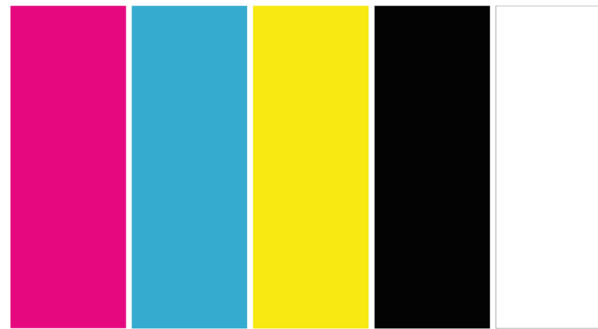


BREAKPOINTS

When looking at my site, the CSS and HTML placements were created so that they could be seen on a mobile device. This being said, the text boxes and pictures start to break once they are stretched. The lines of text get too long and the boxes become too thin. The pictures are centered, but I set the sizes in HTML so that they would be a good size for a mobile site, so they stay smaller when the screen size gets too large.

I made sure to make the pictures large enough so that they match evenly with the text boxes that I created. I decided to have the pictures and text boxes next to each other so that they would create more symmetry on the page. By placing the pictures and text next to each other I don't have to worry about the text stretching and the images being so small.

The color scheme that I decided on was not what I was expecting. In my original Project Work Documentation I expressed that I did not think that I would want the bright colors that are associated with Swiss Style Design because I thought that they were too “energetic” and “bold”. Below are the colors that I originally chose for my color scheme.



The navigation bar also becomes stretched and thin. The text marking the navigation buttons stays all the way to the left while the right side looks blank and awkward. All of the headers started to get too stretched as well, they have too much blank color on either side of them.

I decided to do a hamburger menu button, so that I wouldn't have to worry about the menu stretching when there was resizing happening. I also decided to make the headers a little thicker and make the text larger so that I would not have so much blank space on either side of them.

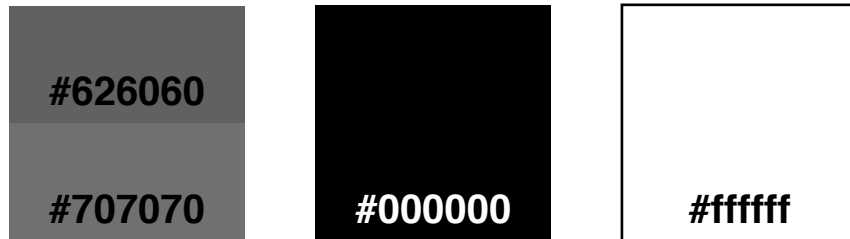
Home About Swiss Style Typography Design

DESIGN

STYLE TILE



Color Palette



Typography

Header 1

HEADER 2

Header 3

This is what all of the paragraphs will be written in. I have chosen a lighter color and a sans-serif font. I chose

both of these with the reader in mind. The lighter color makes it easier to read, and so does the sans-serif font.

Buttons

Button 1

Button 2

Button 3

Adjectives

- Educational
- Concise
- Energetic
- Active
- Simple

LOGOS & ICONS

Logo

My logo came out of the name of my site. I started doodling ideas about what came to mind when I thought of the word “smith”. Not only is it my fiancé’s last name (and my future last name), but it brings to mind blacksmithing. I started doodling out the anvil and the hammer, some of the tools, and I started crossing the tools. That lead to the idea of the lines with the hammer and the anvil on opposite sides with the letters “D” and “S” for Design Smith on either side.



DESIGN SMITH



DESIGN SMITH

I thought that I would make a smaller logo that has most of the main elements from the larger logo, keeping the hammer above the anvil and the “D” and “S” next to each other.



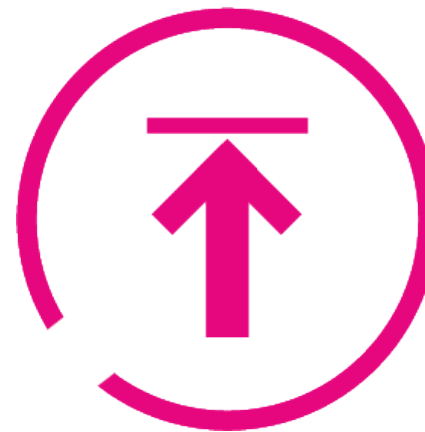
Icons



Home
About
Swiss Style
Design

I decided to make two icons.

