

Navn: August Hasselblad

Prototype:

<https://www.figma.com/file/ktFSlcA4ITXpYQE2UWgbm9/Wireframe-website-August-Hasselblad?type=design&node-id=825-1169&mode=design&t=MFQGK0jrTy8iCF8X-0>

Kodet site: https://augusthasselblad.dk/kea/03_ux/01_kodet_site/

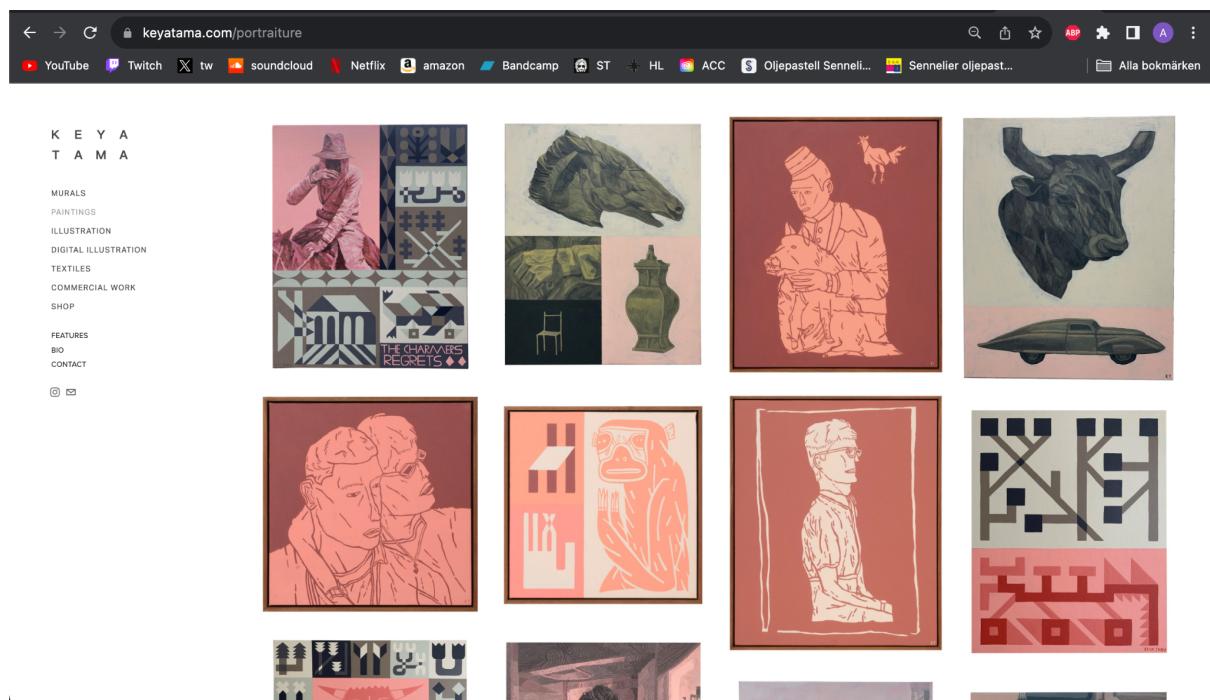
Research og idé

Valgt emne og formålet med sitet

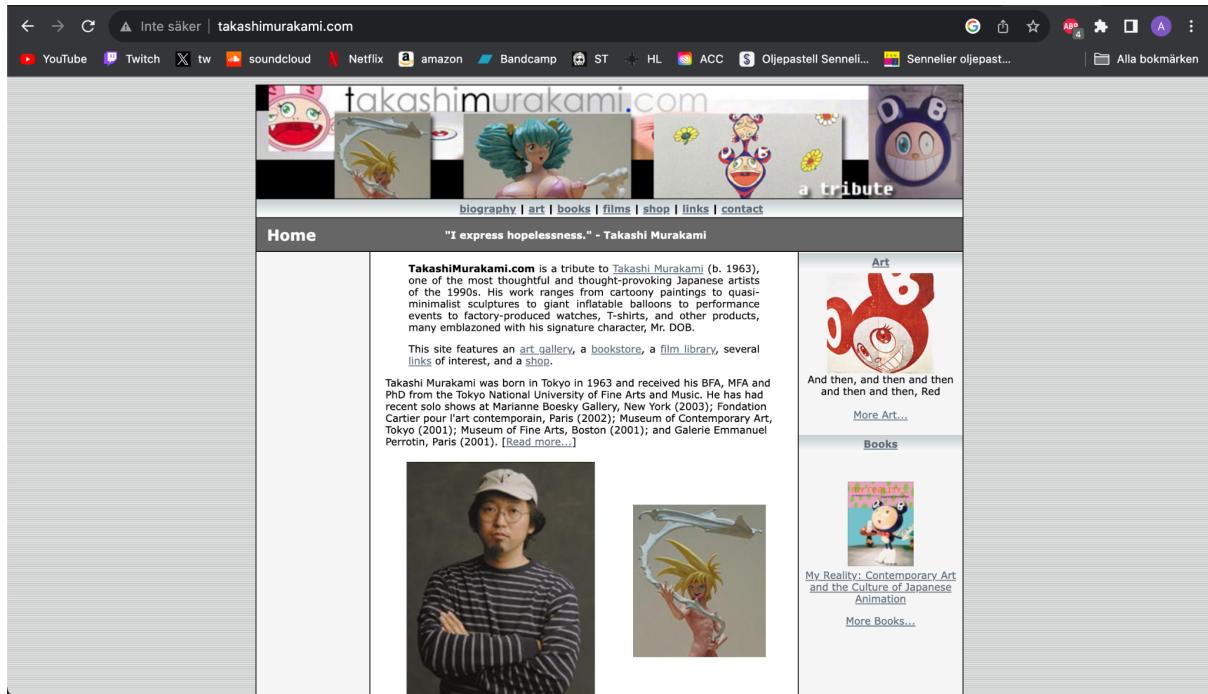
I am making a website for my art to work as a portfolio and webshop. The typical user of the website is someone who is interested in my art and wants to know more, buy paintings, or want to get in contact with me in a more formal way than through Instagram. The goal with the website is also to view my paintings easier, and look more professional. I have previously only displayed my art through Instagram and a couple exhibitions. With this website my art is easier to view than looking through an Instagram feed.

Research: metoder og resultat

I began my research in order to gather inspiration, by looking at some of my favorite artists websites, and I very quickly realized that most of the time, they were very boring. example:



I find this website boring because of all the negative space and the repetitive layout. This is not inspiring for me at all, it doesn't intrigue me into exploring the website. In other cases, the artists' websites were extremely outdated. example:



This is one of the most famous artists alive right now, and this webpage looks like it's from 1996 or something.

Not all the websites I looked at were as bad as these, but these examples were in some way inspirational for me, because it taught me what I did not want to do on my webpage.

I continued my research by observations in a gallery, and an interview with my girlfriend.

Observation

I went to three galleries to get insight into how people act when they view art. I found out that people are very careful when they are visiting a gallery. They usually look for a reception or someone to ask questions about the exhibition, the artist, if it's free to walk in etc. The most important insights i had for my website was:

- I need an obvious menu, which is my website version of a “reception”
- In the menu, i need an “About me” link for people who wants more info about the artist
- An obvious home page, from which you navigate to explore the website
- Nothing too annoying in the background, it will take away from the paintings and make the user distracted. Galleries usually have white or monochrome walls to avoid disturbing the art.

- Interesting galleries will also make the work more interesting. My website can not be too boring because it will make the art look boring as well.

