

Design and process

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lucalazar.eu/website

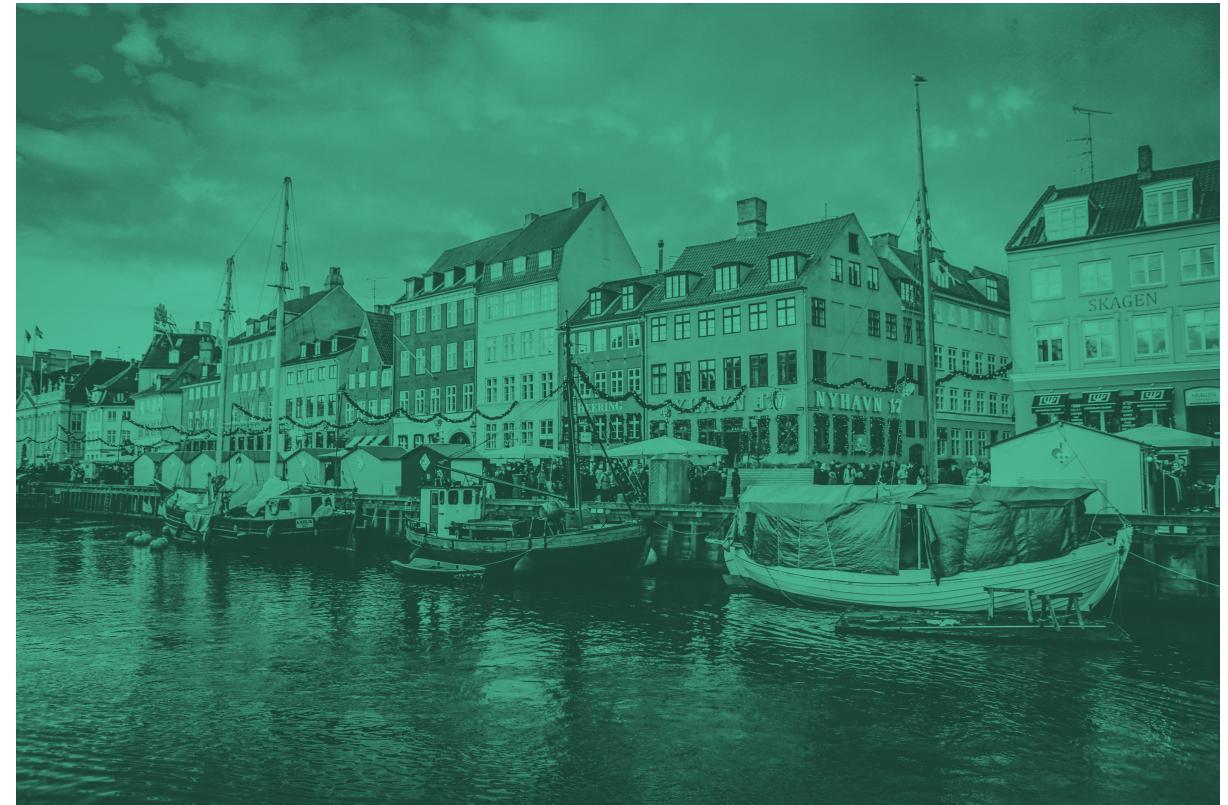
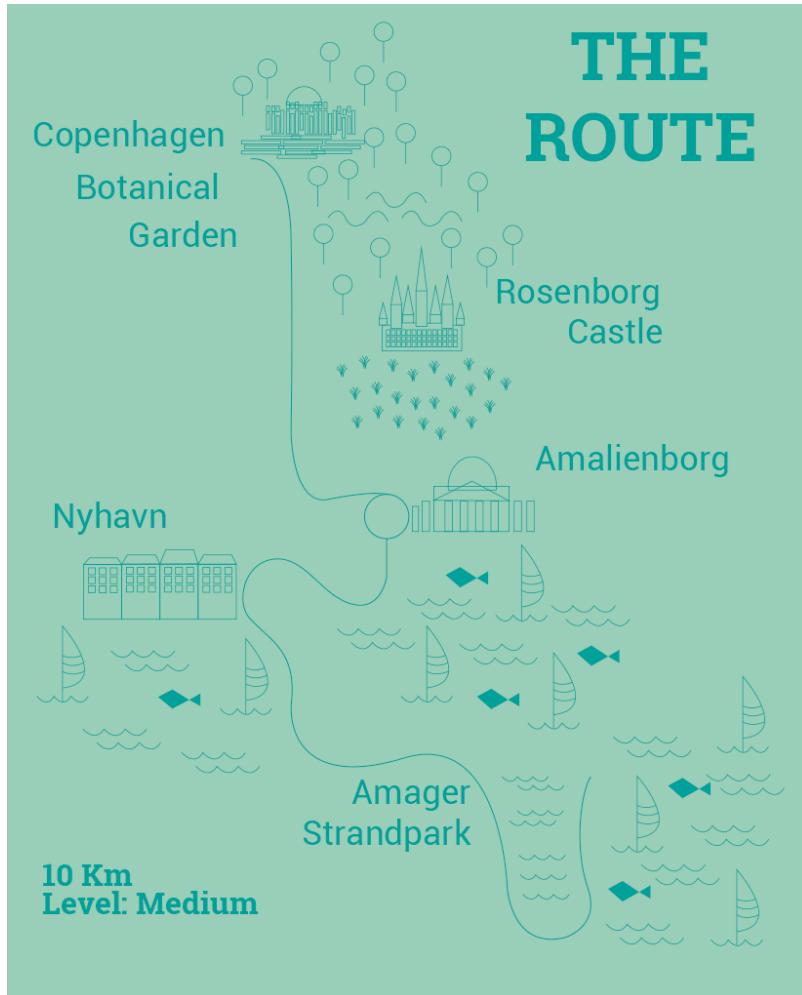
[sigurdarson.dk/kea/
group/bike](http://sigurdarson.dk/kea/group/bike)

