

# GATES = *n* = FENCES

KEA student project GatesnFences 2018

G R O U P N U M B E R 5 :



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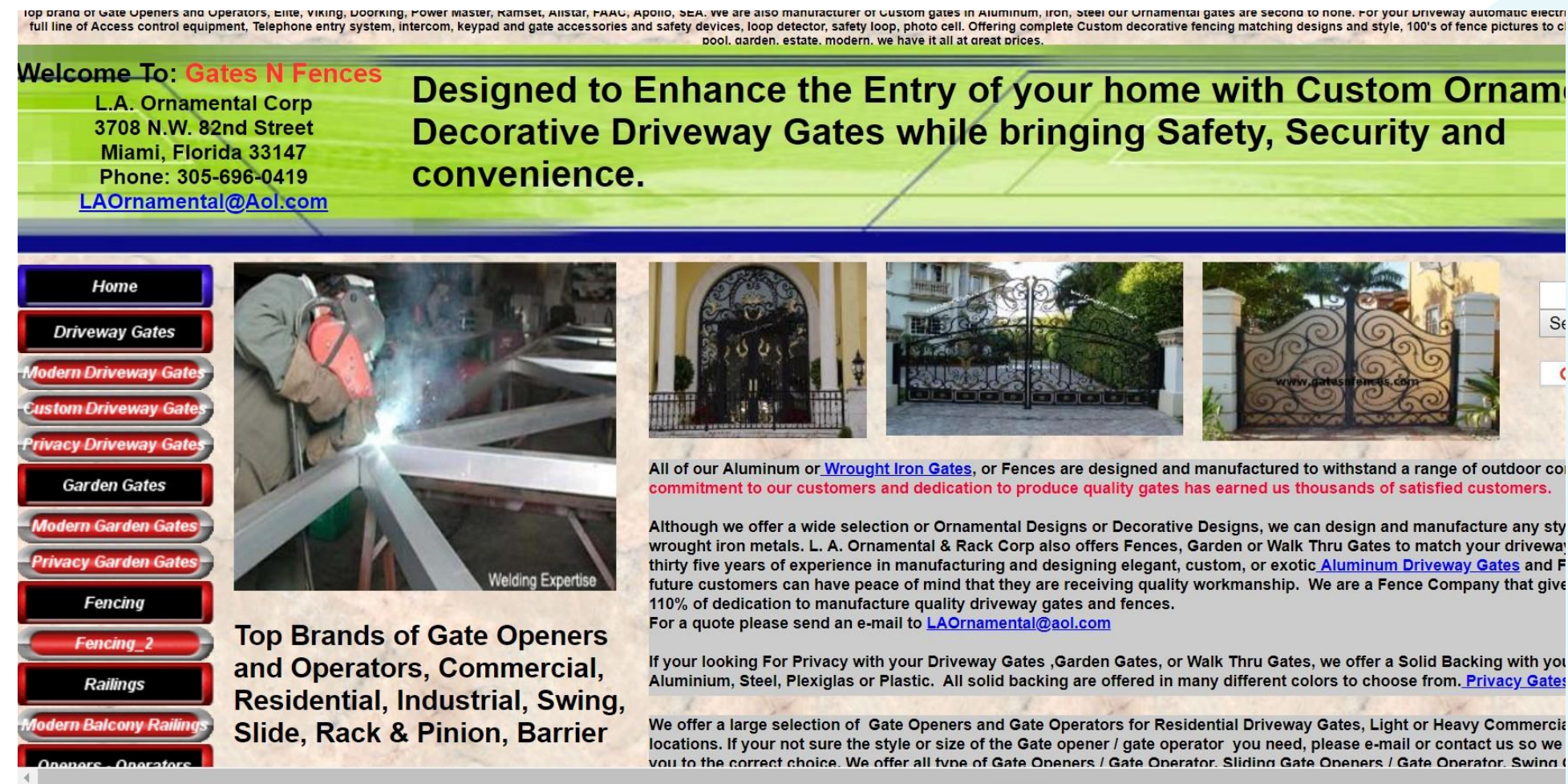
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Maja Bay  
Kristjansson