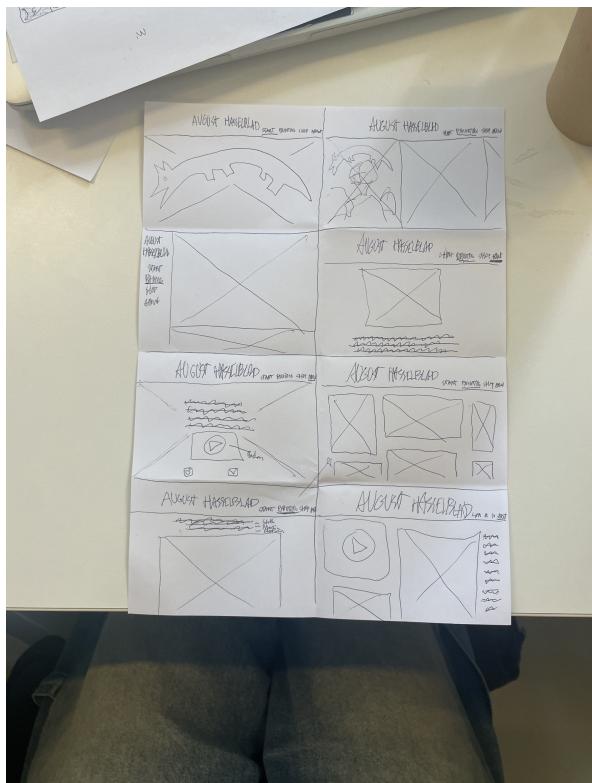
Interview

I also let my girlfriend navigate through the websites I previously showed examples of, to see if she would have the same conclusions as I. I began by guiding her through the website and asked her to find specific parts of the website. I then asked her to close the website and asked her some questions about what she remembered and why. The most important insights i had for my website was:

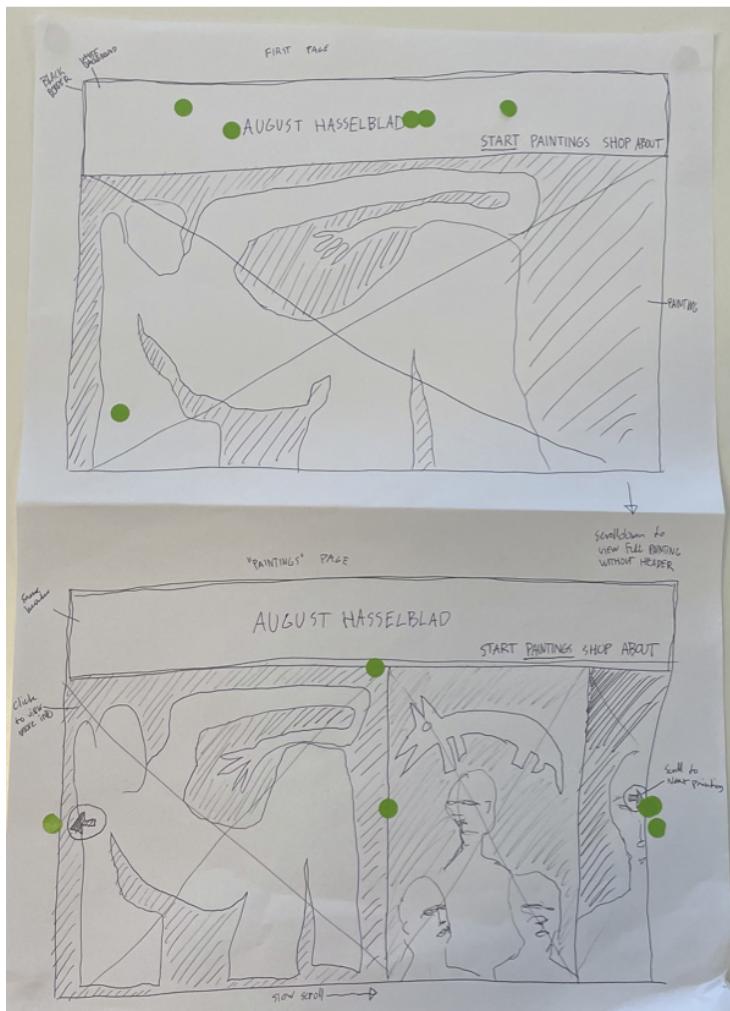
- Keeping it simple shows the product very clearly
- A boring website with the same layout everywhere is not as easy to remember and will bore the user
- An obvious home page makes it more interesting
- A logo as “home button” is fun, but make it obvious that it's clickable
- An obvious menu makes it easier to navigate, a hidden menu can stop the exploring of the webpage

