

Kopenhagen Documentation Report

MMD INT, 2. semester, theme 9 - CMS

Team Saumó - Anna Styrnisdóttir, Astrid Christensen, Karoline Rosenfeldt & Valeria Mora

URL'S:

<http://annadagbjort.dk/cms-theme/kopenhagen/>

<http://astridcaecilie.dk/kopenhagen/>

<http://karolinerosenfeldt.com/kea/kopenhagen/>

<http://valender.dk/kopenhagen-magasin/>

GitHub link: https://github.com/astridcaecilie/kopenhagen?fbclid=I-wAR33RiqjevrBaq1a0KnJcm_BjtorXk-WY5klzc30cxK6-JFgES1Y36xJdp8

Introduction

For this project, we have developed a user-centered digital solution for Kopenhagen Art Magasin. According to Kopenhagen.dk and their client pitch, Kopenhagen is an online service that provides information about art previews, art shows, museum exhibitions and other art events in Denmark and southern Sweden. They do that by the shape of an art calendar, reviews, and a collection of articles about artists and their artwork. They're based in Copenhagen. Along with their employees and volunteers.

Kopenhagen's goal is to be the most user-friendly and efficient art calendar in the market. In addition to the art calendar, the site also has a huge library of articles, images, interviews. Which are all very difficult to navigate and find. Therefore Kopenhagen wishes for a more user-friendly website with an art calendar and an improved search function.

Kopenhagen's target audience consists of 2 different groups:

- Those who use Kopenhagen's online service for information on contemporary art*
- And those who provide the information on the site (institutions)*

It was important for Kopenhagen.dk that we created a user-friendly solution for their website including an efficient art calendar with an effective search function, both for the art lover who would like to explore contemporary art in Denmark or Southern Sweden but also for institutions that want to be featured on Kopenhagen.dk to gain more visitors and potential buyers.

Problem area

Kopenhagen Magasin has a variety of problems that make the site difficult to navigate. We listened to the issues presented by Torben and what he believes are the problem areas when it comes to the site. Furthermore, we analyzed the website and began discussing the problem area.

Kopenhagen created a very needed art calendar in 2000. They were ahead of time when it all began. They have loyal followers who are there despite the state of their current website. However, over time they fell behind and didn't update their digital solution like their competitors. The website is overloaded with information. It is difficult to navigate, and access most of the content. The search function and art calendar are not effective or user friendly.

Furthermore the design of the website is not a good representation of the Danish art scene. They've had issues in the past because they have a split target audience. Between art lovers of different ages and groups, as well as institutions.

The website was not finished originally. It looks like a spam site that would give the user a virus. It is not user friendly and it is not even clear what the website is about or for. All of this makes the website look unprofessional and uninviting. It is not an effective art calendar and search engine for art in Copenhagen. Technology has developed faster than Kopenhagen - they haven't been able to follow along.

In order for Kopenhagen to rise up to the level of its competitors, and provide their loyal users with a quality product, they would need a website that is easy to navigate and reliable.

Problem formulation

Kopenhagen needed a site with an improved art calendar and search function, in order to give their users a seamless and pleasurable browsing experience. So we began to think about how we might be able to do that and came up with a "how might we" question to keep at the center of our solution.

"How might we make a web solution that is easy to navigate through and contains a user-friendly calendar that the users can rely on?"

Kopenhagen Magasin is in serious need of a refreshed look and functionality of their current Art Guide. It is outdated and lacks in the department of user-friendliness. We want to create a calendar that is easy to navigate and understand. The calendar should use icons, dates, contrasts between typography, and copy to make it clear to the user what events they are looking at and what events they can find on the website. The website should be updated regularly in order for users to rely on it.

The looks and feel of the website should be professional and sleek. A reliable source that users can depend on and return to for any art world events in Denmark and Southern Sweden.

When developing our solution we kept in mind that whatever shape it took it should be a professional and reliable website that users wanted to return to. So then, we moved into developing the solution.

Development Process

Before creating a solution for Copenhagen, we had to decide on a structured way to organize all of our work and how we wanted the whole working process to be executed. We used different tools, methods and we went through 5 different stages in this project.

Our project was developed with a user-centered design method in mind and by using a Content Management System. The user-centered design method is about having the users in mind throughout the whole process and creating the most efficient solution for the user but still having the client's goals and wishes included. The target audience is very important for user-centered designs and therefore the target audience research is very important to create the most user-friendly digital solution.

There are several different stages in this method, including:

- *Research*
- *Translate*
- *Ideate*
- *Prototyping*
- *Testing*

These stages are very important for the process but most of the time they blend together. Sometimes you need to go back to some stages and reconsider the insights and choices you made. Every time something new comes up, it's important to go back and revise and implement new learnings throughout the development process. For the digital solution we used WordPress as our content management system to sort and organize all the content from Copenhagen.dk.

After creating groups using our Basadur profiles our team created a Team Canvas to bring the team together (**appendix**). We together decided on the different rules, activities, and common goals for our project and how we want to work as a team. The team canvas is the foundation of our teamwork and digital solution.

Meeting up in person wasn't an option so we did all the work together in Microsoft Teams or communicating in Messenger. For daily meetings we used Microsoft Teams to discuss and work on the process and development of the solution.

To get an overview of the whole process and creation we used a SCRUM product backlog to list all of the things that needed to be done within the project (**appendix**). We put in the tasks in a Trello Kanban chart and divided the task between group members. This gave us a clear overview of what we had to do, was doing, and was already done (**appendix**). All the work we collected and created was put in a documentation log to gather all our work in one place to make it easy to find and use in our report.

Throughout the development process we had many different iterations and often changed and built upon the new information we gained from all the different steps in this process and the data we collected from user-tests and lectures. Every little input was considered and discussed when making changes in the different ideations.

Tools, methods and theories

To create an efficient digital solution for Copenhagen Art Magasin, we used different tools, methods, and theories to get the reasoning behind our design and layout choices.

When researching the overall topic and target audience, we did a lot of desk research on different art sites and we explored various Instagram pages. Weren't able to do interviews because of the circumstances, so we did our best with desk research. For optimal research on the target audience we would have liked to interview the two different target audiences to get a better understanding of their needs and preferences.

To get an insight into our target audiences, we created three different personas to represent each segment of our target audience. Personas are useful in considering the needs, goals, and limitations of Copenhagen's visitors.

Then we had to create the information architecture for the new website. We conducted a card sorting test on participants from our target group. Card sorting is very useful for creating workflows and website navigation paths.

We also used user journeys because we had to figure out how the target audience is going to interact with the content and general website structure.

After creating our XD prototype, we needed to do some type of testing on our prototype - to test the overall design and layout. We managed to do a BERT test on our prototype to see if people found the design appealing but still serious and professional.

When the finalized digital solution was ready, we conducted a 5-second-test on the front page. We chose this type of usability test because it would test how clear the message of the site is. We have been a bit under pressure and haven't been able to conduct a think-aloud test yet, but after the hand-in of the report we would like to conduct a think-aloud test. We want to use this test because it's a good way to test the usability of the site and the information architecture/ website navigation.

The different tools and methods are listed down in the **appendix**.

Research

Without having to go too deep into the research we received a lot of insights from Torben about Kopenhagen. We knew they were dealing with a split target audience which would make it kind of difficult to reach them. We also learned that they were the first solution of this kind, originally in 2000. But we also knew that they did not keep up with their competitors. So we wanted to get to know more about their faithful followers and also about what new followers might expect from the site.

Followers:

We decided that the best way to find out about individuals that are already interested in Kopenhagen's work, would be to look at their followers on Instagram and Facebook. We found out that most of the followers were small artists and in general people that feature their interest in art on their profile.

Museums/galleries:

We looked at KopenhagenDK's website and found museums and galleries they have previously featured on their website. On many of the competitor's websites and magazines they kept the overall style plain and simple, which Torben also would prefer. He doesn't want the page to take over the art and that's something we also see on the competitor's sites. The typography and colors were very similar on the competitor's site but the layout varied. Some used big images of art that covered the whole site and some had a few pictures and a lot of white space.

The biggest takeaway from our research was that we should concentrate on the people that will want to use the art calendar and people that would display events on the site. It's good that we did this research early on and created some personas because we kept referencing this throughout the development of our solution. We kept our target audience in mind and made sure our solution would be something they would be attracted to. Then we had to see what feedback the users would give us.

Personas

In our research, we also created some personas that could reflect the target audience Kopenhagen wants to reach. We based these personas on their current followers as well as institutions they have featured on their pages. Our personas cover both of Kopenhagen's target audiences.

On next page you will find the personas we created for this project.

Björk

27 years old

Career: Entrepreneur

Hobbies: Watching artsy movies, reading, going to museums, and the environment.

