

Be Yourself

Web Design Document

Lisa Cavern

The website I will develop for this project is for a short film entitled 'Be Yourself' that is in production now. The website is primarily for those who are supporting the film and will have a range of features of interest to this audience. The design decisions for the site were strongly driven by those involved with the film.

The site was commissioned as a special online space for those involved in the film and those who are directly supporting the production. Since the site will not be promoted in social media or other avenues, the client does not anticipate much if any traffic to the site from people who are not already familiar with the film project.

Users of the site are predicted to be reaching the site by a range of devices from PC to mobile. The site is being developed to be highly responsive to the device it is displayed on to ensure an optimal experience for all users.

Since this page is being designed particularly to share special information with supporters, the site design will have more of an exclusive feel than an inclusive one. For example, the main page will be very sparse with a mysterious door knocker having prominent place. The image will evoke the metaphor of a private space, where permission must be requested before access is granted. Only the main page will be accessible without a login, and users will have to click on the door knocker on the main page before the login dialog will appear. The main page will offer minimal content to those who are not logged in; however listings of upcoming screenings will be available 'below the fold' on the home page. Also non-members will be able to request access or contact the Be Yourself team via a contact form on the main page. The contact form opens when users click on the question mark, an extension of the exclusivity metaphor.

While the main page of the site will be breaking from typical usability standards (by design, and at the request of the group), the site design overall implements a range of elements from design theory.

The door knocker and question mark on the front page will key into the user's mental models for what those images represent: the door knocker is used to request access, and the question mark is a symbol for needing information.

Navigation of the page should be quite intuitive since we have included common guides to increase automatic processing. The clickable images will have a subtle animation such as tilting or shadow casting to indicate they are interactive. The videos will display the play triangle that is now synonymous with starting a video.

Proximity and similarity are exhibited in the navigation menu, which shows the available pages once a user is logged in. The images on the Cast & Crew page will also be grouped, with the cast together, and the crew together.

The consistency of design from page to page implements the concepts of similarity and recognition, with the same header and image repeated. Mark, the face in the center of the banner image is the 'face' of the production and his image reappears in key places throughout the site on the contact form and the Thank You page.

Since the site has only limited pages, there is no call for full breadcrumb navigation, but the site will assist users in keeping track of where they are by having the current page name styled differently in the menu.

The video gallery will employ affordance with the navigation arrows on either side of the current video. The selection will be on a circular loop so users may scroll in either direction and still reach all content.

Finally, the spare use of colour will focus the user's attention. The main colours of the page will be a soft cool-white and dark greys. The film has strong blue and green elements so the 'feature' colours on the site will be complimentary. The only full-colour items on the site will be the photos and videos. This will intentionally draw focus to the main content: the film and its players.

The wireframe, sitemap and paper prototypes for the project follow. Notes in red are explanatory and will not appear on the coded page. The coded site will employ a grid to aid in design for responsiveness. The finished page will be responsive and will adapt according to the user's screen size and orientation.