Inspiration og ideudvikling

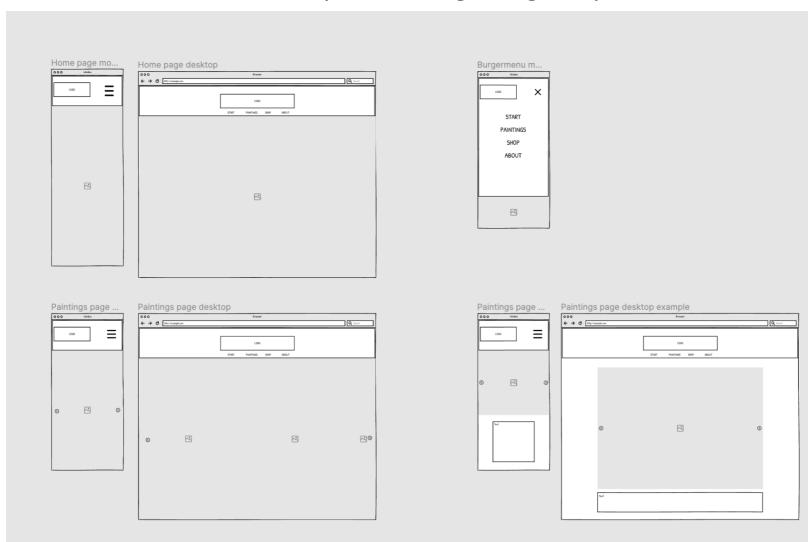
My main problem with the website was that I wanted it to be simple, as an art gallery to not take away any attention from my art, but still interesting, to keep the user intrigued and wanting to explore the page and my paintings. We did the exercise “crazy 8s” in class one day:



And my problem was solved. I really liked the first two I did, the solution was to give almost all of the space of the website to my paintings. I sketched it up in a bigger and more detailed scale:

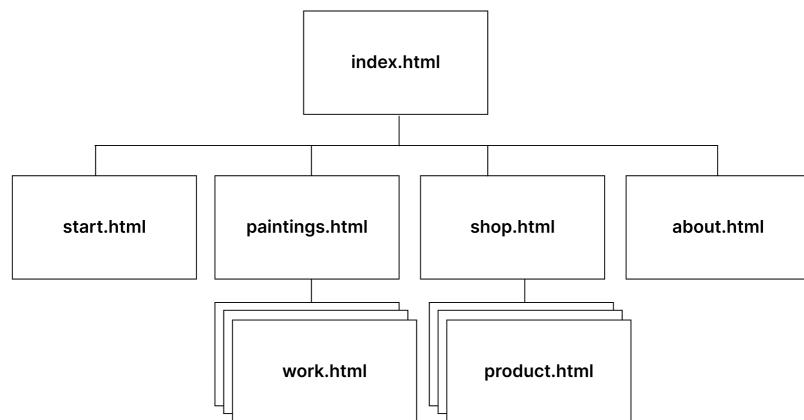


A simple header and the rest of the website are just my paintings. In the “paintings page” I wanted to keep the user intrigued so I decided for a horizontal scroll, this makes it a bit more fun to scroll through the paintings in comparison to the traditional vertical scroll, and it also showcases my art next to each other as if they were hung at a gallery or an exhibition.



