

GENERAL ASSEMBLY
Web Design Circuit
- Unit 2 -

PROJECT • PHASE 1
SMILE MAKERS

IAN SWANSON
MARCH 30, 2015

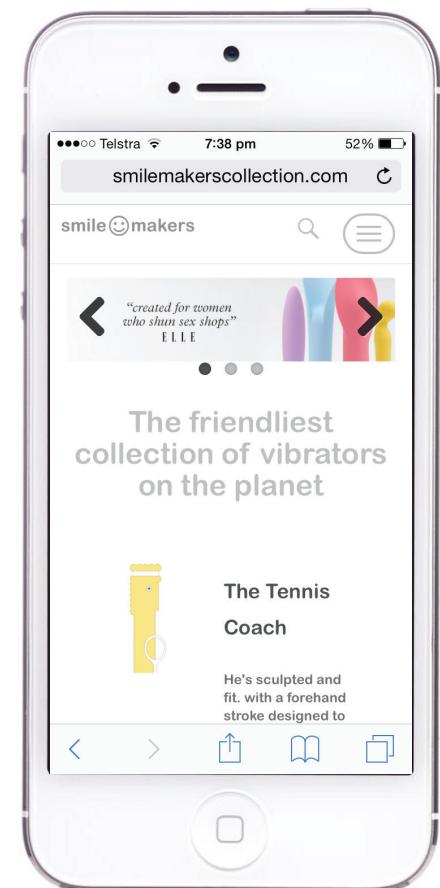
RESEARCH

Current Analysis

smilemakerscollection.com

The screenshot shows the homepage of smilemakerscollection.com. At the top, there's a navigation bar with links for "About Us", "Blog", "Quiz", "The Collection", and a shopping cart icon showing "0 items - AU\$0.00". Below the navigation is a search bar. The main header features the "smilemakers" logo with a smiling face icon. To the right of the logo is a large image of several vibrators in various colors (purple, blue, red, yellow). Overlaid on this image is a quote from Cosmopolitan: "*“who doesn’t dream of getting into bed with a hot Fireman...”*". Below the image, the tagline "The friendliest collection of vibrators on the planet" is displayed. The page then lists four vibrator models with illustrations and descriptions:

- The Tennis Coach**: He's sculpted and fit. with a forehand stroke designed to take very specific aim.
[Show me](#)
- The Millionaire**: A classic gentleman and an all-rounder, he's here to pleasure you like the princess you are.
[Show me](#)
- The Fireman**
- The Frenchman**



RESEARCH

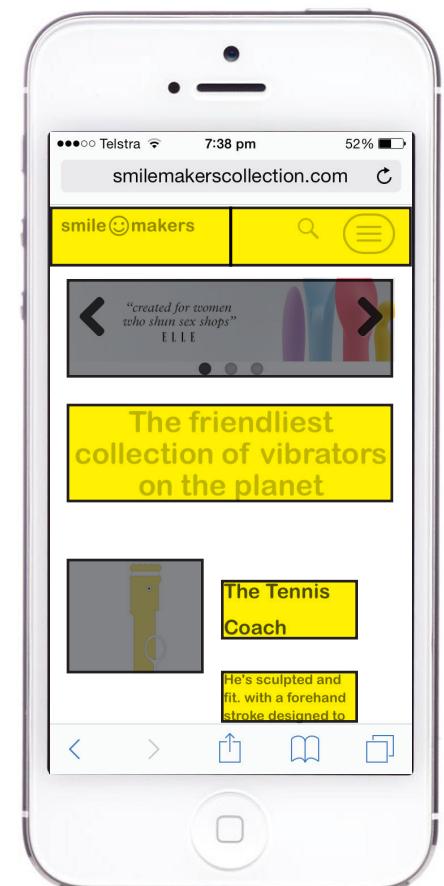
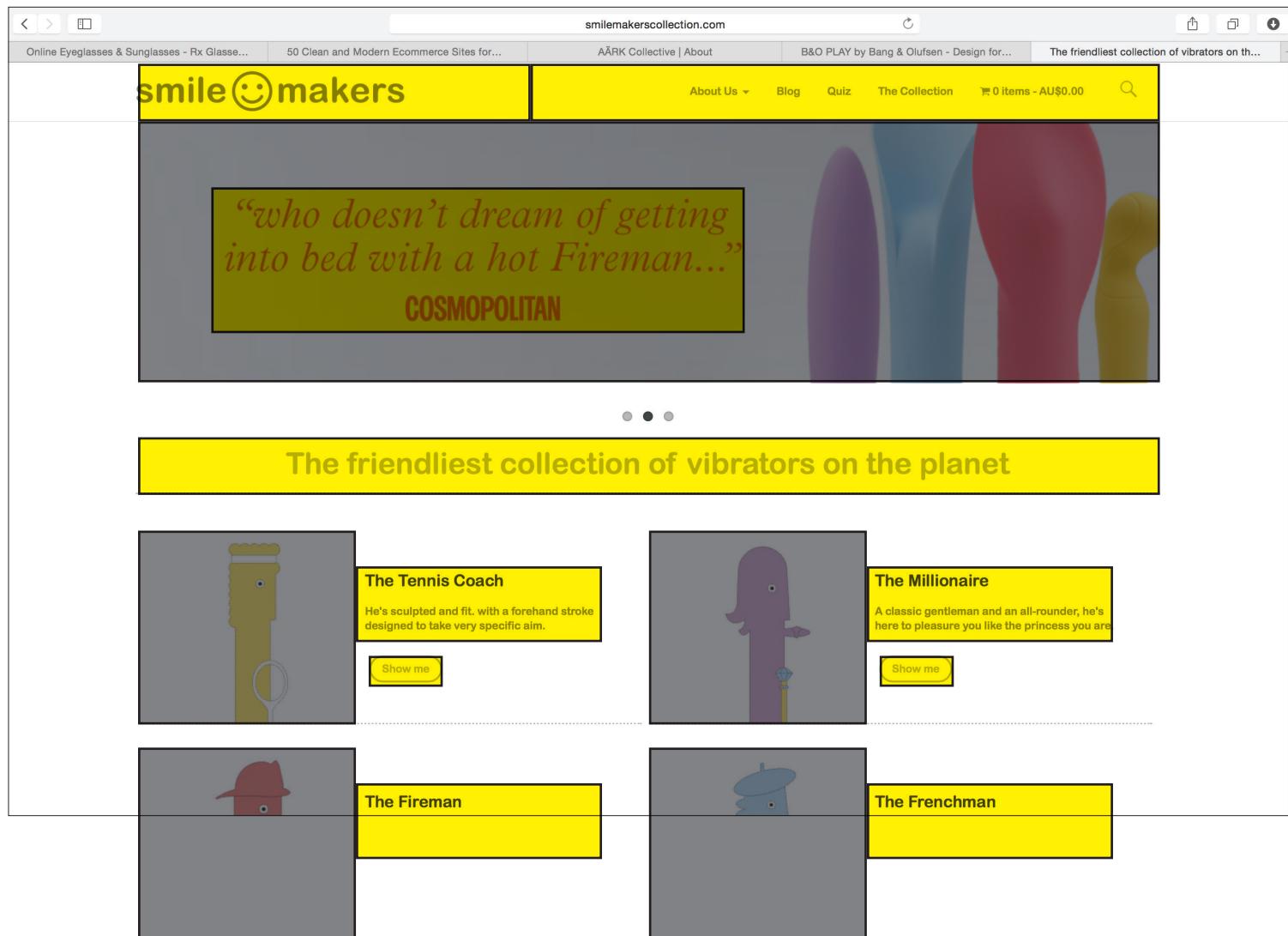
Current Analysis
smilemakerscollection.com

FINDINGS

- No clear hierarchy - too balanced with no focus
- Lack of grid - elements create strange negative space
- Text & style is not clear - is not responsive
- Size can be used to help create hierarchy & aid in navigation