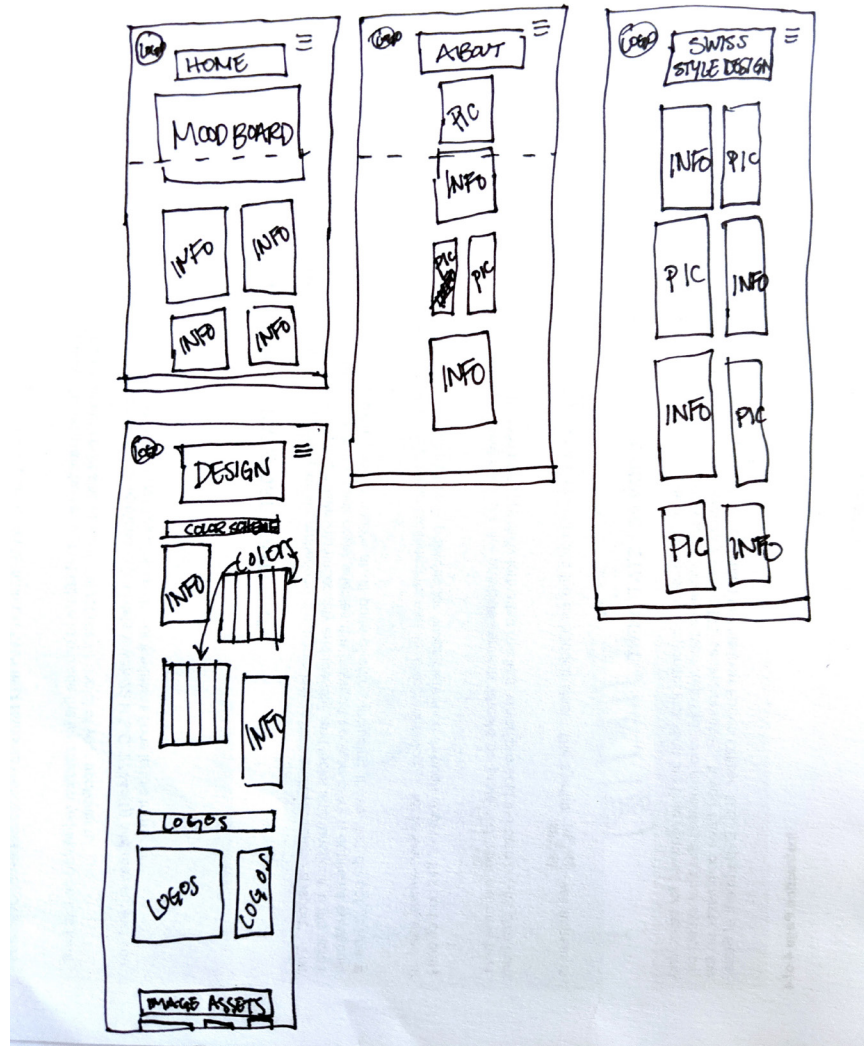
The first one is for my menu. It will sit at the top of every page and will be there for the user to click on to navigate to any of the main pages. Once the user clicks on the menu icon the menu drops down and they will be able to pick which page they would like to navigate to. The page that the user is on will have an underline on the name of the page. This idea came out during my Usability Testing and will be explained further on that page.



The back-to-top icon idea came out during my Usability Testing as well. My pages are pretty long and when the user gets to the bottom it can sometimes be tedious to scroll all of the way back to the top. I thought that it might be a good idea to put this at the bottom of the page so that it would be a fast track back to the top of the page.