This is my wireframe of the homepage and the “paintings” page. To make everything a bit more obvious for myself I made a sitemap. I realized that in order to make this website useful i needed to

have every single painting on the “paintings” page clickable to another page with more details of each painting. This is my sitemap:

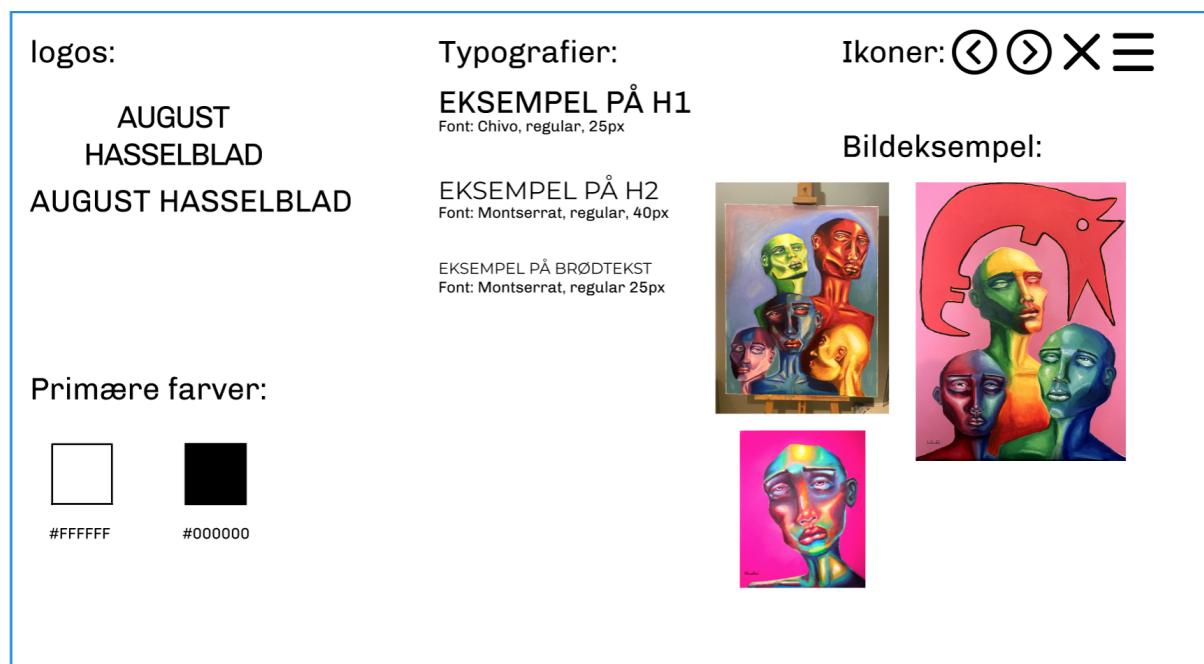


Digital prototype

Link:

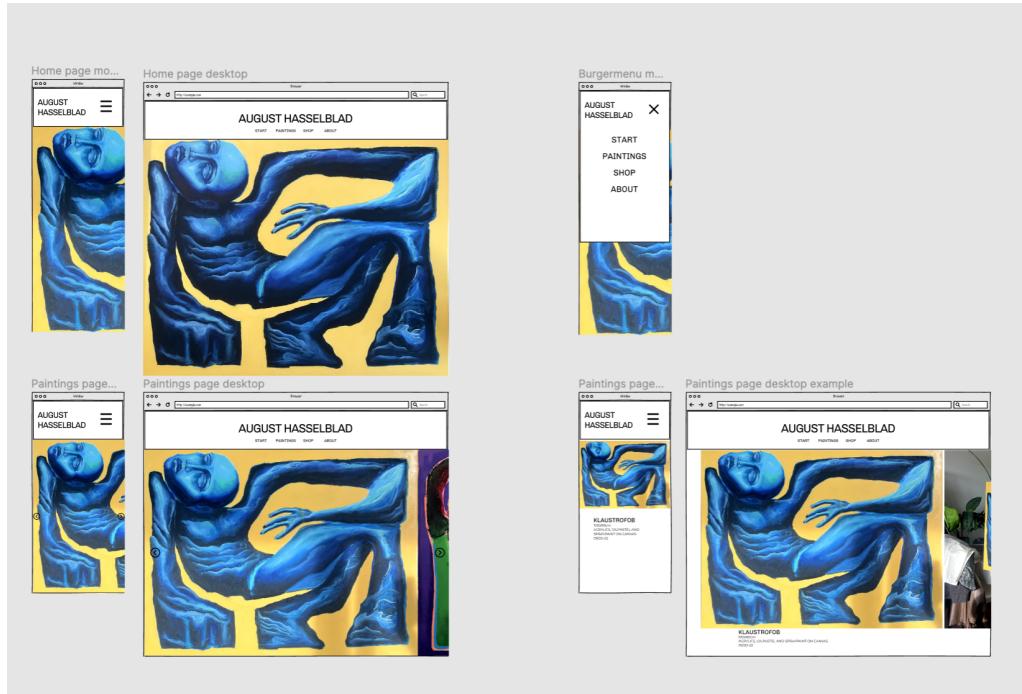
[https://www.figma.com/file/ktFSIcA4ITXpYQE2UWgbm9/Wireframe-website-August-Hasselblad?typ
e=design&node-id=825-1169&mode=design&t=MFQGK0jrTy8icF8X-0](https://www.figma.com/file/ktFSIcA4ITXpYQE2UWgbm9/Wireframe-website-August-Hasselblad?type=design&node-id=825-1169&mode=design&t=MFQGK0jrTy8icF8X-0)