FINDINGS

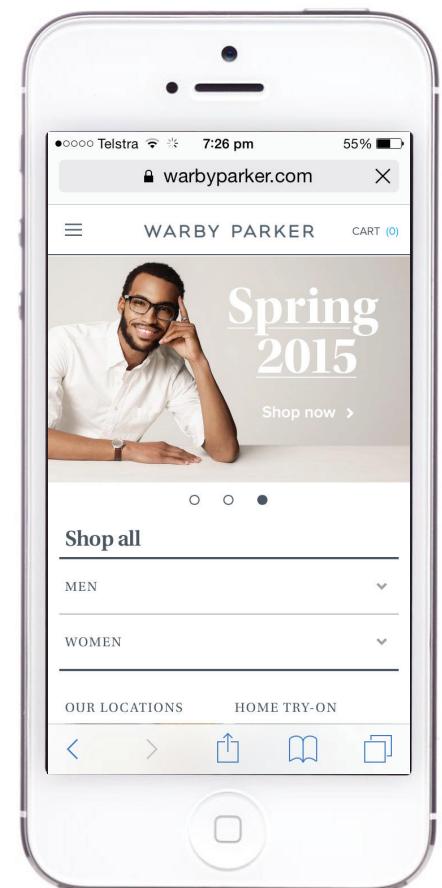
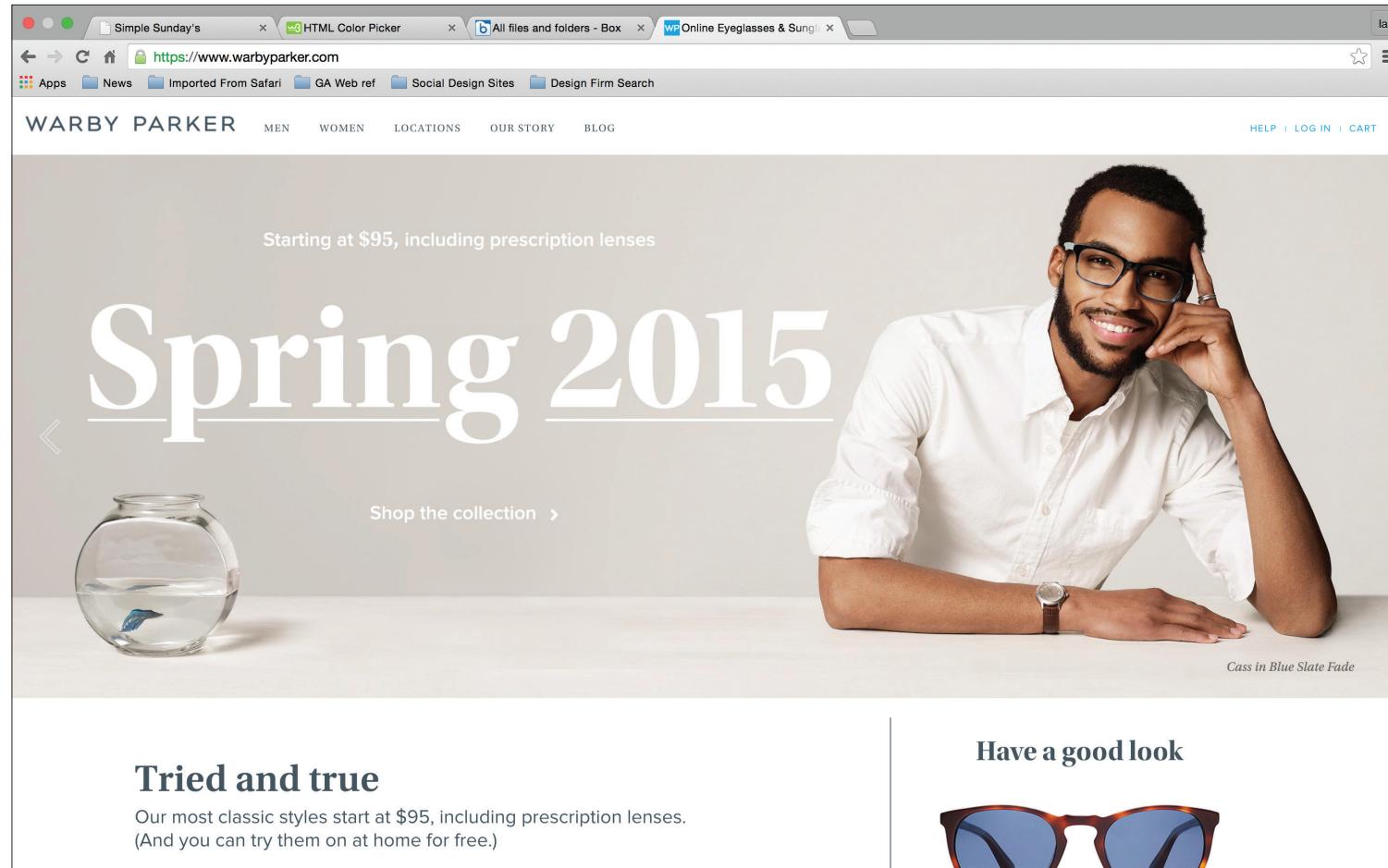
- No clear hierarchy
- Does not work well on mobile
- Scaling does not work
- No clear navigation
- Not usable



RESEARCH

Design Inspiration

[HTTP://www.warbyparker.com/](http://www.warbyparker.com/)



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RESEARCH

Design Inspiration

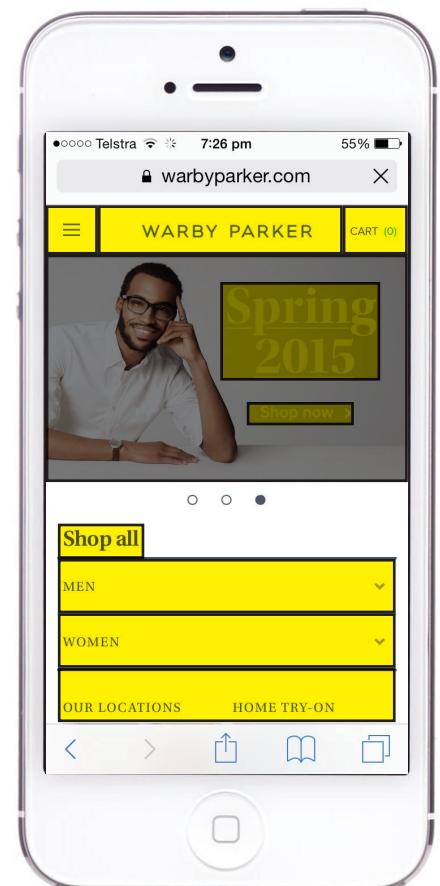
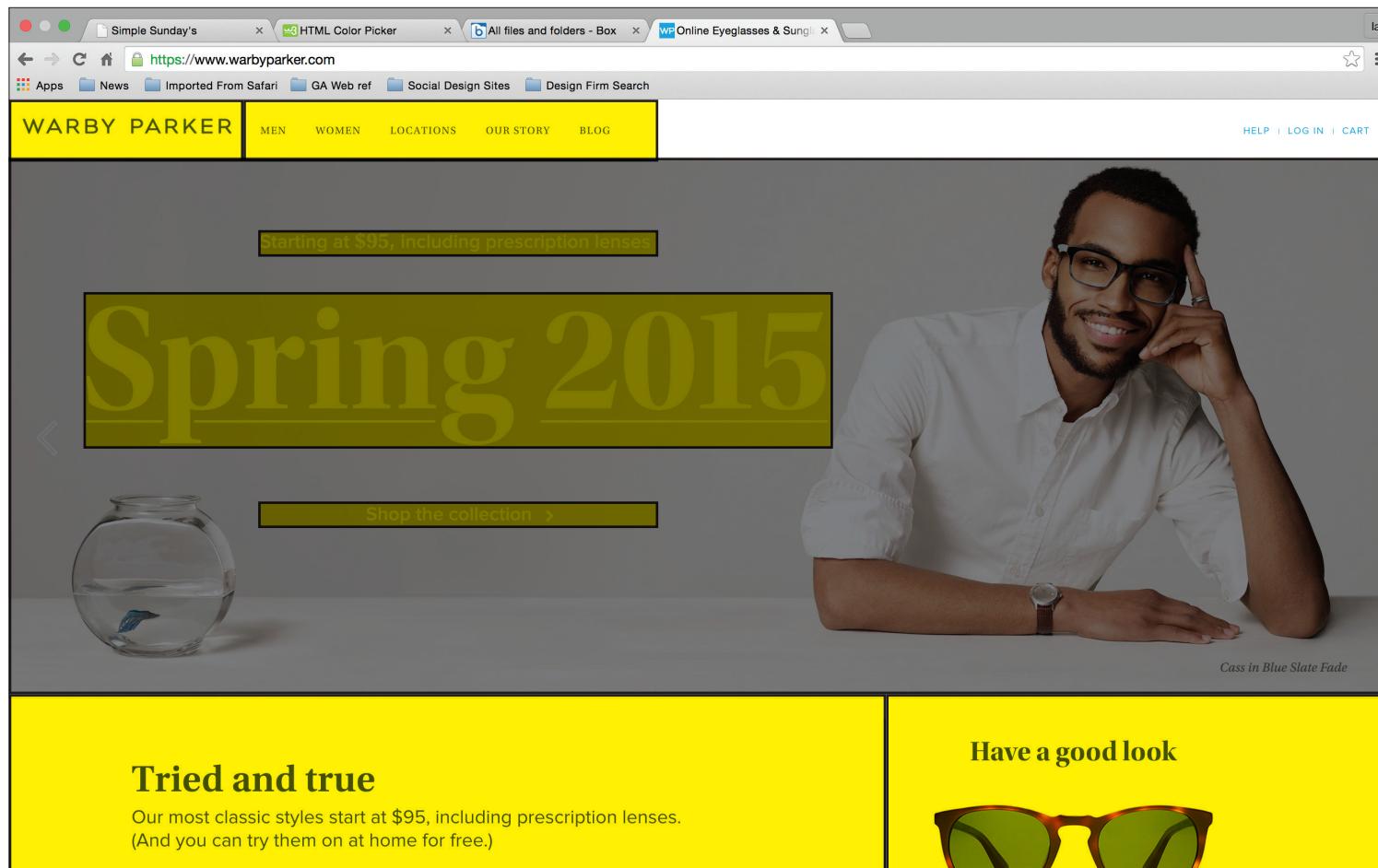
<https://www.warbyparker.com/>