Brands: Supports local shops, maybe thrift shops, package free Copenhagen.

Need: Overview of current events in the Copenhagen art scene.

Goal: Attend a fun or interesting art event over the weekend. Maybe bring a few friends.

Museum

Older institution, well established, with re-turning customer base.

Goal: They might want to reach out to a new audience, and don't know where to start.

Need: A pre-existing platform where to advertise an event/installation.

More classical in the way they showcase and present art.

Gallery

Young gallery, up and coming.

All types of art, from painting to performance art. Very explorative and curious about the art world.

Need: A pre-existing platform where to advertise themselves.

Goal: Create a dedicated and returning customer base.

User Insights

We began with some testing very early on in order to get some user insights about information architecture and about their perception of the current website. This way we could start off prototyping already in the right direction. And correct anything we could from the original site in our new solution.

We conducted a Card Sorting test through Optimal Sort and sent it out to users in our target group. We chose which words we would use for the card sorting out of Copenhagen Magazine's recent website, plus new words we thought might be useful to navigate the site.

From our first card sorting we found out that some words are more often grouped together than others. If the words are grouped together more than 50%, we interpret it as the users agree on grouping the words. *(appendix)*

The darker blue squares and the higher number on the images indicate the words that are mostly grouped together by our test objects. For instance Instagram, Facebook, and Twitter are grouped together 100% of the time.

Groups formed from the insights of the first card sorting:

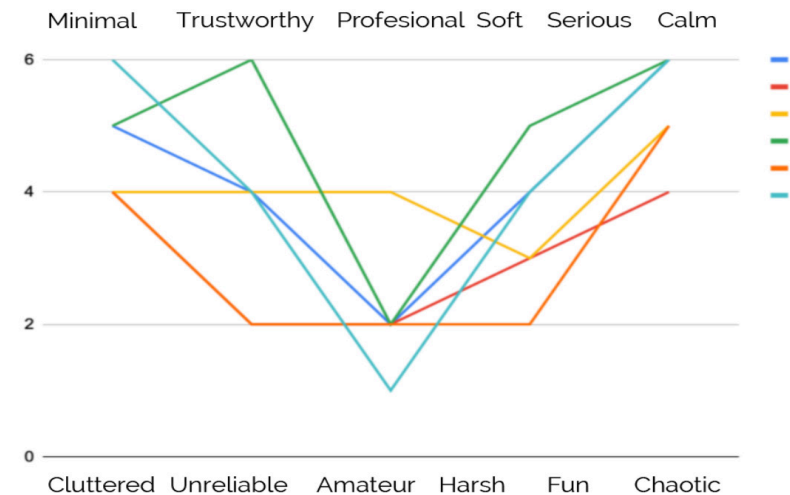
Social Media	Content/ news	Calendar	Contact	Institutions
Instagram Facebook Twitter	Newsletter Latest article News Article Ads	This week Today Month Date	Mail Contact Phone number About us Sign up	Museums Exhibitions Artists Galleries Art Styles

BERT Tests

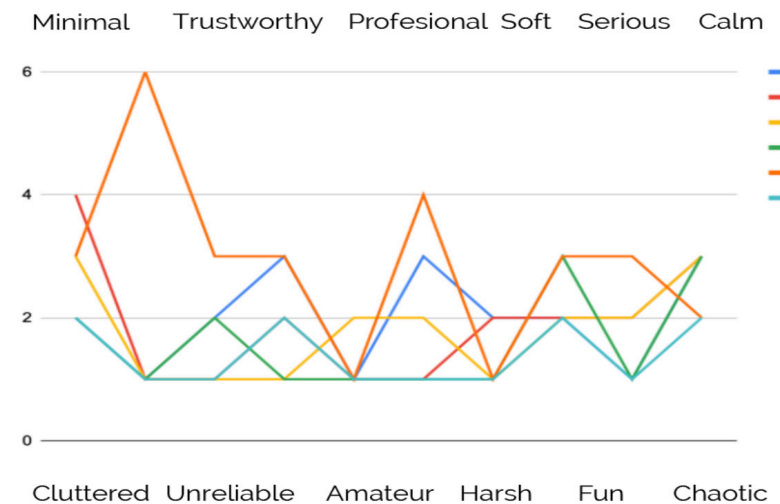
The results from the BERT test on the original website confirmed our assumptions about it. The testers said the website looked cluttered, unreliable, amateur, and harsh. It was also perceived as fun and chaotic. This is most likely due to the fact that the original Copenhagen website was never fully finished. There has not been much updating of the site, and although it was a great solution in 2000, it now seems outdated and in need of a fresh start.

When we created the prototype our goal was to have a minimal website that looked trustworthy and professional. As well as edgy (some harshness), a little playful, and calm. We wanted the website to reflect the fact the users can count on it to find art events and it is a reputable site. As well as being visually pleasing for the user. Our test results followed our goals slightly. However it appeared softer than we intended, and there was a mixed perception about the seriousness and playfulness of the design. So in order to make sure the site worked like we wanted it to, we applied some changes in later iterations. Adding more contrast and cleaning up a bit in order to make it seem more serious.

Test result on original website



Test result on new webiste



Ideation process

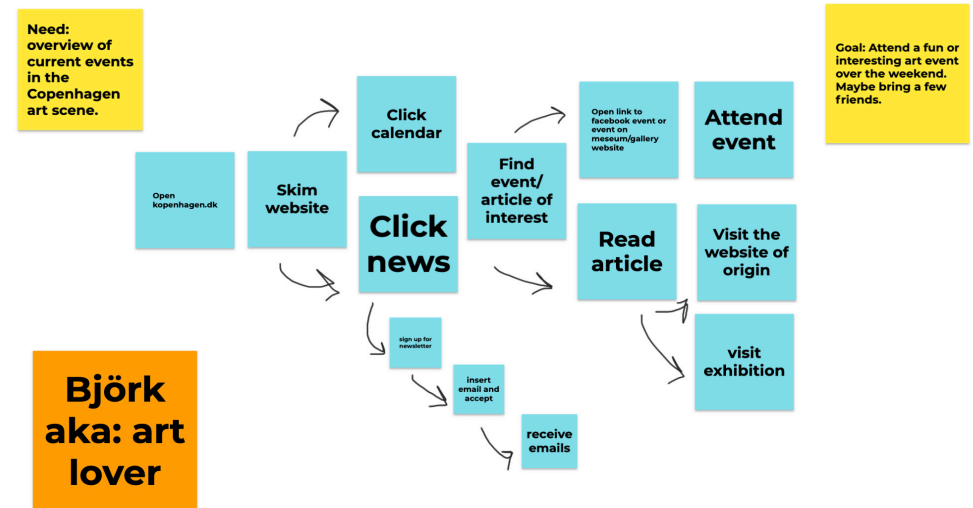
When we began the ideation phase we already had a pretty good basis for what direction we would go in. Since we already had some insights about how users expected things to be grouped together, from the card sorting, we were able to dive in and start making user journeys. We were also able to easily start thinking about the design and style for the website because we knew we wanted something fresh and modern. Of course, all of this should be either confirmed or updated according to user testing.

User journeys

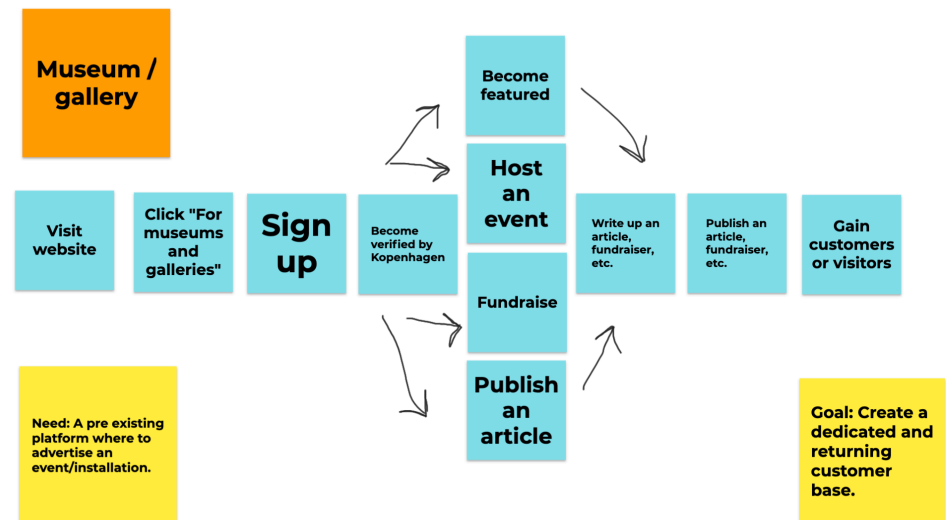
We created two different user journeys for the Kopenhagen website. The user journeys were created to get an idea of how the information architecture should be structured on the remake of the Kopenhagen website. This was based on the card sorting we did earlier in this project.