Wireframe of main page

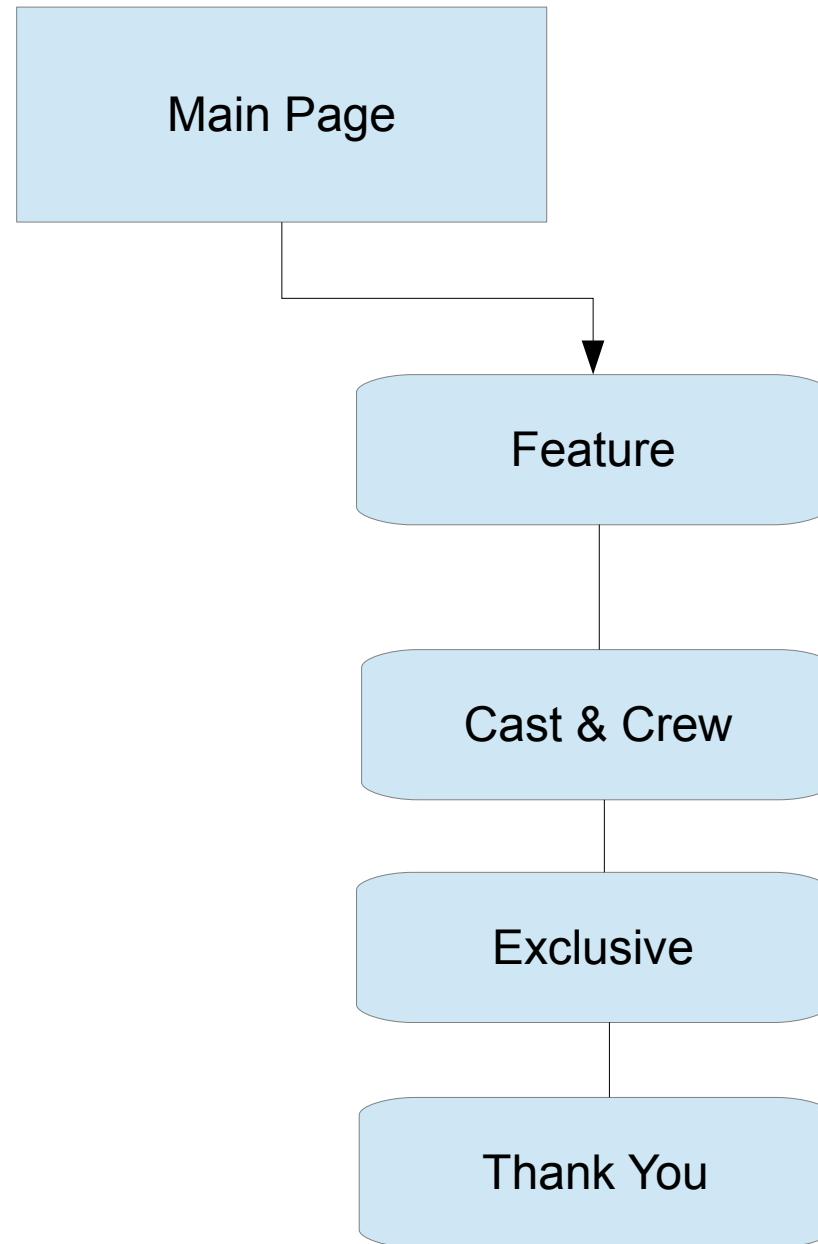
header

nav

Knock to enter

Screenings

Sitemap



Be Yourself



Feature

Cast + Crew

Exclusive

Thank You



Knock to Enter

Main Page

H
Bottom of visible page
"below the fold"

Screenings

- 12 May · 8pm · Venue
17 May · 8:30pm · Another Venue
23 May · 7pm · Next Venue
5 June · TBA

? ← +

On hover,
show help text,
"Questions? Comments?
Let us know."
Comment dialog opens on click

Subtle animation
on hover. Login
dialog floats open
on click.

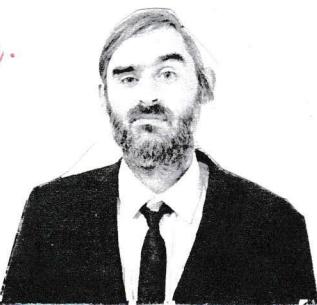
Username

Password

Comment form
will float in
front of the page.

Comment:

Email:



Be Yourself



Feature

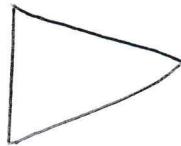
Cast + Crew

Exclusive

Thank You

Feature

Be Yourself



Full video of the film.

Vimeo

Screenings

Date - time - venue

Date 2 - time - another venue

Next Date - time - venue name

Repeated
here so
users can
find it
easily.

Be Yourself



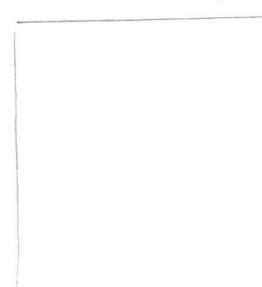
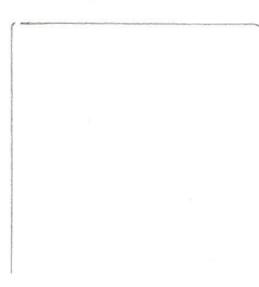
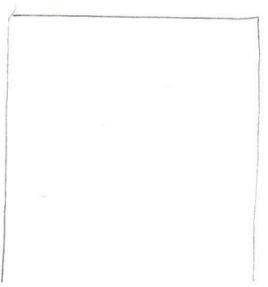
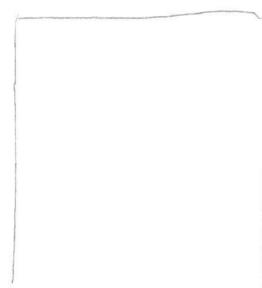
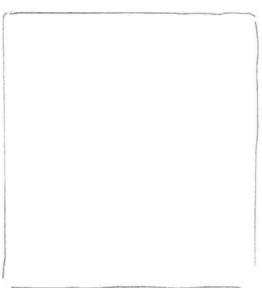
Feature

