

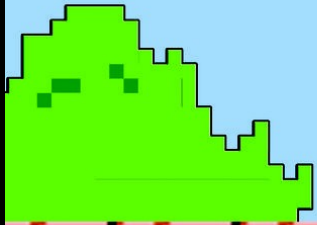
EXPLORE SOUTHBANK

Design rationale Document
Darcie Pearson

RATIONALE

The intended audience for this website are young children aged 8-10 that are interested in video games. My website aims to gamify the experience of exploring Southbank (Brisbane, QLD) for a day. I aim to provide a user interface that allows young kids to apply their familiarity with virtual exploration to the real world. The children viewing this website will be adventurous and enjoy challenges that test their bravery and skills, as well as always looking for something new and exciting to explore. I intended to cater to these children's natural curiosity and exuberant nature throughout the website with challenge-style prompts and gamified place descriptions.

PLAYER 003200 WORLD 1-1 TIME 313



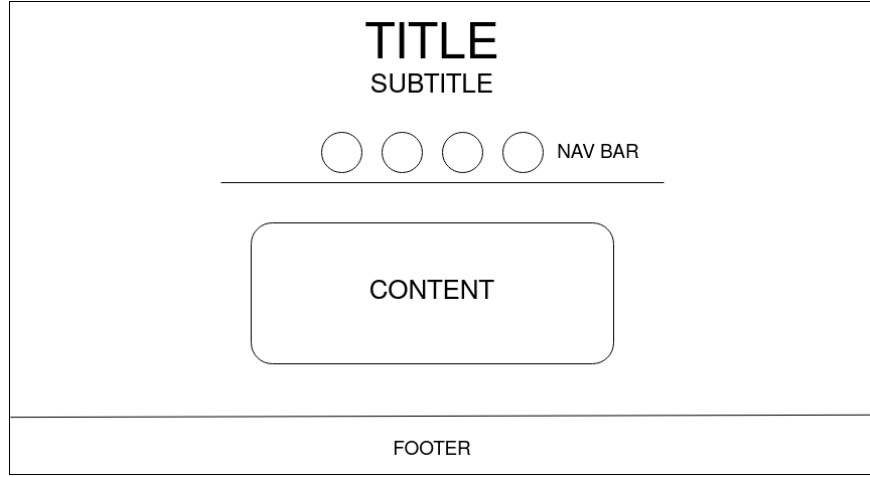
MOODBOARD



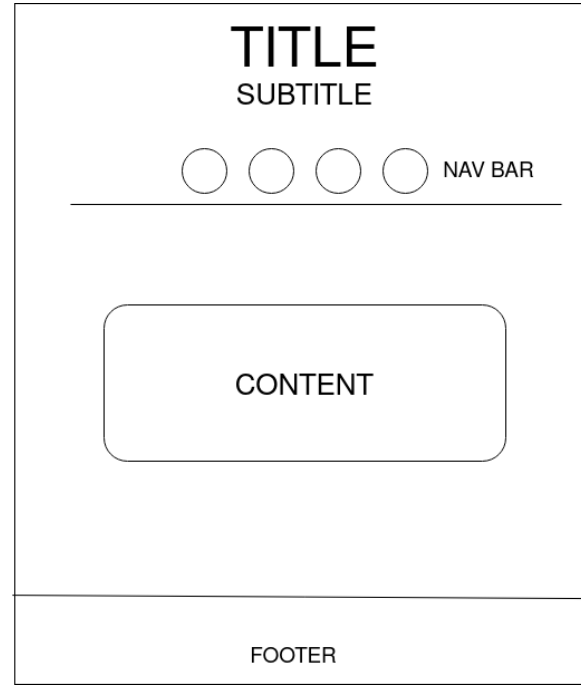
GAME
OVER



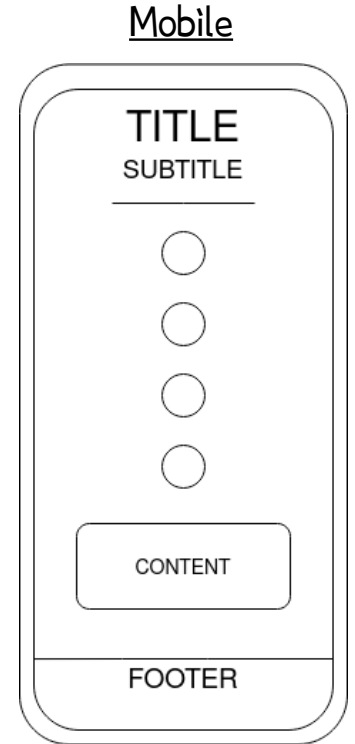
HOMEPAGE WIREFRAMES



Desktop

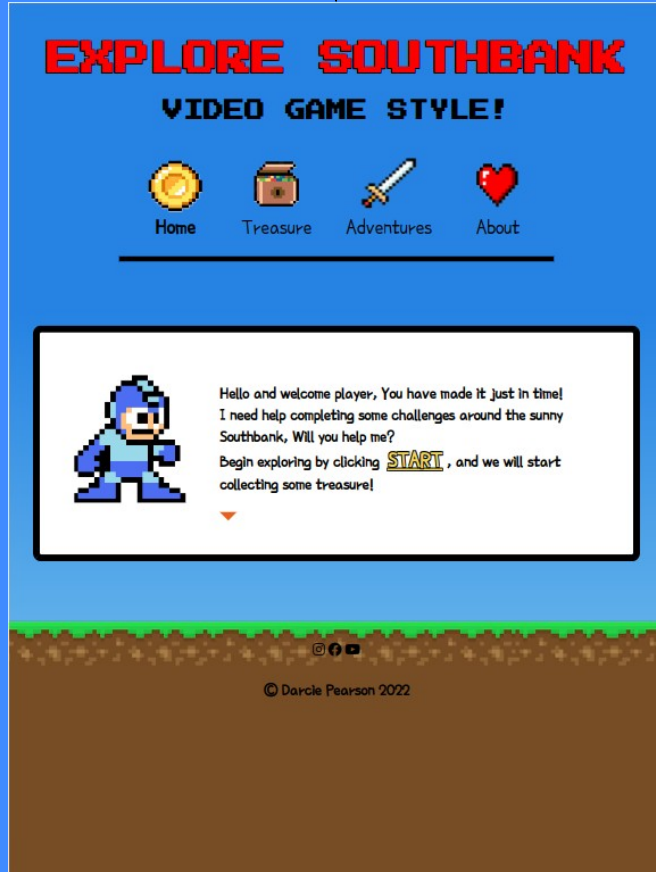


Tablet



ANNOTATIONS

All headings aim to imitate a video-game start screen to excite the audience.



8 bit icons were used to further the theme of early video game graphics.

A blue gradient background was chosen to replicate a typical video game graphical interface.

The `<hr>` tag is used below the nav bar throughout. This separates the main from the navigation, allowing for the implementation of the 'skip to content' for keyboard users, as the navigation takes up a large section of most pages.

Heading was styled reminiscent of a game prompt to extend the motif of familiar graphical interface and content delivery.

