Course Assignment

Interaction Design

Shadowball

https://faridaalin.github.io/shadowball/

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INTRODUCTION

The goal for the course assignment was to build a prototype of the user flow for Shadowball using HTML,CSS and JS. The main task was to put into practice the principles of interaction design learnt throughout the course and combine them with our skills in HTML, CSS and JavaScript.

Throughout the course in interaction design we examined Shadowball´s user flow, conducted a design research, created personas and scenarios, prototyped and worked in teams. Shadowball´s main objective is to sell rugby balls and their secondary goal is to promote the Academy. Therefore, I chose to focus on a simple and intuitive design to achieve a smooth user journey as possible for the website and where the goal is to sell products.

Brief

Create the final version of Shadowball website. 4 Pages with click throughs to one product detail page.

The click through must start on the homepage.

- User clicks on a banner/link/photo/something on the homepage and…
- User is then taken to the Shop landing page listing all categories e.g. Rugby balls, Apparel, Equipment etc.,
- User should click on a category e.g. Rugby balls
- User sees all rugby balls
- User clicks on one product and is taken to a product detail page.

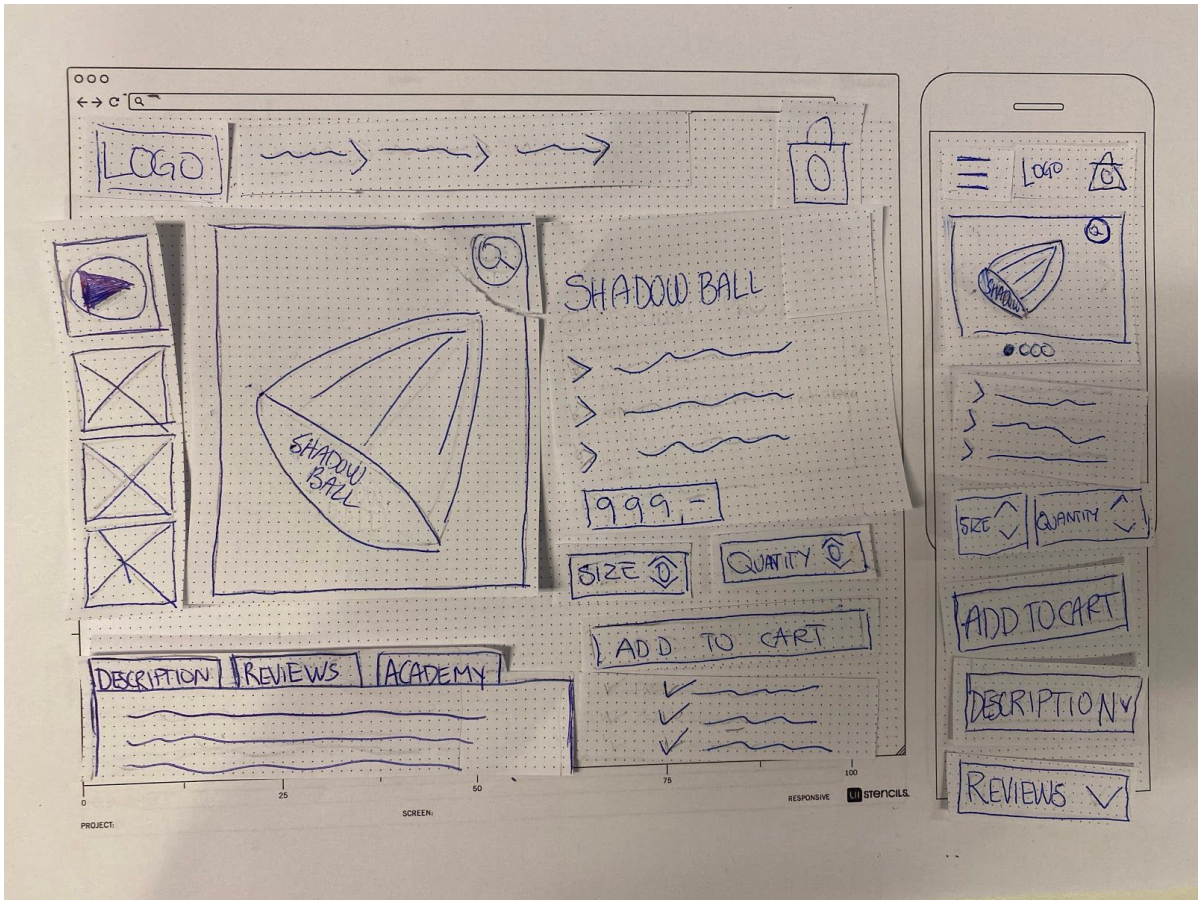
RESEARCH AND ANALYSIS

Planning

Throughout the course we had lesson assignments that prepared us for the course project. As a team we considered different persuasions and design values, and did a competitor analysis. Information architecture, site map and created UI flow diagrams.

In week 1 we also did paper prototyping which I continued with on my course project.

HOME
SHOP
ACADEMY
ABOUT US
BLOG
CONTACT US
CART
CATEGORIES
BALLS
WEAR
EQUIPMENT
PACKAGES
POP


LOGO
SHADOW BALL
SHADOW BALL
999,-
SIZE
QUANTITY
ADD TO CART
DESCRIPTION
REVIEWS
ACADEMY
0
25
50
75
100
RESPONSIVE
UI stencils
PROJECT:
SCREEN:
LOGO
SIZE
QUANTITY
ADD TO CART
DESCRIPTION
REVIEWS

Inspiration

During the competitor analysis we researched a few ecommerce sites that sell sportswear or products similar to Shadowball. I looked for inspiration on the following websites:

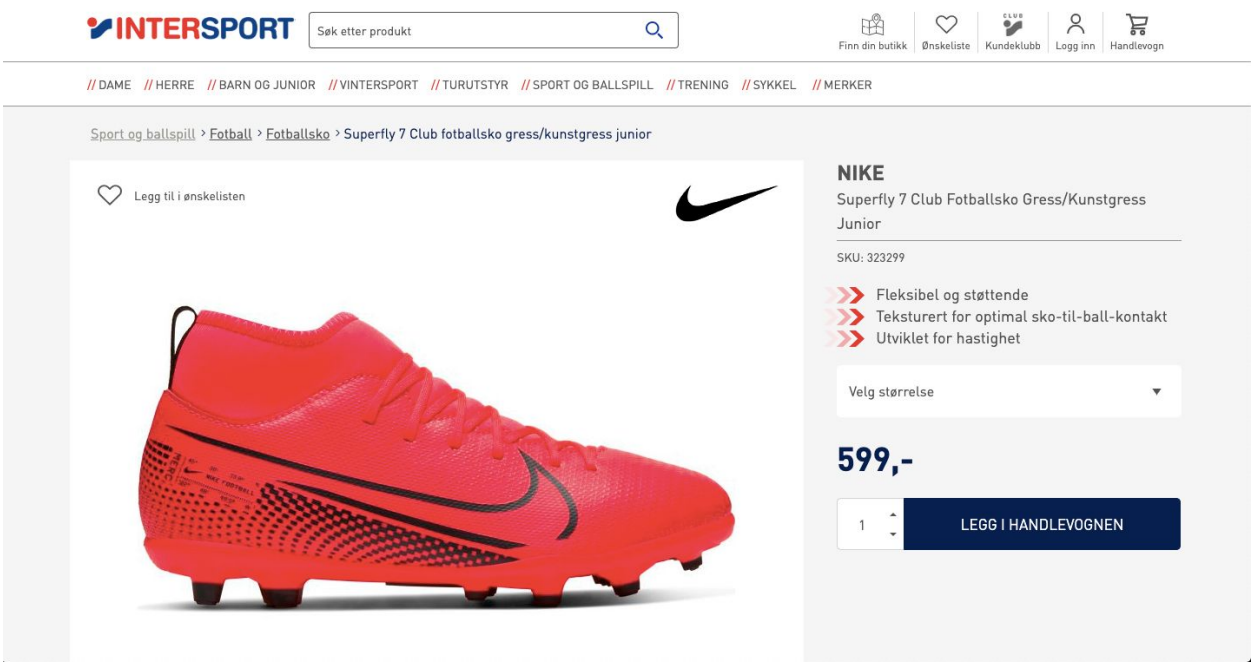
www.intersport.no

www.xxl.no

www.nike.com

https://google.com/

One of the main ways of keeping a product detail page user friendly was to have great quality photos, ability to zoom, images from different angles, short and descriptive content, perhaps in bullet points. More information or related product below the fold. The price is easy to spot, big and noticale Call To Action Button.