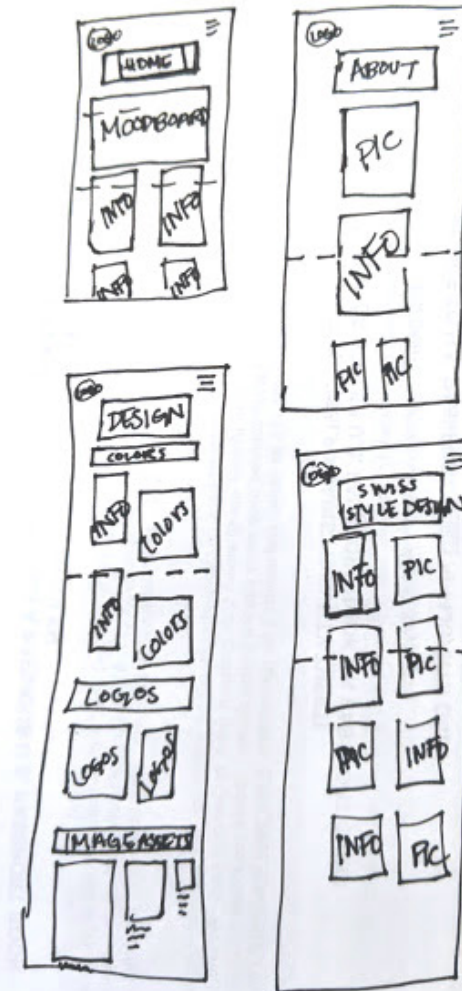
WIREFRAMES

WEBSITE



For the website version I wanted to have white space on either side to really draw the eyes in to the middle of the screen, where the content is. I don't want my site to look busy, I want it to be clean and concise.

TABLET



For the tablet version I decided to keep the main part the same, the way that the website version is laid out I don't have to worry about the design breaking so much. There just won't be as much white space on either side of the content.

DESIGN PRINCIPLES

Color

I have chosen to use pops of color throughout the site, but other than that there is white, grey, and light grey to make those colors pop and to draw attention to the art that I talk about on the site.

Proximity

By placing elements closer to each other they are linked together in the mind of the user. Having a header and then the elements in that section close beneath it, will let the user know that they belong together. Putting more space between the end of one section and the beginning of the next header lets the user know that they are separate sections, which is my intention.

Swiss Style Design

Design

COLOR SCHEME

Old Version

The color scheme that I decided on was not what I was expecting. In my original Project Work Documentation I expressed that I did not think that I would want the bright colors that are associated with Swiss Style Design because I thought that they were too "energetic" and "bold". Below are the colors that I originally chose for my color scheme.

New Version

The color scheme that I decided on was not what I was expecting. In my original Project Work Documentation I expressed that I did not think that I would want the bright colors that are associated with Swiss Style Design because I thought that they were too

Past Experience

I have decided to put my hamburger menu on the right-top of my page and my logo on the left-top of my page. Most people are used to this being the case, as am I, so I thought that I would like to have them in those spots.

White space

I have decided to have quite a bit of white space on either side of the main body of my page because I wanted to draw attention to the center of the page. I have more small paragraphs and images to refer to, so I have put them at the center of the page to draw the users eyes and not make them search the page.

There is also some "white space" behind the heading of each page. This is to draw attention to it and make it obvious what page the user is on.

Common Region

By putting the title and the paragraph in the same box lets the user know that they belong together.

TRUNK TESTS

TRUNK TEST:

1. What site is this (ID)
2. What page am I on? (page name)
3. What are the main sections? (section names!)
4. What nav options do I have? (local nav)
5. Where am I in the scheme of things? (“you are here” indicators)
How can I search? (search bar)

Mak Smith, 26, very good with technology

1. Swiss Style Design
2. Design Page
3. Design page, Home page, About page, and Swiss Style page
4. Design page, Home page, About page, and Swiss Style page
5. Design Page (remembered from seeing at the beginning)
6. I can't search (there is no search bar available)

Errors and problems:

- When the user clicks on the menu icon when the menu is open, the menu did not close (cosmetic)
- When the user looks at the open menu there is no indication of where the user is “in the scheme of things” (serious)

Charlotte DeLevin, 23, a regular user of technology

1. DesignSmith.com
2. Design Page
3. Design page, Home page, About page, and Swiss Style page
4. Design page, Home page, About page, and Swiss Style page
5. Design Page (used the menu to find)
6. I can't search (there is no search bar available)

Errors and problems:

- When the user clicks on the menu icon when the menu is open, the menu did not close (cosmetic)
- When the user is scrolling for a long time, it can be tedious to scroll back to the top (technical)
- It was suggested to me to have either a floating menu icon that follows the user as they scroll, or have a “back-to-top” option

