

I approach every project with a simple process.

I start by researching the user to learn more about their desired outcomes. Then, I move into detailed sketches defining the product. Next, I wireframe and diagram my solution to the problem and then move into visual design. Throughout the process, I constantly prototype my designs to better understand their usability; whether it be through visual prototypes, motion design, or code.

Of course, this process sometimes changes depending on the project and timeline.

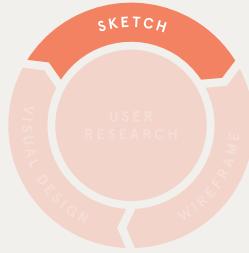
design, UX

SKOOP WEB

While at Human Design, I worked on creating a new webpage and seller portal for an organic health supplement called [Skoop](#). The Boulder-based company, which was founded by Alex Bogusky, makes a nutrient-rich drink mix sold by individual resellers around the nation.

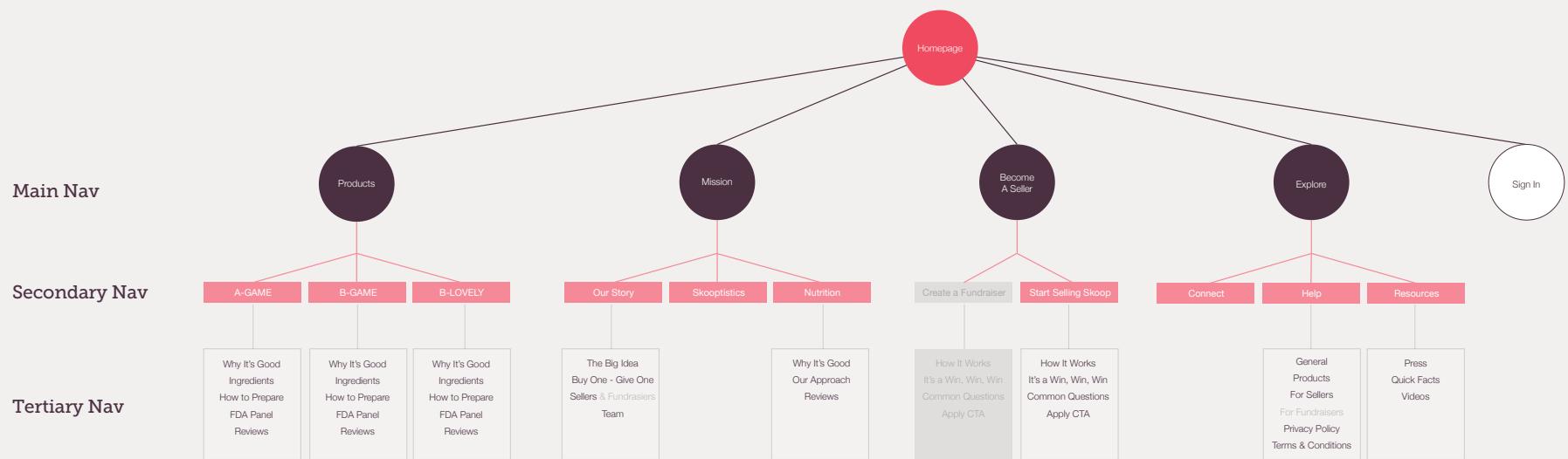
I joined the project shortly after design had begun, working alongside 2 other designers. After designing the site, I then joined the front-end development team and coded it.

