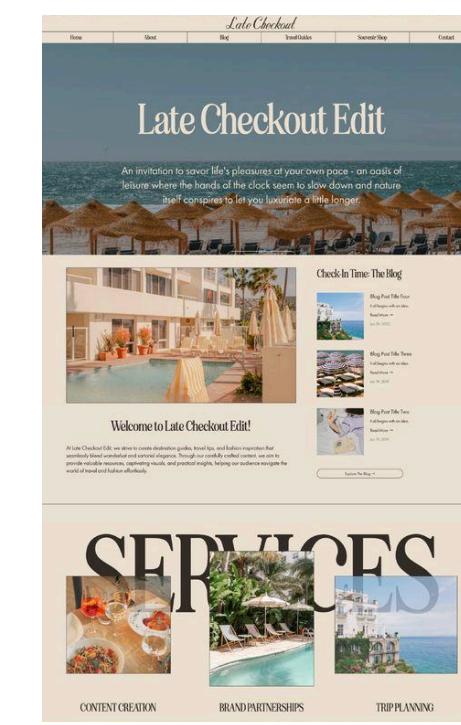
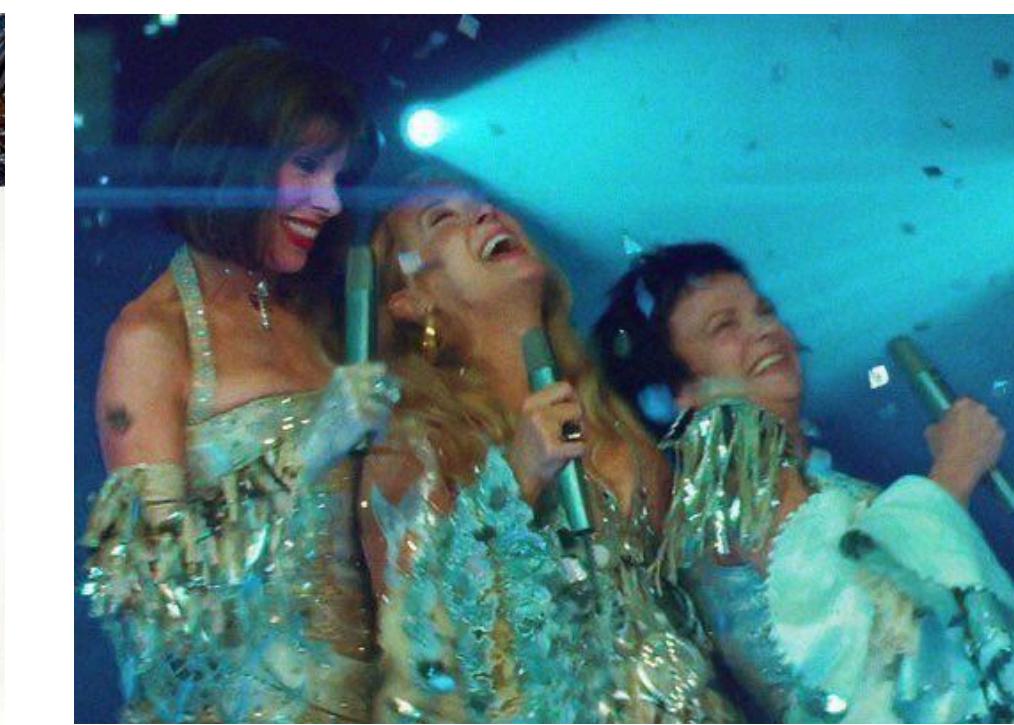
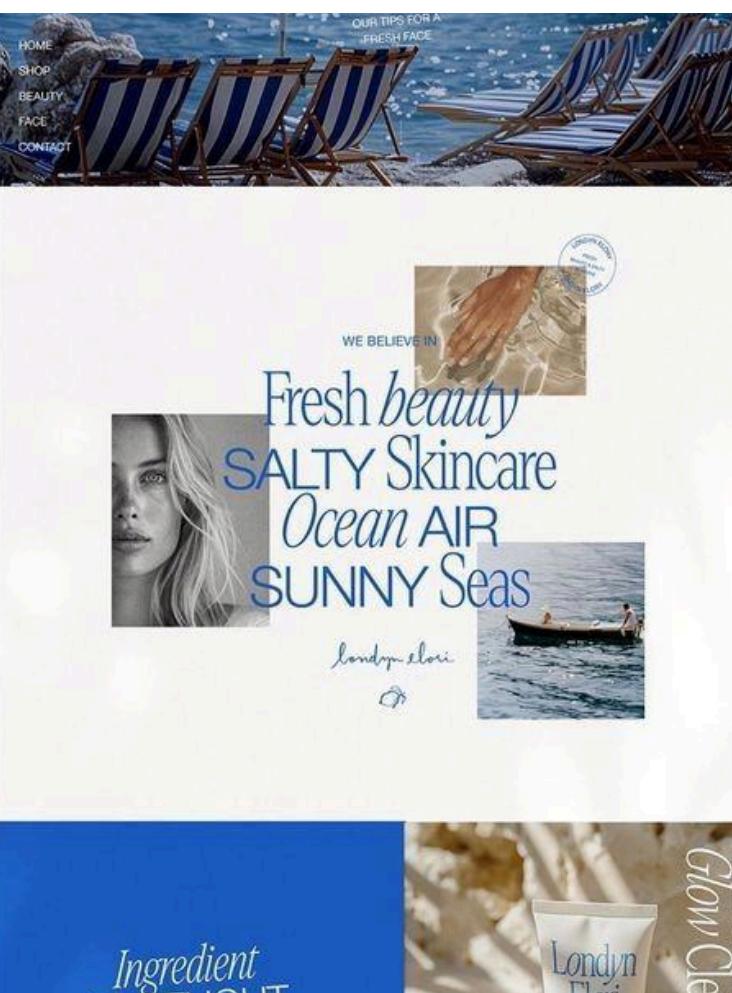
User Goals

- Learn about the plot and characters of Mamma Mia! in an engaging, visual way
- Feel entertained, inspired, and emotionally connected to the story
- Enjoy moments of discovery through interactive elements like hover effects or scroll animations
- Connect with the nostalgic and musical energy of the film