The first one is for the art lovers and people who enjoy art now and then, who would use Kopenhagen to explore different artists, exhibitions, and institutions. We would like for them to use the website and rely on it to find fun art events near them and expand their knowledge about art. Mainly using the calendar, news, and newsletter. The second user journey is for the museums/galleries, who want to get featured on the Kopenhagen website and want to gain a bigger audience and reach out to new target audiences. They would be able to use the site to feature themselves as well as any events or information they would like.

Björk - the art lover



Institutions

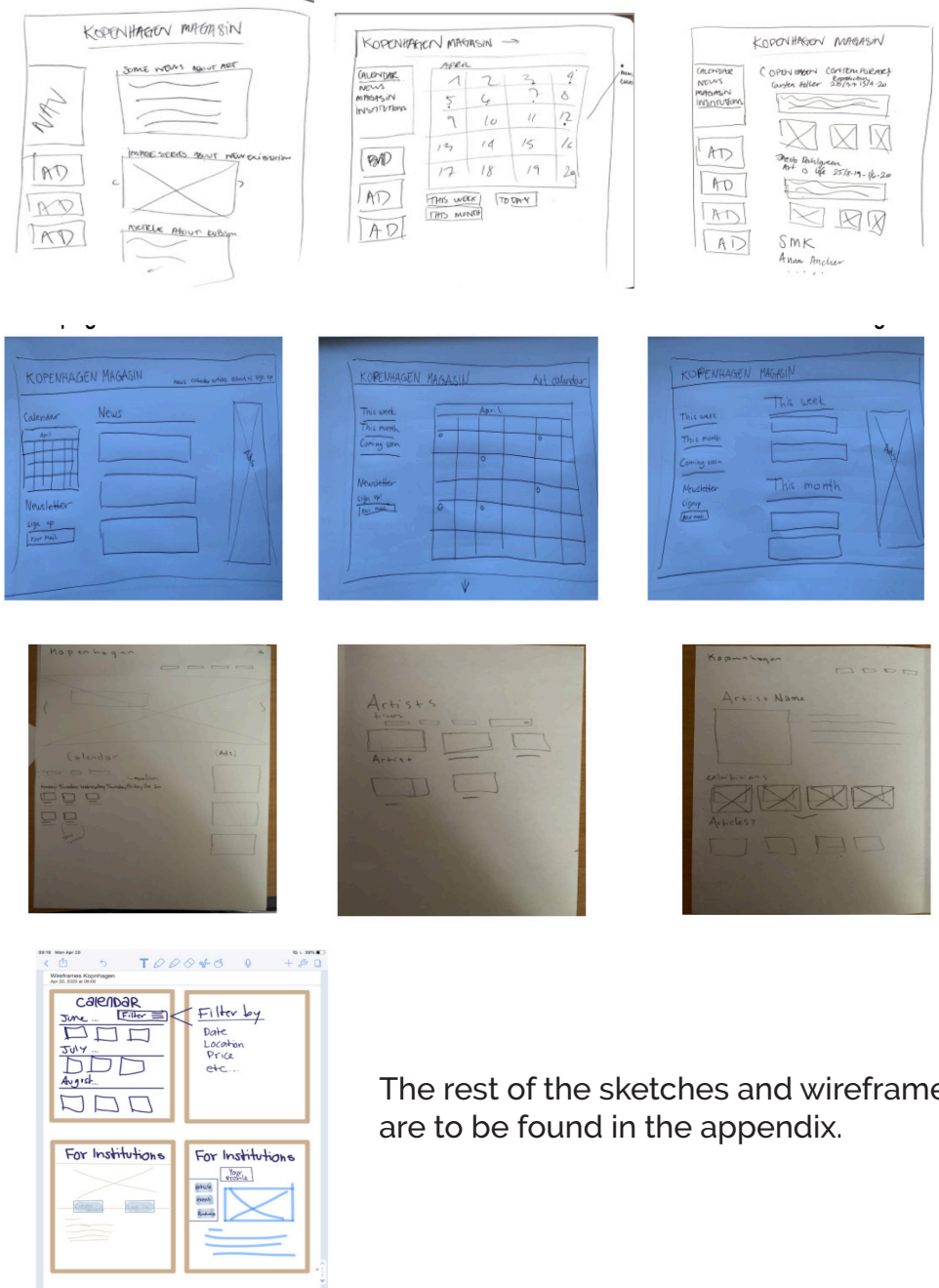


Sketchin and wire-frames

With this information and the results from the testing in mind, we began to sketch out different solutions. We created wireframes for different aspects of the website. The newsletter sign up, calendar, and the overall layout of the site.

Our final wireframe sketches included the home page, with a slide-show, newsletter, and articles. The nav would be a burger menu. We also have an events page where you can filter the events by dates.

We wanted to keep the site simple and easy to navigate through. It's time for Copenhagen to feel fresh and simple. We don't want to overwhelm any users with information. We want them to return and depend on the site because it's easy and simple to use.



Design and layout

Now it's time to make the site come to life with colors, typography, and styling. We created a mood board with the idea of giving Copenhagen a new fresh start in mind.

We wanted it to feel bold but not take away attention from the art and the exhibitions. The mood board is a combination of inspirational images, layout ideas, fonts, colors, and adjectives to describe the remake of Kopenhagen Magasin. We also have examples of how the art calendar could look like.

The client would prefer if the page was subtle and minimal. We kept the colors very simple and soft with white space.

We added more specific layout ideas combined with more detailed colorways and typography.

Moodboard



Typography

For the fonts, we chose a sans serif font because it's more modern compared to a serif font. When we did research on Copenhagen's market and competitors we figured that most art magazines use sans-serif fonts unless they're very traditional but because Copenhagen.dk is a more modern art magazine, we chose a sans-serif font for the remake of Copenhagen.dk. The size and weight of the font are different is it's a heading, subheading, or regular body text.



Color-palette

As mentioned before, we didn't want the design of the new site to take all the attention from the art and therefore we kept the colors very soft and simple. Our primary colors are black, white, and grey, which are the most dominant colors in our solution. As for secondary colors, we chose a beige and brown. These colors are going to be used in small areas in our page, just to give some more life and contrast to the site.



Layout

The layout, in general, is very minimal and clean. We executed a BERT test on the recent Copenhagen site - which is explained and discussed further down in the report (appendix) - and we could conclude that the participants of the test found the site very cluttered and hard to navigate around. The owner behind Copenhagen also had a wish to have the most user-friendly art calendar on the market. These were the main reasons behind our simple and minimal layout for the new site.

Style guide

We have created a style guide based on the mood board and the different findings in our research. We detailed how each color we chose should be used. As well as typography, icons, and logos. We used the mood board and style guide when making the XD prototype.

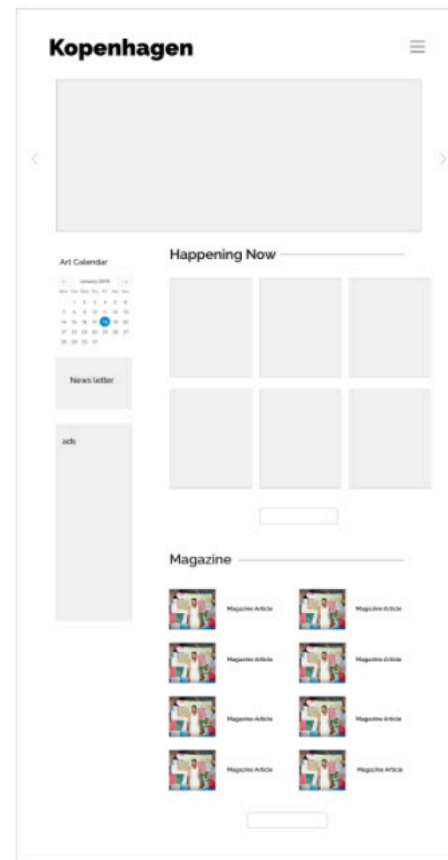
(appendix)

With a clear idea of where we wanted to go with the style of the website, and what flows we intended the user to go through, we were ready to start moving along to the prototyping of the website. We learned more about how all the ideas in our head could really come to life. And we were looking forward to keep working on the solution that would help Copenhagen the best.

Prototyping

When we began prototyping the website we wanted to keep it simple and minimal. We kept this in mind while wireframing and sketching (appendix). And also moved this on to the XD prototype. We prototyped all the sites we planned to include on the website except the “about Copenhagen” page. But the generated pages we decided to have for individual artists or institutions we only made as a lo-fi.