[storytellingindesign.de/
microsite](http://storytellingindesign.de/microsite)

[mediakutka.com/kea/
microsite](http://mediakutka.com/kea/microsite)

[justflisiak.cba.pl/
website](http://justflisiak.cba.pl/website)

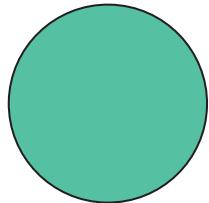
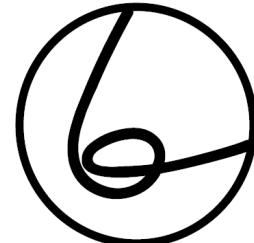
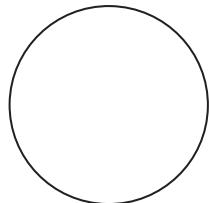
The Images



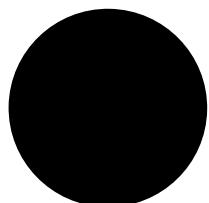
1. route-image.png, 120KB, 825x1022px
2. background-frontpage.png, 6.6MB, 2816x1878px

Moodboard

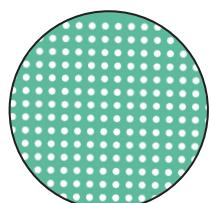
MOOD BOARD



Speed



Freedom



Exploring



Adventure



Sightseeing



Treatment

The Copenhagen Way Be smart - use a bike

Logline: Three random people experience difficulties travelling by public transport. After, they find a solution by renting a bike. That's how they meet each other and become biking friends and travel around together.

1st act - Beginning

Three different situations:

1. Person1 waiting for a bus, checks the time, bus is late.
2. Person2 is waiting for a metro in overcrowded station.
3. Person3 is struggling to buy a one way train ticket.

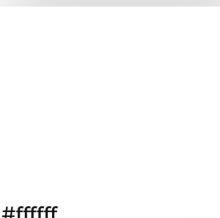
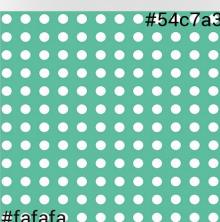
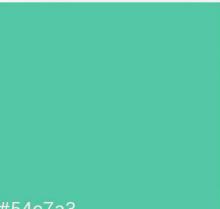
2nd act - Middle

Person in the train sees the poster and checks the website and sends it to his friends to check it out too. They all decide to rent bikes and quit the everyday commute problems.

3rd act - End

All characters rent bikes and go to a cycling adventure together to discover new routes and beauty of Copenhagen (Botanical Garden - Rosenburg castle - Amalienborg - Nyhavn - Amager Strandpark).