FINDINGS

- Clear hierarchy - Focused on full lifestyle image
- Elements create clean negative space
- Text & style is clear - focus on message first
- Standard navigation - intuitive naming and drop down menus

FINDINGS

- Clear hierarchy
- Is responsive
- Clean and simple navigation
- Focused on navigation / lifestyle image / communication.



RESEARCH - INTERESTING CODE (IMAGE MOVES/TURNS)

Design Inspiration

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Frame description

Can't decide between square and round lenses?
Topper has both—a circular shape with an unexpectedly ridged bottom.

WIDTH
Narrow

MEASUREMENTS
48-21-142

LENSES

- Prescription lenses are made from polycarbonate, the most impact-resistant material on the market; non-prescription lenses are made with CR-39 for maximum clarity and color

MATERIALS

- Made from custom cellulose acetate
- Akulon-coated screws for durability
- Cut from a single sheet of acetate to maintain color parity

Offer 100% UV protection

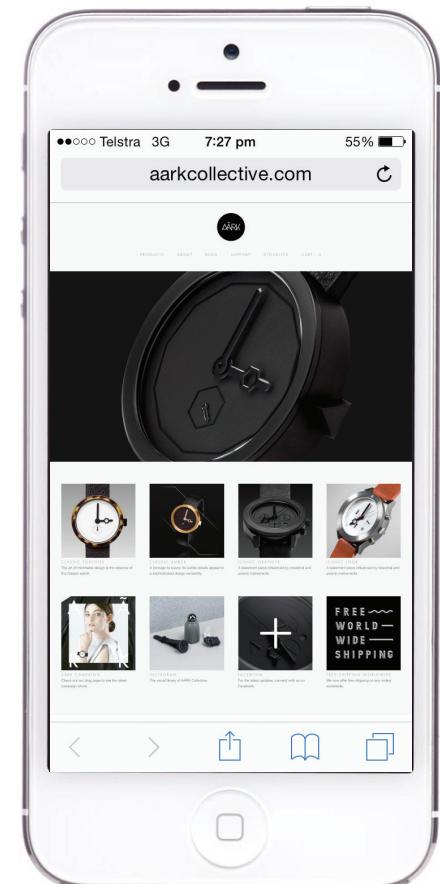
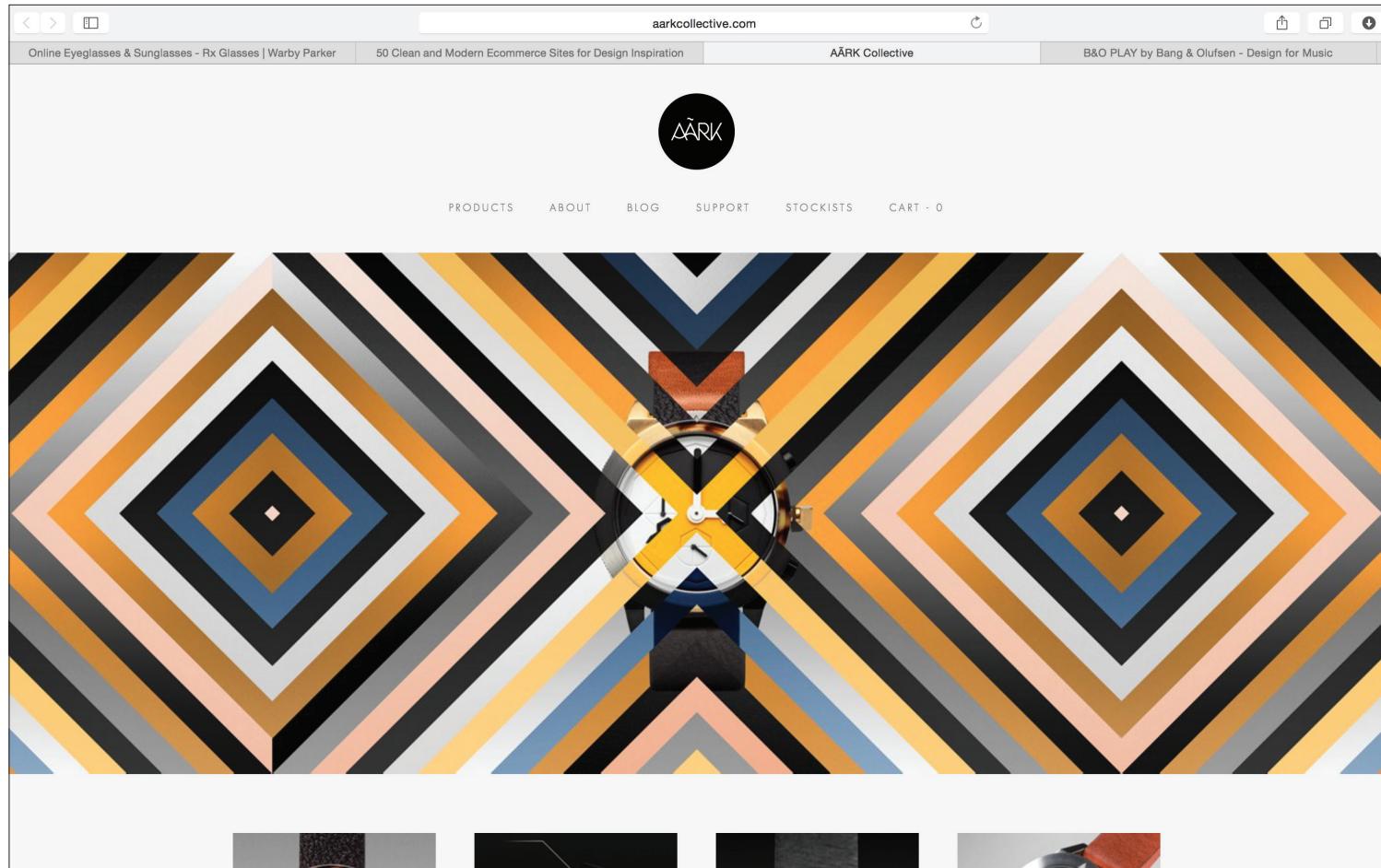
Connecting...