## Two examples of bad design principles of existing site.



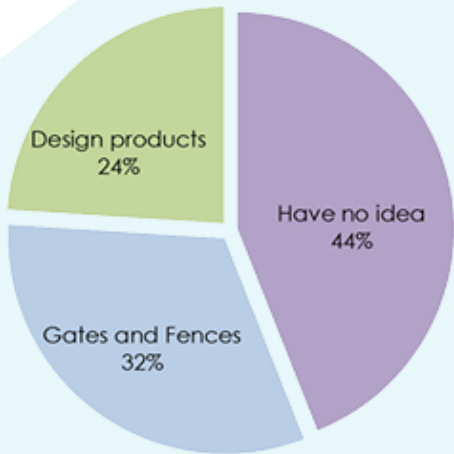
The law of similarity: The fonts have kind of the same weight throughout the whole website. Most of the content appeared similar, no matter if it is about some information or to purchase a product.

The law of proximity: The navigation bar is stuck on the left. But no white space or closure for the user to get a fast understanding of how to navigate. There is no balance, clear composition or chunk.

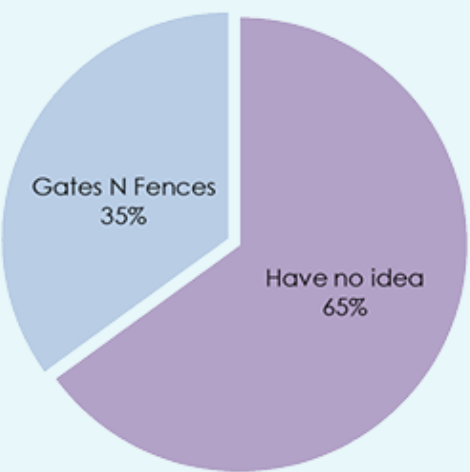
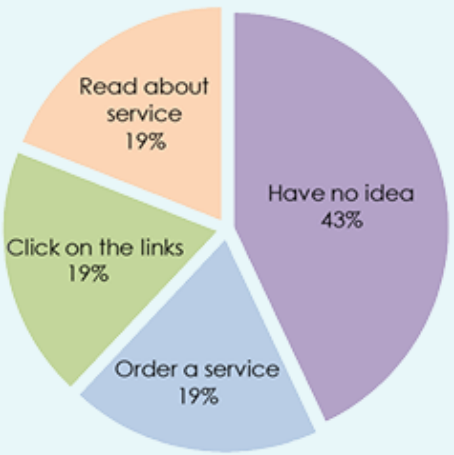
# A few examples from Test Report (of old site)

Name	Lavinia Marcu ♀	Jan Włoczewski ♂
What is this site about?	Iron gates or purchasing iron gates.	*Laughing* Gates. But it took more than 5 seconds, to understand that.
What page am I on, based on content?	Homepage	Homepage or about page
Where am I overall?	Homepage, because of the blue lines around a button.	Not sure, because there is no header or anything that can help what is about.
What navigation options do I have here?	Left navigation buttons, list of links, bottom. A lot of links everywhere, so it's not easy to navigate.	Too many links with a lot of stuff on the left side of the website.
Extra request	Too much information! Like to have a gallery with description and prices, also button with the process and divided into designs.	Change it, please

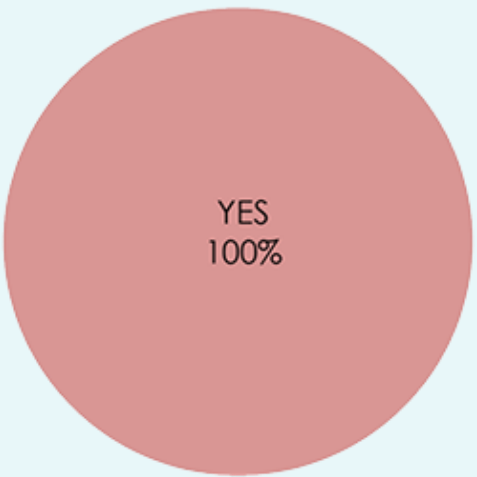
What product or service is provided?