Cast + Crew

Exclusive

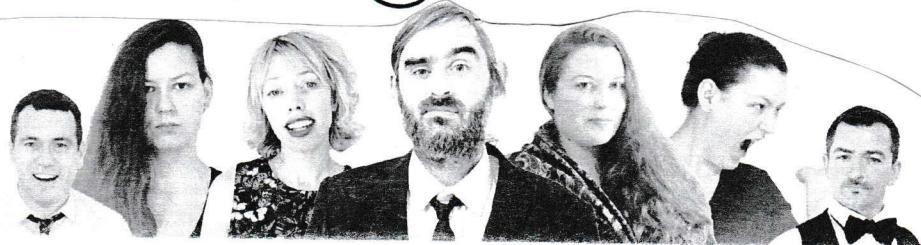
Thank You

Cast + Crew



Headshots
animate subtle
on hover, expand on
click to reveal bio
details & interview
footage.

Be Yourself



Feature

Cast + Crew

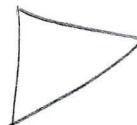
Exclusive

Thank You



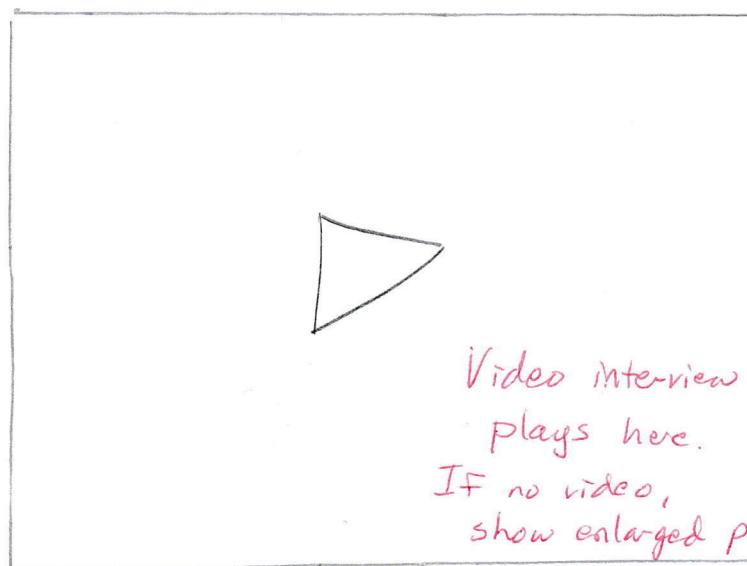
Pop-up
Bio

Mark Brown



Video interview
plays here.

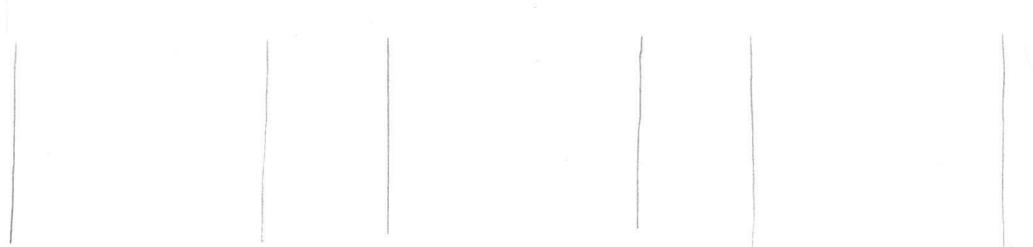
If no video,
show enlarged photo



Text of bio goes here.

More text, on and on....

150 wd max.



Headshots
animate subtle
on hover, expand on
click to reveal bio
details & interview
footage.