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RESEARCH

Design Inspiration

<https://www.aarkcollective.com/>



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RESEARCH

Design Inspiration

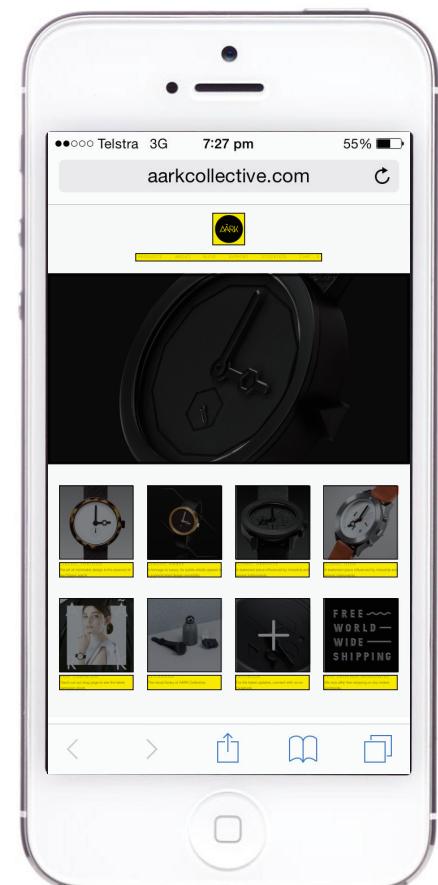
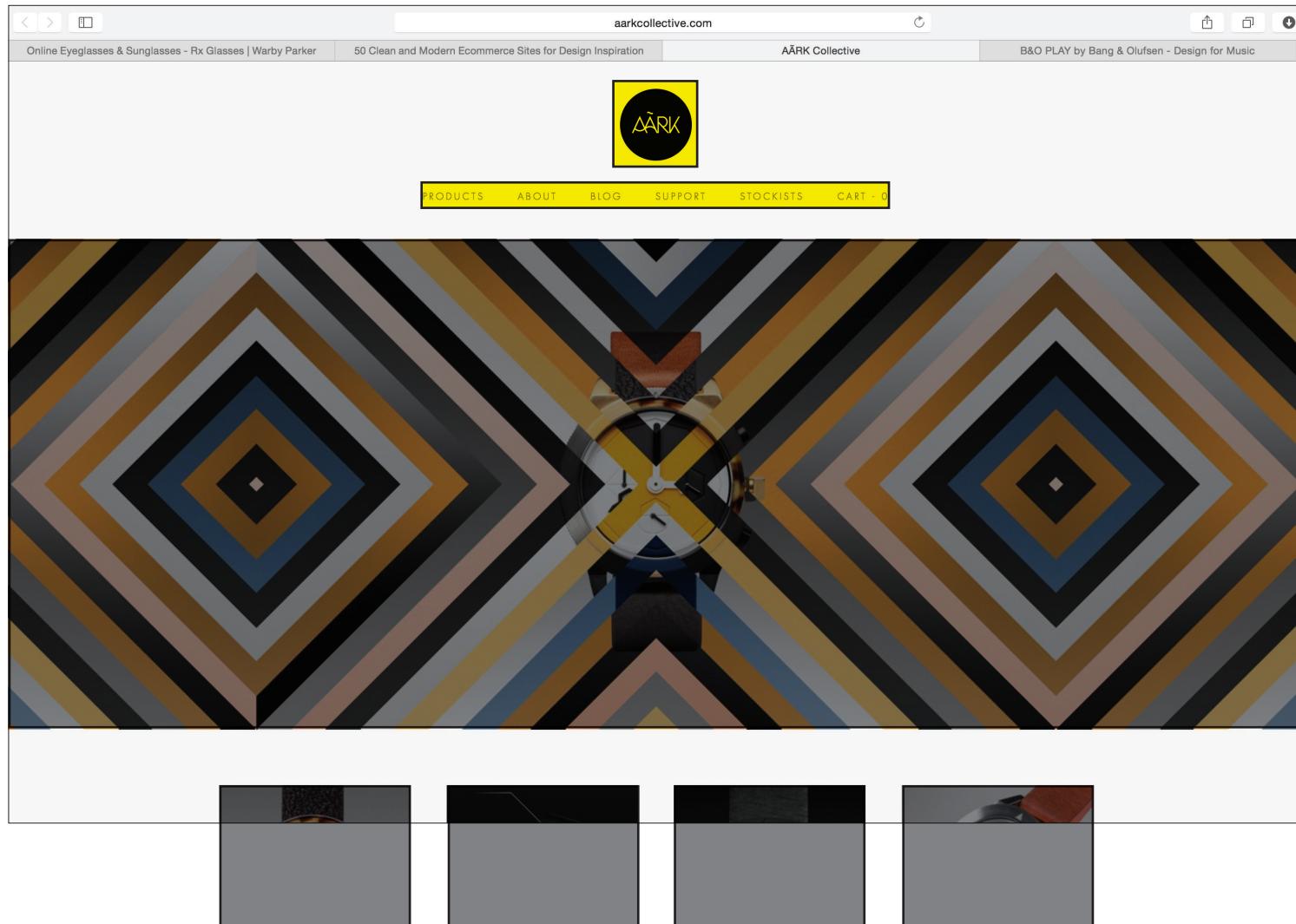
<https://www.aarkcollective.com/>

FINDINGS

- Clear hierarchy - Focused on full lifestyle image
- Elements create clean negative space
- Text & style is clear - focus on message first
- Standard navigation - intuitive naming and drop down menus

