



BIKE LIKE A DANE

Feel like a Viking

GROUP 9

Name: Angel Meyer

Link: <https://www.angelezrameyer.com/kea/bike/>

Name: Natasha Lefort

Link: <http://natashalefort.dk/microwebsite/>

Name: Eli Sivakova

Link: <http://eliskasivakova.com/microwebsite/index.html>

Name: Fernando Ceres Montesinos

Link: <http://fernando.bmultimedia.net/microwebsite/>

Name: Lili Yan Pop

Link: <http://designtask.dk/microwebsite/>

TECHNICAL DOCUMENTATION



1311 x 520

614 KB



1000 x 515

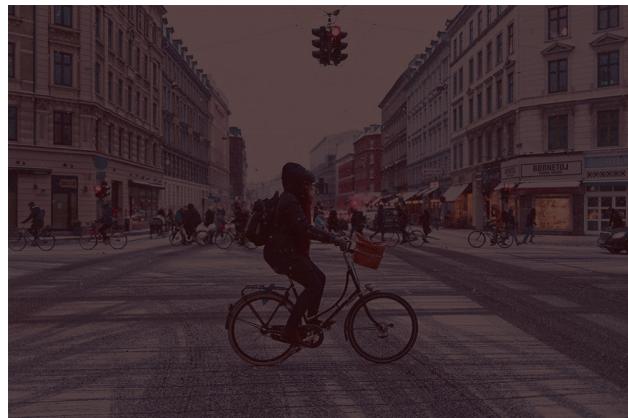
390 KB



1000 x 515

390 KB

TECHNICAL DOCUMENTATION



1000 x 666
457 KB



1000 x 242
111 KB



131.1 x 520
558 KB



1311 x 520
348 KB

TREATMENT

Treatment of Video for CPH bike

Title: Why don't you?

Theme: Taking the bike is more convenient in Copenhagen

Logline:

Camilla and John

Both characters are on the way to school for an important exam. Both John and Camilla take the same train, however Camilla brings her bike on the S train. After they get off at the station Camilla rides her bike to school whereas John is walking. John then realizes he will be late for the exam and starts running. Camilla, on the other hand, makes it to school in time with no stress.

Protagonist: Camilla and John

Antagonist: Time

What makes the story unique: Biking is more convenient in Copenhagen

Treatment:

Scene 1: Camilla and John walking to the S-Train platform

Scene 2: Shot of Camilla taking the elevator down to the platform and John walking down the stairs (Ryparken St 9:00 am)

Scene 3: Both characters get on the train

Scene 4: Characters walk out the train on Bispebjerg st. Camilla rides away on her bike, John starts walking

Scene 5: Camilla makes it to school - John realizes he is late and starts running

Scene 6: Camilla is sitting in the exam room chilling, having a good time, while John is desperately trying to make it

Scene 7: exam starts, and John makes it just in time and sits down exhausted and stressed

Scene outline:

Impact: shot of rejseplanen

Presentation: John and Camilla waiting for the s-train - Camilla has a bike

Elaboration: they get on the train, Camilla puts her bike in the slot and they sit down

Point of no return: John and Camilla get off the train, John is walking and Camilla is taking her bike