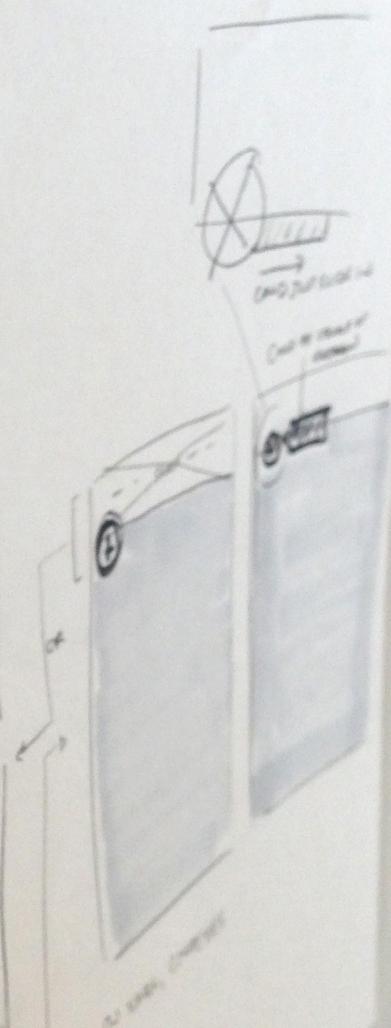
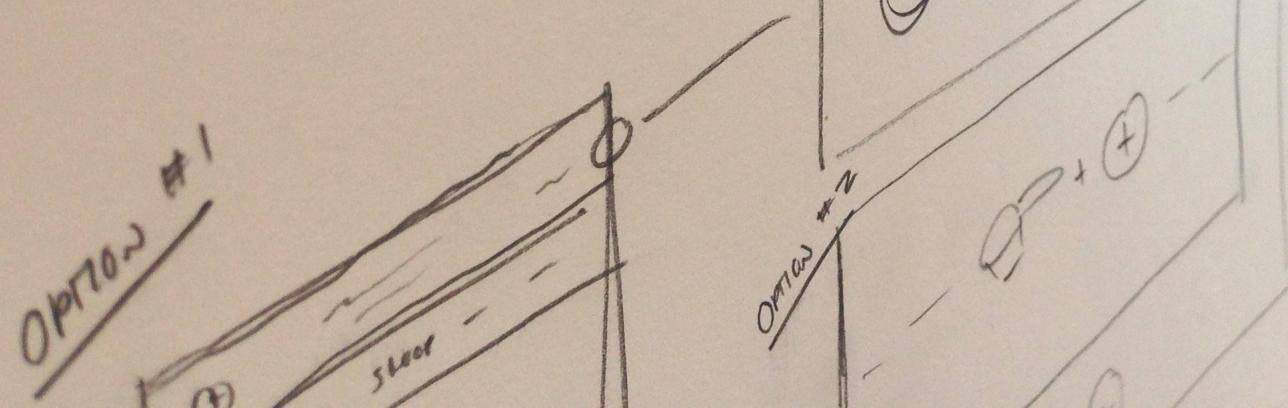
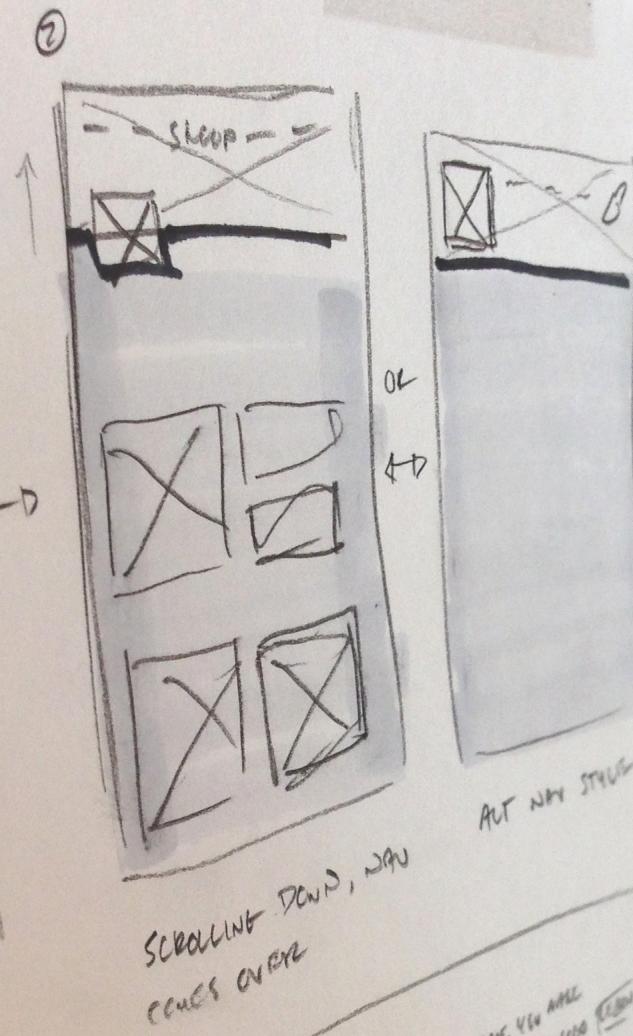