Before I made my digital prototype in Figma, I made a styletile:

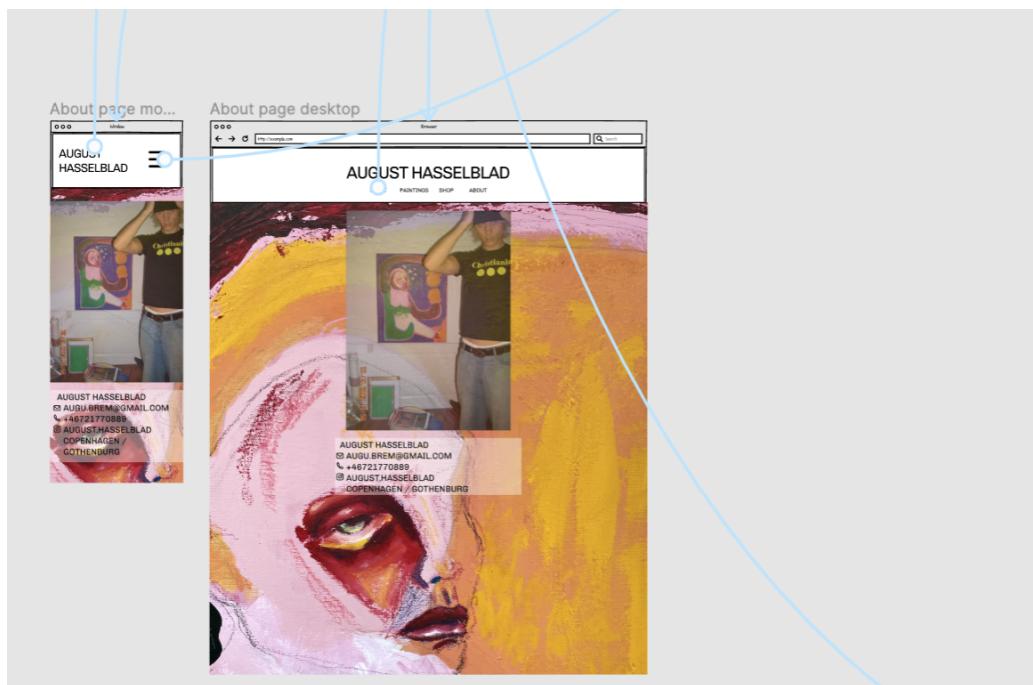


The styletile made it easier for me to just copy my wireframe to make the prototype.

I switched out the font, added text and images and made my prototype.



In the paintings page I made my horizontal scroll using figma scroll behavior. I also made it so that the image size is just enough so that if you scroll down, the header will disappear and the painting will be its full size.