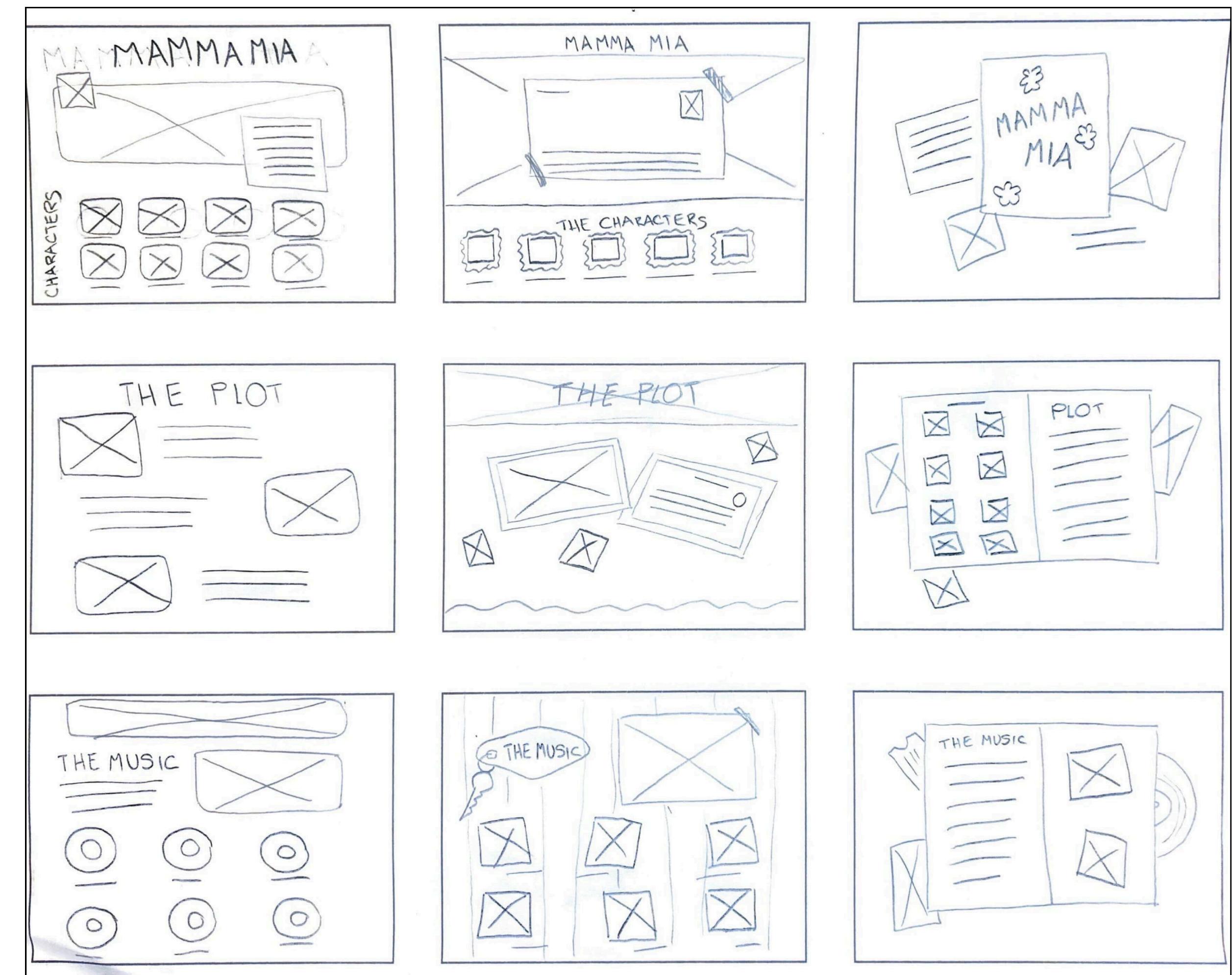
Design



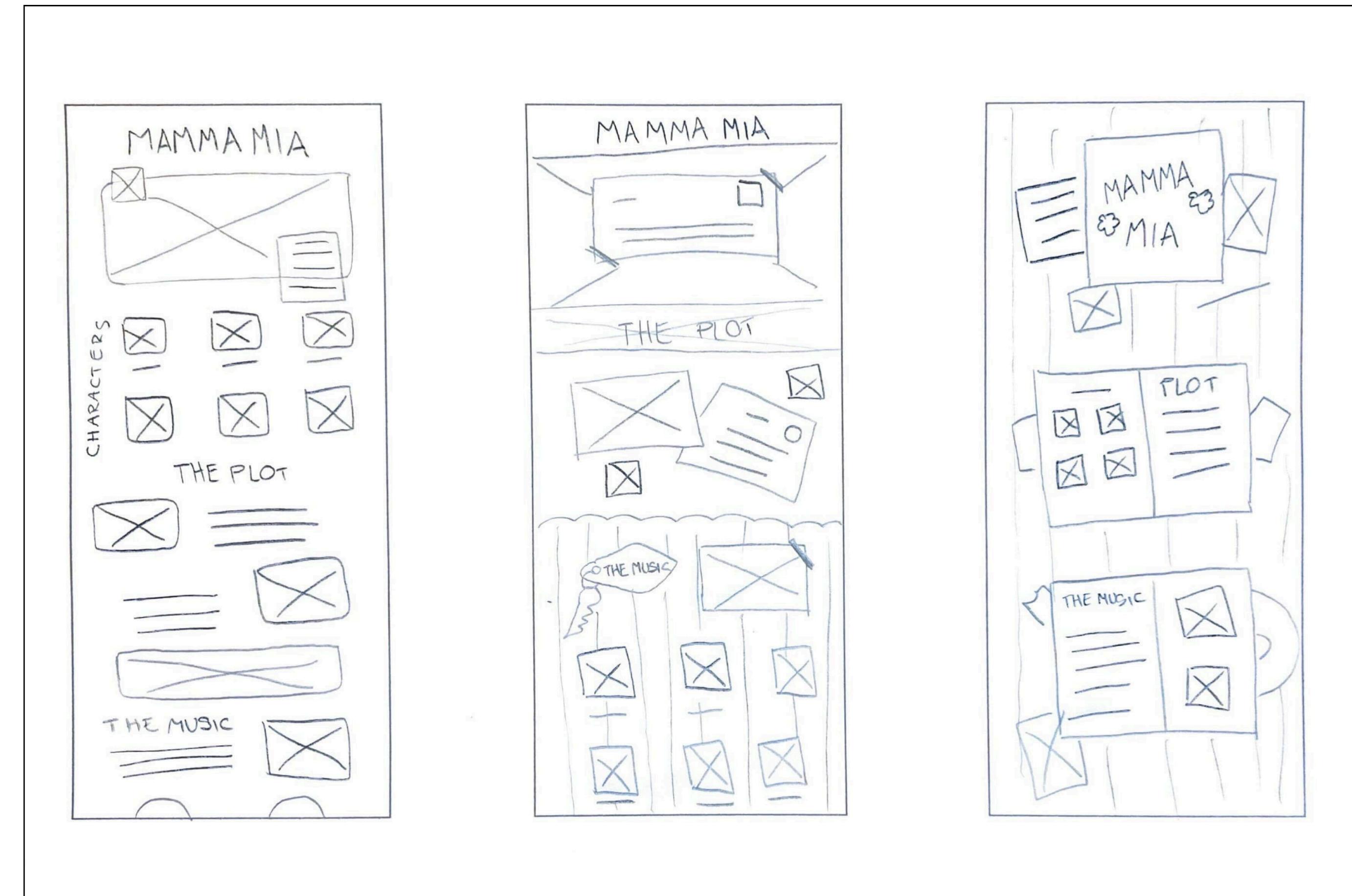
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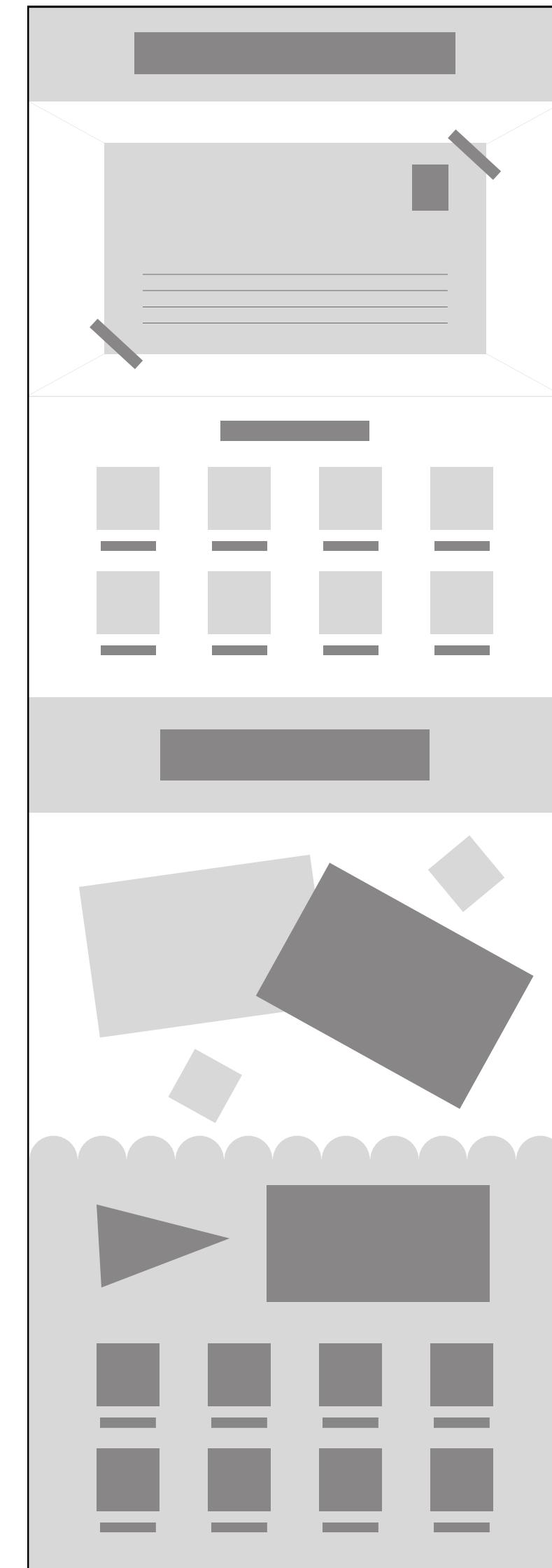
Desktop Sketches