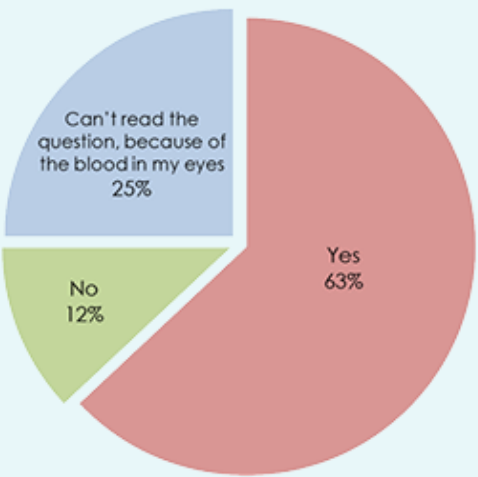
What can you do on this page? Who is the company?



Are you lost?



Are your eyes bleeding?



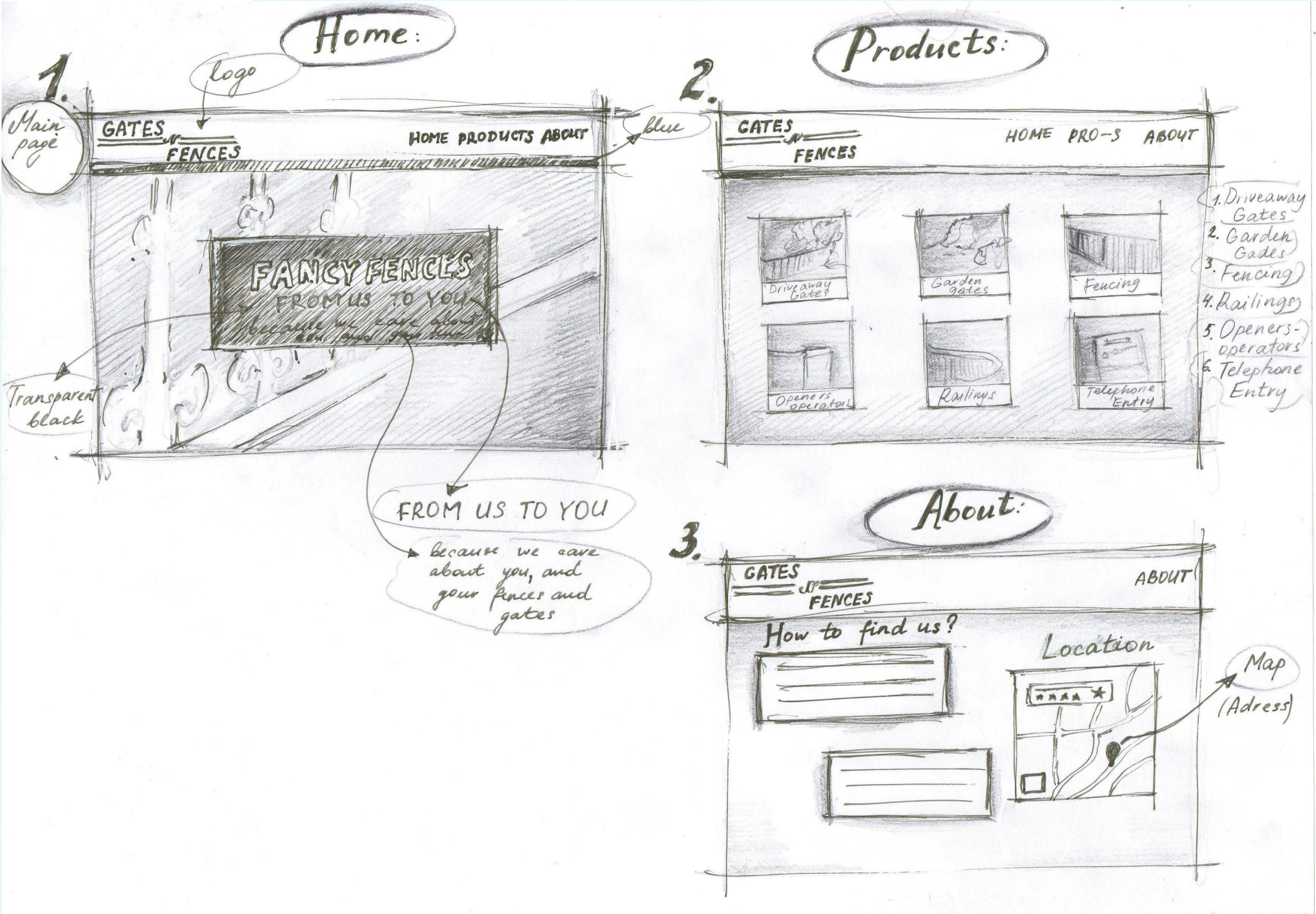


## Moodboard






Sketches





# Style tile




STYLE  
TILE

#16aac1


#333333

#000000


#ffffff




Gates and Fences picto



Shopping carts



Burger Menu



EXAMPLE OF A HEADING

Cormorant Garamond Bold  
24pt / 32px / 2em / 200%

EXAMPLE OF A SUBHEADING

Open Sans Light  
18pt / 24px / 1.5em / 150%

