ST1002: Digital Visual Design
CA03 — Website Design (Complete)
Report

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Hermes is a website that is targeted at the teen to middle age group. The purpose of the website is to explain to its users the current mobile platforms, which are: Android, iOS and Windows Phones. Since most of the people obtain smartphones through a contact with mobile carriers, this will help them make better decisions when shopping for a smartphone that will last them for at least 2 years.

Previously, the design of the website was inspired my Google's interface for Android and their web services. It has a very bright outlook — colours are vivid and font is narrow. However, after much consideration, I decided to opt for a more mature design to reflect the identity and credibility of the website.
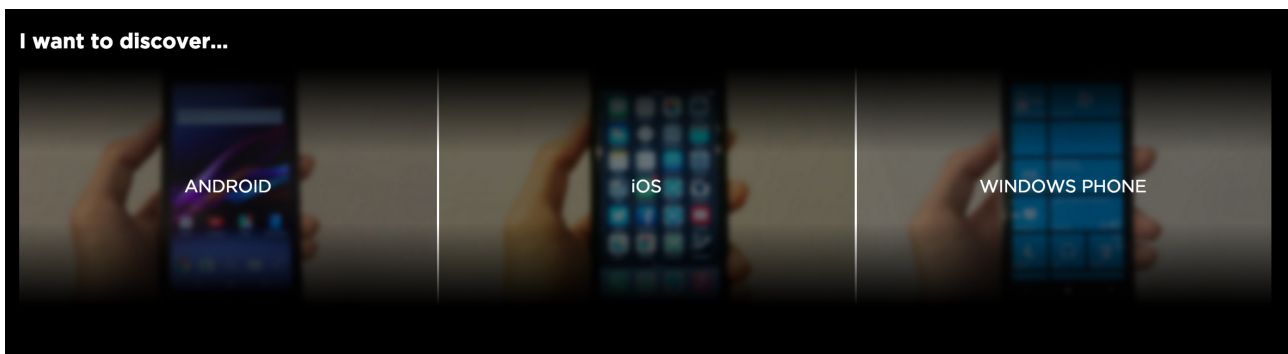

Previous design

The current design is inspired by Northern Lights, or Aurora Borealis. It has many eye candies that serve to appeal to the visitors of the website and at the same time, functions as an integral part of the website itself. The design incorporated plenty of gradient, transparency and blur effects. They give off a premium and sophisticated aura.

On the front page, the blur effect on the pictures gives the visitors some context as to what they are looking at without being too intrusive. For example, the "I want to discover" section, newly added to give visitors a clearer sense of what the website is about, uses blur effect to indicate the choices they are about to click on.

"I want to discover" section

It was added after I watched a video regarding the User Experience design for websites on Lynda that gave me a clearer picture of the user's attention span. It says that if the user cannot figure out what the website is about within the first 5 seconds of looking at the home page, they will lose their interest in the website.

Lines with gradients also serve as dividers to divide up the content since the entire website is themed dark. They give visitors a clearer idea on the part of the content they are looking at.

Of course, creating moments of delight is an essential element of a good website. For my website, the navigation bar will change color depending on the page a visitor is looking at. This not only gives visitors a better sense of context of where they are, it adds dynamic to the website at the same time.

Creating moments of delight — Dynamic Navbar that changes color

In conclusion, I have had plenty of fun throughout the process of completing this assignment and I have learnt many new things from it, be it technical or design skills. I have never been more proud of the current design and flow of my webpage which I have brought to life from pencil sketching. If I were given a second time to complete this assignment, I will not hesitate to do it again.