James Johnson, 26, a regular user of technology

1. Swiss Style Design page of DesignSmith.com
2. Design Page
3. Color Scheme, Logos, Typography, Image Assets, and Folder Structure
4. Design page, Home page, About page, and Swiss Style page
5. Design Page (scrolled to the top to find)
6. I can't search (there is no search bar available)

Errors and problems:

- When the user clicks on the menu icon they are unable to see where they are in the “scheme of things” (serious)
- The user had to scroll all of the way back to the top after reaching the bottom of the pages and did not seem to like that
- It was suggested to me to add an underline to the page that the user is currently on
- Another suggestion was made to have a “back-to-top” icon

Pam Woolsey, 65, a regular user of technology

1. Swiss Style Design on DesignSmith.com
2. Design Page (scrolled to the top to find)
3. Color Scheme, Logos, Typography, Image Assets, and Folder Structure
4. Design page, Home page, About page, and Swiss Style page
5. Design Page (looked in the menu to find, unable, looked at the header)
6. I can't search (there is no search bar available)

Errors and problems:

- When the user clicks on the menu icon when the menu is open, the menu did not close (cosmetic)
- When the user looks at the open menu there is no indication of where the user is “in the scheme of things” (serious)
- It was suggested to me to make the menu closeable and to underline the page the user is on
- It was suggested to widen the page a little bit. Widen the content on the page so there is less scrolling for the user and there is a bit more information for the user on the page

Current Improvements Based on Trunk Test:

- A couple of my test users pointed out that when they clicked on the menu and it opened, if they clicked on the menu icon again, it would not close. I understand that sometimes users like to click on the menu to see what pages are available and then want to close it. I decided to make it so that when you click on the menu icon it will both open and close it.

- Several of my test users were a little confused where they were “in the scheme of things” and it was suggested to me to highlight the page that the user was on in the menu somehow. I tried out changing the color and putting a colored box around the page, but I decided on just a small, but clear underline to let the user know where they are.

- It was brought to my attention that when the user is scrolling and reading, when they get to the bottom of the page, they might not want to scroll all of the way back to the top. For this reason, I implemented a “scroll to top” button that lets the user scroll back to the top of the page that they were at the bottom of.

- I have decided to put the Design Smith logo in the top left corner, but for some people that is not enough to know that they are on the Design Smith website (obviously, it is not a known “brand”). So I decided, after a few test users not knowing what site they were on, to add the name “Design Smith” above the name Swiss Syle Design on every page. This will help the users realize that they are on designsmith.dk and that they are reading on the pages about Swiss Style Design.

Planned Optomization Based on Trunk Test and Personal Ideas:

- It was also suggested to me to have a floating menu icon that would follow along with where the user is scrolling. I have not figured out how to do that yet, but it is an idea that I would like to keep in mind going forward.

