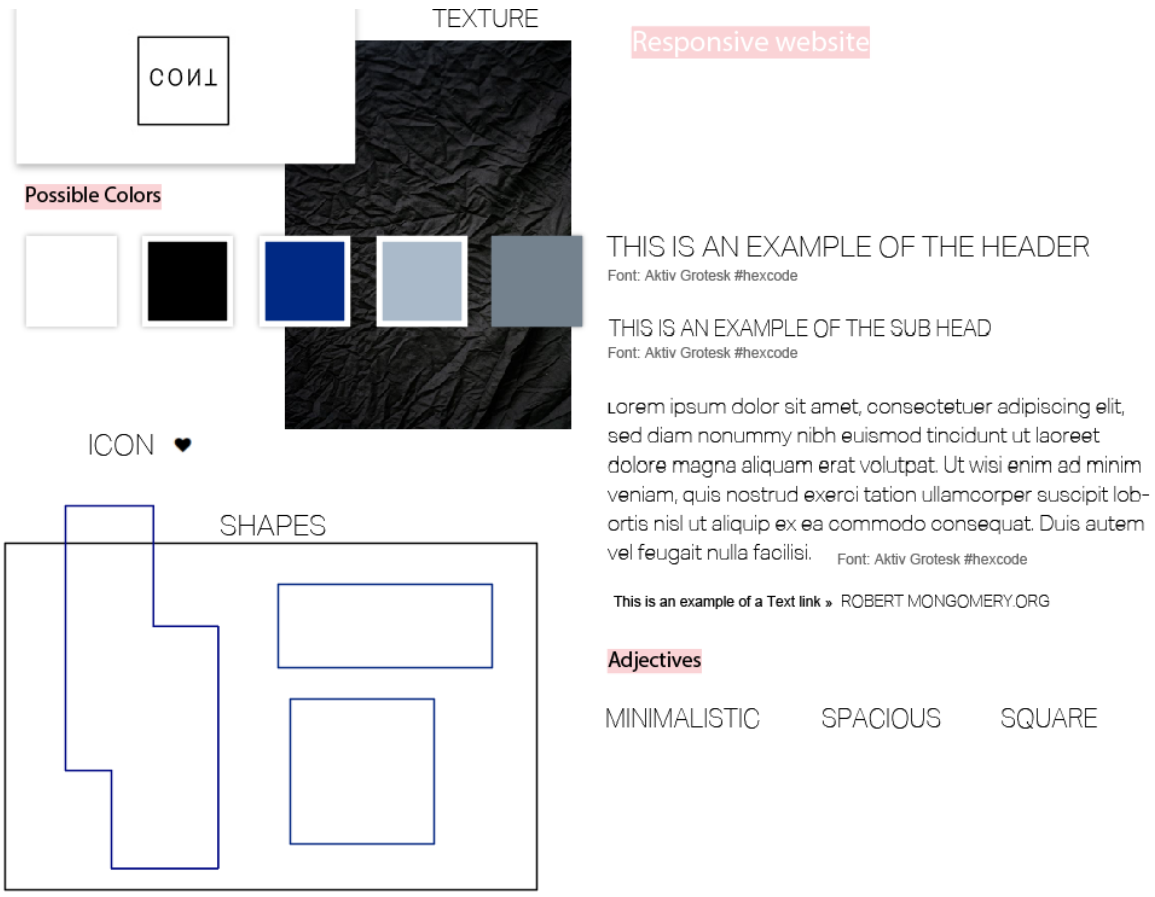
1.5 DESIGN PROCESS DOCUMENT

STYLE TILE



LINK TO MY INTERACTIVE MOBILE WEBSITE

https://xd.adobe.com/view/ea91fa36-5b34-4806-ba9e-3e2782eb1fb4

DESIGN PRINCIPLES

Copmosition

Symetrical centred layout

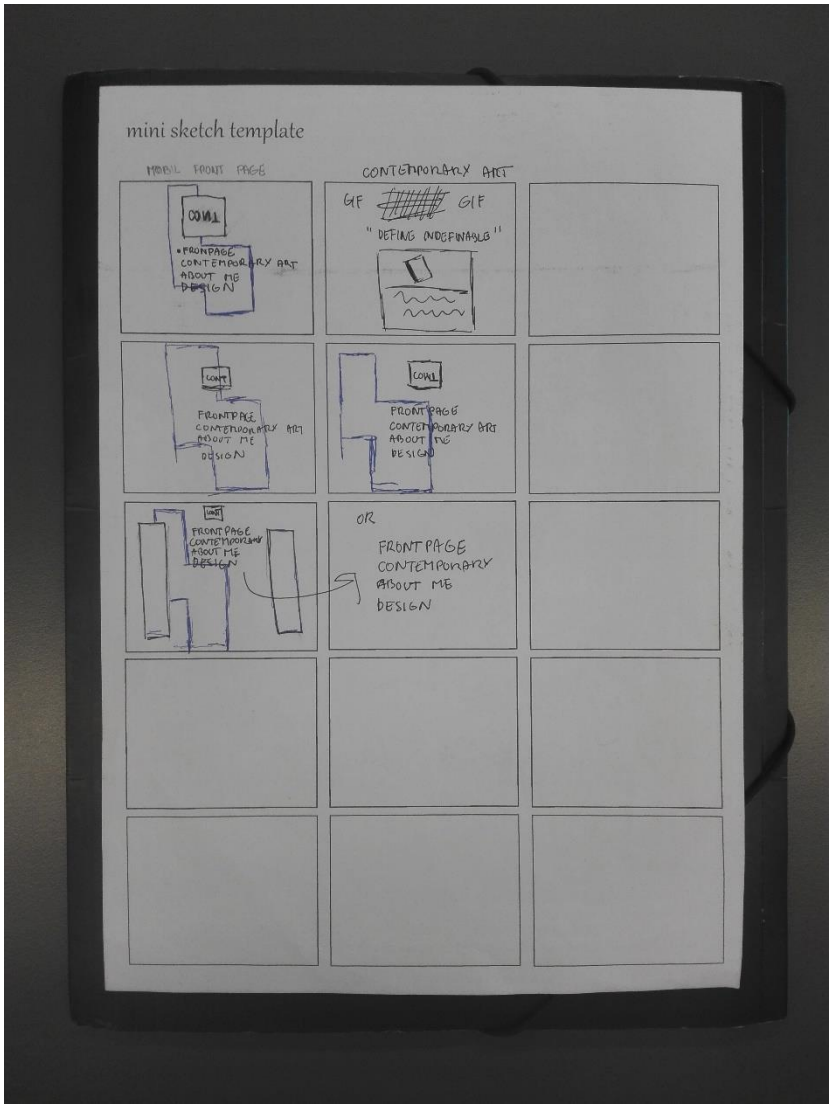
