

Group 10



James Bond 007 Museum

JAMES BOND MUSEUM



Contact: 007museum@telia.com Phone+4648112960 Open Daily 10-17 Sat 10-14 [Media](#) To do and see [Buy](#)

James Bond Theme Party [PPKGuns](#) Omega [Bmw](#) [Bollinger](#) [Corgi](#) [Swatch](#) [Posters](#) [James Bond store](#) [Links](#)

Welcome to The World's only James Bond Museum Sweden Nybro. Booking open mon-fri 10-17 sat 10-14 [Tweet](#)

Öppet under september 2017 till maj 2018 måndag-fredag 11-15. Lördag 10-14. Övriga tider tidsbokning.



Open during September 2017 to May 2018 Monday-Friday 11-15. Saturday 10-14. Other times appointment.

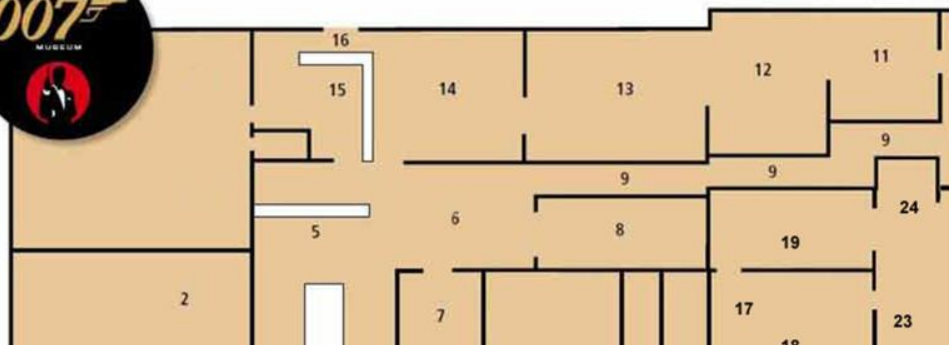


Geöffnet im September 2017 bis Mai 2018 Montag-Freitag 11-15. Samstag 10-14. Andere Zeitung nach Terminvereinbarung

[Aston Martin Vantage 2007 with licence plate "007 JB"](#)



[Map over The World's only James Bond 007 Museum Sweden](#)
[James Bond 007 Museum Nybro Sweden leaflet PDF](#)



5 sec test

Company name

A word cloud visualization of the 'Company name' test results. The words are arranged in a sparse, non-rectangular layout. The most prominent words are 'james' and 'museum', both in a large, dark grey font. 'bond' is also visible in a large, dark grey font at the bottom left. Smaller words include 'jame's', 'dont', '007', and 'know'.

james
museum
bond

A word cloud visualization of the 'Focus map' test results. The words are arranged in a sparse, non-rectangular layout. The most prominent words are 'title', 'bond', 'cars', and 'map', all in a large, dark grey font. Other visible words include 'museum', 'sign', 'links', 'jame's', 'going', 'much', 'different', 'huge', 'header', 'right', 'heading', '007', 'too', 'name', 'groundplan', 'blue', 'page', 'names', and 'images'.

title
bond
cars
map
museum
sign
links
jame's
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much
different
huge
header
right
heading
007
too
name
groundplan
blue
page
names
images

Focus map

Trunk test

Questions:

1. What's this site about?
2. Can you see what page are you in?
3. What are the main section of website?
4. What navigation options do you have here?
5. Are you conscious where are you in the scheme of things?
6. Is it comfortable to navigate between pages?
7. What are your impressions / thoughts?

Expert review

Cognitive walkthrough

Tasks:

1. Find out what to do and see at the museum.
2. Find out the opening hours.
3. Find out the price of the tickets and location.

Heuristic evaluation

Main issues:

- Aesthetic and minimalist design
- User control and freedom

Design principles for the existing website

Composition: asymmetrical layout, page elements in different sizes

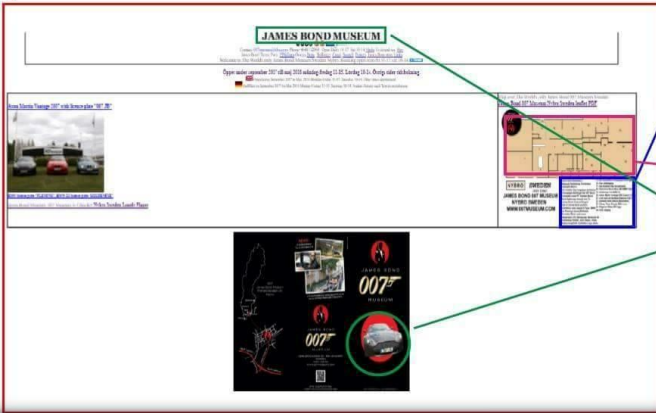
Gestalts

Proximity & Past experience
"What is close to each other belongs to each other"
- the list: we understand the individual elements as a list because of their structure and the numbers in front of them