Be Yourself



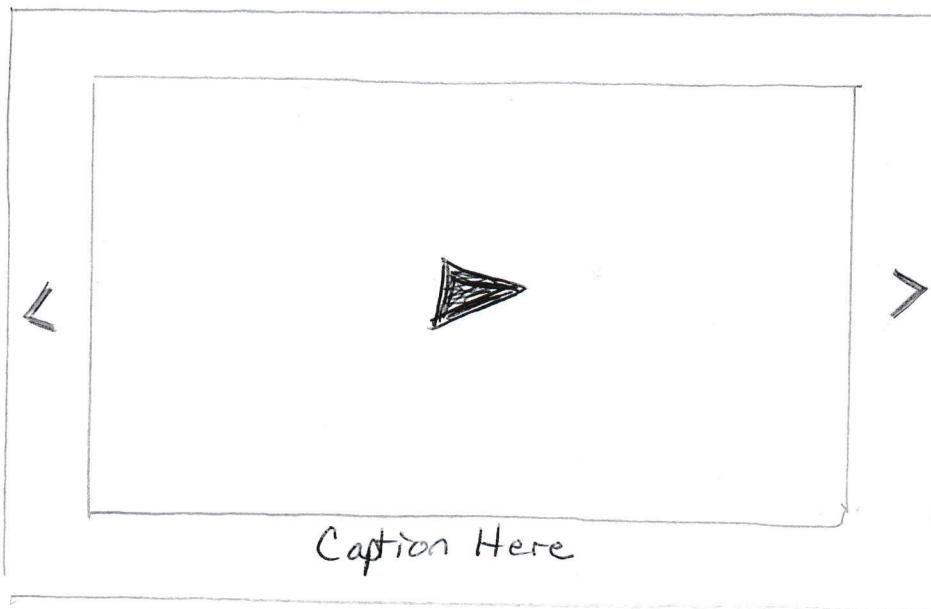
Feature

Cast + Crew

Exclusive

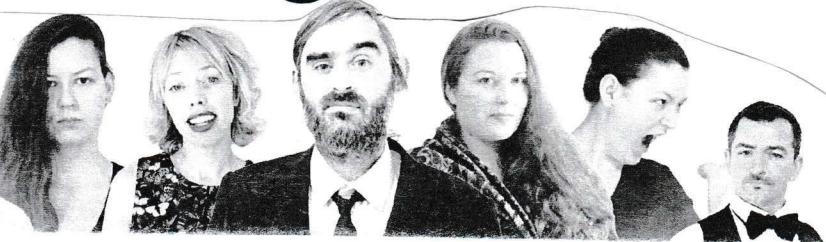
Thank You

Exclusive



This page is a video slider gallery with bloopers reel, deleted scenes, etc.

Be Yourself



Feature

Cast + Crew

Exclusive

Thank You

Thank You

Thank You!

Message to supporters
here. We love you +
can't thank you enough...

Sara Swanson
Bob Bloggs
Aoife Andrews
Martin McGuiness

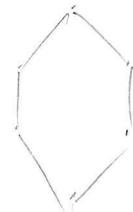
~ ~
~ ~
~ ~

List continues...



photo will
stay in
position
as the page
is scrolled.

Be Yourself



Knock
to
Enter

Screenings

Date time venue

New date time new venue
another at this one

?