Low fidelity prototype



Art Calendar

Sign up to get blarblar



© 2004 Blackwell Publishing Ltd, *Journal of Internal Medicine* 255: 109–116

More filters ▾



Sign up to get blarblar



News

Opening of a new gallery

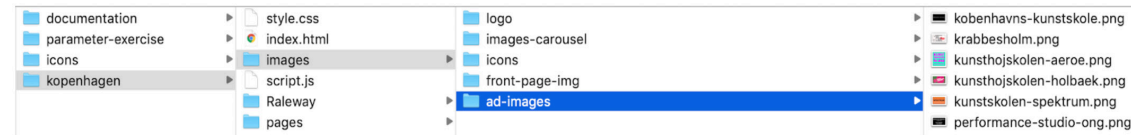
Opening of a new
gallery

Technical documentation

For this website we have used the programming languages HTML, CSS, and JavaScript. We used Wordpress as a backend - for all the data. If the website ever would be published as Kopenhagen's official website, they would put all their new data into WordPress. Because we made the website dynamic it will automatically update when new data is provided in Wordpress. The whole website is hardcoded but all (almost) the content is (supposed) to be fetched from Wordpress. We always had responsive web design in mind when coding the website. One of the first things we did was to make the overall grid and then put in the media queries. We decided to have two breakpoints, one at 950px and one at 500px. We chose to have a simple column drop and some tiny tweaks.

Folder Structure + group work

Our folder structure is very strict because we are all coding, so we had to set some "rules". We name everything after what it is and also where it belongs. E.g. we have sub-folders with very explanatory names inside of the image folder so we don't get lost in all of our data.



To make it possible for us all to keep track of the code we decided to make comments before and after the thing we were coding explaining what this section is about. See the image below for an example.

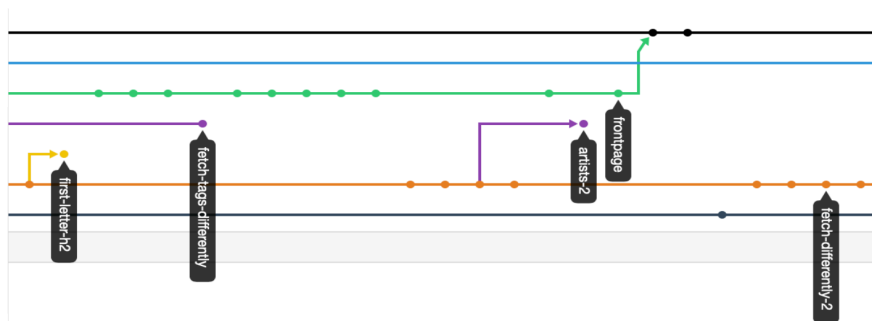
```
51  /* HEADER */
52  ▼ header {
53      display: inline-flex;
54      /* padding-top: 10px;*/
55  }
56
57  ▼ .logo {
58      width: 30em;
59      margin: 0px;
60      /* display: inline-block;*/
61  }
62  |
63  ▼ .tagline {
64      margin-top: auto;
65      margin-bottom: 20px;
66      margin-left: -120px;
67      color: var(--darker-grey);
68  }
69  /* END: HEADER */
```

Whenever we had to make classes and ID's we would call them something very specific. So instead of giving a class called event-name we would call it temp-event-name because it's handling the event name in a template.

Github

We used GitHub when coding our website so it was possible for all group members to participate in the coding. When many people are working on the same code it's important to make branches to work on then merge it to the master to minimize the errors. Whenever we branched out we would give the new branch a name that explained what this specific branch was about. When we got something to work we would make a new commit with a text describing what this new version could do. We also branched out of our branch when we had to try something new and difficult, so we wouldn't mess up the rest of the code. If we couldn't figure it out or we found out we didn't have the right approach we would just leave that branch hanging without merging or going back to it. **Link to GitHub:**

https://github.com/astridcaecilie/kopenhagen?fbclid=IwAR33Riqje-vrBaq1a0KnJcm_BjtorXk-WY5klzc30cxK6-JFgES1Y36xJdp8



Example of commit message explaining what's new to this commit.

Anna Dagbjort

576a0fa

sorts by first letter, works but the sort by
and search do not work

HTML and CSS

HTML

Our code is built by semantically correct HTML. To make the website dynamic we are using basic placeholder code on the pages that have a simple layout and the pages that have a more complex layout, we use templates. The pages that require templates are the art calendar page, Magasin page, and the front page but since the time is limited we hardcoded the front page for now. Templates are "invisible" placeholders you can insert content to and display. The smart thing about templates is that you can copy them as many times as you want and put in new content every time. We are fetching content from WordPress and choosing carefully what elements will be shown and where.

Ideally we would have templates and dynamic content on all of our pages. For future iterations this would definitely be a priority.

CSS

To make it easy to change the colors on our website - if our insights from a test would indicate that we had to do that - we chose to make all the colors variables. We define them at the beginning of the CSS stylesheet in the root (the HTML these will apply to the whole code). If we change a color in our style tile, and therefore in the variables it will automatically change wherever that variable is called to.

```
7 ▼ :root {  
8     --black: #0D0D0D;  
9     --white: #fff;  
10    --darker-grey: #CBCAC6;  
11    --light-grey: #EBEBEB;  
12    --brown: #BFA18F;  
13    --beige: #E9D8C0;  
14 }
```

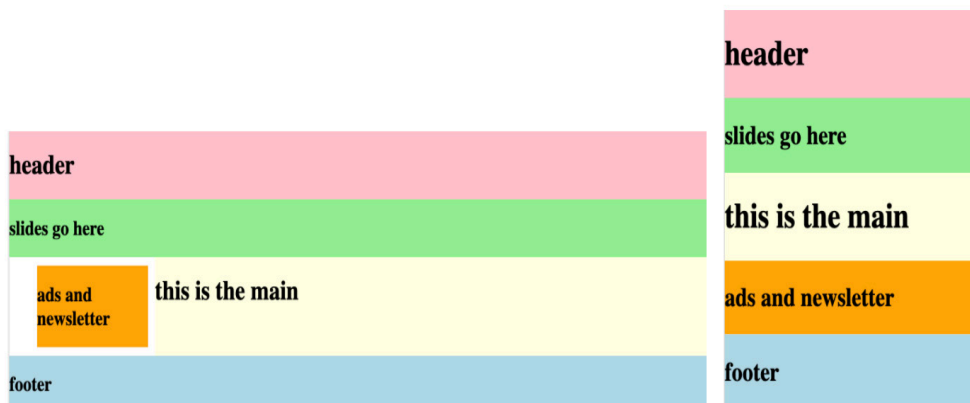
We used the hover pseudo-selector on the image carousel on the front page. We are using this to show the user that they also can shift through the images. To change the color on hover is a Gestalt principle - past experience. So the user will be familiar with this "effect" and recognize it - and know how to act according to it.

Grid

This is the basic grid layout for the website. The slide section (green colored part) is only on the front page but otherwise this is the basic layout on all pages. The desktop view is on the left and phone on the right.

Our website has an overall grid layout. The layout is basically the same in all of the pages. They have a header with the logo and the navigation - in our case a burger menu transforming into a vertical navigation bar. Then there's the aside containing the calendar, sign up for newsletter and ads. The main is where the dynamic content is displayed. In the end there's the footer with all the contact information, about and Social Media.

In some cases we also use grids inside grids - for instance on the front page where the main contains two grids - one for the current events and one for magazine items. Both of those grids are made responsive by using the `repeat(auto-fit, minmax(300px, 1fr))` syntax.



Home
Art Calendar
Magazine
Artists
Institutions
About Us

```
78 /* the burgermenu lines */
79 .bar1,
80 .bar2,
81 .bar3 {
82     /* <- basic styling of the lines */
83     transition: 0.3s; /* how fast it changes */
84 }
85
86 /* Here we create the X out of the lines by making the middle
87 line disappear and rotating the other two */
88
89 .change .bar1 {
90     -webkit-transform: rotate(-45deg) translate(-9px, 11px);
91     transform: rotate(-45deg) translate(-9px, 11px);
92 }
93
94 .change .bar2 {
95     opacity: 0;
96 }
97
98 .change .bar3 {
99     -webkit-transform: rotate(45deg) translate(-8px, -11px);
100     transform: rotate(45deg) translate(-8px, -11px);
101 }
```

Burger-menu

The burger menu is made with CSS animation. The icon changes to an X when clicked on and the menu slides on the screen from the right. This is done with help from JavaScript, when the burger menu icon is clicked on javascript adds the class `.change` to both the icon and the navigation menu (`.navbar`). The top and bottom lines on the burger menu icon rotate to create an X but the middle one disappears (lines 90 - 100) with the transition time of 0.3seconds (line 86).