Gestalt principles

Proximity - Photos are close to each other.
- Headers in my navigation are close to each other

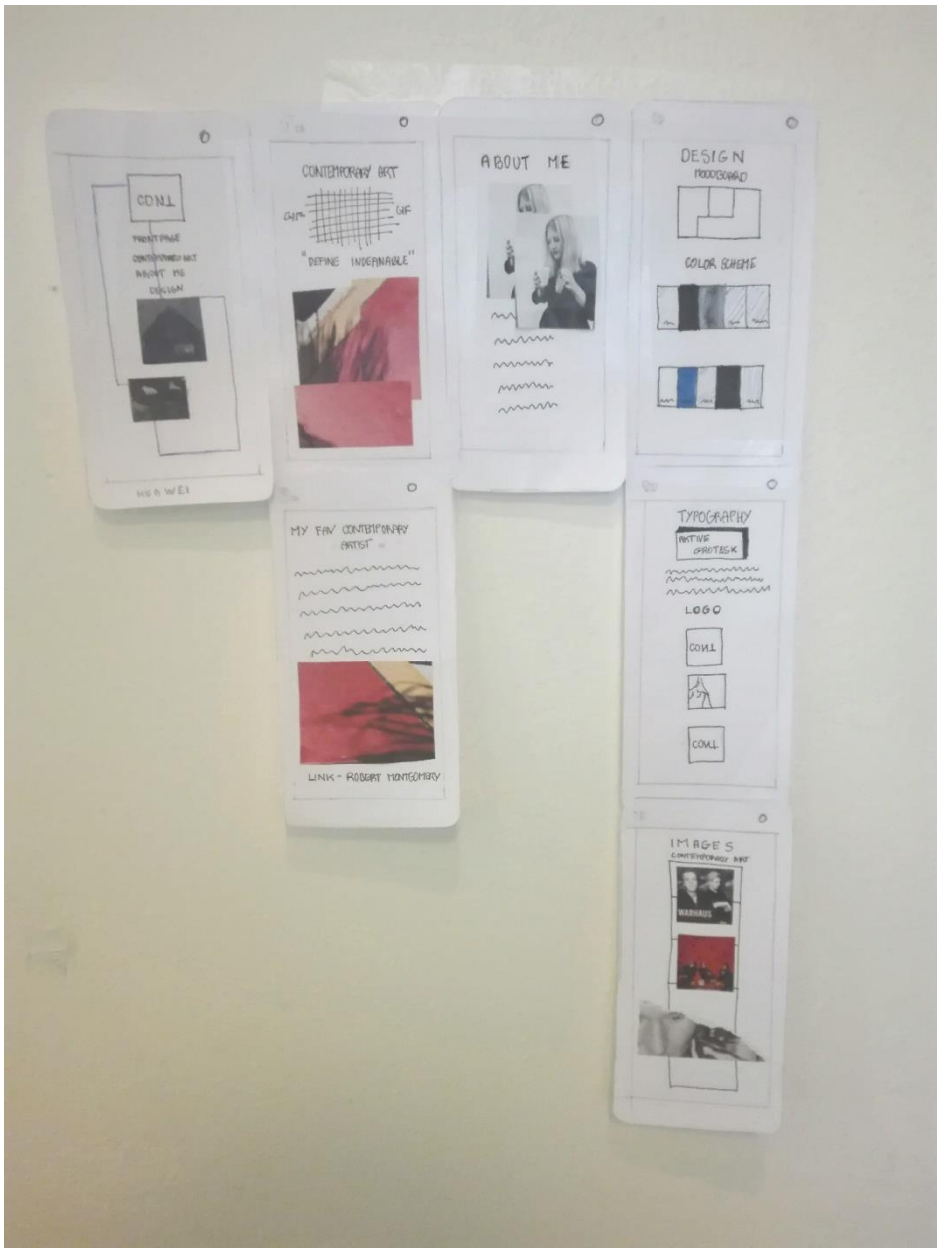
Similarity- Photos have also similar color.
- Headers in my navigation have the same size and font.