Closure

We understand the shapes as a map

Figure & ground



Contrast

Colour

Size

Shape



Moodboard

BRUTAL
LUXURIOUS
BLACK-WHITE-GOLD-RED
MYSTERIOUS
CLASSY



Style tile



Website redesign / Group 10
JAMES BOND MUSEUM

STYLE TILE

Colors:



#DE1920



#020305



#DEC179



#FFFFFF



Omega

BMW

Bollinger

Posters

The Most Exciting Official 007 Car Ever!

Font: Saira Condensed

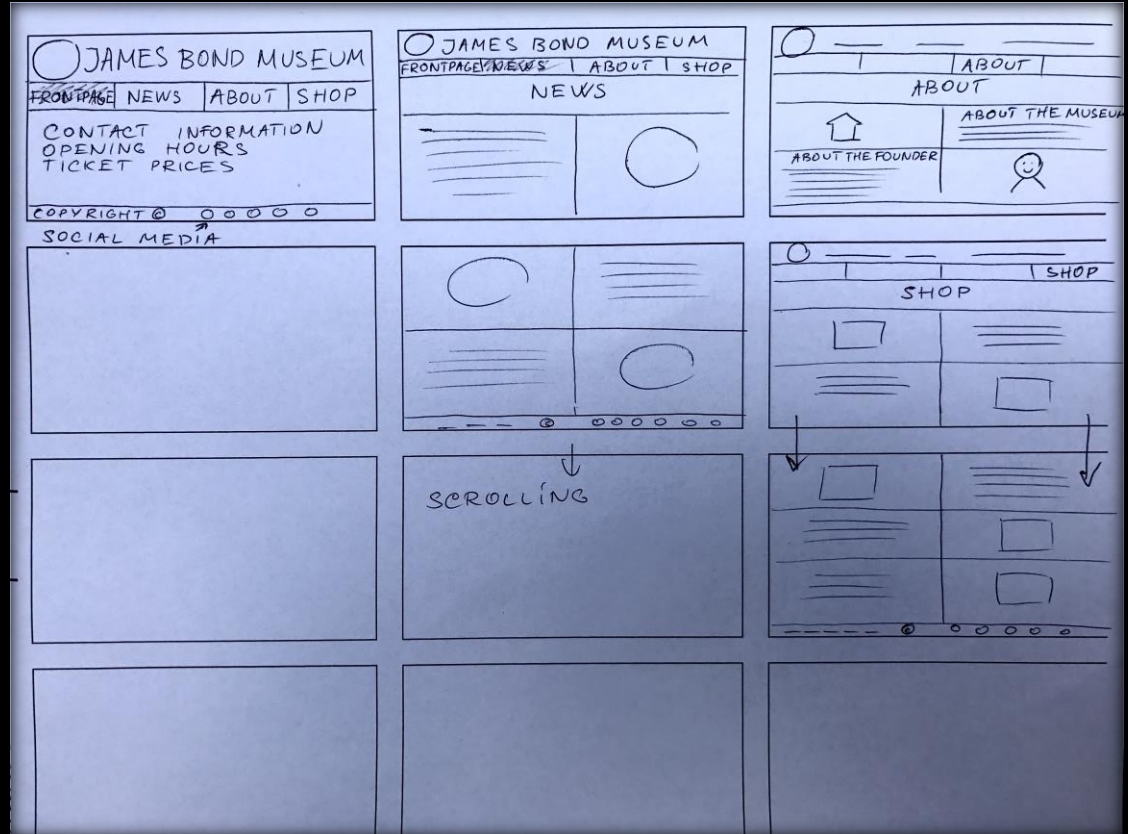
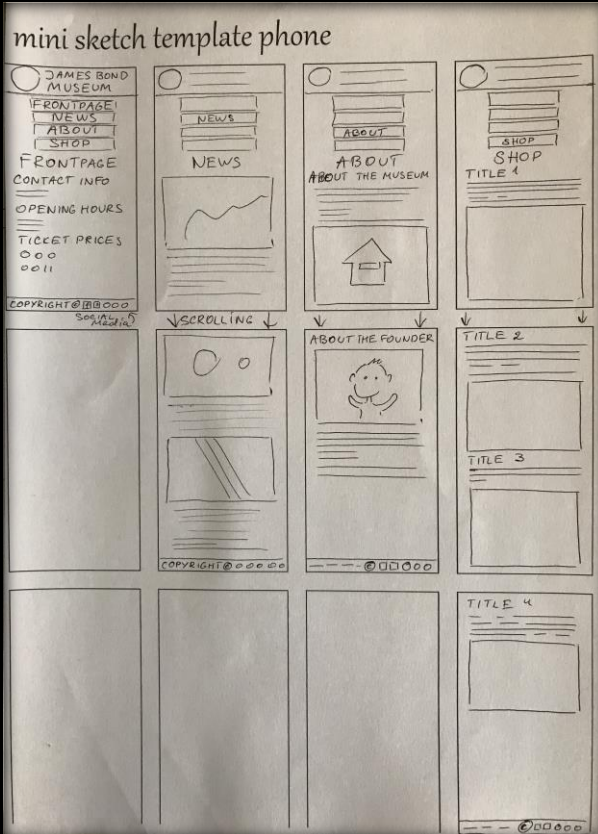
Only a very limited number of these cars are being made. It is the most elaborate James Bond collectible ever produced and one of the most anticipated. Incredibly detailed 1:12 scale replica of James Bond's fabulous BMW Z8.