The navigation menu is automatically positioned outside the screen on the right by using the positioning “-300px” (line 111). When the menu gets the class .change the only thing that changes is the positioning (line 117) and to make the transitioning smooth it slides in from the right over 0.4 seconds (line 112)

```
104 ▼ .navbar {  
105 ▶  
108     position: fixed;  
109     top: 0px;  
110     padding: 110px 0 30px 20px;  
111     right: -300px; /* It is positioned outside the screen */  
112     transition: right .4s; /* slide effect */  
113     margin-right: -30px;  
114 }  
115 /* when burgerm. is clicked js adds this class to navbar */  
116 ▼ .change {  
117     right: 30px; /* the menu appears */  
118 }
```


Data structure and JSON

Pods and custom fields structure

We are using some of the built-in capabilities in WordPress for our data. We use the excerpt for a short description, the title for the name of an event, and the featured image for the image representing the exhibition.

For the rest of the data we use the plugin Pods where we made the following fields: Long description, start date, end date, time, location, price, and images.

It's explained in each field how to fill it out and there's also a description of how it is supposed to be filled out.

Some of the fields are required to be filled out - the long description, the start date, and the location. The reasons why they are required are that there should always be a text describing what the exhibition is about, the event always starts at a specific date and it will always take place somewhere. This is the most crucial information for the user.

The data types fit the content - if it is a date, only a date can be filled out. An exception for this is the price - if we chose instead of plain number currency we could only see the currency of dollars - but we wanted it to be in DKK. Therefore only the amount of money should be filled out and HTML will take care of the currency.

The image field is for an additional image gallery to support the featured image.

Label ^①	Name ^①	Field Type ^①
≡ Long description *	long_description	Plain Paragraph Text
≡ Start date *	start_date	Date
≡ end date	end_date	Date
≡ time	time	Time
≡ Location *	location	Plain Text
≡ Price	price	Plain Number
≡ images	images	File / Image / Video

List and explanation of endpoints (URLs we are fetching from)

1. **Fetching title, excerpt, price, dates, featured image and artist names for the calendar page, some information is also used in the artist and the institution page:** http://astridcaecilie.dk/kopenhagen/wordpress/wp-json/wp/v2/event?_embed&per_page=100
2. **Fetching the title, featured image, tags, and categories for the magazine page and some information for the artist and the institution page:** http://astridcaecilie.dk/kopenhagen/wordpress/wp-json/wp/v2/magazine?_embed&per_page=100
3. **Fetching the categories and information about them:** https://astridcaecilie.dk/kopenhagen/wordpress/wp-json/wp/v2/categories?_embed&per_page=100
4. **Fetching tags and information about them:** https://astridcaecilie.dk/kopenhagen/wordpress/wp-json/wp/v2/tags?_embed&per_page=100

Explanations:

- The `per_page=100` is added to the URL because the default is to only show 10 items at a time. By adding this at the end of the URL it will be possible to see up to 100 items instead.

- By adding `_embed` to the URL we get all the embedded resources as well. We use that for example to get the name of the tags and categories.

JSON retrieved and what/how is it used - example

After fetching the link we call a function to handle the JSON data. When choosing what to fetch it is important to find the path inside the link. After finding the path then it is followed inside the function that handles the data.

```

{
  "_embedded": {
    "wp:featuredmedia": [...],
    "wp:term": {
      "0": [...],
      "1": {
        "id": 45,
        "link": "http://astridcaecilie.dk/ss/tag/peter-voss-knude/",
        "name": "Peter Voss-Knude",
        "slug": "peter-voss-knude",
        "taxonomy": "post_tag"
      }
    }
  }
}
```

```
._embedded["wp:term"][1][0].name;
```

In this example we are fetching a tag name (Peter Voss-Knude in this case). Whenever the JSON data uses symbols that are a part of the javascript language e.g a number or a colon symbol in the middle of a word, it is necessary to use e.g. square brackets and in some cases make it a string (by putting it inside a quote " ") as well change.

When we need to fetch data from both our pods we fetch the links separately and then send it to the same function where the data gets handled.

An example how we fetched tags:

```
9 // *** FETCH fetching from both pod types ***
10 //fetching from event pods
11 fetch("https://astridcaecilie.dk/kopenhagen/wordpress/wp-json/wp/v2/event?_embed")
12   .then(res => res.json())
13   .then(handleEventData)
14 //fetching from magazine pods
15 fetch("https://astridcaecilie.dk/kopenhagen/wordpress/wp-json/wp/v2/magazine?_embed")
16   .then(res => res.json())
17   .then(handleEventData)
```

In this example we needed to fetch all the different tags (artist name) and the different event/magazine pods using the tags. The magazine and event might not always use the same tags so by fetching from both sources we make sure not to leave anything behind.

Code example

In this example we are using a basic placeholder in the HTML file but in future iterations this information would be fetched.

```
62 <!-- sorted by the first letter of the artist name
63      uls are made with each letter of the danish alphabet and h2
64      displaying the letter
65      This is a placeholder for the artist names which go under the ul that
66      has their first letter as the id
67 -->
68 <div class="artistsFetched">
69   <ul id="A" class="hide">
70     <h2 class="LetterH2">A</h2>
71   </ul>
72   <ul id="B" class="hide">
73     <h2 class="LetterH2">B</h2>
74   </ul>
75   <ul id="C" class="hide">
76     <h2 class="LetterH2">C</h2>
77   </ul>
78   <ul id="D" class="hide">
79     <h2 class="LetterH2">D</h2>
80   </ul>
81   ...
82   <ul id="Å" class="hide">
83     <h2 class="LetterH2">Å</h2>
84   </ul>
85 </div>
```

```
19 function handleEventData(handled) {
20   //Create an array and then push the artist names (line31) into the array
21   38 function showTagData(artistNameData) {
22     //create a li with each artist name
23     var li = document.createElement("li");
24     li.textContent = artistNameData;
25
26     //create an if statement so no empty elements sneak in
27     44 if (artistNameData) {
28       //We get the first letter of the artist name
29       const firstLetter = artistNameData.charAt(0);
30
31       //Select the correct ul placeholder from the html document and give it the name "elem"
32       var elem = document.querySelector(".artistsFetched #" + firstLetter);
33
34       //append the li tags with the artist name
35       elem.appendChild(li);
36
37       //and since all the ul's have the class hide we need to remove it if the ul contains any li's
38       // in css: **.hide {display:none;} **
39       if (elem > li) {
40         elem.classList.remove("hide");
41       }
42     }
43   }
44 }
```

We create an element in the HTML file with the artist name as the text content. If there is an artist name (tag) then we take the first letter of the name, search for the element in the HTML that has that as an id and append the to that element.

So if the artist name is "Helge Jacobsen" it will be appended to the element that has the #H id.

Since all the elements have the class ".hide" (which through CSS, hides it) we remove the class if any elements have been appended to it.

```
▼<div data-brackets-id="357" class="artistsFetched">
  ▼<ul data-brackets-id="358" id="A" class>
    <h2 data-brackets-id="359" class="LetterH2">A</h2>
    <li>Ann Veronica Janssens</li>
  </ul>
  ▶<ul data-brackets-id="360" id="B" class="hide">...</ul>
  ▶<ul data-brackets-id="362" id="C" class="hide">...</ul>
  ▶<ul data-brackets-id="364" id="D" class="hide">...</ul>
  brackets-id="366" id="E" class>...</ul>
  brackets-id="368" id="F" class="hide"> </ul>
```

A
Ann Veronica Janssens

E
Ebbe Stub Wittrup

H
Helge Jacobsen

J
Jakob Steen
Jacob Dahlgren

L
Larissa Sansour
Louise Alenius

N
Nana Franscisca

P
Per Kirkeby
Peter Voss-Knude

T
Tomás Saraceno

When looking at the final result in the developer tools we can see how the code works. The first has the id #A so it has the with Anna V.J. appended. Some of the other have the class ".hide" which means that there is no elements appended. The photo on the right shows the result but since it is dynamic it will update when changes are made in the database.

Borrowed code

The burger menu code was inspired by the code examples on these two sites:

The burger menu icon turns into an X:

- https://www.w3schools.com/howto/tryit.asp?filename=tryhow_css_menu_icon_js

Making the menu appear from the right side:

- <https://www.youtube.com/watch?v=BN6fH1nRDxA>

Inspiration for the calendar

- <https://zellwk.com/blog/calendar-with-css-grid/>

Inspiration for the image carousel

- https://www.w3schools.com/howto/howto_js_slideshow.asp

Testing

We resorted to a variety of testing in order to test both the look and functionality of the solution we were creating. We made sure to test throughout the whole process of creating the solution, in order to make sure we started off in the right way and also continued in the right direction.