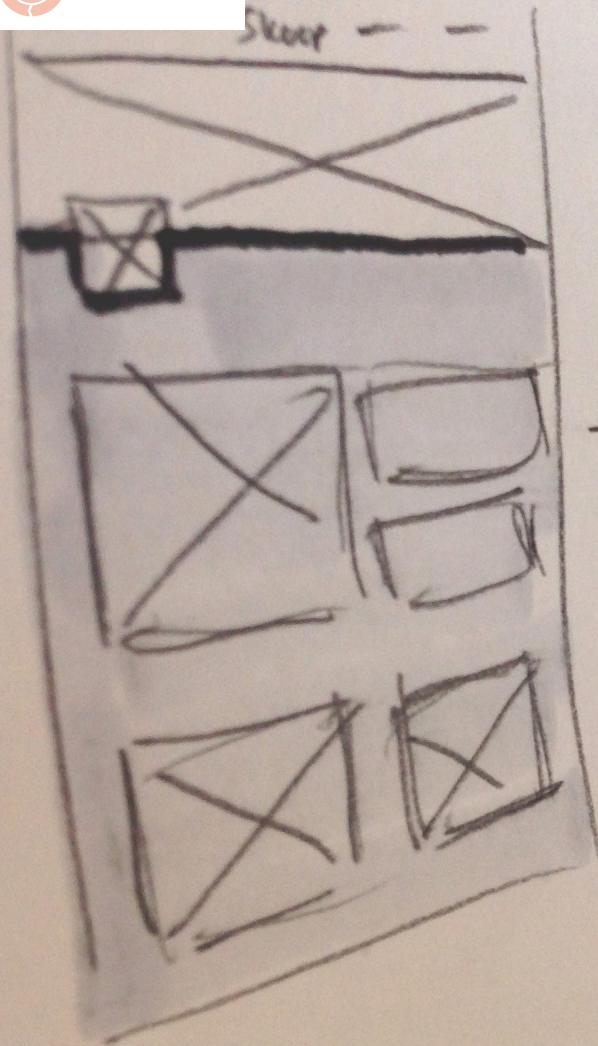
Skoop's new site will launch on August 1, 2014 and will be covered by Forbes, PSFK, Cool Hunting, and more.