Style Tile



Here is an example title

Font used: Roboto (Medium), font size: H1

Here is an example subtitle

Font used: Roboto (Regular), font size: H3

Here is an example body text

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

Font used: Roboto (Regular), font size: 1em

Image assets
used in the body text



Menu example



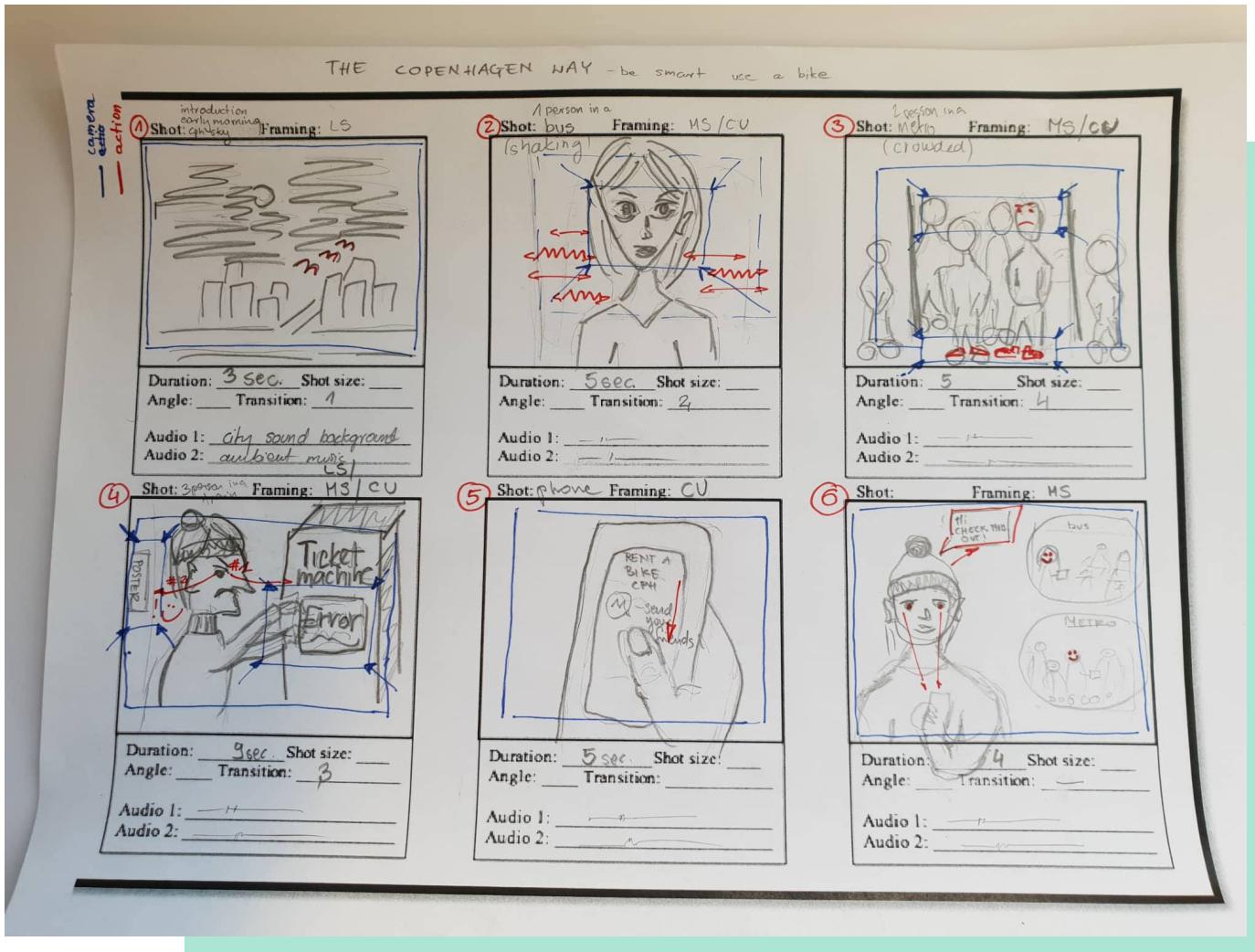
LOGO



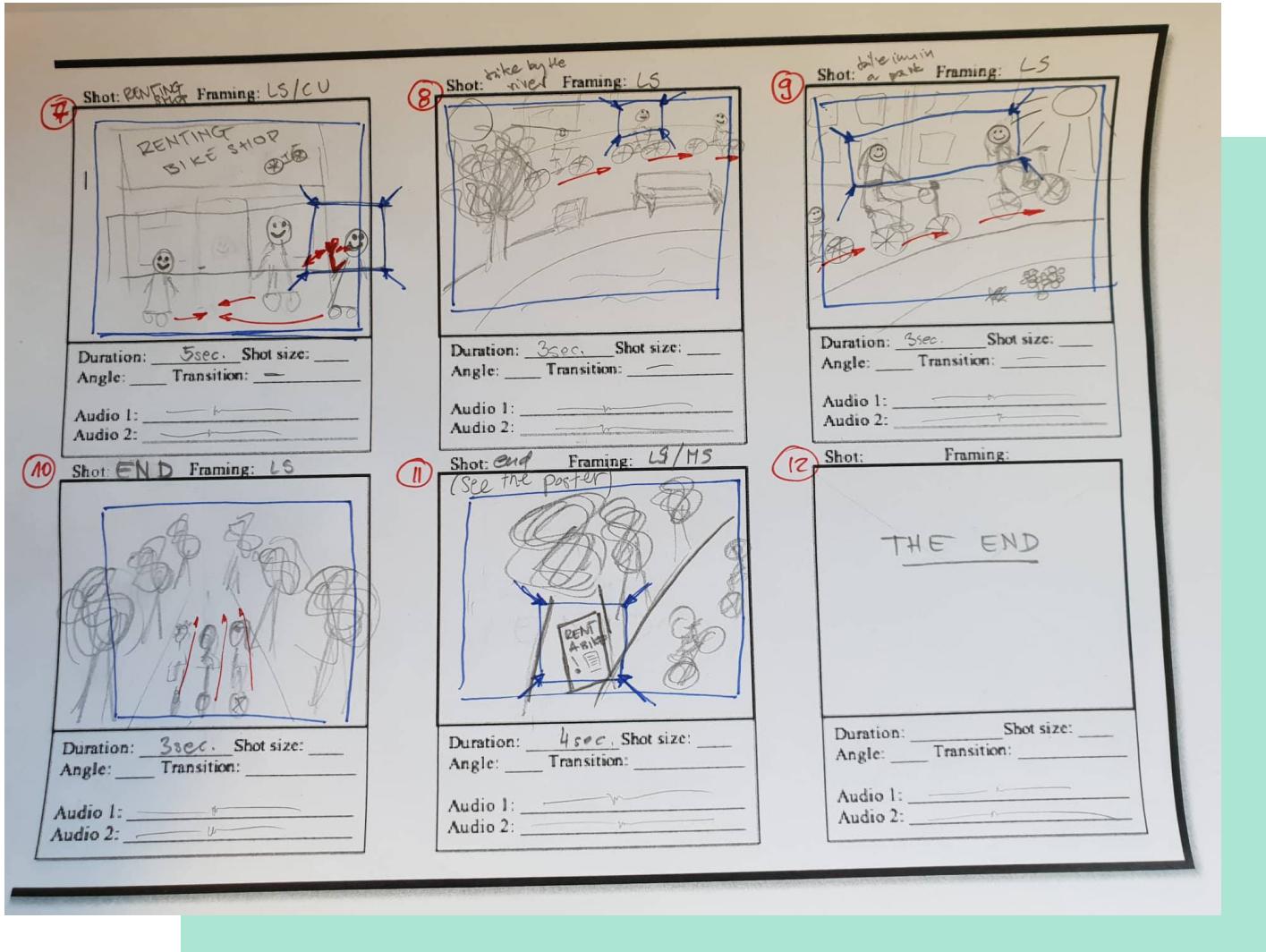
Burger menu



The Storyboard



The Storyboard



Design Principles applied

1. Law of symmetry

Menu bar and the page is using law of symmetry principle in the layout. The Law of Symmetry is the gestalt grouping law that states that elements that are symmetrical to each other tend to be perceived as a unified group.

2. Law of proximity

The Law of Proximity states that objects that are near or 'proximate' to each other tend to be grouped together. Our pictures and text belong together.

3. Law of similarity

Gestalt principle of organization holding that (other things being equal) parts of a stimulus field that are similar to each other tend to be perceived as belonging together as a unit. All images have the same size.

4. Contrast

There is an contrast between white colour of typography and mint green background. Contrast in texture, there is a background picture on our website.

5. Negative space

We are using a lot of negative space in our website.

Test results - 5 sec test

We as a group have decided to create an online 5 min test in order to find out how good and useful is our website. In the test we asked following questions.

- 1. What is this page about?**
- 2. How can you navigate the site?**
- 3. What do you think about the design of site?**

- The mainpage is quite clear and all people answered correctly that this site is dedicated to renting bikes in Copenhagen.
- As a navigation option people wrote - navigation menu and scrolling, click the icon and burger menu, which are all correct answers.
- The last question was about design of the page, where three out of four people describe our design as "simple and clear", "Like the flow of font" and "Looks very pleasant". One person describes it as " maybe too simple".
- We were satisfied with the result of our test and most of the people answered it in positive way as we expected.

Planned changes and improvements:

One person describes our design as "maybe too simple", so maybe we could add something to make it look more interesting. We may change the typeface or font size on the final version.

In conclusion: we think that our test made the job and showed us how our site looks for users.