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.

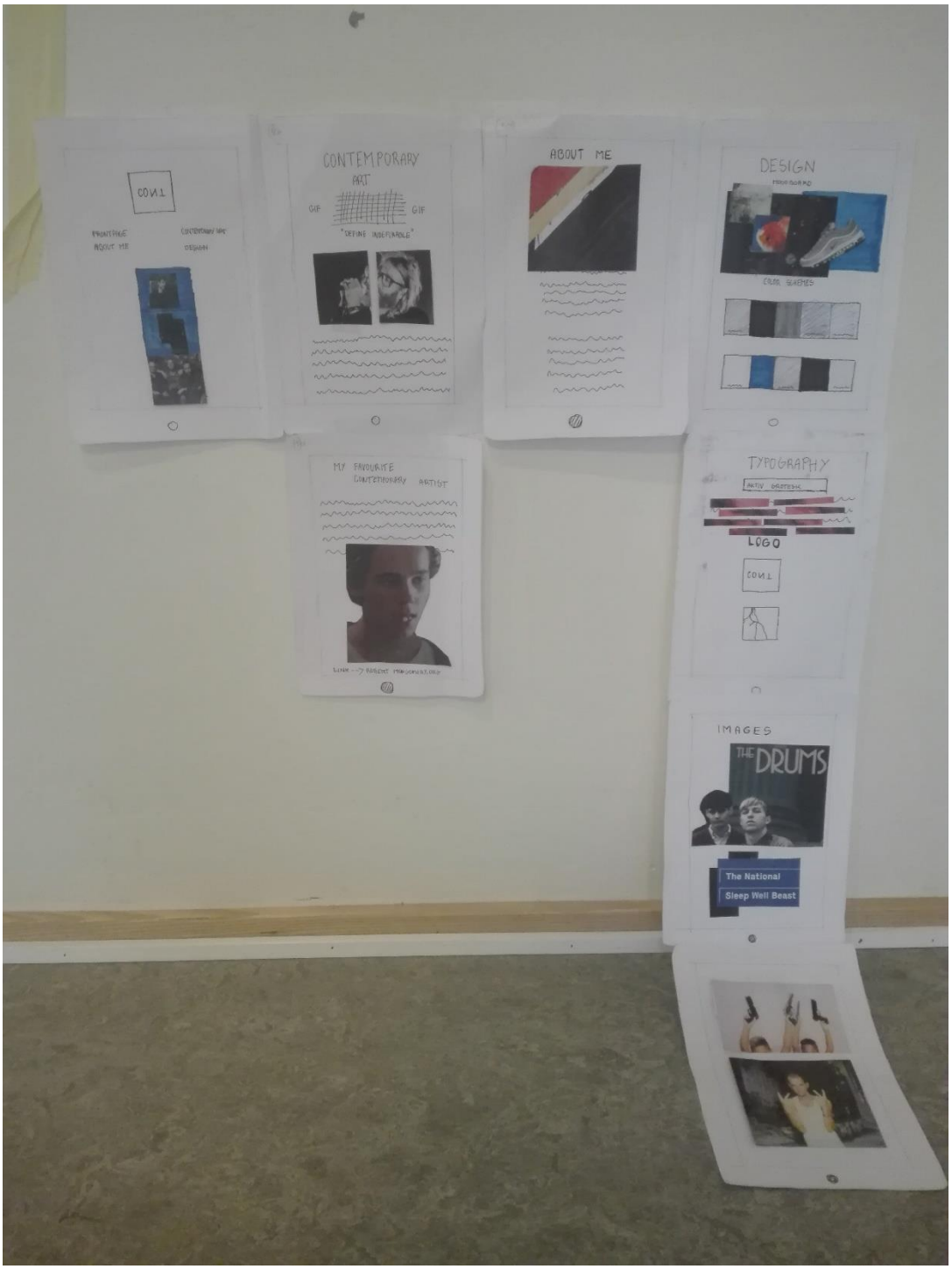
MINI SKETCHES



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.