Mobile Sketches



Mid-fi Wireframe



Hi-fi Wireframe

MAMMA MIA!

Plot Characters Setting Music Message Gallery

THE PLOT

Mamma Mia! is a feel-good musical set on a Greek island, featuring the songs of ABBA. Sophie is about to get married and secretly invites three men from her mother Donna's past—hoping to find out which one is her father. Chaos, laughter, and music follow as old flames rekindle, secrets are revealed, and Sophie begins to learn more about her mother and many, many more. It's a story about love, identity, and second chances—with plenty of catchy tunes along the way.

THE CHARACTERS

Donna Sheridan Sophie Sheridan Tanya Chesham-Leigh Rosie Mulligan

Sam Carmichael Bill Anderson Harry Bright Sky Rymand

THE SETTING

The story takes place on a fictional Greek island called Kalokairi. Though the movie was shot in Malta, the movie was filmed on location in Skopelos, Greece, known for its breathtaking views, clear blue waters, whitewashed buildings, and vibrant bougainvillea.

THE MUSIC

The entire story is built around ABBA's greatest hits, with songs like "Dancing Queen," "Mamma Mia," and "The Winner Takes It All" driving the plot and emotions.

These songs aren't just catchy—they help tell the story, reveal character emotions, and make the movie feel like a joyful, musical rollercoaster.

THE MESSAGE

At the heart of the movie is the bond between Sophie and her free-spirited mother, Donna. Their evolving relationship adds emotional depth. Sophie's search for her father leads her—and Donna—to confront the past and explore who they really are and what they want.

THE GALLERY

Plot Characters Setting Music Message Gallery

MAMMA MIA!

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Build



Design Comps

The Plot

The design comp features a white card with rounded corners, resembling a postcard or a piece of paper pinned to a surface with yellow pushpins. The card is set against a background of a bright blue sea with sunlight reflecting off the water. The title "THE PLOT" is printed in large, bold, gold-colored capital letters at the top center of the card. Below the title, there is a short paragraph of text. To the right of the text, there is a small illustration of a Greek temple and two postage stamps. At the bottom right corner of the card, there is a small photo of a woman smiling. On the left side of the card, there is another photo showing a group of people in costumes, possibly from the musical "Mamma Mia!". The overall aesthetic is reminiscent of a travel brochure or a keepsake from a vacation.

THE PLOT

Mamma Mia! is a feel-good musical set on a Greek island, featuring the songs of ABBA.

Sophie is about to get married and secretly invites three men from her mother Donna's past —hoping to find out which one is her father.

Chaos, laughter, and music follow as old flames reignite, secrets are revealed, and Sophie begins to question whether she's ready to marry at all. It's a story about love, identity, and second chances—with plenty of catchy tunes along the way.

Design Comps

The Characters

THE CHARACTERS



Donna Sheridan



Sophie Sheridan



Tanya Chesham-Leigh



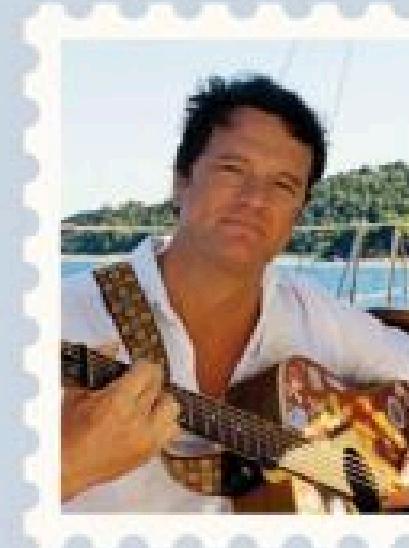
Rosie Mulligan



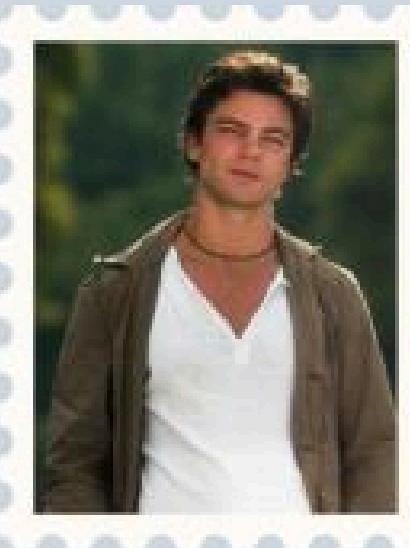
Sam Carmichael



Bill Anderson



Harry Bright



Sky Rymand

Design Comps

Setting

The story takes place on a fictional Greek island called Kalokairi. Though the island itself is fictional, the movie was filmed on location in Skopelos, Greece, known for its breathtaking views, clear blue waters, whitewashed buildings, and vibrant bougainvillea.