Keywords:

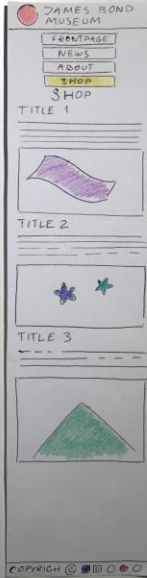
BRUTAL LUXURIOUS
BLACK-WHITE-GOLD-RED

CLASSY
MYSTERIOUS

Mini sketches

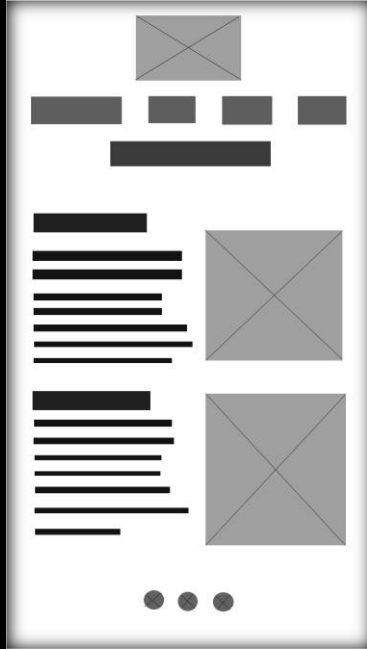


Paper prototypes

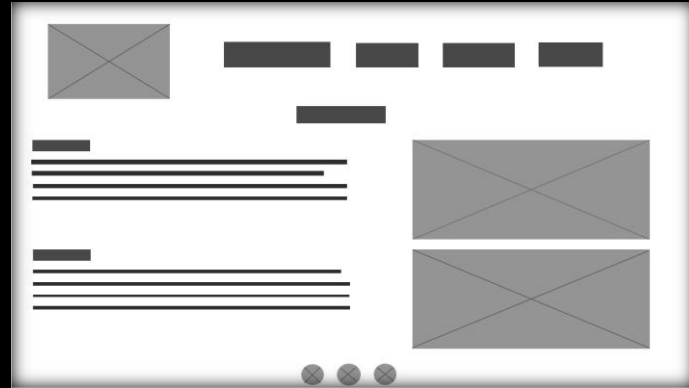


Wireframes

Mobile



Desktop



XD prototypes



JAMES BOND
007
MUSEUM

HOME

NEWS

ABOUT

SHOP

HOME

The James Bond series focuses on a fictional British Secret Service agent created in 1953 by writer Ian Fleming, who featured him in twelve novels and two short-story collections. Since Fleming's death in 1964, eight other authors have written authorised Bond novels and novelizations: Kingsley Amis, Christopher Wood, John Gardner, Raymond Benson, Sebastian Faulks, Jeffery Deaver, William Boyd and Anthony Horowitz. The latest model is Trigger Mortis by Anthony Horowitz, published in September 2015.



Would you visit the museum?



Would you like to see other pages?

Trunk test

Questions:

1. What's this site about?
2. What navigation options do you have here?
3. Is it comfortable to navigate between pages?
4. Whats your impressions / thoughts?