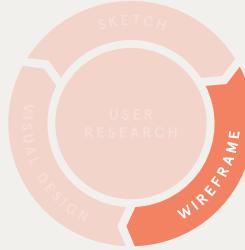


The navigation for Skoop's site presented one of the project's unique challenges. Due to the large amount of brand content and product offerings, the navigation would have many options. Rather than create a traditional and cumbersome navigation, we sought to create a more dynamic solution.

We started by creating a complete site-map that would help us understand everything the navigation would need to entail. At the same time, I worked on sketching out different ways the navigation could function.

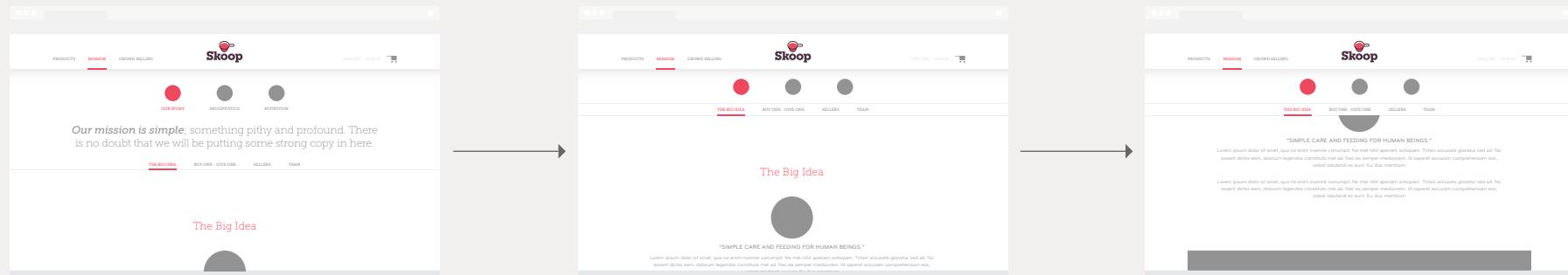






After nailing down the overall structure of the site and its navigation needs, we took our concepts to high-fidelity wireframes. We landed on a 3-tier navigation that would dynamically expand and contract based on user behavior.

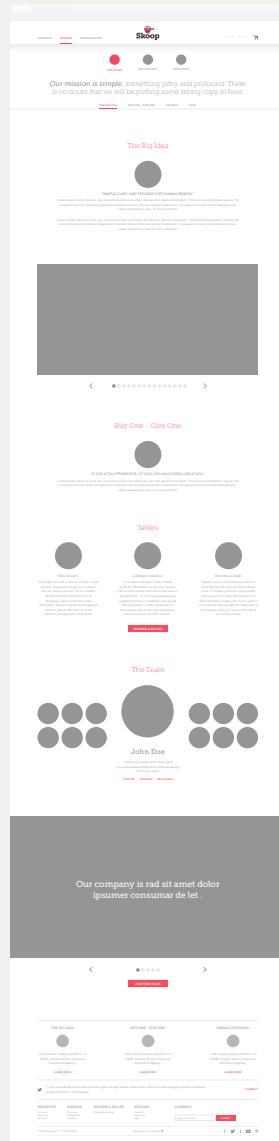
We then wireframed various pages to get a better understanding of the flow of information and to establish general guidelines for the usage of photography, video, and other interactive elements.



Upon landing on any page, the Skoop mission statement (lorem text above) would appear in the middle of the navigation.

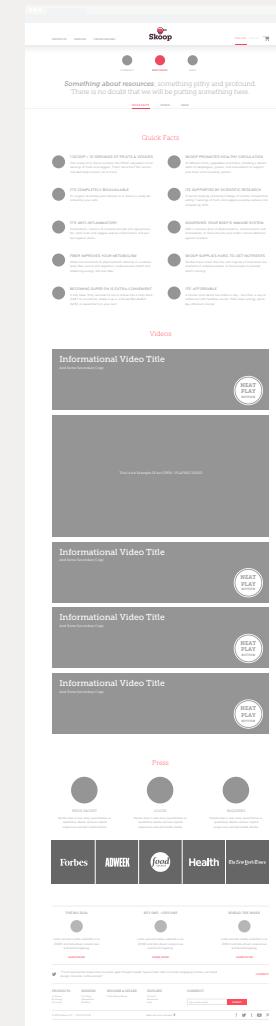
On scroll, the tertiary nav would slide up to conceal the mission statement and stick to the bottom of the secondary nav.

Page content would then move up and behind the navigation elements as the user scrolled.



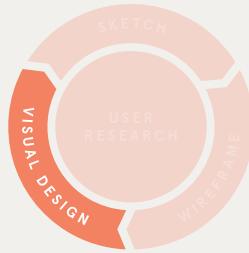
As a brand, Skoop frequently uses playful iconography to communicate their story and the benefit of their products. In making our wireframes, we focused on creating guidelines for the interplay of iconography and copy in a way that could be replicated across multiple pages.

On the “Our Story” page, we created a flow of information that would tell the story of Skoop through the company’s “Big Idea,” followed by an interactive brand-book and widget for exploring team members.