Design Comps

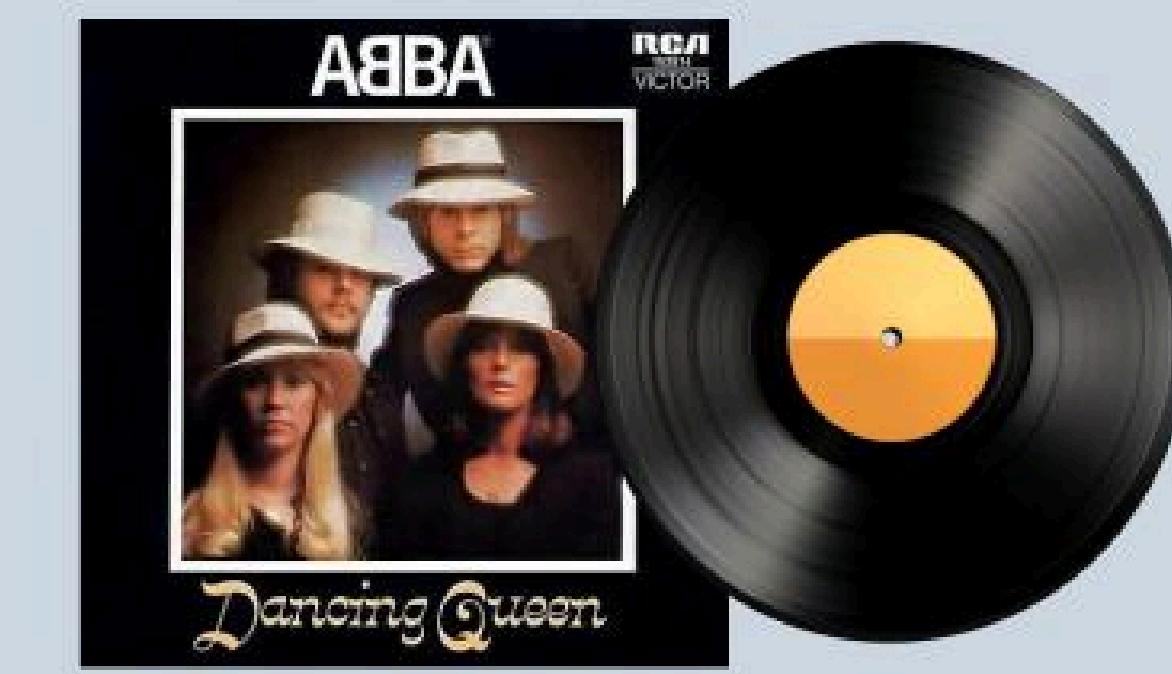
The Music



THE MUSIC

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Design Comps

The Message



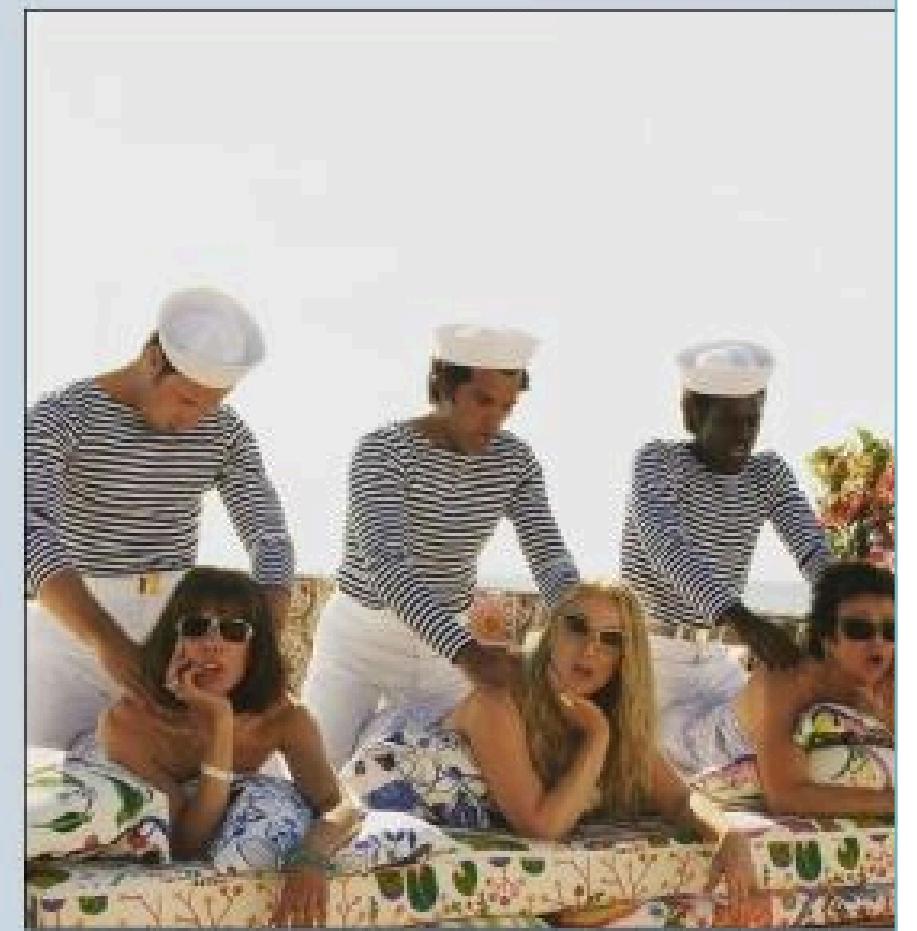
THE MESSAGE

At the heart of the movie is the bond between Sophie and her free-spirited mother, Donna. Their evolving relationship adds emotional depth.

Sophie's search for her father leads her—and Donna—to confront the past and explore who they really are and what they want.

Design Comps

The Gallery



Interactive Prototype

Prototype Link

The prototype is presented on a tablet device with a black frame. The background of the screen shows a bright, sunlit sea with sunlight reflecting off the water. The main content area is a white card with a yellow ribbon binding it at the top and bottom. At the top of the card, the word "THE PLOT" is written in a large, serif font. Below this, there are three paragraphs of text describing the musical's plot. To the right of the text, there is a small image of a woman smiling and another image of a group of people. Above these images, there are three postage stamps. The overall aesthetic is reminiscent of a travel brochure or a vacation postcard.

MAMMA MIA!

Plot Characters Setting

Music Message Gallery

THE PLOT

Mamma Mia! is a feel-good musical set on a Greek island, featuring the songs of ABBA.

Sophie is about to get married and secretly invites three men from her mother Donna's past—hoping to find out which one is her father.

Chaos, laughter, and music follow as old flames reignite, secrets are revealed, and Sophie begins to question whether she's ready to marry at all. It's a story about love, identity, and second chances—with plenty of catchy tunes along the way.