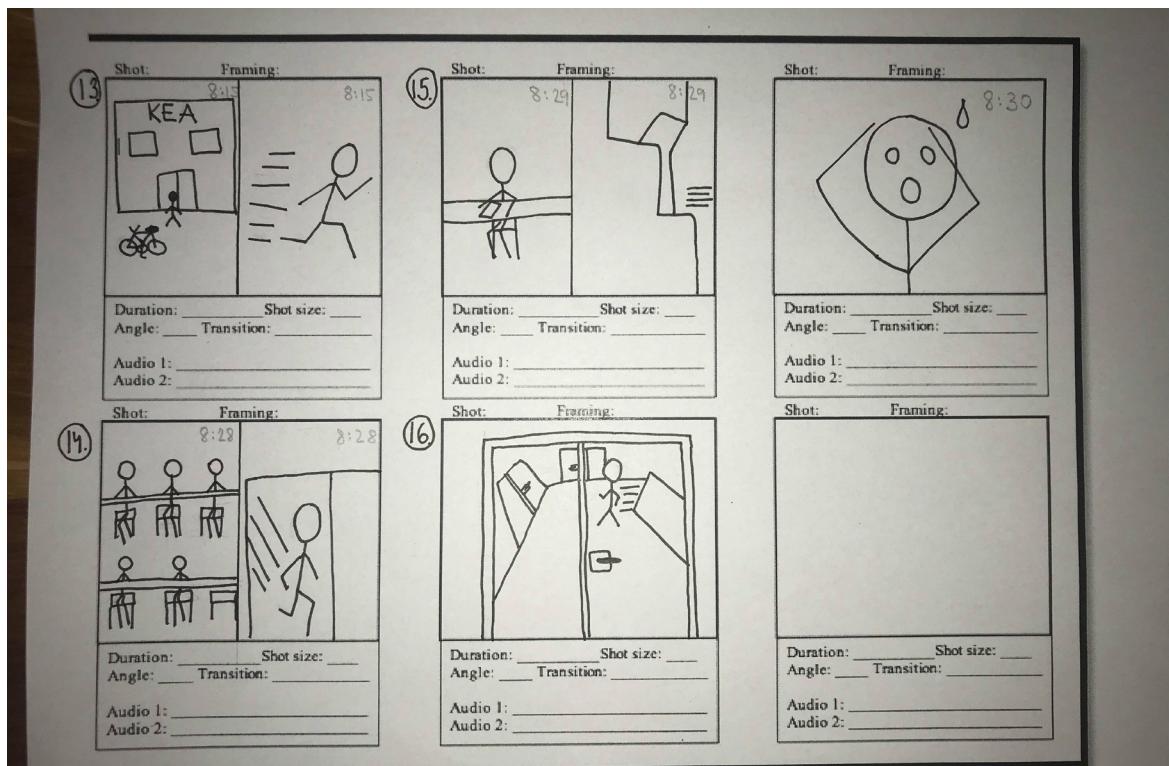
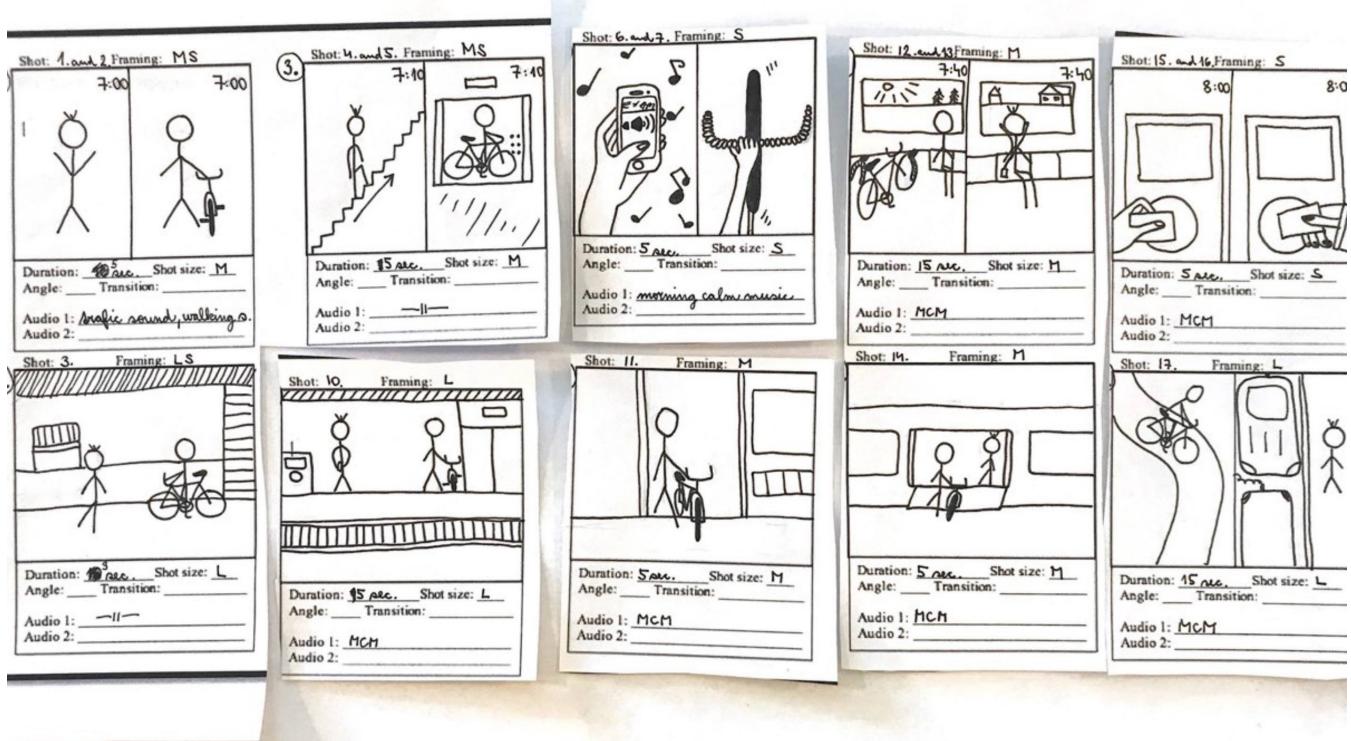
Conflict escalation: John starts running, when they realize that they are running out of time

Climax: Camilla makes it to class while John is having a real hard time trying to make it