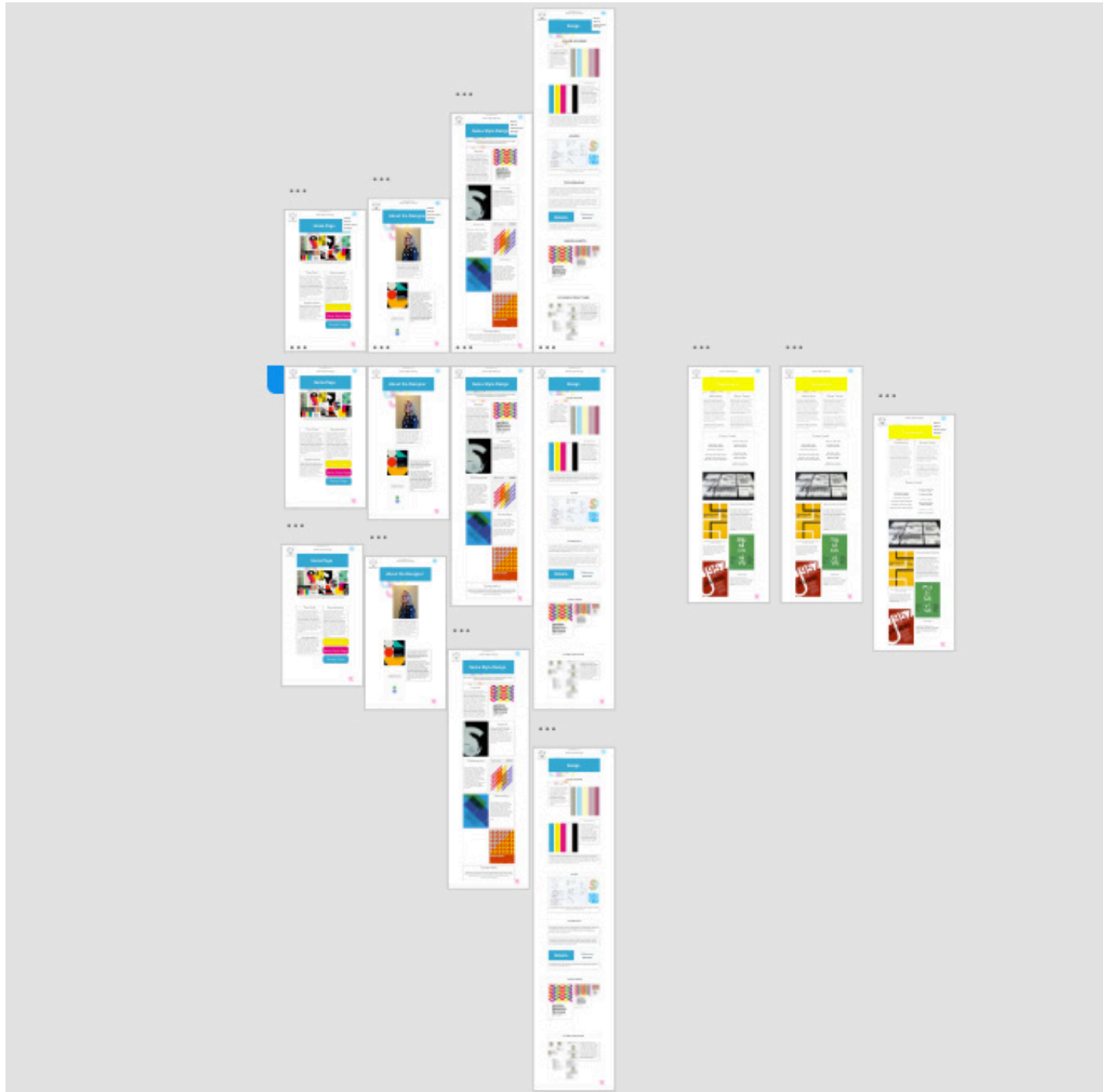
- Going along with the suggestion that the page could be wider, I think in future iterations, I will attempt to make the page a little wider. I would sitll like to keep a good amount of white space around the content, but I would like to make maybe the paragraphs a little longer (add some more content) and make them wider so that the user is getting a little more content on the page when they are looking at the page.

- I would like to think about adding a search bar at some point. We have not yet learned how these work, but it would be nice to have one that someone could look up a word, or an artist or something like that and it would bring up search results.

- In future iterations it would be nice to have my Design Smith logo clickable so that if someone wanted to go to somewhere else on my site they would be able to click on the Design Smith logo and they would be taken to the Design Home Page and from there they could view other sites that I have created, etc. This was brought to mind by some of my test users not knowing that they were on my site. I mentioned that I have already added “DesignSmith.dk” above the “Swiss Style Design” words, but I think that users being able to click on the icon and maybe even the words would be useful to get traffic to other pages of my site.

- Eventually I would like to have contact info and social media links in the footer, but at the moment I don't want to have that infomation as I don't have a wonk number or a DesignSmith social media account.

INTERACTIVE XD PROTOTYPE



I needed to create a few iterations of each page so that I could do things like; have the menu open and close and have a back-to-top button. For these reasons it was a little confusing when creating it, but in practice it actually works quite well.

I decided to create a separate page for the typography piece of the Swiss Style Design page, so that is the three pages off to the right of the others.

The center pages are the main ones that people will see. The ones above are the ones with the menu open, and the ones below the middle section are the ones that the back-to-top button will go to.

Link:

[View my site!](#)