Analysis

From the competitor analysis and course lecture I tried to find the most practical UX design regards colors and visuell hierarchy for Shadowball. This is key factor that I gathered:

- Primary color should be avios, but not over use it.
- Good contrast between elements
- Short and easy to read paragraphs
- Use affordance

WORK PROCESS

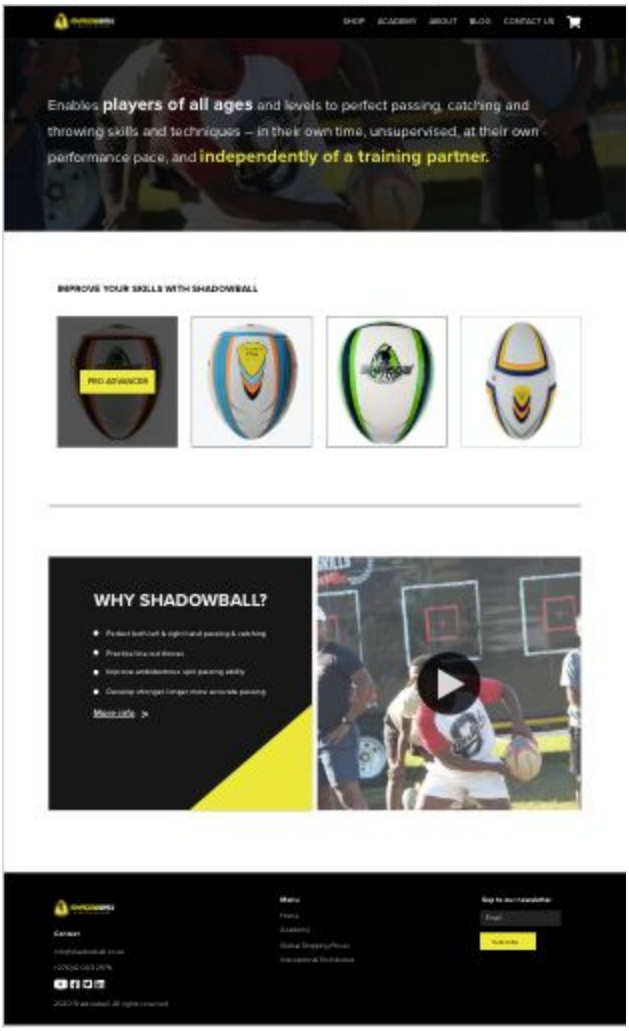
The module assignment was given to us on a Thursday and with delivery on Sunday. With only the weekend to finish design and prototyping of four pages, I felt the time pressure. I was not satisfied with my workflow and final design, however due to pressure on starting the course assignment and coding I felt I had to prioritise starting on that. Which is not optimal as design should be perfect before starting on the next stage.

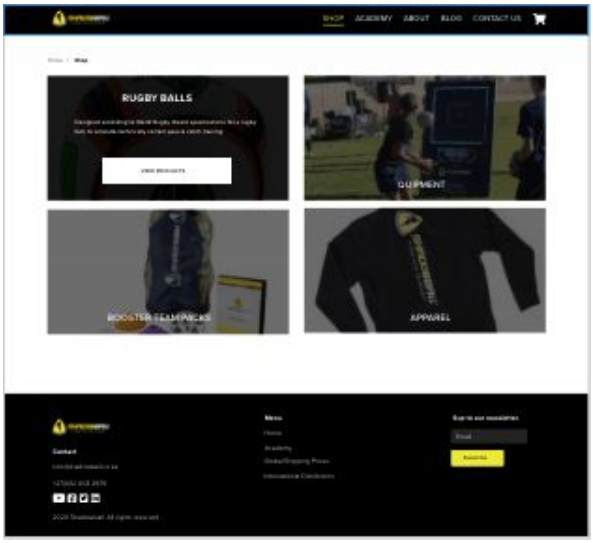
These are a few important design elements that I did not have time to do research on or look further into, which also had major consequences further into my work and final output.