BERT tests:

Before moving on to the ideation and design process, we decided to execute a BERT on Copenhagen's present website.

Our goal at this point was to create a simple website that's more organized and easier to navigate and to find what you're looking for. We wanted to confirm that their current page is way too unprofessional and cluttered.

We used Google Forms to create the questionnaire and we sent it to our acquaintances that we know are a part of the target audience. We expected the site to be perceived as unprofessional, a spam site, and very cluttered to navigate around. This statement was able to verify through our responses on the test.

Card Sorting Test:

We conducted a Card Sorting test through Optimal Sort and sent it out to users in our target group. We chose which words we would use for the card sorting out of Copenhagen Magazine's website, plus new words we thought might be useful to navigate the site.

Our test results followed our goals slightly. However it appeared softer than we intended, and there was a mixed perception about the seriousness and playfulness of the design. So in order to make sure the site worked like we wanted it to, we applied some changes in later iterations. Adding more contrast and cleaning up a bit in order to make it seem more serious.

5 Second Test:

We created a 5-second test but customized it into 10 seconds because we wanted to get information about what the users could find on the front page. And our homepage was a little longer than could be scanned in 5 seconds. We opted for this type of test because we are still not at a stage where we could do a think-aloud test since the whole functionality of the website wasn't up yet. However, we still needed to know what users initial thoughts would be when they started browsing the website.

The results from the 10-second test Showed that most people concentrated on the image and few noted down the calendar. However, there were also a number of people who pointed out the events on the site. According to the test results, the calendar should be emphasized more, in order to get more attention from the user. Maybe a

title and use of a colored background could bring the user's attention to the calendar, and realize that it is linked to the events happening now.

We plan on implementing some changes in order to make it more clear, however at the time of handing in this report we have not yet applied the changes.

Think-aloud test:

When the changes from the 5-second test are implemented we plan on creating a think-aloud test. But sadly as of right now, we are not able to complete it because of the time constraints.

The fact that we began testing even before prototyping, or even the ideation process, helped us stay on track at all times. We found the insights users gave us incredibly valuable and we really saw how important it is to reach out to the audience you intend to target.

Conclusion

Our project had the goal of providing a solution for Kopenhagen Magasin that would upgrade and modernize their website. In order to do that we needed to create a website with an easy to navigate art calendar and a place where artists and institutions can be featured. The solution needed to be user friendly and look professional and reliable.

How we did this:

Our project was challenging because of multiple reasons. To begin with, Kopenhagen Magasin has a split TA, which can be difficult to reach. Furthermore, their current website has an overload of information that is difficult or even impossible to find. So we needed to prioritize and filter which content and information are needed. And of course, Making sure the website looked professional and was easy to navigate through.

We began to tackle the problem by doing some thorough research on Kopenhagen as well as their current users. This gave us great information that we needed in order to move forward. Although there was a split target audience we learned enough about them in order to try to create a good solution for both.

We quickly moved on to testing in order to make sure we began the process on the right foot. Knowing what perception users had early on allowed us to build a solution that they could find valuable. We could keep the insights we got from users in the back of our heads throughout all the stages of building the solution.

We created a solution to the best of our abilities and resources. We learned a lot through testing the site, and we hope to implement changes that will make this solution even better than we had planned. Maybe by the time you hear our pitch you will see some of the changes we want to implement. We had some difficulties along the way, but we kept our goal. We wanted to create an easy to use art calendar that users of Kopenhagen Magasin can depend on. We achieved a clean minimal site that is dependable.

In later iterations, we would like to add changes from a think-aloud test we will conduct after we hand in this report. But with the time we had allotted this is the best solution we could have come up with.

Appendix

Team Canvas

The Team Canvas

Version 1.0 | English | theteamcanvas.com

Most important things to talk about in the team to make sure your work as a group is productive, happy and stress-free

TEAM NAME Saumó DATE 14/4-2020

PEOPLE & ROLES What are our names and the roles we have in the team? Anna: Trello manager, optimizer Astrid: Morale booster, optimizer Karoline: Facilitator, conceptualizer Vale: Decider, generator/ implementer	GOALS What we want to achieve as a group? What are our key goals that are feasible, measurable and time-bounded? Make a website with a calendar	VALUES What do we stand for? What are guiding principles? What are our common values that we want to be at the core of our team? Hard work, honesty, team spirit, have fun	RULES & ACTION POINTS What are the rules we want to introduce after doing this session? How do we communicate and keep everyone up to date? How do we make decisions? How do we execute and evaluate what we do? Be on time Be honest Platform: Facebook, Trello, skype/ Teams. Daily updates to missing group members. Decisions: democracy - if we don't agree we have a decider.
	PERSONAL GOALS What are our individual personal goals? Are there personal agendas that we want to open up? Anna: Stay motivated, be proud of product Astrid: Stay motivated, improve understanding of coding Karoline: Be proud of the product, understanding WP/JS/JSON better Vale: Stay motivated, content:-)	NEEDS & EXPECTATIONS What each one of us needs to be successful? What are our personal needs towards the team to be at our best? Anna: Go to sleep early Astrid: Motivation, sleep. Karoline: Go to sleep early Vale: Motivation	

PURPOSE
 - Help Copenhagen reach their TA and get better UI/UX
 - learn CMS
 Why are we doing what we are doing in the first place?

STRENGTHS & ASSETS What are the skills we have in the team that will help us achieve our goals? What are interpersonal/soft skills that we have? What are we good at, individually and as a team? Anna: patient, illustrator, Astrid: all-rounder, team player Karoline: all-rounder, team player Vale: Writing, positive, content Team: communication, good group dynamic	WEAKNESSES & DEVELOPMENT AREAS What are the weaknesses we have, individually and as a team? What our teammates should know about us? What are some obstacles we see ahead us that we are likely to face? Anna: talk too much, two hours behind (Iceland) Astrid: impatient. Karoline: Coding Vale: coding, staying motivated Team: chatty, stay motivated
---	--

The Team Canvas by TheTeamCanvas.com
Alexey Ivanov

This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License.
To view a copy of this license, visit: <http://creativecommons.org/licenses/by-sa/3.0/>