Key Takeaways

Interactive Prototype

- The visual style is fun and vibrant, successfully capturing the Mamma Mia! vibe.
- Users felt like the site reflected the film's playful and sun-soaked energy.
- The interactive elements kept users engaged, especially moving backgrounds, hover effects, and scroll-triggered animations.
- Postcard and stamp visuals were well-received, helping the content feel unique, tactile, and thematic.
- Typography and layout could be more refined in places—some users felt the type didn't fully reflect the retro or musical theme, or found it hard to read on certain backgrounds.
- Some users felt overwhelmed by content density in certain sections and suggested breaking it up with more visuals or clearer hierarchy.
- Image quality varied, and users pointed out that lower-resolution photos took away from the overall polish of the site.

Solution



Coded Website

The Plot

Visual Design:

The plot section is visually inviting, with a scrapbook-style layout that fits perfectly with the nostalgic, carefree tone of Mamma Mia. The use of Polaroid-style images, postage stamps, and washi tape creates a playful, tactile feel that draws viewers into the story. The sea background adds depth and reinforces the dreamy island setting.

Usability:

The section is well-organized and easy to read. The clear division between text and images allows users to engage with the story at a glance while maintaining interest through layered visuals.

Content:

The plot summary is concise yet engaging. It captures the heart of Mamma Mia—love, identity, and chaos—with just enough detail to pull readers in without overwhelming them. The tone is light and energetic, matching the feel-good spirit of the musical.

Accessibility:

Text contrast is strong, and font size is appropriate for readability. The images are high quality and clearly support the theme, enhancing both visual appeal and understanding.

The screenshot shows a mobile device displaying a website for the musical 'MAMMA MIA!'. The header features the title 'MAMMA MIA!' in large, bold, black letters. Below the title are tabs for 'Characters', 'Setting', 'Music', and 'Plot'. The main content area has a white background with a blue sea image as a backdrop. A central box titled 'THE PLOT' contains text about the musical's premise and Sophie's search for her father. To the right of the plot box is a Polaroid-style photo of a woman smiling, and above it is a stamp. To the left of the plot box is another Polaroid-style photo of a group of people, and below it is a stamp. The bottom right corner of the screen displays the text 'THE CHARACTERS'.

Coded Website

The Characters

Visual Design

The characters section is playful and polished, with a postcard-stamp style that echoes the travel theme of the story. The soft blue background keeps the focus on each character, while the floral edge peeking below adds a vibrant, summery touch that matches the Mamma Mia vibe.

Usability:

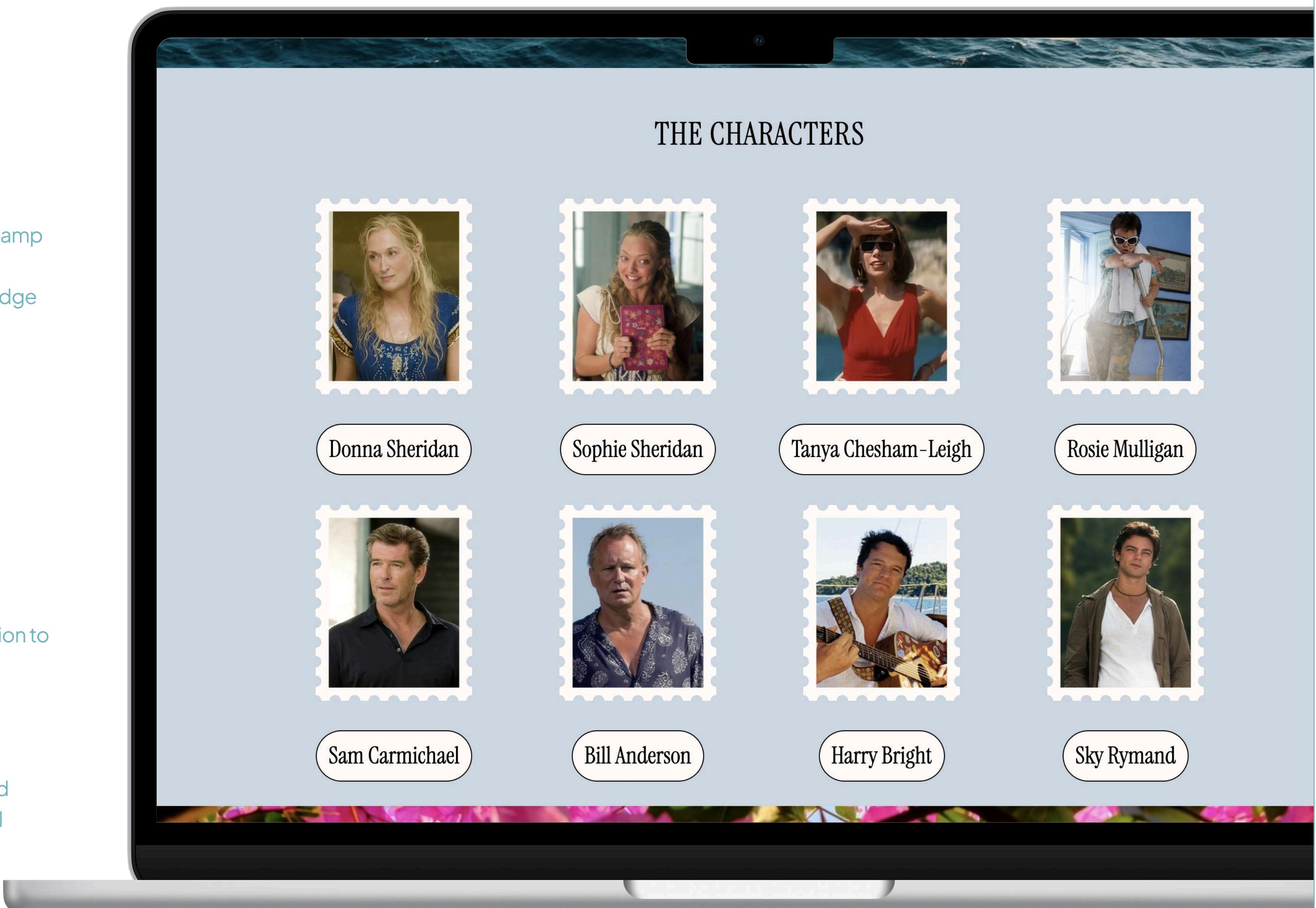
The grid layout is clean and intuitive, making it easy to scan and recognize each character. Names are clearly labeled below each image, ensuring accessibility and quick reference for users.

Content:

While minimal, the character names and images are instantly recognizable for fans. This section serves as a fun visual introduction to the ensemble cast, supporting the narrative and giving the site personality.

Accessibility:

Images are high resolution and well-lit, and the font is easy to read against the soft background. The stamp-style borders give visual interest without sacrificing clarity.



Coded Website Setting

Visual Design:

The setting section bursts with color and life, mirroring the sun-drenched charm of the Greek Isles. The backdrop of blooming bougainvillea instantly evokes warmth and wanderlust, while the taped-on photo collage adds a whimsical, scrapbook-like feel that fits the travel and memory theme of the story.

