

THE MAKING OF **FANG**

A web process book by Adriana Nottestad at <http://nanott.net>

PURPOSE

Fang is a children's story about a vampire who wakes up one morning to find his fangs have gone missing. The website for the story will tell the beginning part of it to serve as an advertisement for the book as well as the movie. The goal of the site will be to persuade its audience to watch the film or read the story, and then provide them with basic information about the story and the movie.

How do I achieve my purpose?

The site will only give the opening part of the story, ending at a climatic point. By capturing the attention of its audience through movement and illustrations, I aim to peak interest in the story and make viewers curious to see more. It will be displayed like a story, taking the viewer through each 'chapter' as they should be seen.



FLOW CHART & SITE NAVIGATION

Unlike most sites, Fangs will not have a primary navigation. It will be a one page site that users will have to scroll through.

Introduction

The character is introduced.

Description

Qualities are attached to the character to inform the users more about him.

Setting

The main setting of the story is displayed.

Climax

The plot of the movie/story is revealed.

Conclusion

This is the point where we leave users wanting more. It informs them that the rest will be coming soon, and they should stay tuned if they want to find out.

About

A brief bio about the story, film, and a method of contact if there are questions.

Introduction



Description



Setting



Climax



Conclusion



About

AUDIENCE & RESEARCH

The main audience are children ages 5 – 10. It is expected that adults will also be viewing the site, as animated films do have occasional adult interest as well.

To account for this age gap, the site will have to be interesting enough to interest kids, and not be too childish for adults.

Children: <http://www.theloraxmovie.com/index.php>

This site uses a wide array of bright colors. It also displays pictures of the movie in the background. There is nothing enticing about the page, however. It merely serves to be a location to obtain very basic information about the movie. The only reason I would stay on this page is if I was looking for a specific detail, like when the release date is.

Children: http://www.hasbro.com/mylittlepony/en_us/

This site also uses plenty of bright colors. There's sparkle animations when you hover over navigation items, making it more likely that a child would hover over (and subsequently click) one of them. There are plenty of games offered, plus activities that can be printed out. The site is lacking information on the show, like when and on what channel it airs.

Notes about children

- movement
- bright colors
- small 'games' (e.g. asking the user to click on the door to proceed to the next page)

Notes about adults

- no pastels
- shop to buy the book/purchase tickets to short film
- ability to skip directly to the content
- short, to the point

WIREFRAMES

Out of twenty-five basic wireframes, I narrowed down my choices to three.

DESIGN: INSPIRATION

Parallax has been used frequently in design to catch the audience's attention and add a unique touch to a web design. I decided that this style matches the theme I wanted for Fangs.

Photo credit: happy.is

When it came to colors, I chose to use the same colors that were used in the book. It matched the story well, and was simplistic enough to fit the feeling I was aiming for.



The images came from scans of the story. Some parts had to be cut out and edited to make it work with the design.



DESIGN: ~~MOCK-UP~~ A

The first mock-up I made was a vertical scroller. Each section was short, making the page a very fast browse. It was too short to entice the viewer. I also lacked the images needed to make it longer and add to the slides, so I decided to go with a different version.

DESIGN: ~~MOCK~~-UP B

The second mock-up was another vertical scroller, but the user did not scroll through the pages. Each section 'stuck' when the user reached the part, and in order to get to the next one, he would have to click on an object hidden in the frame like a game. If there was no movement for a while, the item would move to give hints to what should be clicked. This was to make sure the viewer did not get discouraged. Some other items moved as well, to increase the difficulty slightly and make it even more game-like. I decided to not proceed with this design because it required too much of the viewer's involvement from the start. Scrolling through a page is easy, participating in one isn't.

DESIGN: ~~MOCK-UP~~ C

The third mock-up became the final one.

FUTURE PLANS

The website will be improved upon after user tests have been completed. The testing pool will contain mostly web-savy users, as my intended audience would be employers from design or software companies, or those who are interested in web design and development. Since there are chances that I could have users who aren't web-savy, I plan on including some testers for that user group as well. Both genders will be included. Ages will be from 16 to 50 years old. After the test, I would watch the users and ask them questions about the following areas:

Navigation

Was it easy to navigate? Did they ever seem lost? Did they scroll or did they use the top navigation?

Content

Was there enough content? Did they expect more? Less?

Colors

Were they too bright? Did the images distract from the text?

Easter eggs

Did they know what to do with the social media icons? Was the work slideshow browsed through as predicted? Did they notice the animated skills icon? If they did, what was the reaction?