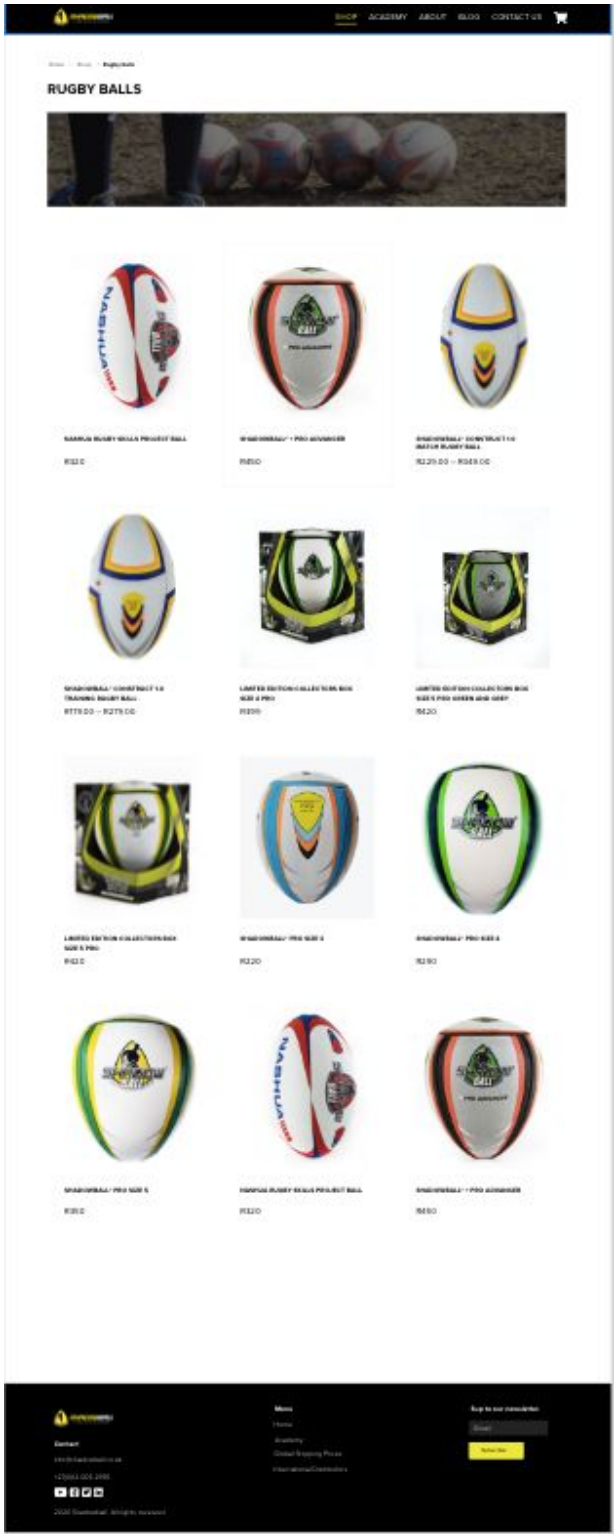
- Creating a color scheme.

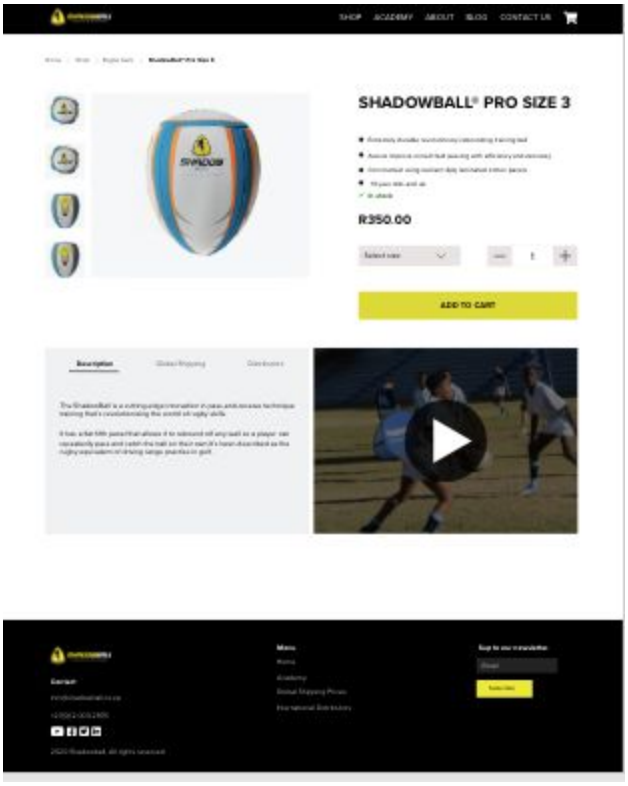
- Finding typography.
- Spending more time on the grid of the design.
- Spending more time on finding relevant quality and action photos.
- Creating a more clear visual hierarchy.
- Working on contrast.