My about page, i wanted it to basically be my contact information, such as mail and instagram. I decided to not use a painting as the background, but more of a picture of the process of a painting.

Test og resultater

My classmates tested the figma prototype, some in mobile-version and some in desktop-version. I asked them to look at the homepage for 5 seconds, and after that tell me what they thought the website was about. Everyone mentioned some sort of art website, which I'm happy with. I then asked them to find information about a painting and speak out loud what they were clicking and how they navigated through the website.

Some problems some of the classmates had was that it wasn't obvious that it was a horizontal scroll in the "paintings" page. I want to add scroll buttons in the future, or write a javascript that slowly scrolls through the paintings without you having to do anything.

Kodet site

link: https://augusthasselblad.dk/kea/03_ux/01_kodet_site/

My homepage was very simple to code, since it's basically a header, with a menu and a "home" button, and an image. The hardest part for me was the burger menu that I wanted to only be visible in mobile-version. I asked chat gpt to write me a burger menu in html, css and java. Here is the header html:

```
<header>
  <!-- LOGO -->
  <div class="logo">
    <a href="index.html">
      <h1>AUGUST HASSELBLAD</h1>
    </a>
  </div>
  <!-- BURGERMENU -->
  <div class="menu-icon">
    <div class="bar"></div>
    <div class="bar"></div>
    <div class="bar"></div>
  </div>
  <!-- menu -->
  <nav class="navbar">
    <ul>
      <li><a href="index.html">START</a></li>
      <li><a href="paintings.html">PAINTINGS</a></li>
      <li><a href="shop.html">SHOP</a></li>
      <li><a href="about.html">ABOUT</a></li>
    </ul>
  </nav>
</header>
```

My header consists of a .logo class, with my name. A burger menu icon, and navigation links.

In css i wrote:

```
@media (max-width: 800px) {  
    /* BURGERMENU */  
    .navbar {  
        display: none;  
    }  
    .menu-icon {  
        cursor: pointer;  
        padding: 15px;  
    }  
  
    .bar {  
        width: 50px;  
        height: 3px;  
        background-color: #000000;  
        margin: 8px 0;  
    }  
}  
.overlay {  
    font-family: "Urbanist", sans-serif;  
    font-weight: 200;  
}
```

the @media max width: 800 is to make the burger menu only visible in mobile-version.

the ".navbar display none" makes the navigation hidden when the website is in mobile-version.

in the .menu-icon class, the cursor: pointer; makes it clickable, and the padding adds space around the icon.

In the .bar class, I customized the bars width and height in the burger menu, and also the color and space between each bar.

And then in java i wrote:

```
1  document.querySelector(".menu-icon").addEventListener("click", function () {  
2      const navbar = document.querySelector(".navbar");  
3      navbar.style.display = navbar.style.display === "block" ? "none" : "block";  
4  });  
5
```

Which I completely got from chatgpt. I don't know how to code in Java yet.

Another big part of the website is the horizontal scroll in the “paintings” page. Here is the HTML for the paintings page:

```
<div class="paintings-scroll">  
<a href="slagsmal.html"></a>  
<a href="ansikten.html"></a>  
<a href="boxaren.html"></a>  
<a href="demonen.html"></a>  
<a href="klaustrofob.html"></a>
<a href="moshpit.html"></a>
<a href="untitled.html"></a>

</div>
```

I put all the images in a class I called “paintings-scroll”, and then also put each image in a class called “img”.

in CSS i wrote:

```
/* HORIZONTAL SCROLL PAINTINGS PAGE */
.paintings-scroll {
  display: flex;
  flex-wrap: nowrap;
  overflow: auto;
  gap: 3px;
}
.img {
  height: 660px;
  width: auto;
}
```

In the paintings-scroll parent i displayed: flex; which makes the images line up horizontally in a row. flex-wrap: nowrap; prevents the images from moving to the next line if they don't fit in the container. overflow: auto; adds a scrollbar when the images exceeds the container's width.