Usability:

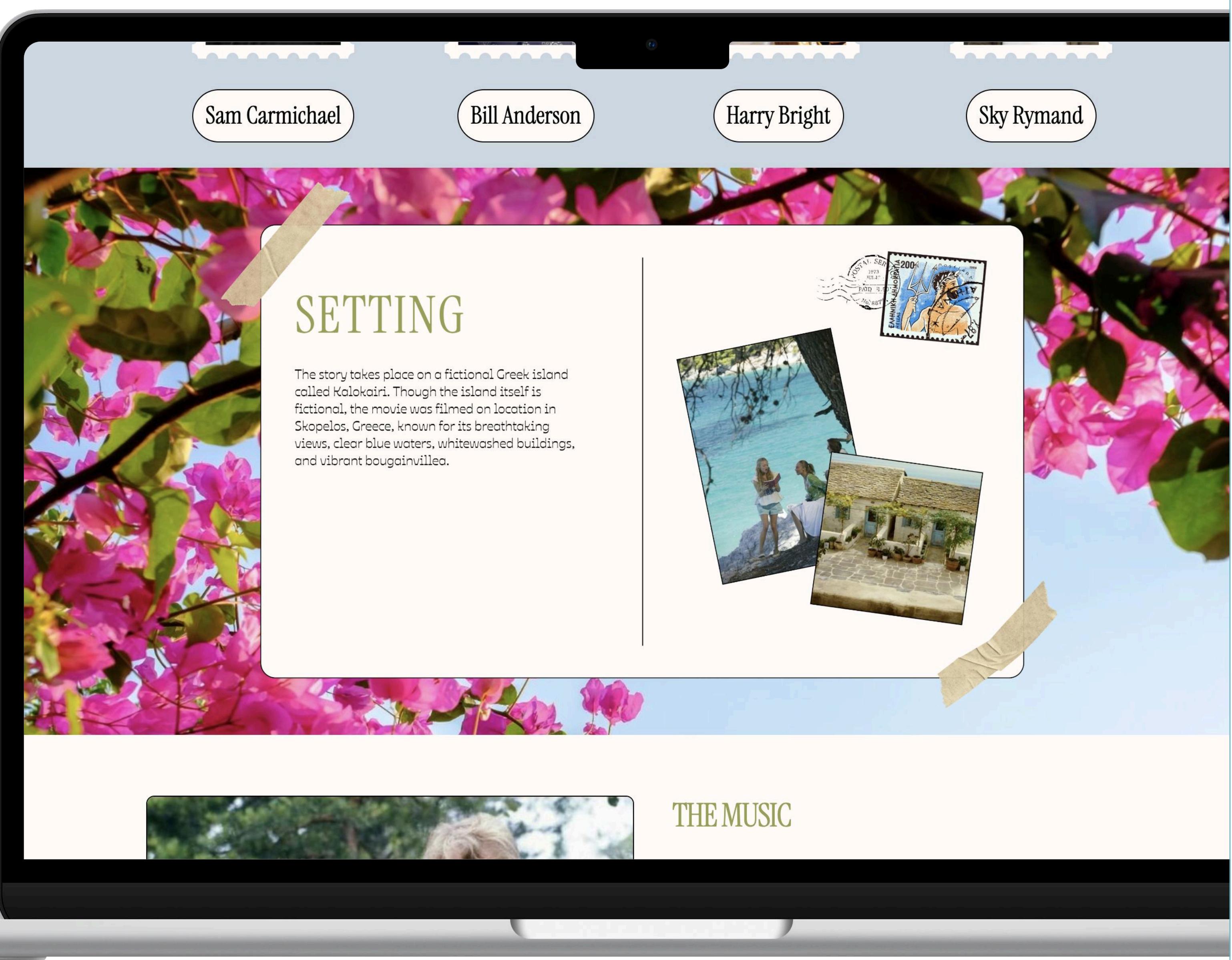
This section is easy to engage with—the layout is balanced and directs the eye naturally from the text to the images. The split design keeps it clean while still feeling vibrant and immersive.

Content:

The description succinctly explains the fictional island of Kalokairi while grounding it in real-world charm by referencing the filming location in Skopelos, Greece. It effectively captures the essence of the setting—crystal-clear waters, whitewashed buildings, and floral-covered scenery—inviting users to escape into the Mamma Mia world.

Accessibility:

The text is clear and readable with good contrast against the white background, and the photos are visually rich without being cluttered. The overall layout is screen-friendly and easy on the eyes.



Coded Website

The Music

Visual Design:

The music section is bright, nostalgic, and full of personality. Featuring an iconic photo of ABBA and vintage album art, it instantly connects the viewer to the heart of the musical. The clean layout with record imagery at the bottom reinforces the retro vibe while keeping the design fresh and accessible.

Usability:

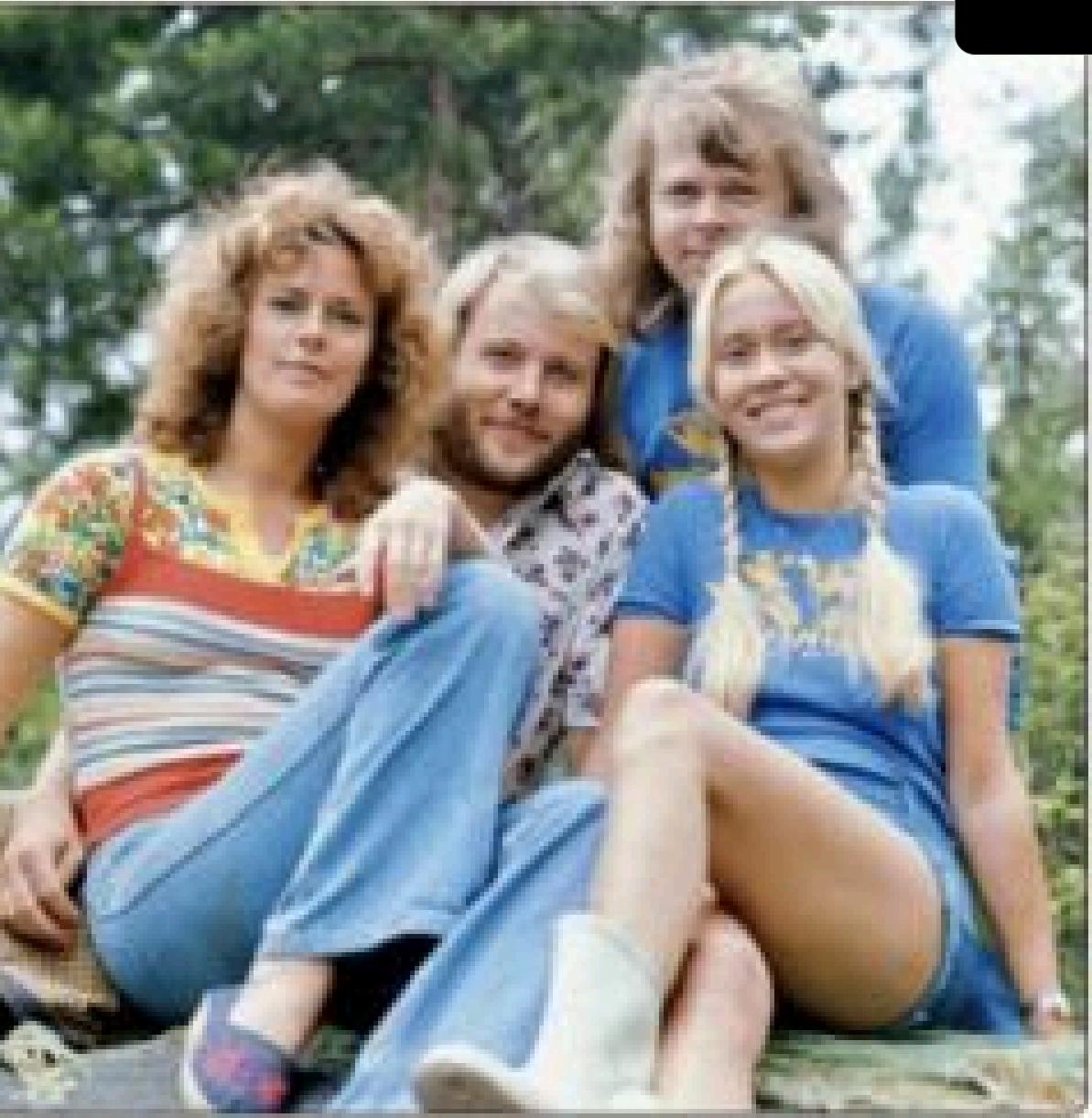
The section is easy to read and visually appealing. The flow from text to images feels natural, and the balanced layout invites users to engage without distraction.