FINDINGS

- Is NOT mobile
- Focused on lifestyle image



RESEARCH

Design Inspiration

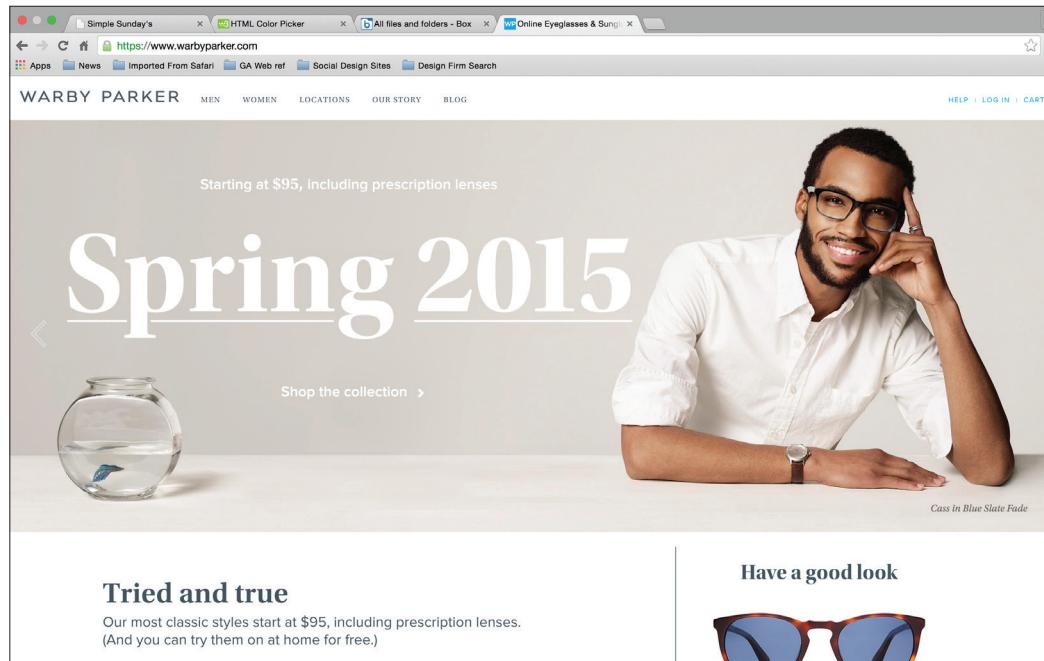
<https://www.aarkcollective.com/>

SIMILARITIES

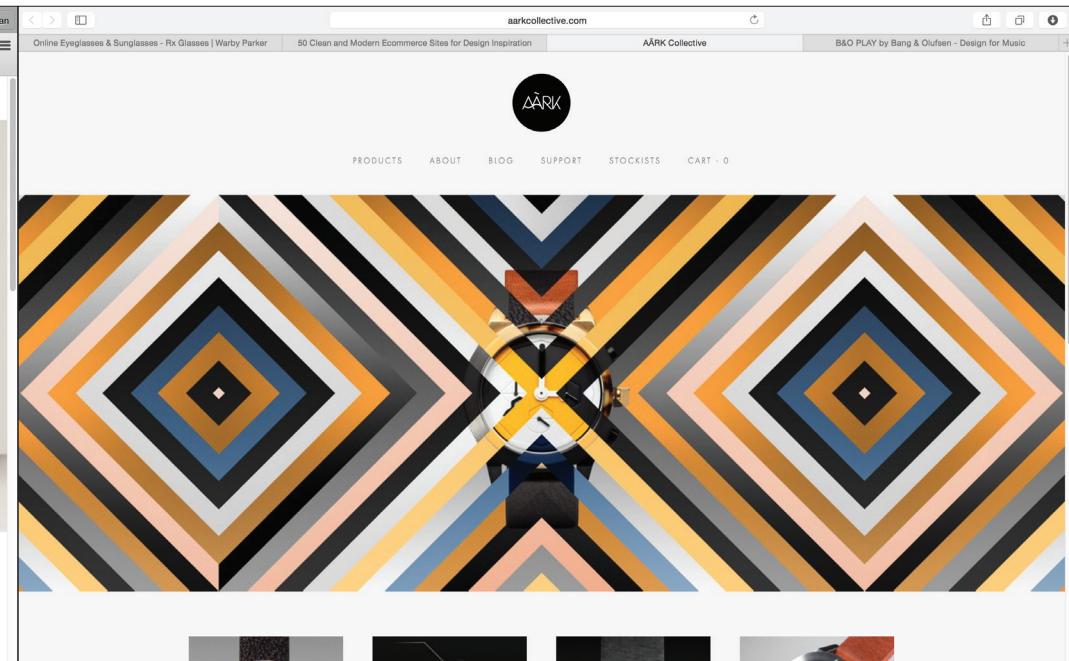
- Clear focus / hierarchy - Full lifestyle image
- Elements create clean negative space
- Clean grid layout
- Standard navigation - intuitive menus

DIFFERENCES

- Branding & messaging are approached differently
- Centered vs a symmetric layout
- Usage of images vs words to navigate
- Responsive vs no mobile friendly



The screenshot shows the Warby Parker website homepage for Spring 2015. The top banner features a smiling man wearing glasses, with the text "Starting at \$95, including prescription lenses" and "Spring 2015". Below the banner is a "Tried and true" section with a small image of sunglasses and the text "Our most classic styles start at \$95, including prescription lenses. (And you can try them on at home for free.)". There's also a "Have a good look" section with an image of sunglasses. The navigation bar includes links for MEN, WOMEN, LOCATIONS, OUR STORY, and BLOG.



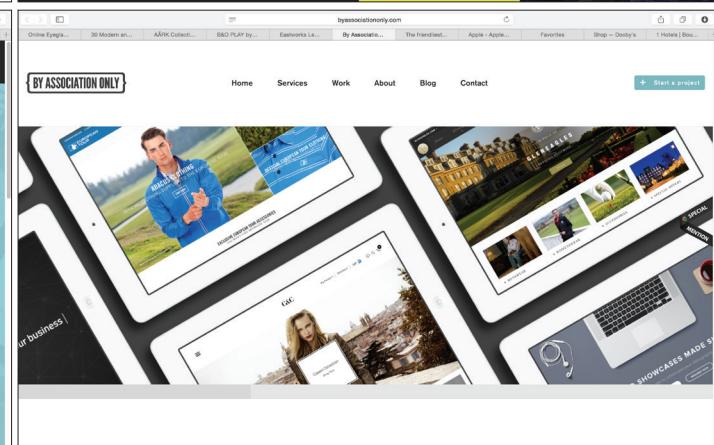
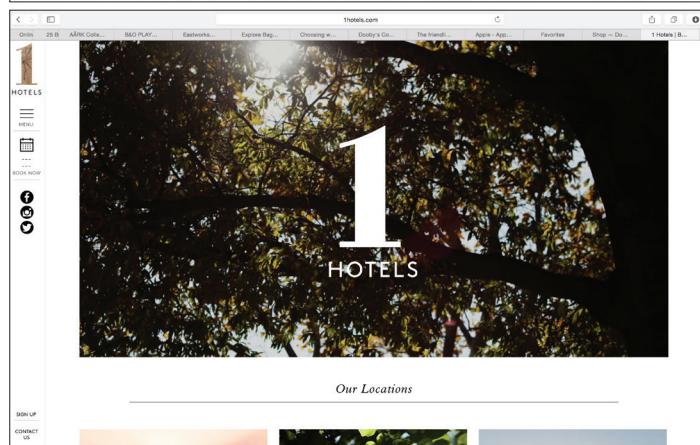
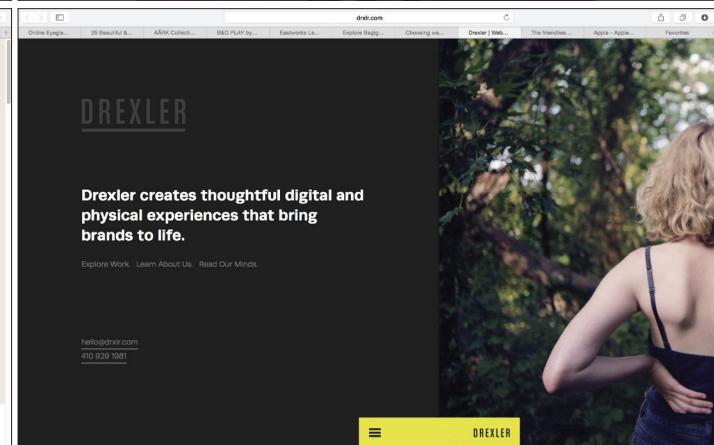
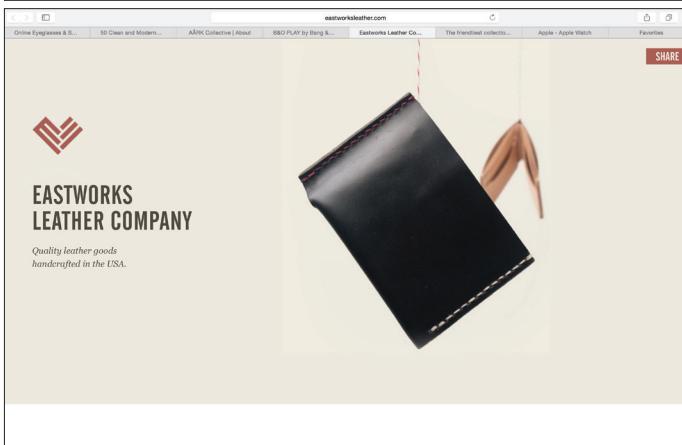
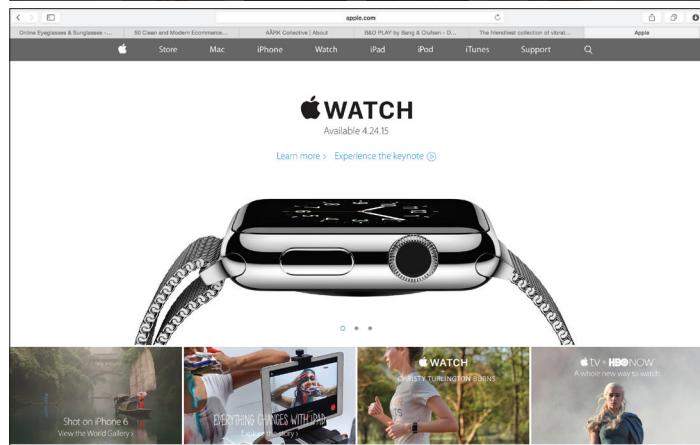
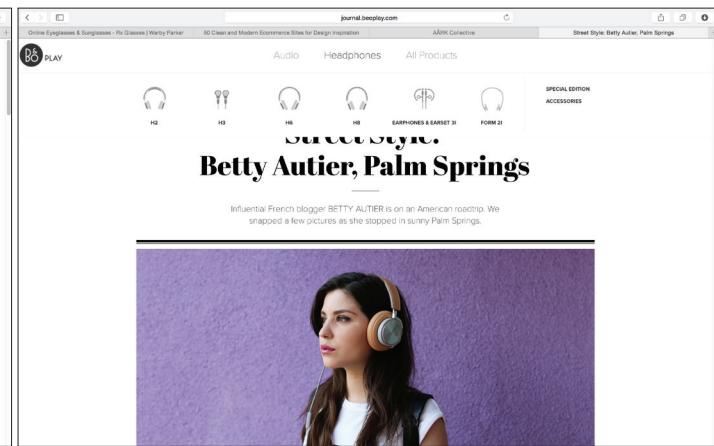
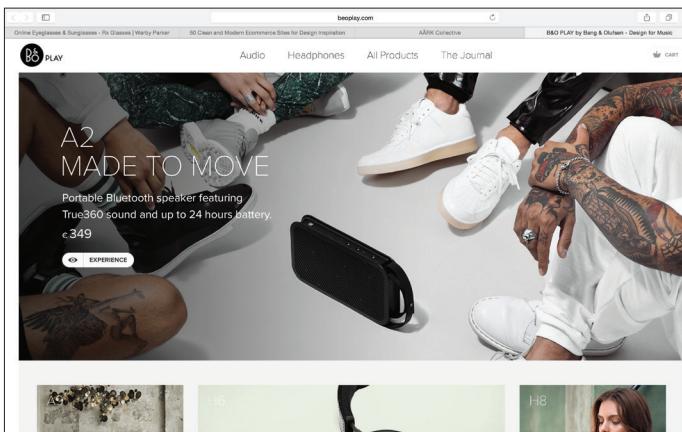
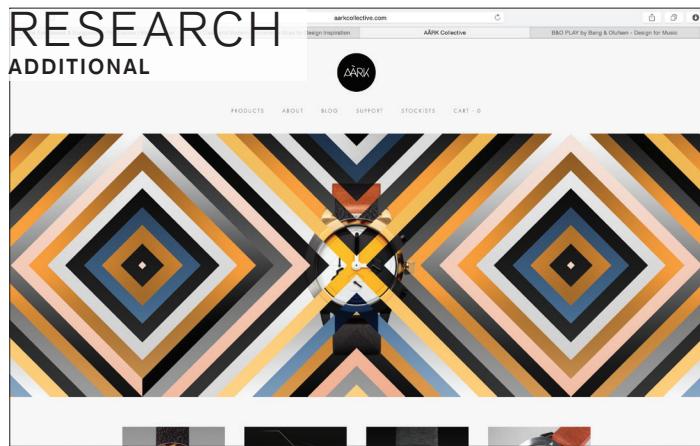
The screenshot shows the AARK Collective website. The header features the AARK logo and navigation links for PRODUCTS, ABOUT, BLOG, SUPPORT, STOCKISTS, and CART. The main visual is a watch set against a background of overlapping geometric shapes in orange, blue, and black. Below the main image are smaller images of various products.

