## 1.5 DESIGN PROCESS DOCUMENT

STYLE TILE

# **TEXTURE** CONT Possible Colors THIS IS AN EXAMPLE OF THE HEADER Font: Aktiv Grotesk #hexcode THIS IS AN EXAMPLE OF THE SUB HEAD Font: Aktiv Grotesk #hexcode Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet ICON ♥ dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lob-SHAPES ortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi. Font: Aktiv Grotesk #hexcode This is an example of a Text link » ROBERT MONGOMERY.ORG Adjectives MINIMALISTIC SPACIOUS SQUARE

#### LINK TO MY INTERACTIVE MOBILE WEBSITE

https://xd.adobe.com/view/eag1fa36-5b34-4806-bage-3e2782eb1fb4

#### **DESIGN PRINCIPLES**

## **Copmosition**

Symetrical centred layout

## **Gestalt principles**

Proximity - Photos are close to each other.

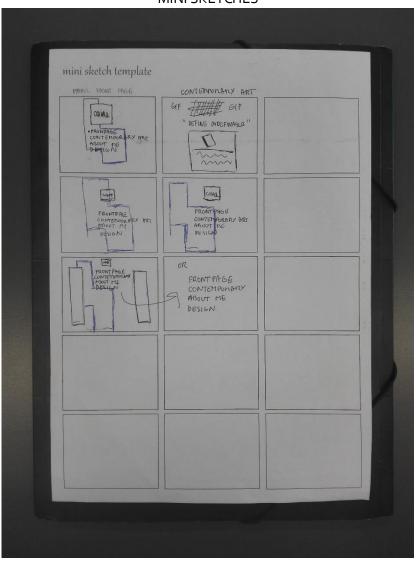
- Headers in my navigation are close to each other

Similarity- Photos have also similar color.

- Headers in my navigation have the same size and font.

Contrast- For my website I have used mainly color contrasts between black and white and royal blue. There is no contrast in shapes though, because I want my page to look very geometrical and symetrical.

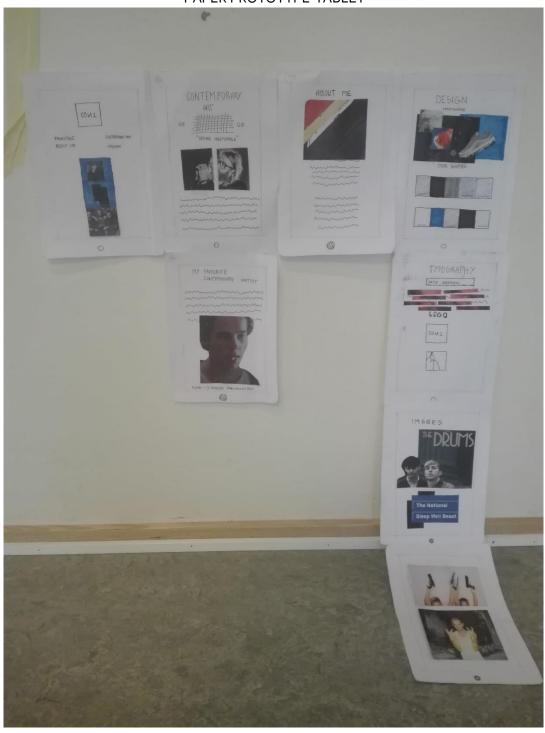
#### MINI SKETCHES



#### PAPER PROTOTYPE-MOBILE



## PAPER PROTOTYPE-TABLET



#### TRUCK TEST

- 1. What site is this?
- 2. What page am I on? Is there a page name?
- 3. What are the main sections? Are there section names?
- 4. What navigation options do I have here? Is there local navigation?
- 5. Where am I in the scheme of things? Are there you are here indicators?
- 6. How can I search? Are the a search bar?

#### 23 yo girl from Finland

- 1. Site about fashion and design
- 2. Frontpage, yes it is
- 3. Yes, it is really easy
- 4. There is a local navigation, I can se all options
- 5. Yes, the blue color
- 6. No

#### 21 yo guy from Denmark

- 1. Fashion, gallery, e-shop
- 2. Frontpage, I can see the page name
- 3. Yes, it is really easy.
- 4. Yes it is and I see the whole navigation, maybe those images are little bit confusing, it looks little bit like a navigation.
- 5. Frontpage, yes
- 6. No

#### 28 yo girl from Poland

- 1. Page about design
- 2. Frontpage
- 3. Yes, it is really easy.
- 4. I think these images are navigation.
- 5. Frontpage, yes
- 6. No

#### PLANNED CHANGES

According to test I plan to change frontpage of my website. Images in the middle of the page are confusing. They can be easily considered as a navigation. Two of my respondents think that each photo is a navigation to another page.