Example of some body text

Open Sans Light  
11pt / 15px / 0.95em / 95%


▼

Scroll down

⬆


Back to top

WAVES OF  
ELEGANCE

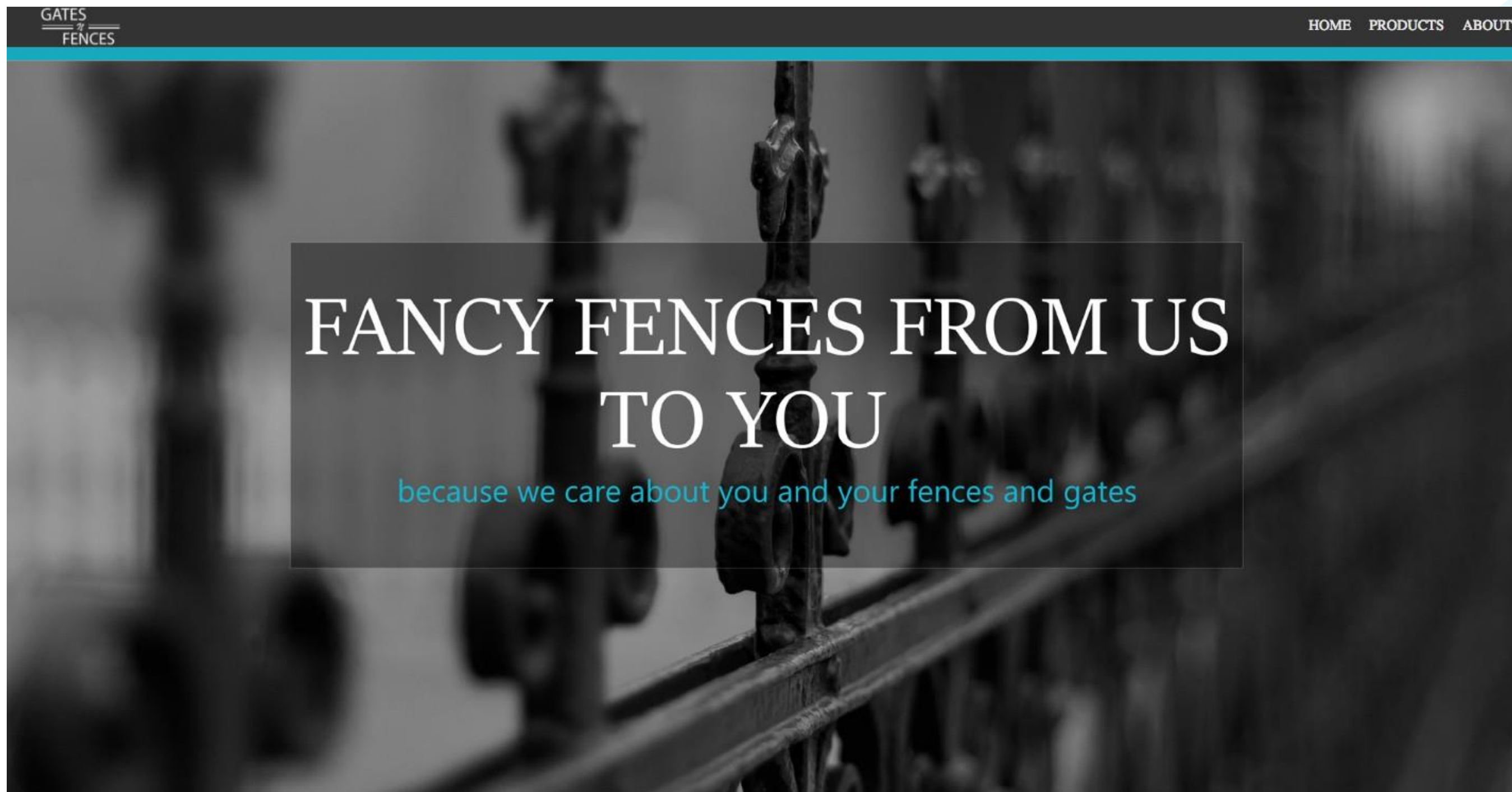


This gate the frame is made from 2» X 2» X 187 on the hinge side the rest of the frame is 125 also the top of the side frame are cut in angle to simulate extra large spear ( finals ), the main scrolls are made from solid squares 3/4» X 3/4» which includes the rounded ends to make it look like forge iron...