Content:

The content hits all the right notes—highlighting key songs while explaining how the music drives the story and emotion. It captures how Mamma Mia uses ABBA's greatest hits not just as background, but as storytelling tools that make the film feel like a musical celebration.

Accessibility:

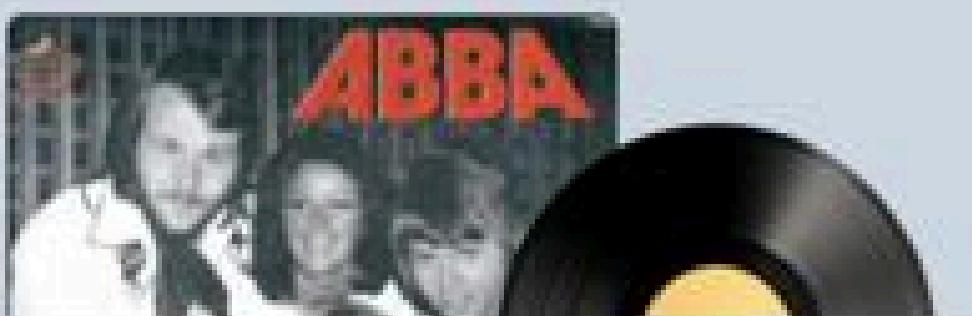
Text contrast is strong, and font size is readable. The photos and records are clear and instantly recognizable, making the section visually rich without being overwhelming.



THE MUSIC

The entire story is built around ABBA's greatest hits, with songs like "Dancing Queen," "Mamma Mia," and "The Winner Takes It All."

These songs aren't just catchy — they help tell the story, reveal character emotions, and make the movie feel like a joyful, musical rollercoaster.



Coded Website

The Message

Visual Design:

The message section is simple and emotionally resonant. The clean layout and soft color palette keep the focus on the heartfelt image of Donna and Sophie, reinforcing the intimacy and emotional core of the story. The use of space and balance gives this section a quiet, reflective tone.

Usability:

The straightforward structure makes this section easy to absorb. The text is placed with intention, and the accompanying image enhances the narrative without distracting from the message.

Content:

The writing captures the emotional foundation of the film—the mother-daughter relationship at its heart. It effectively conveys the deeper themes of identity, self-discovery, and inter-generational connection, grounding the musical's energy in something more meaningful.

Accessibility:

The text is highly legible with appropriate font size and contrast. The imagery is clear and emotionally expressive, adding visual depth to the content.

THE MESSAGE

At the heart of the movie is the bond between Sophie and her free-spirited mother, Donna. Their evolving relationship adds emotional depth.

Sophie's search for her father leads her—and Donna—to confront the past and explore who they really are and what they want.



THE GALLERY

Coded Website

The Gallery

Visual Design:

The gallery is colorful, dynamic, and full of energy—just like the film itself. The clean grid layout showcases a vibrant mix of scenes, from dreamy beach moments to high-energy dance numbers, offering a visual summary of the movie's spirit. The soft blue background helps each image pop without feeling overwhelming.

Usability:

The straightforward grid makes navigation effortless. Users can take in each image quickly, and the uniform sizing keeps the section tidy and visually balanced.

Content:

Each photo highlights a different facet of *Mamma Mia*—romance, friendship, music, and sun-soaked fun. The gallery does a great job of capturing the tone and emotional range of the film, giving users a strong visual sense of the story without needing words.

Accessibility:

Images are clear, high-quality, and evenly spaced, making them easy to view on all screen sizes. The consistent formatting ensures a smooth and accessible experience for all users.



Coded Website (Mobile)

The Plot



Coded Website (Mobile)

The Characters



Coded Website (Mobile)

Setting

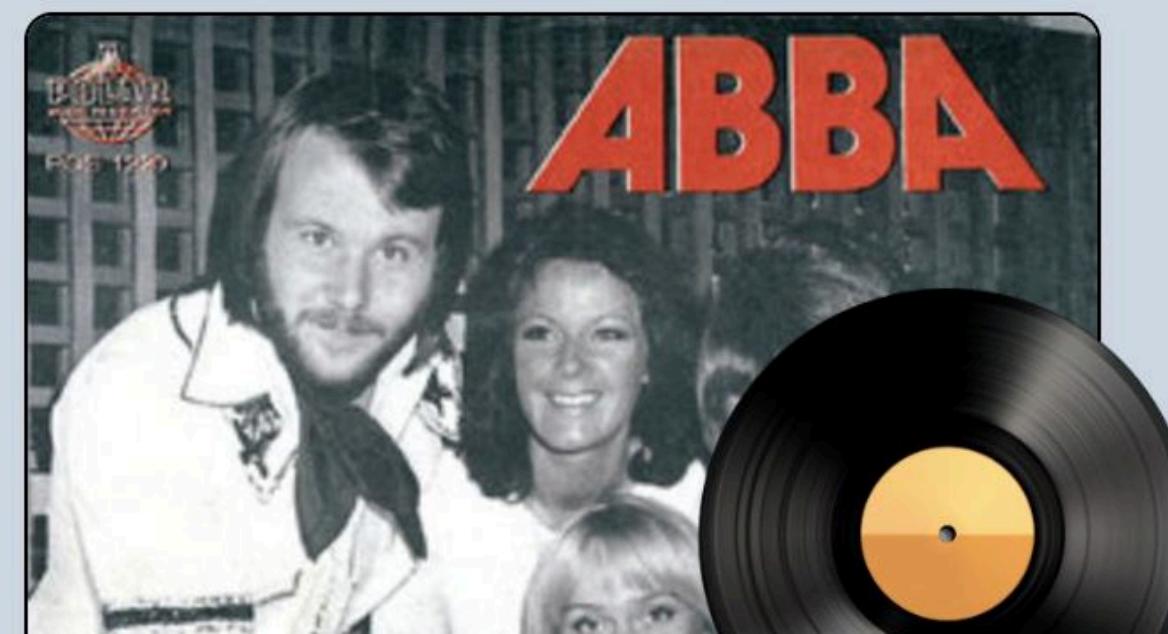


Coded Website (Mobile)