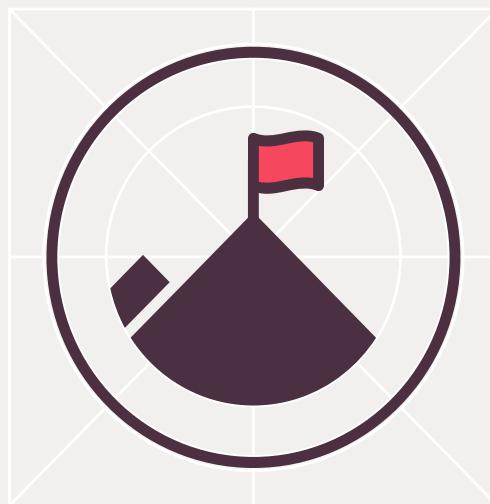
On the “Resources” page, we focused on quickly communicating key points about the company, while also creating a paradigm for expanding videos that would be used site-wide.

Using this same wireframing process, we went on to wireframe the remainder of the site.



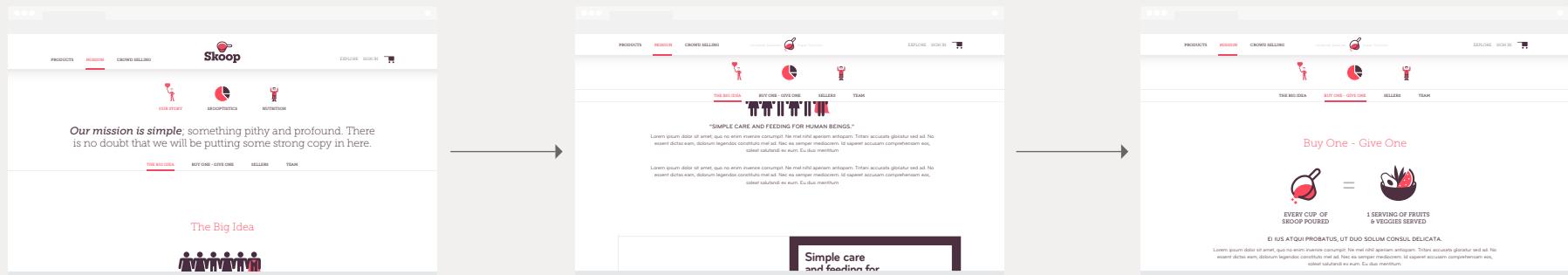
Because our wireframes were relatively high-fidelity, the visual design process consisted mostly of creating and plugging in iconography, imagery, and video.

Based on our designs (but still including some wireframes), we then created an Invision browser prototype that our clients and copywriter used to provide us with all needed content.



While creating our iconography, we utilized a circular grid system to keep our icons proportional. We limited ourselves to Skoop's 3 main brand colors - Goji, Acai, and White.





We plugged our final iconography and colors into the site's header and navigation.

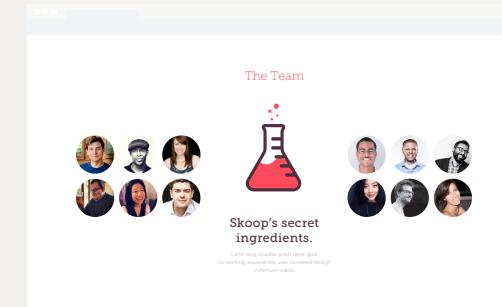
We also added an animation, where upon scroll, the Skoop logo would tip over and reveal the company's tag-line.

As the user scrolled down the page, the tertiary nav would automatically highlight according the section currently in focus.

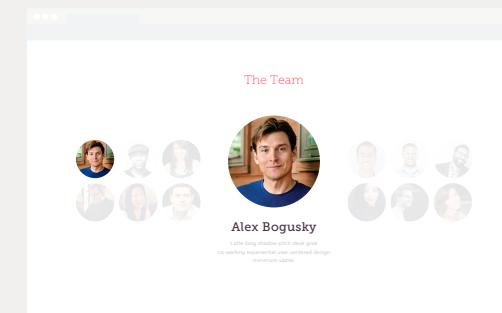


In our final designs, we also included an interactive 20-page brand book through which users could flip.

We finalized our hover widget (or tap widget on mobile and tablet) for learning more about Skoop's employees. This paradigm was also used in the review and PR sections of the site, which can be seen in the Invision prototype.



Hover On Photo



By hovering over a photo, the targeted employee's bio appears in the center of the widget. When the cursor is removed, the placeholder image returns.



C O N T A C T

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