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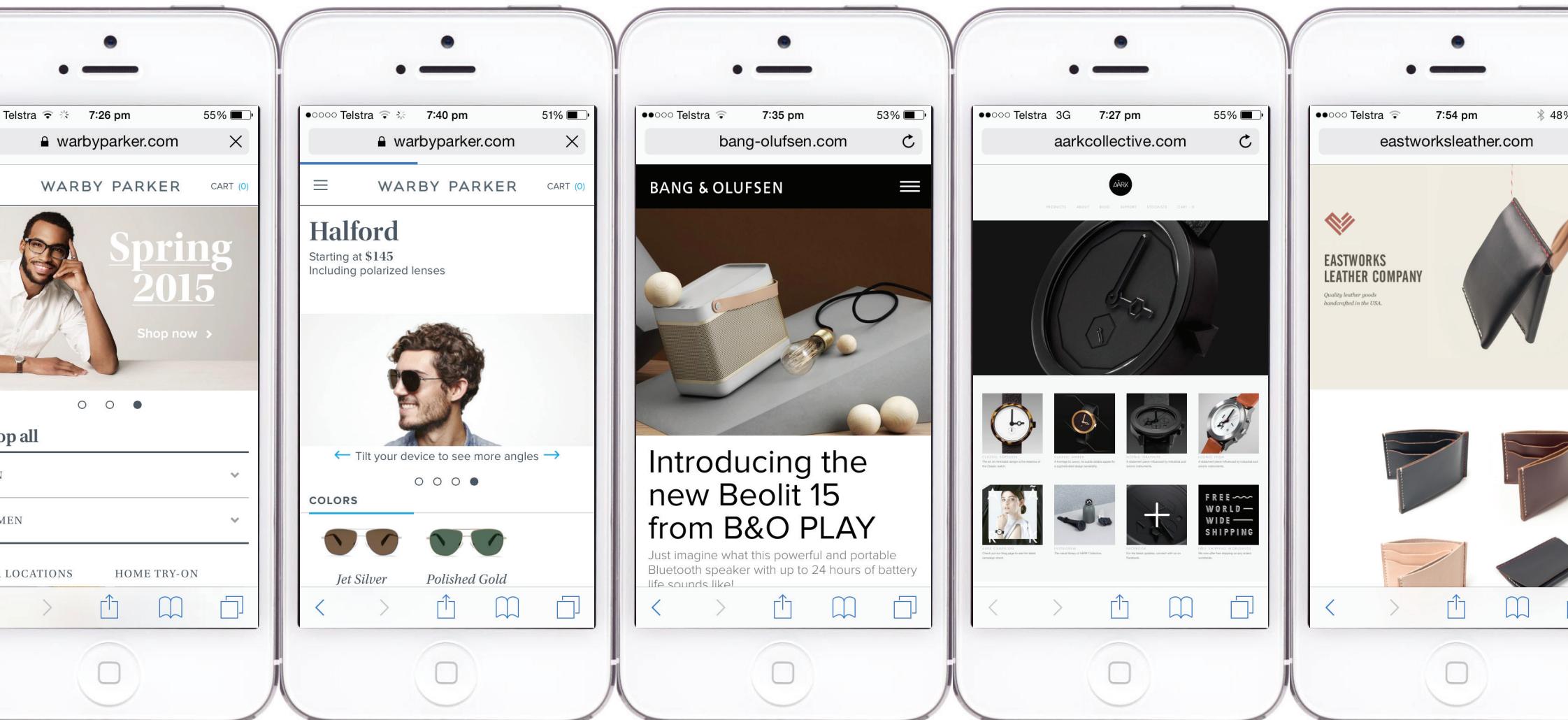
RESEARCH