Footer is a large 8-bit video game ground to replicate a video-game interface.



Primary colour pallet as the target audience was younger kids, and I was inspired by early video-game graphics such as Super Mario.

**PRESS
START 2P**

Poor story

Font Poor story was used because it is playful and child-like, as well as Press Start because it is reminiscent of a retro video-game font. Both fonts sourced from Google Fonts.

ANNOTATIONS

EXPLORE SOUTHBANK

VIDEO GAME
STYLE!



Home



Treasure



Adventures



About

The vertical nav bar was implemented to maintain the clear and distinct section navigation for children, rather than a hamburger menu or other navigation style. This additionally keeps navigation accessible.

Icons were chosen to represent the section they deliver.
E.g Coin = Home as an important motif and will draw the audiences attention.
Chest = Treasure as a symbolic treasure chest.
Sword = Adventures as a symbolic representation of bravery and exploration.
Heart = About as a representation of personal information or 'health info'.

Location pages are kept simple to not distract from the information or pictures provided, this allows for full retention of the information on the page and in the image.

Each location page has small one sentence prompts that match the image. This aims to further entice the audience to the location and add additional information. There are also small challenges in these prompts to cater to the inquisitive nature of the young audience.

SOUTHBANK POOLS

Location: South Bank Parklands, South Brisbane
QLD 4101

Hours: Open 24—Hours



Come explore the crystal clear waters and shiny white sand at Southbank beach!

REFERENCES

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