Be Yourself

MENU

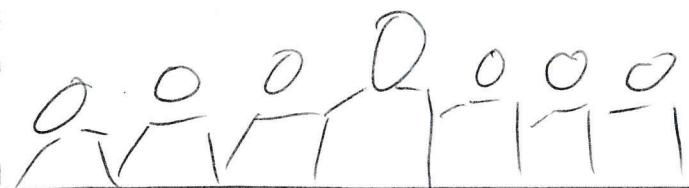


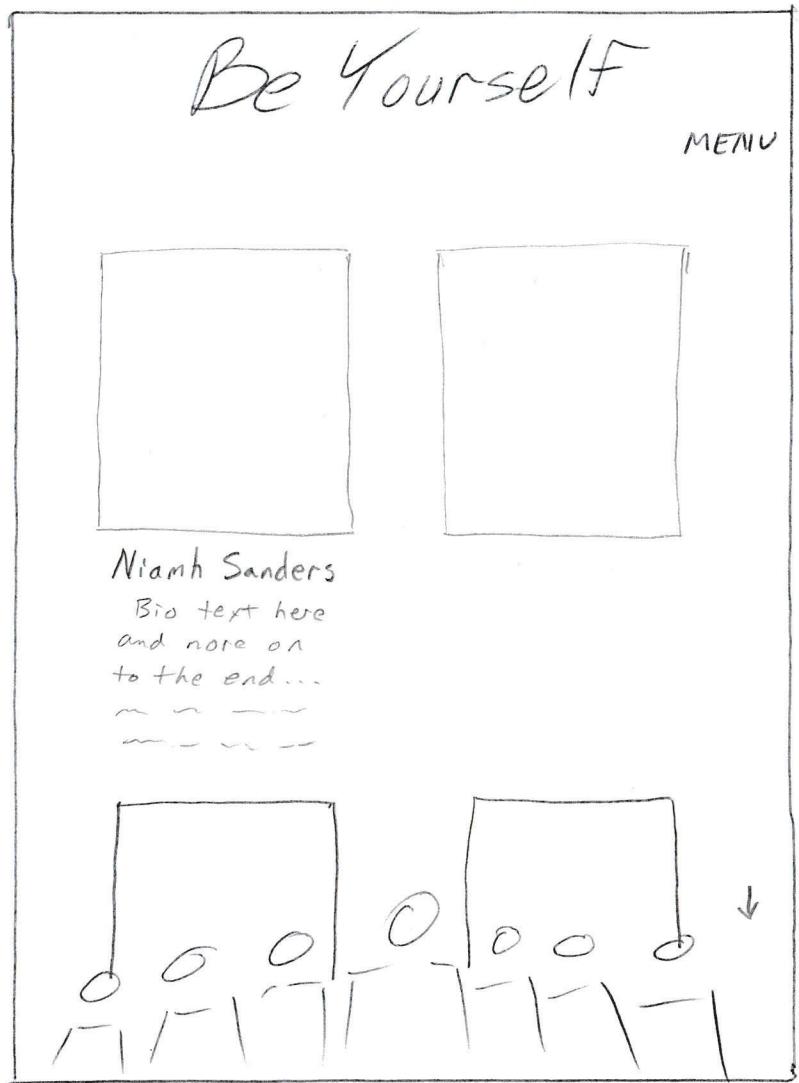
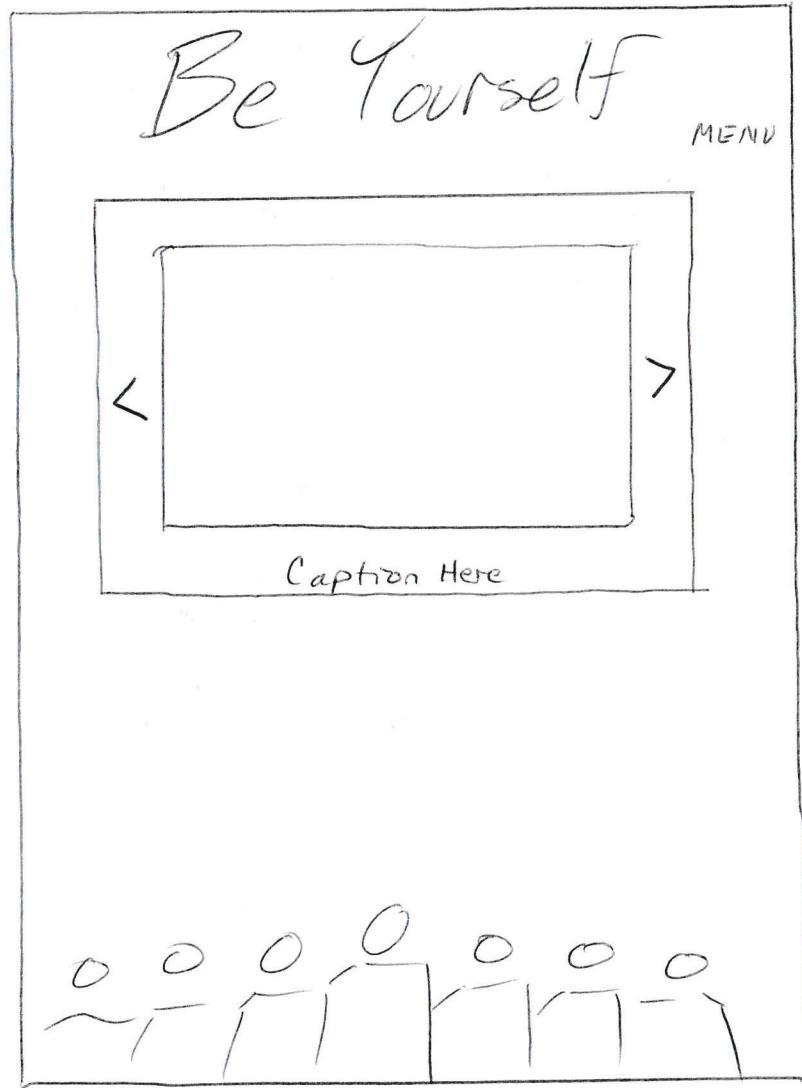
Screenings