SCRUM Backlog

SCRUM Backlog

- Research

Desk research

Target audience research

- Personas

Art lover

Museum

Gallery

Card sorting

Write topics

Execute card sorting on test persons

- User Journeys

Art lover

Institutions

- Information architecture

Use insights from card sorting

Create finale information architecture

- Develop a concept

Finalize concept

- Develop a design guide

Create style tile

Create a mood board

Finale decisions

Create design guide

- WP-structure - pods

Decide on how many pods

Tags

Categories

Create pods

- Prototyping

Wireframes

Lo-fi prototype

Hi-fi prototype

- Coding

Github

Code

Merge

Finalize

- Testing

Choose usability tests

5-second test

Think aloud test

Interpret responses

Do final changes

- Documentation report

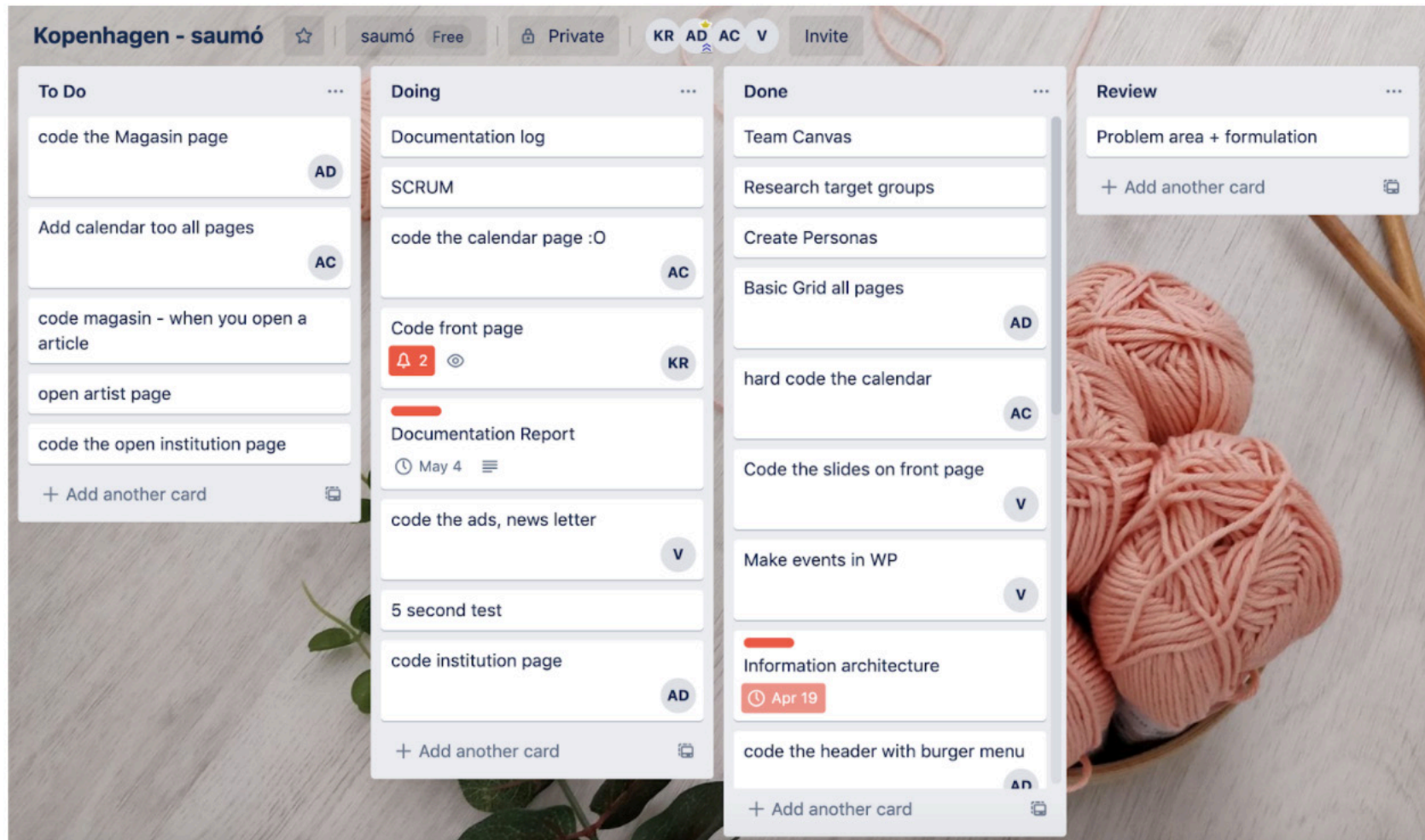
Organize report

Writing

Appendix

Layout

Trello - Kanban Chart



Research

Followers:

We decided that the best way to find out about individuals that are already interested in Kopenhagen's work, would be to look at their followers on Instagram. We found out that most of the followers were small artists and in general artsy fartsy people.

Art lovers:

Artists

Politiken+ members

Museums/galleries:

We looked at KopenhagenDK's website and found museums and galleries they have previously featured on their website.

<https://nicolaiwallner.com/> - this is a cool website, gallery Nicolai wallner

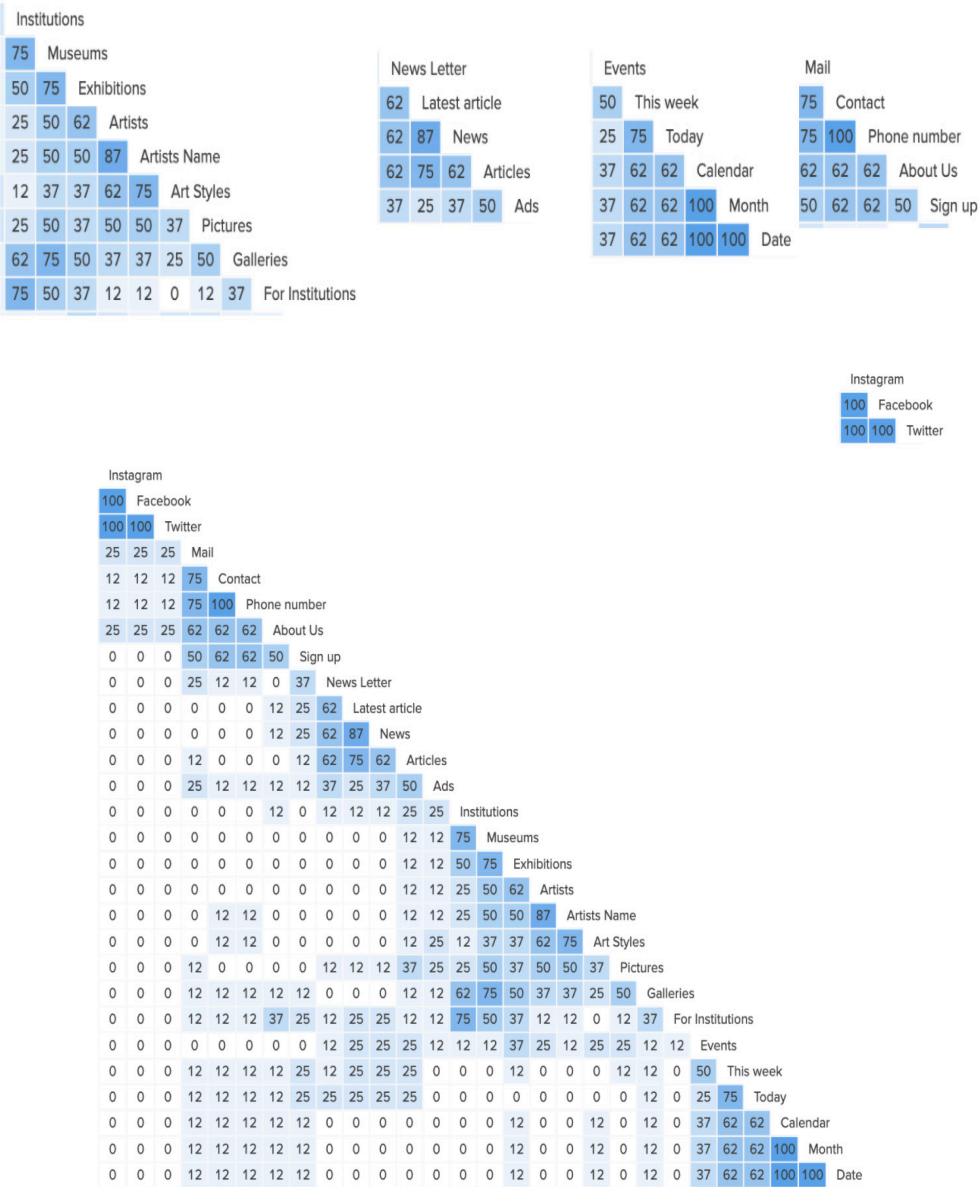
On many of the competitors websites and magazines they keep the overall style very plain and simple, which Torben also would prefer. He doesn't want the page to take over the art and that's something we also see on the competitors sites.

Competitors : <https://www.idoart.dk/> // <https://kunsten.nu/> // <https://www.idoart.dk>

