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## Design Process Documentation

### **Brainstorm**

My redesign of Mexico's Casa Organica aims to solve many of the issues the original website has. Their site lacks an overall foundation and has no sense of direction, and it is not very user-friendly. It can also feel dull at times as it is not reminiscent of the architecture it is promoting. My idea helps solve these problems by building an interface with the user's needs in mind and creating an interactive digital experience. I will include a structure that will make it easier for users to navigate and overall make it visually appealing to the audience. My thought process for this project was lengthy as it included ample ideas that eventually did not make it to the final brainstorming phase. My strategy consisted of looking through The Organic House's website and jotting down every positive and negative connotation. I went through what I believed was lacking and incorporated it into my idea for the website. I took what they already had created and elevated it to a different standard. During my initial stage, I envisioned a website that was incredibly interactive with the user through various dynamic features and animations. However, most of these ideas did not go to fruition as it would have taken too long to build out. I edited my concepts and narrowed it down to a few that certainly felt possible to do. When finalizing the concept for this project, my indecisiveness took control completely. I do not regret my final decision since I got to explore a different side of design through this assignment. However, if I had more time, I would have chosen differently. I am very passionate about my direction for Casa Organica's website

redesign, but I recently discovered a local business that I would have loved to help highlight as well.

## **Identify**

Specifically for this website, the main idea that I want to emphasize will be the animations I want to include. Although they will be quite minimal, I believe these transitions will tie the web pages together and create a seamless experience for the user. This concept is very reminiscent of the architectural house that prides itself on the way it connects to different rooms. When you look through the architecture of this building, individuals are immediately taken to a whimsical, fantasy-like realm, and I want the website to evoke that feeling as well. I think this is one of the most important aspects as it helps the user understand the perspective on the architect's projects more. Over the course of this project, my solution to these ideas has drastically changed. Initially, I wanted to prototype it and build it much later in the future. However, I thought it would be a great opportunity to showcase my coding skills. I wanted to use HTML, CSS, and Javascript to create this project but later transitioned to React fully as it offers more capabilities. There are a few great libraries in React to help me create the animations for this website and allow me more time to work on more details.

## **Define**

### **Project Plan**

My project plan is to split my tasks and work in phases that will build on top of each other. I planned to brainstorm, wireframe, and code. For each of these phases, I will include sub-components that will ultimately complete the full phase.

For example, for my coding section, I will work on building the HTML structure, design with CSS, and finalize my interactivity with Javascript. They will all come together and fulfill my coding section. This structured approach will help efficiently manage resources and monitor progress throughout the project.

## **Milestones and Timeline**

### **Major Milestones**

- Wireframe Mockup
- Basic Website Skeleton
- Overall Design
- Interactive Elements

### **Project Progress Time Frame:**

- Ideate and Finish Wireframe - **1 Week**
- Basic Website Skeleton - **4 Days**
- Coding Interactive and Design Aspects - **4 Weeks**
- Finalize and refine - **3-4 Days**
- Launching the live website - **1 Day**



the website. I do expect to run into issues with the code as I am using libraries and frameworks I do not have as much experience with.

## **Ideate**

### **Project Layout**

As I continue working on my project, I have used my previous assignments as a way to touch base with how I am doing and continue to keep me accountable as I progress. I have tried to stay on the course of the project brief to prevent scope creep and to make sure I am finished on time. As for my timeline, I am slightly behind schedule as I did not account for how much time I would need to code realistically. My design process is going really well. I have finalized my high-fidelity wireframes and have begun building the website. I do expect to run into issues with the code as I am using libraries and frameworks I do not have as much experience with.

### **Sketches**



The sketches that I have created have enabled me to go through my thought process and helped me fully realize the vision for Casa Organica. They have allowed me to not waste time second-guessing my choices as I move on to the coding phase. I have realized how crucial it is to have a reference to look back on as you build out your code. My sketches consist of the overall layout of where my elements will go on every page. It is detailed with every animation I want to include and also goes over more about the overall aesthetic of the site. I chose a very simple approach and did not include much more details in that. When it comes to designing, I tend to overcomplicate myself and design very elaborately. With the limited time that I have for this assignment, I thought it would be best to make edits as I go. This has allowed me to truly realize what is absolutely needed and what is not. As far as following it, I would say I have pursued the sketches closely. I am still working on the first few pages of the project so it is possible for it to change. However, they have ultimately guided all of the components in my code. I did change a few features in the sketches from the feedback that I received. I was told that it might be confusing for a client to understand what the blocks mean in my sketches. I thought it would be easy to identify that they were text elements but I have gone back and explicitly added labels. This will not only make it easier for a client to understand but also help me follow the outline more closely. Overall, the sketches and wireframes have been invaluable assets as they have allowed me to visualize, plan, and refine the design and functionality of the Casa Organica website.



## Works Cited

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