Expert review

Cognitive walkthrough

Tasks:

1. Find out more about the museum.
2. Find out the price of the Spectre poster.
3. Find out what's new in the museum.

Heuristic evaluation

Main issues:

- Aesthetic and minimalist design
- User control and freedom

Design principles for the new website

Composition: vertical symmetry

Gestalts

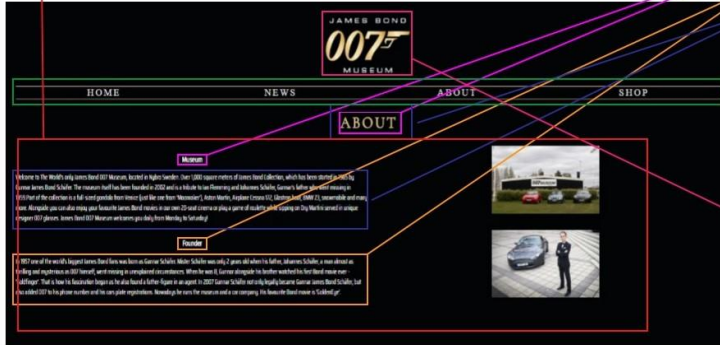
Similarity

- font;
- size;
- colour.

Proximity

"What is close to each other, belongs to each other."
We understand the elements from the navigation as a whole.

Figure&ground



Contrast

colour

size



Code snippets

```
/*-----TABLET & DESKTOP-----*/
@media only screen and (min-width: 450px) {
  body{

  }

}

/*-----INDEX-----*/
.main-index {
  display: grid;
  grid-template-columns: 1fr, 1fr;
  grid-template-areas:
    "hd hd"
    "nav nav"
    "t t"
    "lb pr"
    "rb cb"
    "ft ft"
}

.header {
  grid-area: hd;
}

.nav {
  grid-area: nav;
}

.centert {
  grid-area: t;
}

.leftbox {
  grid-area: lb;
}

.rightbox {
  grid-area: rb;
}

.poster {
  grid-area: pr;
}

.centerbox {
  grid-area: cb;
}

.footer {
  grid-area: ft;
}
}
```

```
140 /*-----NEWS-----*/
141
142 ▾ .main-news {
143   display: grid;
144   grid-template-columns: 1fr 1fr;
145   grid-template-areas:
146     "hd hd"
147     "nav nav"
148     "t t"
149     "lb rb"
150     "slb srb"
151     "tlb trb"
152 }
153
154 ▾ .header {
155   grid-area: hd;
156 }
157
158 ▾ .nav {
159   grid-area: nav;
160 }
161
162 ▾ .centert {
163   grid-area: t;
164 }
165
166 ▾ .leftbox {
167   grid-area: lb;
168 }
169
170 ▾ .rightbox {
171   grid-area: rb;
172 }
173
174 ▾ .secondleftbox {
175   grid-area: slb;
176 }
177
178 ▾ .secondrightbox {
179   grid-area: srb;
180 }
181
182 ▾ .thirdleftbox {
183   grid-area: tlb;
184 }
185
186 ▾ .thirdrightbox {
187   grid-area: trb;
188 }
189
190 ▾ .main-news {
191   text-align: center;
192 }
193
194
```

```
297 /*-----MOBILE-----*/
298
299 @media only screen and (max-width: 425px) {
300   body {
301   }
302
303 ▾ .main-index {
304   display: grid;
305   grid-template-columns: 1fr, 1fr;
306   grid-template-areas:
307     "hd hd"
308     "nav nav"
309     "t t"
310     "lb lb"
311     "pr pr"
312     "rb rb"
313     "cb cb"
314     "ft ft"
315 }
316
317 ▾ .rightbox {
318   text-align: center;
319 }
320
321
322 ▾ .main-news {
323   display: grid;
324   grid-template-columns: 1fr, 1fr;
325   grid-template-areas:
326     "hd hd"
327     "nav nav"
328     "t t"
329     "lb lb"
330     "rb rb"
331     "slb slb"
332     "srb srb"
333     "tlb tlb"
334     "trb trb"
335 }
336
337
338 ▾ .main-about {
339   display: grid;
340   grid-template-columns: 1fr 1fr;
341   grid-template-areas:
342     "hd hd"
343     "nav nav"
344     "t t"
345     "ftx ftx"
346     "fimg fimg"
347     "stx stx"
348     "simg simg"
349 }
350 }
```



**We hope you are shaken,
but not stirred...**