ADDITIONAL



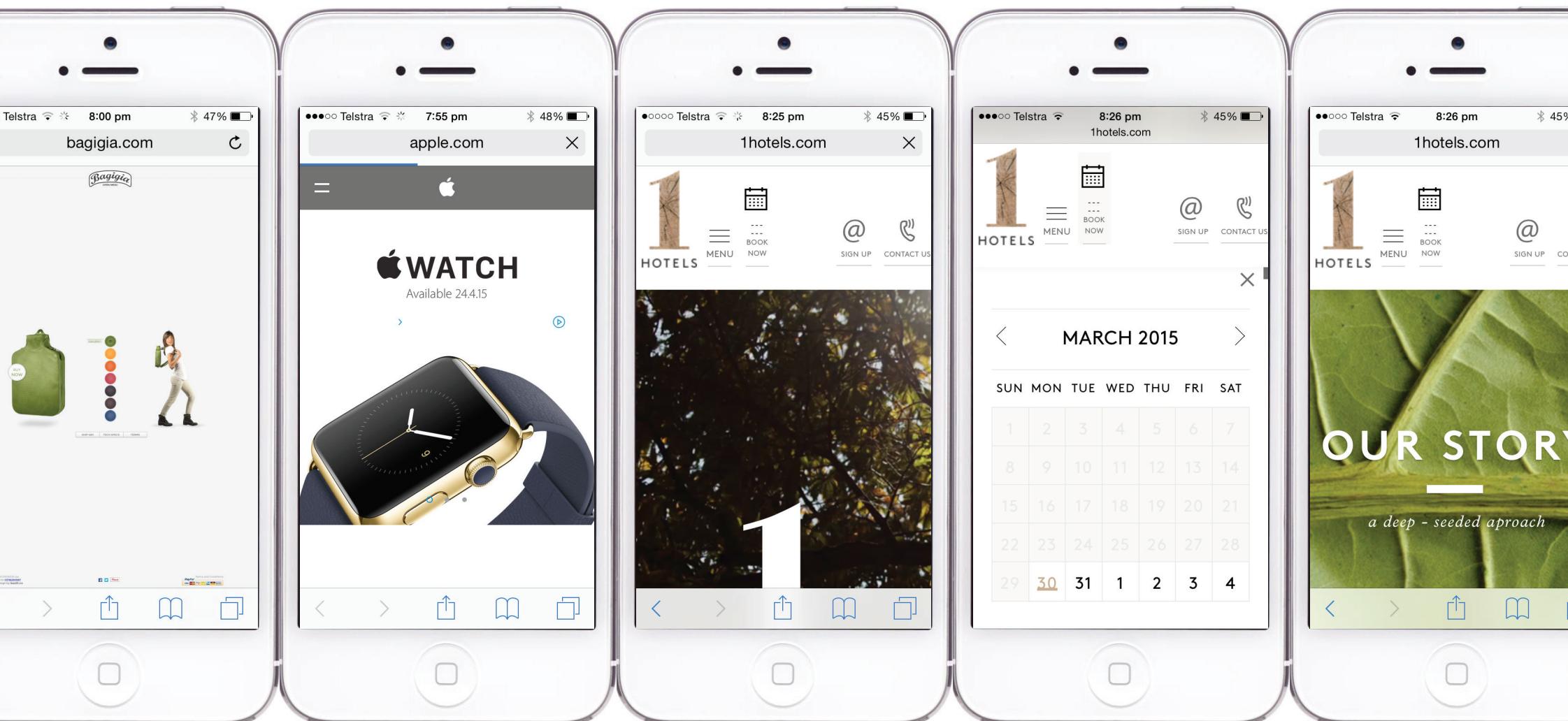
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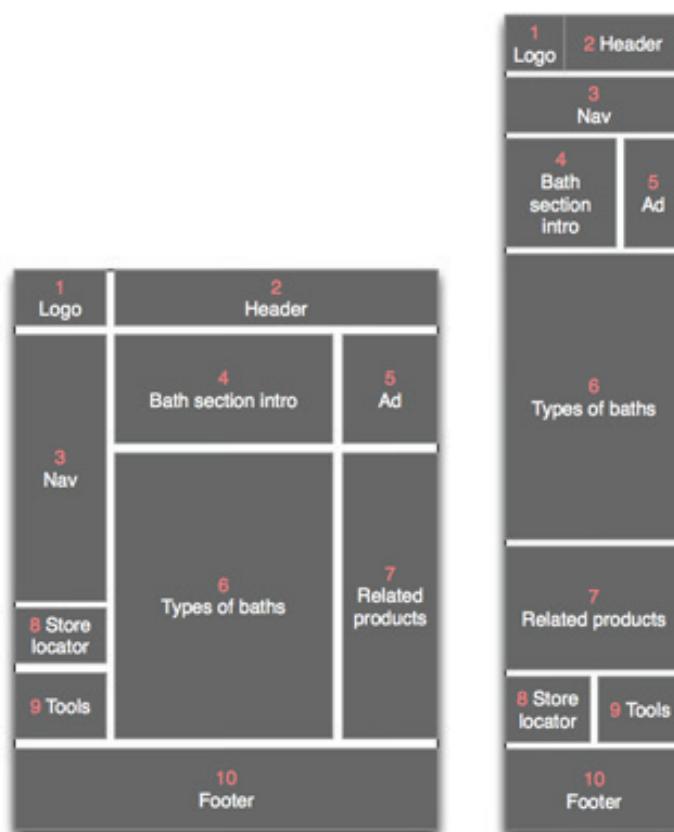
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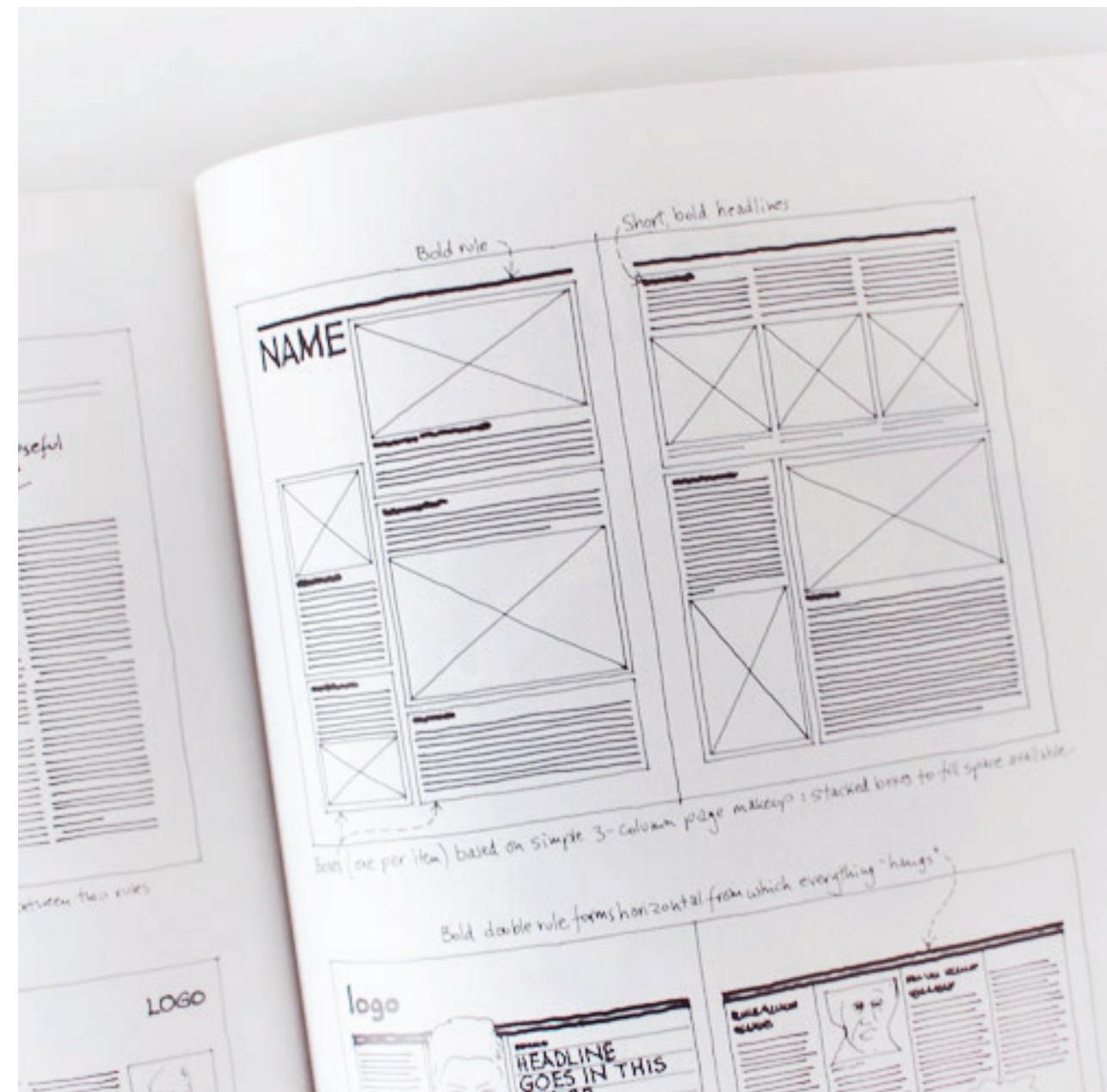
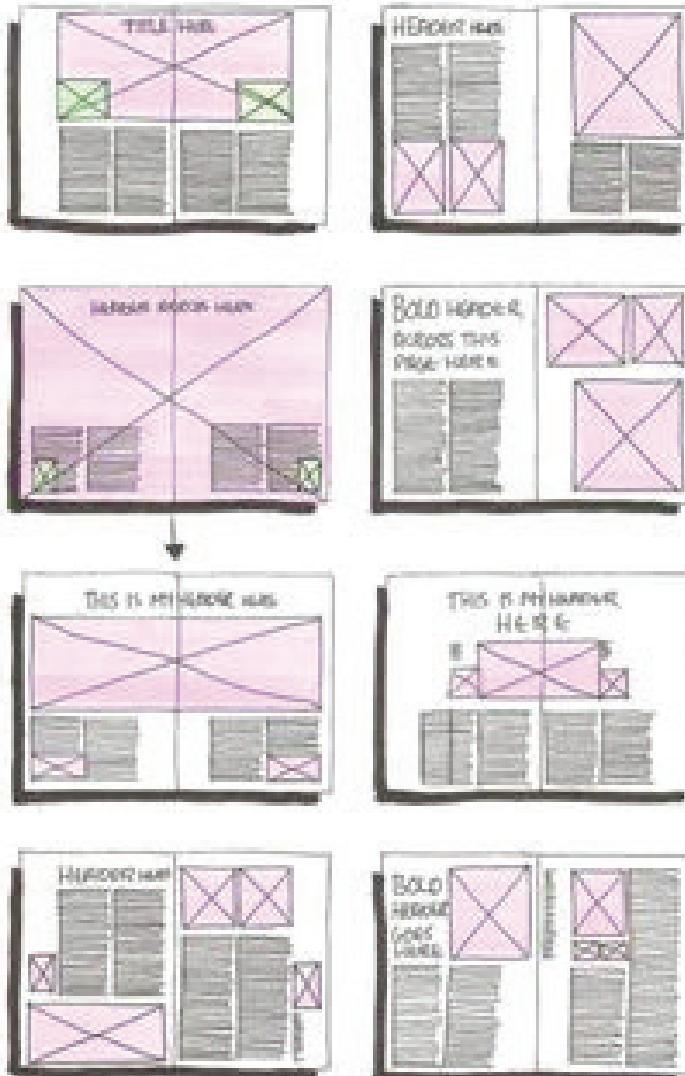
SKETCHES & WIREFRAME