Some of these issues I had to address during the coding process. For instance the color. I knew pure black is too dark and I also got feedback on it from my tutor, but since I did not prioritize the do create color scheme. While I was coding I therefore picked a more matte black color. The color black was based on the color on the logo from Nashua Rugby Skills Project. However, the new matte black color and the color on the logo did not match.


SHOP ACADEMY ABOUT BLOG CONTACT US
Enables players of all ages and levels to perfect passing, catching and throwing skills and techniques – in their own time, unsupervised, at their own performance pace, and independently of a training partner.
IMPROVE YOUR SKILLS WITH SHADOWBALL
PRO ADVANCER
WHY SHADOWBALL?
More info >


SHOP ACADEMY ABOUT BLOG CONTACT US
RUGBY BALLS
QUIPMENT
APPAREL


SHOP
ACADEMY
ABOUT
BLOG
CONTACT US
RUGBY BALLS


SHOP
ACADEMY
ABOUT
BLOG
CONTACT US
SHADOWBALL® PRO SIZE 3
R350.00
ADD TO CART

Code

Previously I once tried CSS framework Bulma and Bootstrap. Although these frameworks are meant to be easy I have found them to be a bit tricky. From experience I find myself spending too much trying to understand and figure out how they work and mostly working against the already existing CSS instead of working with it.

With limited time on this course assignment, I found out that I was not going to learn or experiment with CSS frameworks. Therefore, I decided to use pure HTML, CSS and vanilla JavaScript.

During the coding process I noticed that the assignment was quite challenging. I did not manage to create a perfect page according to design as I did not have enough time. Creating 4 individuelle pages with all elements was difficult. Mainly because I am not confident in CSS, and I noticed that I was doing something I always do during these assignments. Going back and changing elements and their behavior because I can't figure out how to solve it or don't have time. Then the outcome is not necessarily the same as the final design.

One of the CSS properties that has previously definitely limited me and was a challange this time as well has been transitions and animation. I planned them out on CTA buttons, on hover elements etc. However, I have not managed to get them as I prototyped and visualized. CSS transitions and animation is also a great property to use regarding UX design and elements being more appealing. I will definitely look further into and practice these properties as soon as I get

the chance and time.

One of the challenges I encountered was that I pressure myself too much to do more than what I was capable of. Although responsive design was not one of the criteria to pass, I decided that I would make it responsive and results was not what I hoped for.

Style/Genre

I worked with some of the style Shadowball had already on the website, such as the primary color and also on the academy website where the color black was quite dominant. I wanted to combine, but at the same time create a clear distinct difference as Shadowball is mainly an ecomm site.

Colours

The colors are picked from the existing website. The design is characterized by the colors black and yellow. I tried to balance it out with a good amount of white, and green as tertiary color. I also changed the pure black to a more matte black. Yellow is a energic color, which is a great color as the website is trying to sell sports products.

SUMMARY

The course assignment has been challenging, in the form that I felt I did not have enough time to achieve both the design result I wanted and to code tidy and clean as possible. In retrospect I should have thought about elementary design elements as soon as I knew what the module assignment and course assignment was. Especially images, typography, color scheme and creating a clear visual hierarchy. Working more with transition would also have given the pages a smoother effect.

Sources and References

Images

https://nashuarugbyskillsproject.co.za/

https://shadowball.co.za/

Icons:

https://fontawesome.com/

Other

https://www.intersport.no/323299-nike-superfly-7-club-fotballsko-gress-kunstgress-junior?#758=80748