▼

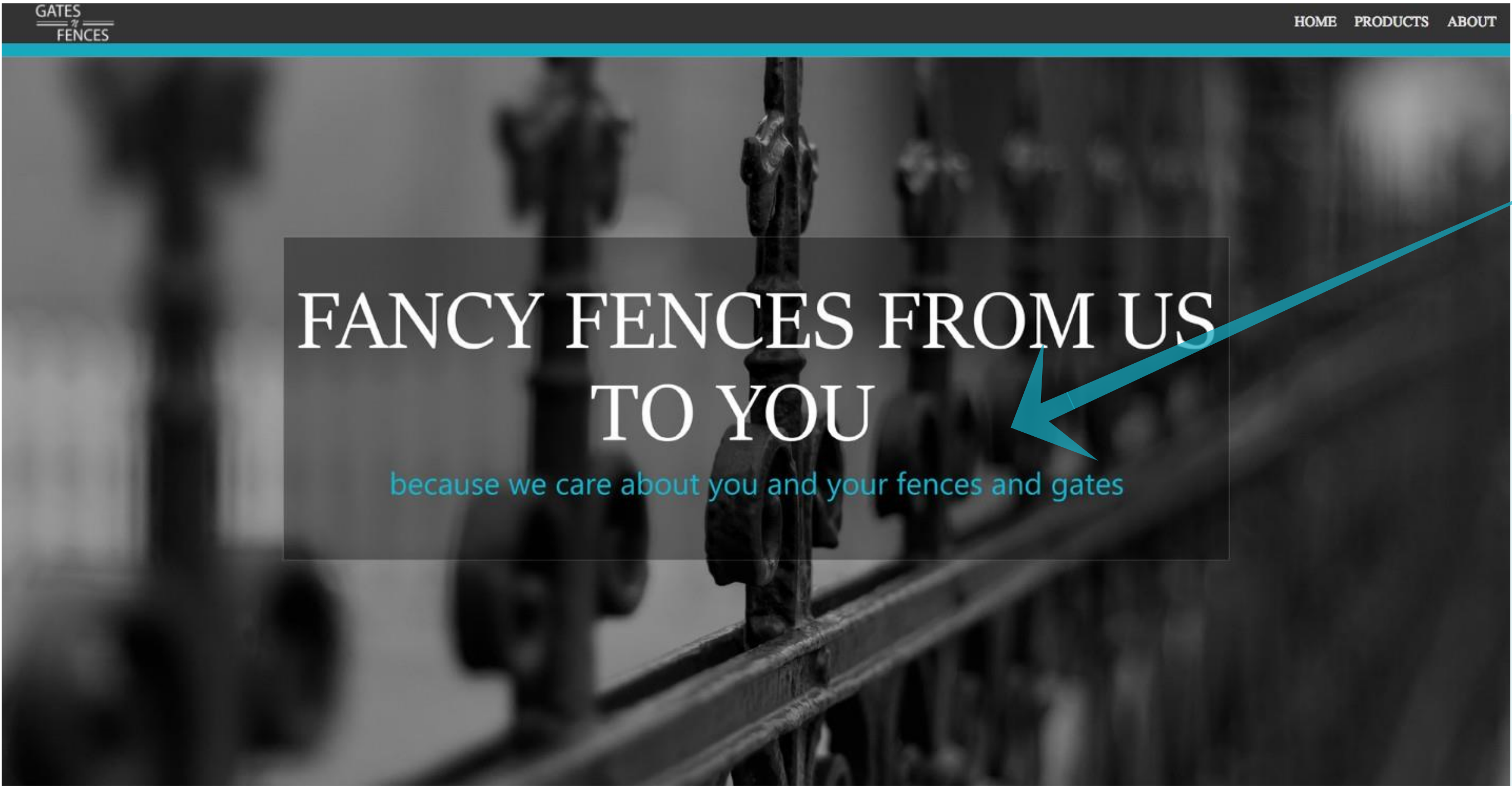


## Design principles applied to the new site



The Law of Proximity:  
The buttons of the nav bar are all together on the top right. Titles and subtitles are gathered in squares. The nav bar and homepage background are divided by a thick blue line.





The Law of Similarity: The main titles and products are all disposed in squares to bring an unity to the design and help the user find its way through it.

# Test results + ideas to improve usability

Name	Cecilia ♀	Ralph ♂
What is this site about?	Gates and fences	Fences and gates, buy gates or fences
What page am I on based on content?	Front Page	Home/Main Page