Date time place

more here new venue

etc etc etc.





Be Yourself

Thank You!

Message to supporters
here with kind words
and many thanks.



Sara Swanson
Bob Bloggs

Hilfe Andrews

Another Sponsor

~ ~

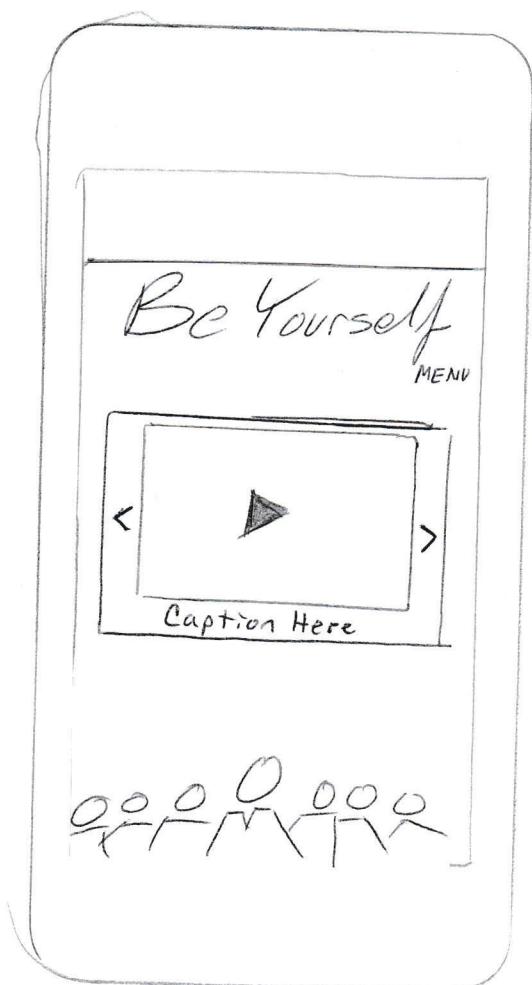
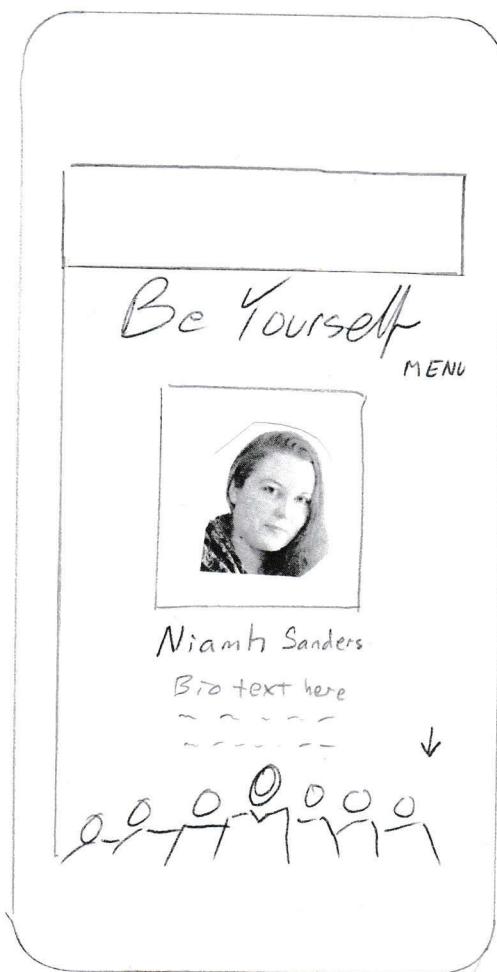
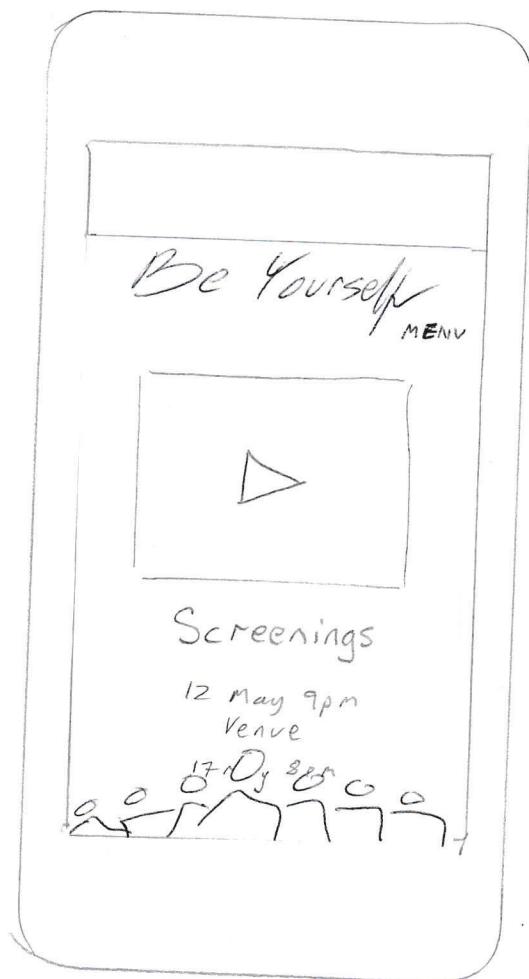
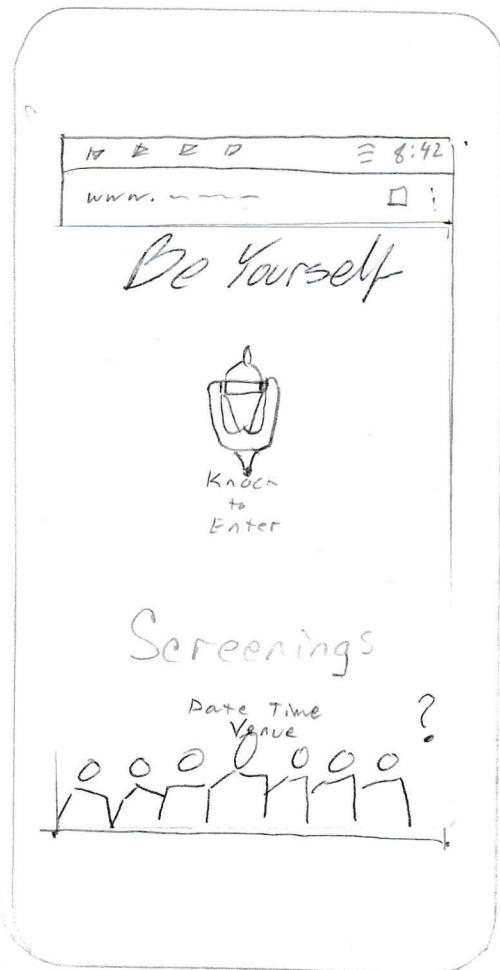
~ ~

~ ~

~ ~

↑
photo stays
in position
as page is
scrolled.

O O O O O
F Y T Y R F T I



Be Yourself

MENU

Thank You!

Message to supporters
here. Text, words, etc.

Sara Swanson

Bob Blaggs

Aarfe Andrews

Brian Benning

more here

soo ooo
svit rrrr

12 Column Grid

Be yourself



Main Page



Knock to Enter

Screenings

12 May · 8pm · Venue

17 May · 8:30pm · Another Venue

23 May · 7pm · Next Venue

5 June · TBA

"On hover,
show help text,
Questions? Comments?
Let us know."

(Comment dialog opens on click)

Bottom of
visible page
↓
"Below the fold"