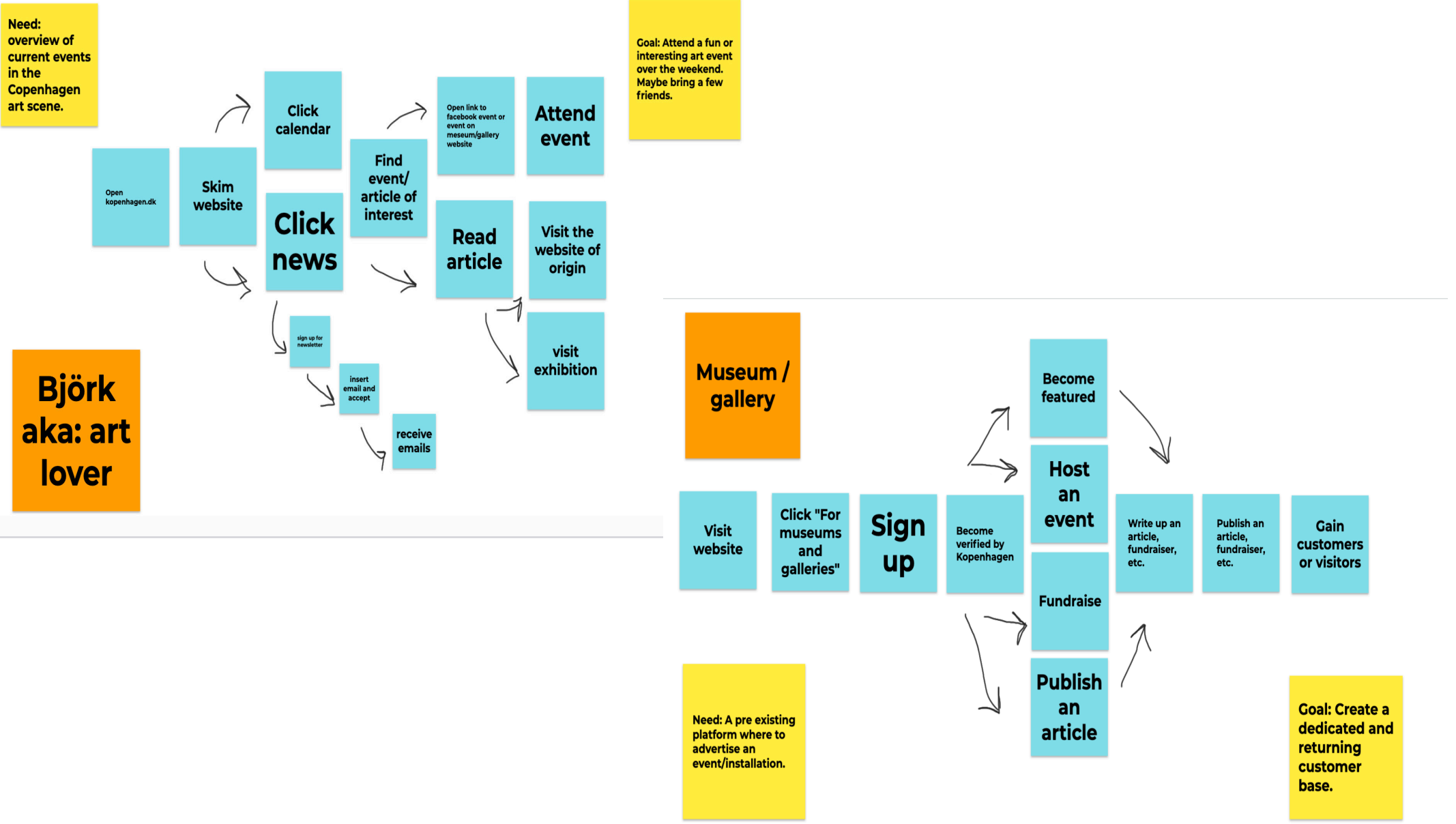
Card sorting

Groups formed from the insights of the first card sorting:

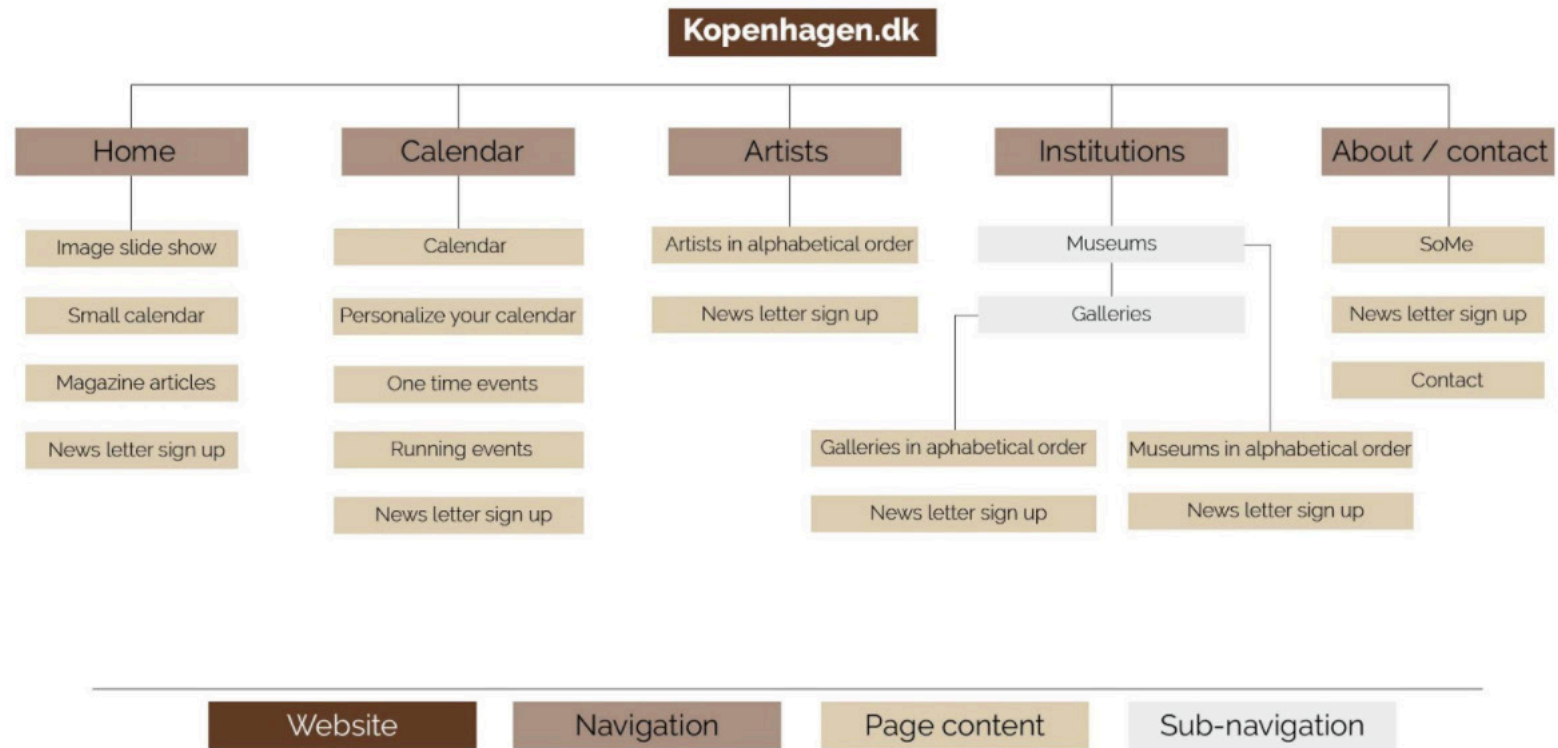
Social Media	Content/ news	Calendar	Contact	Institutions
Instagram Facebook Twitter	News letter Latest article News Article Ads	This week Today Month Date	Mail Contact Phone number About us Sign up	Museums Exhibitions Artists Galleries Art Styles



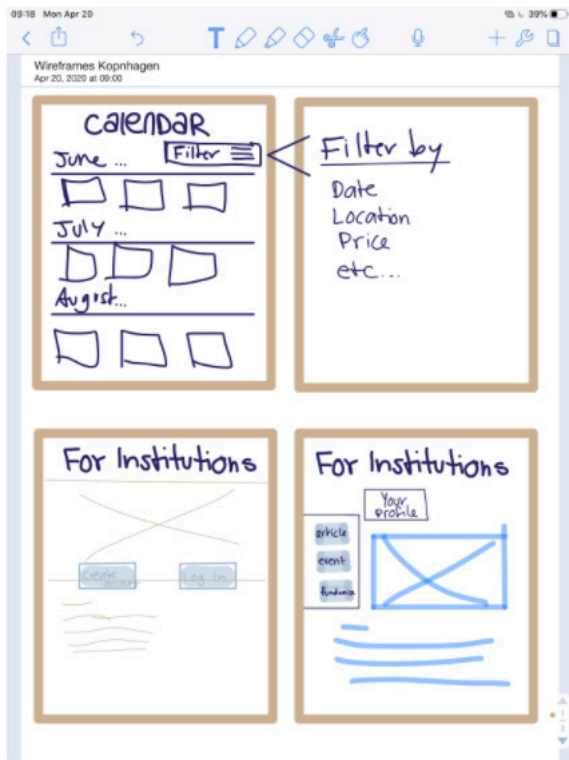
User journeys



Information Architecture



Wireframes



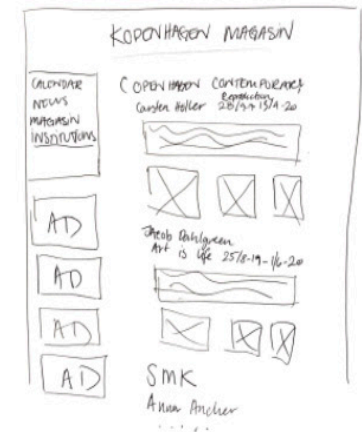
Front page



Calendar:



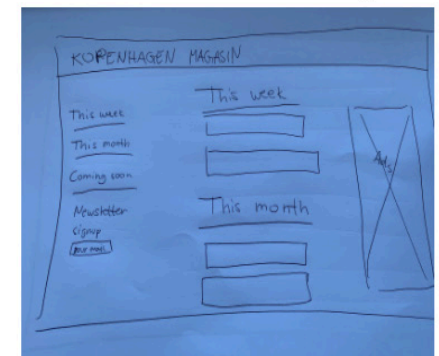
Institution page:



Home



Artis page



Individual artist

This is the link to the XD prototype based on the wireframes we made:

<https://xd.adobe.com/view/9ca1b839-e081-4631-72e6-2516e639686d-ea90/>