The Music



Dancing Queen



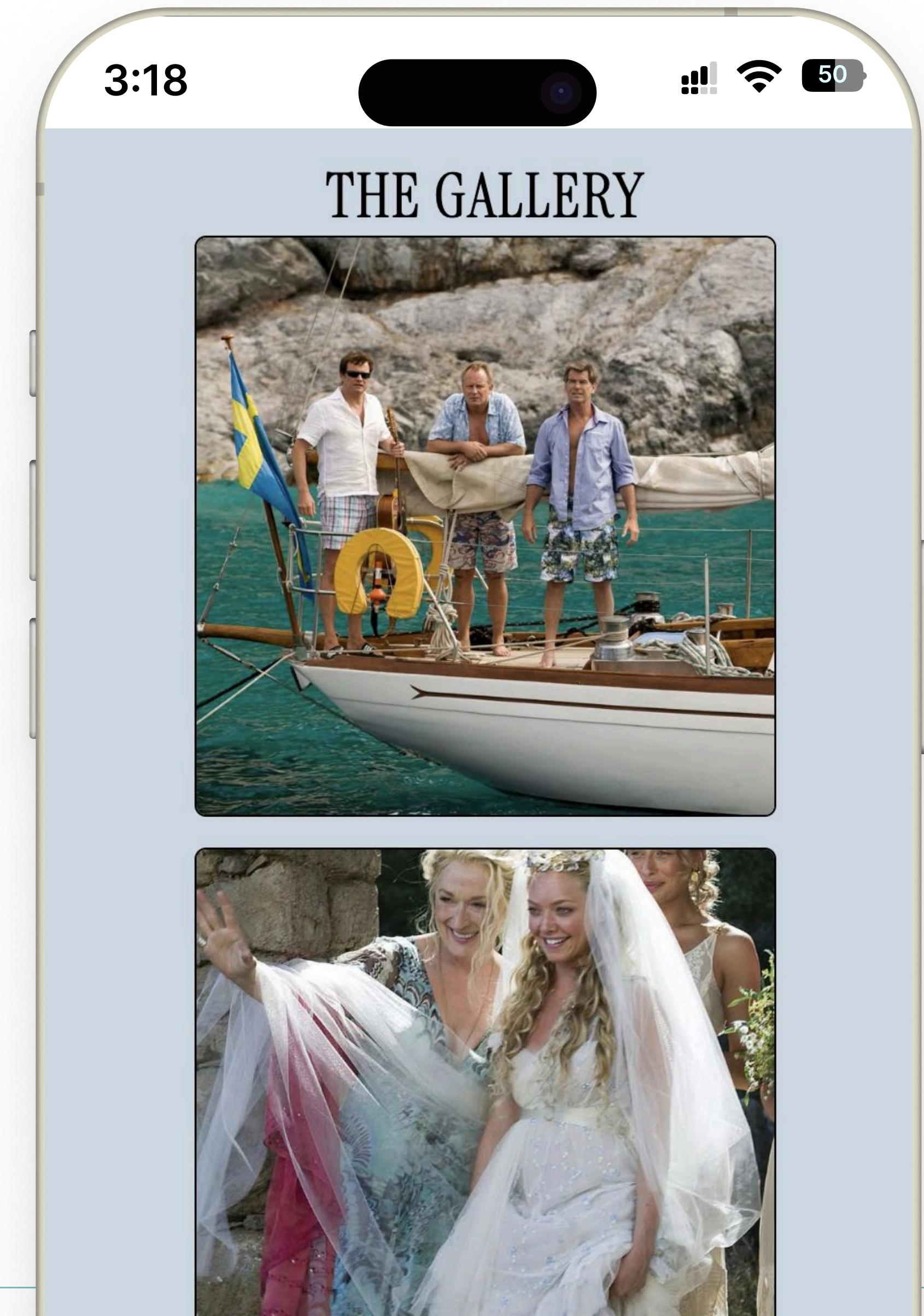
Coded Website (Mobile)

The Message



Coded Website (Mobile)

The Gallery



Component Library

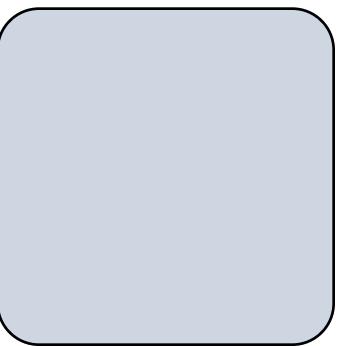
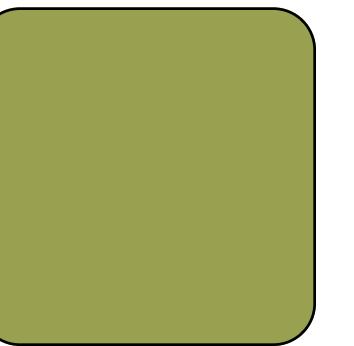
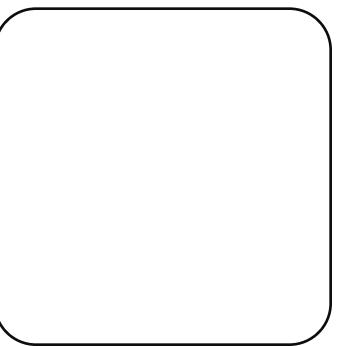
Primary Type:
Instrument Serif
Regular

Aa

Secondary Type:
Ojuju

Aa

Color Palette:



Buttons:



Reflections



Challenges

One of the biggest challenges I had while making this website was finding the right balance between fun, energetic design and clear, easy-to-follow organization. I wanted the site to feel like a scrapbook, with taped photos and playful visuals, but I also had to make sure it wasn't too cluttered or distracting. Making sure everything looked good on both desktop and mobile was also tricky —some design elements didn't translate well to smaller screens, so I had to adjust layouts and spacing. It also took time to find and format high-quality images that matched the tone of each section. Overall, it was a fun but detailed process to make the site feel like Mamma Mia! while still being user-friendly.

Reflections

Looking back on this project, I'm proud of how I brought the joyful, energetic spirit of Mamma Mia! to life through visual design and storytelling. I learned how small design choices—like layout, color, and image placement—can make a big impact on how users experience a site. I also gained a better understanding of how to balance creativity with usability, especially when designing for different screen sizes. This project helped me grow both technically and creatively, and it made me realize how much I enjoy combining visual design with storytelling. If I were to do it again, I'd explore adding more interactivity to further engage users and enhance the overall experience.

Thank you!