Where am I overall?	Homepage	Homepage
What navigation options do I have here?	Burger menu in mobile version of the website and also navigation bar	Navigation bar and a burger menu in adaptive version
Something else you want to mention?	Nice design. I like the simplicity. Like the way the steel blends in with the color. Steel color fits the general page idea,	Like the design. The logo and icon are nice. Nice that text is big and explain. It looks premium amd expensive.

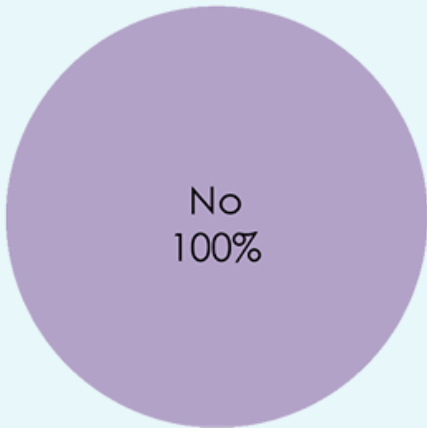
What product or service is provided?



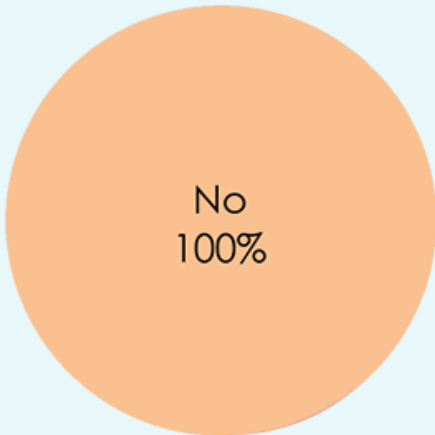
What can you do on this page? Who is the company?



Are you lost?



Are your eyes bleeding?