And then, gap: 3px; to add a little gap in between each painting.

I then customized the images height, so that if you scroll down, the header disappears and the paintings take up the whole page.

Lighthouse test

When I did my lighthouse test I realized that I had to transfer every image I had to webp images. They were first in PNG, which made it incredibly slow.

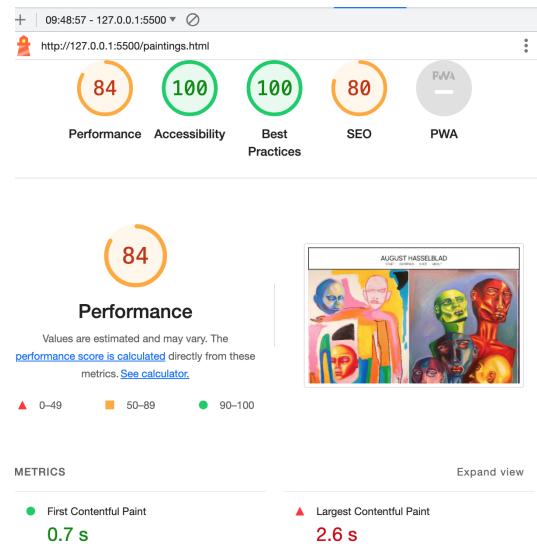
▲ Avoid enormous network payloads — Total size was 70,073 KiB	
Large network payloads cost users real money and are highly correlated with long load times. Learn how to reduce payload sizes. <small>(LCP)</small>	
<input checked="" type="checkbox"/> Show 3rd-party resources (1)	
URL	Transfer Size
0.1 1st Party	70,041.3 KiB
/bilder/boxare.png (127.0.0.1)	12,520.3 KiB
/bilder/bla.png (127.0.0.1)	11,695.9 KiB
/bilder/demon.png (127.0.0.1)	11,223.7 KiB
/bilder/gul.png (127.0.0.1)	10,939.8 KiB
/bilder/mosh.png (127.0.0.1)	10,255.8 KiB
/bilder/portratt.png (127.0.0.1)	7,739.0 KiB

This is a screenshot from the lighthouse test, my images were huge and the transfer size as well.

After i converted them to webp my lighthouse test looked like this:

<input checked="" type="checkbox"/> Show 3rd-party resources (1)	
URL	Transfer Size
0.1 1st Party	2,870.3 KiB
/bilder/boxare.webp (127.0.0.1)	716.1 KiB
/bilder/portratt.webp (127.0.0.1)	435.5 KiB
/bilder/bla.webp (127.0.0.1)	394.6 KiB
/bilder/mosh.webp (127.0.0.1)	394.0 KiB
/bilder/demon.webp (127.0.0.1)	391.8 KiB
/bilder/gul.webp (127.0.0.1)	373.9 KiB
/bilder/slags.webp (127.0.0.1)	157.9 KiB
/paintings.html (127.0.0.1)	4.0 KiB

I also forgot to take a screenshot before i properly sized my images, but after I corrected that my test results came out like this:



Before this, the “Largest contentful paint” was at 14 seconds. I was happy with my performance, because I still wanted the images to be high resolution.

Præsentation

https://docs.google.com/presentation/d/1bBShUJNOg6vG8S2Fe6nMSQuDmjhMv4e4Yu7EhT0TtX4/edit#slide=id.g28b9a4bf1ab_0_0

My presentation doesn't contain any text so it's a bit hard to understand the context by just looking at it, without me presenting it.

I got some nice feedback from my group. They thought that I had handled my problem, making the website simple but interesting, in a good way, and that my solution was good.

In the end of the presentation I talked about parts that I want to add to my website.

I want to add a "scroll-button" to the "paintings" page, because when my friends and family used my website, it wasn't that clear that it was a horizontal scroll. I also want to add a "work" page in the menu, where I add my graphical work in a similar style to the "paintings" page. I want to use this website as a portfolio for design jobs, as well as showcasing my paintings.