Fading out: John sits down in the exam all exhausted and stressed

VIDEO DOCUMENTATION

STORYBOARD

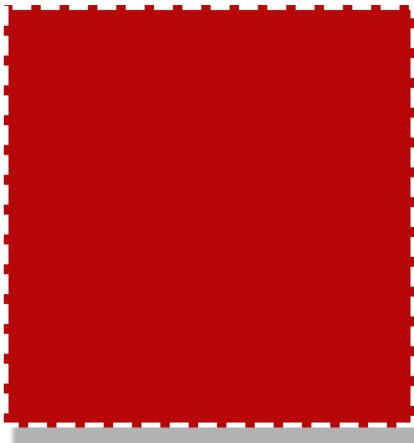


MOODBOARD

BIKE COPENHAGEN TOURISM

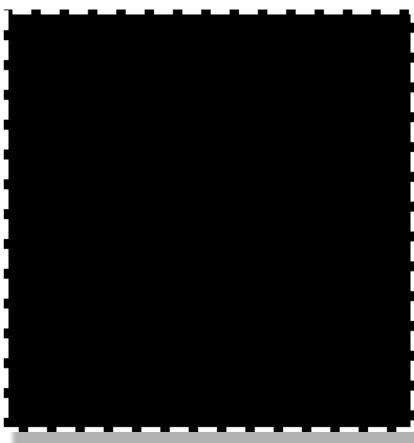
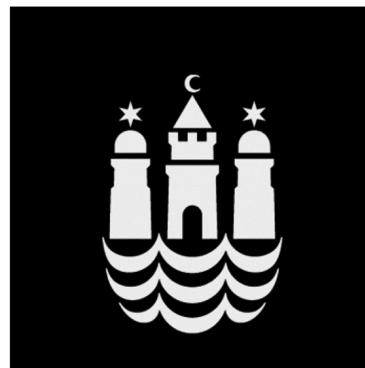
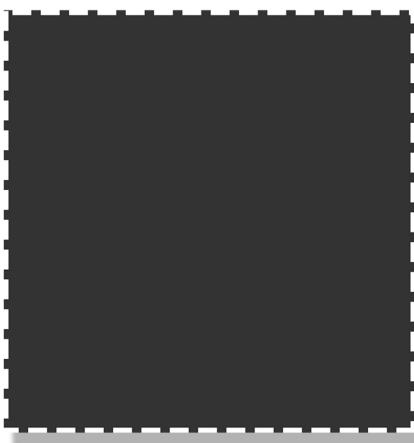
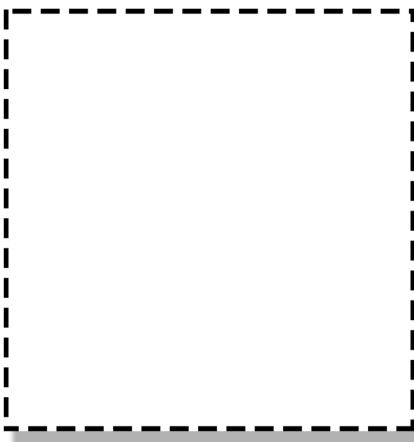


STYLE TILE



Header

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubt-able source. Lorem

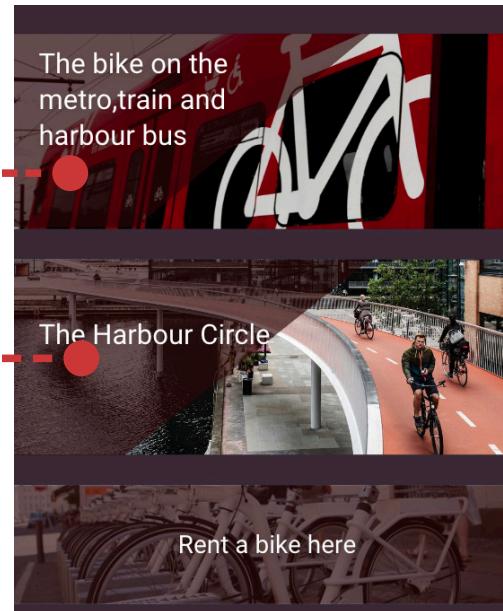


DESIGN PRINCIPLES



Figure and Ground

The design uses figure and ground to distinguish the text from the background using contrast



Similarity

The shapes of the article links are the same, grouping them together for the viewer. This makes it easy to distinguish that these links lead to similar pages.

Proximity

Due to the closeness of the shapes these links, the viewer will group them together

Visual Hierarchy

The design uses visual hierarchy to display the most important information first. This can be seen as the design uses a different and larger font for the article header

USER TEST RESULTS

Describe the test done:

The test conducted is the 5 second test

Describe what the test will reveal:

The test will reveal whether the participants will know how to navigate their way around the mobile prototype

User Profile:

1. Class Peers
2. Friends

Conclusions:

Seems like most people understand the navigation of the mobile site. Navigation may be sometimes unclear as there is two navigation options. Either way one navigation is always clear, so the user will always be able to navigate the site. The back button also seems clear to every user, so they are always able to go back to the homepage with ease.

Planned Changes/ Improvements:

From the user test results, we saw no need for planned or improved changes as everything functioned as we wanted it to. Therefore, the problems encountered were seen as less serious.