## Interesting code snippets of CSS

```
@media screen and (max-width: 767px){
  .nav-burger {
    display: block;
  }

  .grid{
    grid-template-areas:
      'c1 c2'
      'c3 c4'
      'c5 c6';
  }
}
```

```
@media screen and (max-width: 373px){
  .footer{
    margin-left: 2%;
    margin-right: 4px;
    font-size: 10px;
  }

  .grid{
    grid-template-areas:
      'c1'
      'c2'
      'c3'
      'c4'
      'c5'
      'c6';
  }
}
```

```
.grid{
  display:grid;
  grid-gap: 3vw;
  grid-template-areas:
    'c1 c2 c3'
    'c4 c5 c6';
  margin:5vw;
}

.c1{
  grid-area: c1;
}

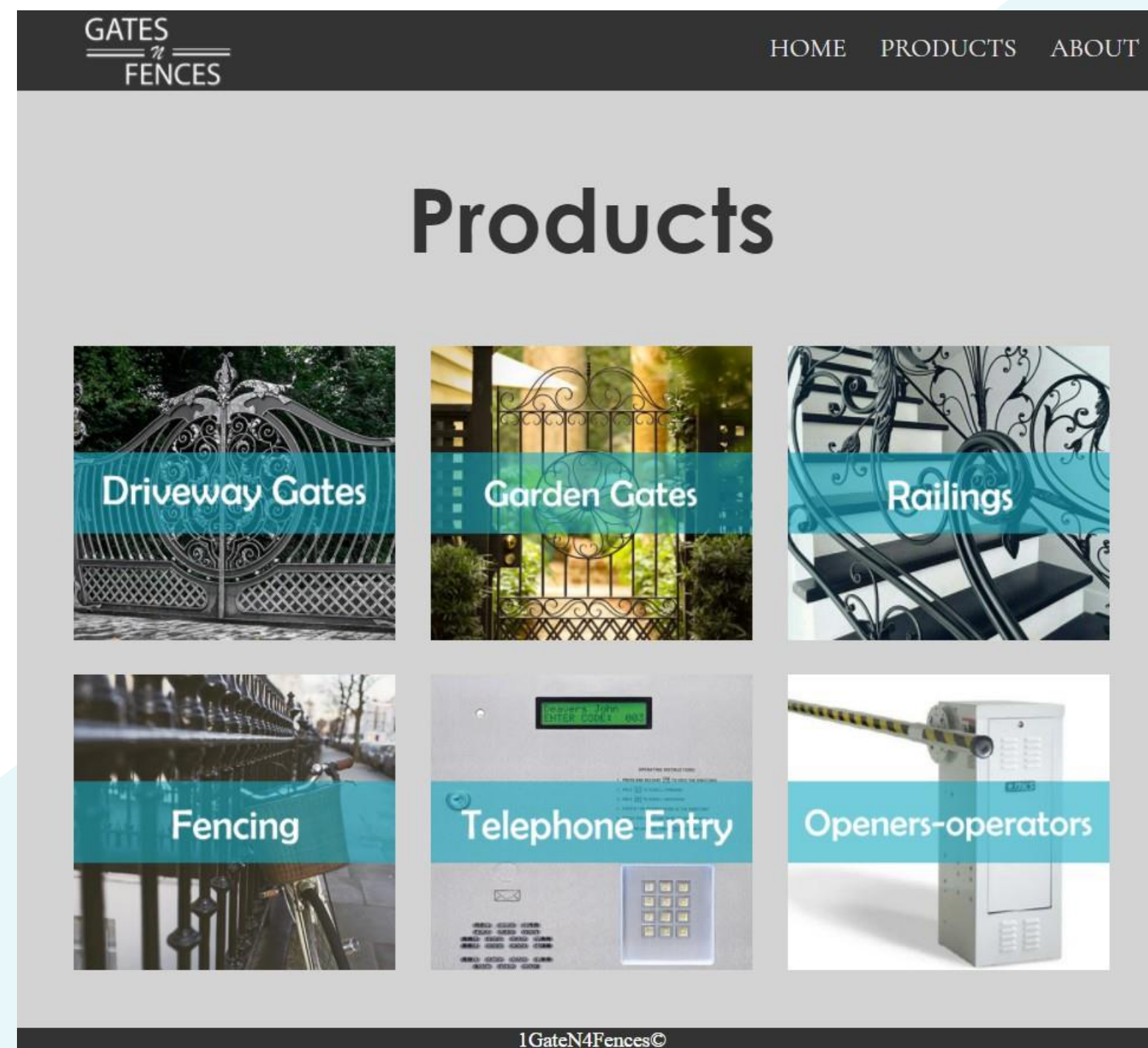
.c2{
  grid-area: c2;
}

.c3{
  grid-area: c3;
}

.c4{
  grid-area: c4;
}

.c5{
  grid-area: c5;
}

.c6{
  grid-area: c6;
}
```



NEW WEB

PRESS  
THIS



GATES  
*n*  
FENCES

Or the link here: <http://www.adammolnar.dk/kea/redesign/index.html>



# That's it

Thank you for your time and attention!