EXAMPLES AND INSPIRATION



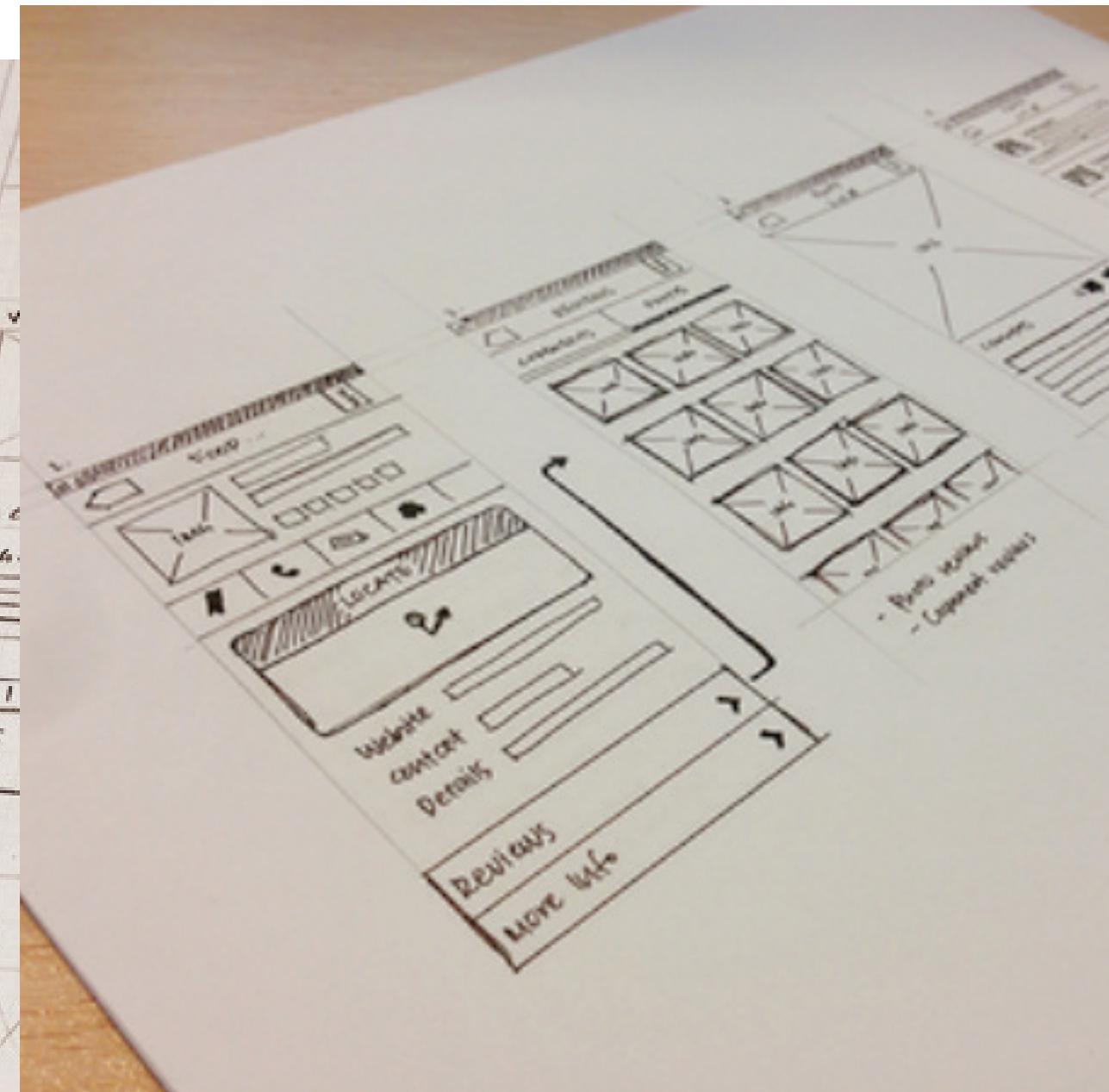
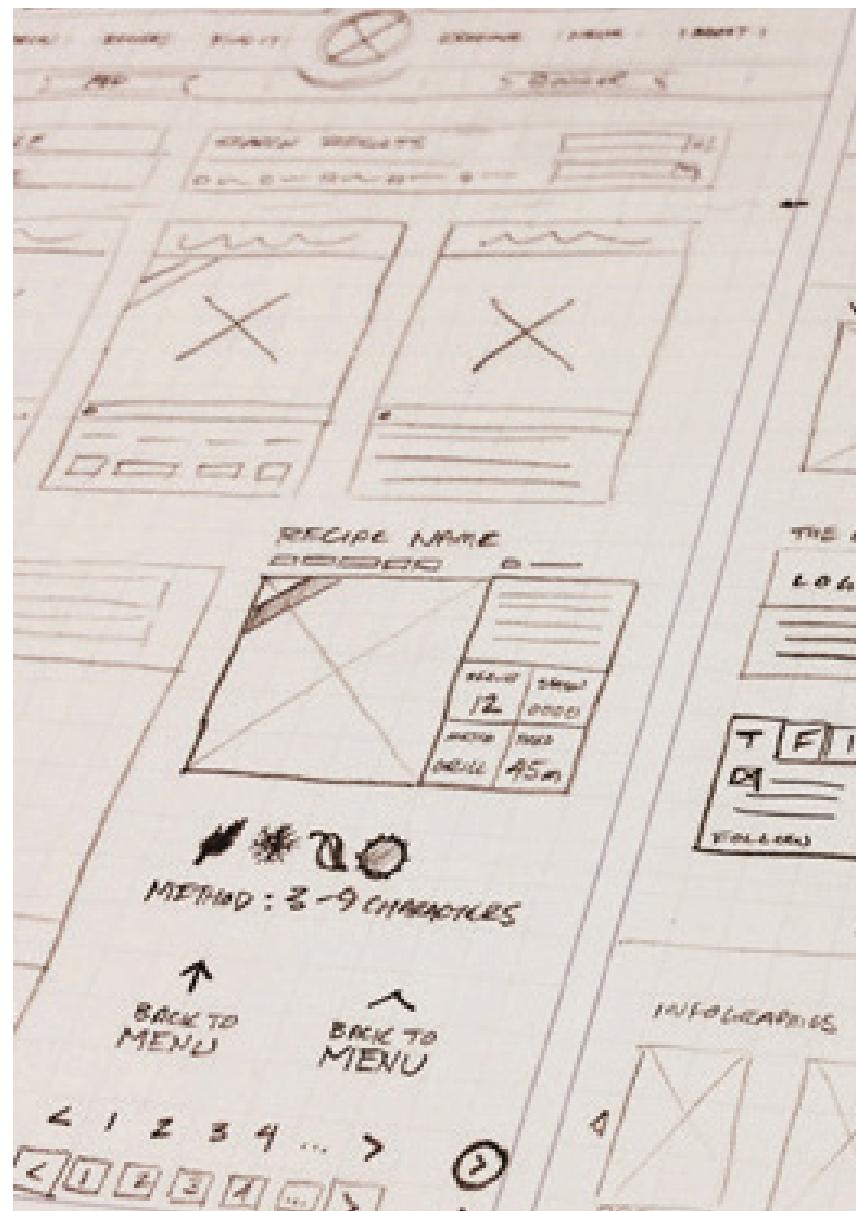
SKETCHES & WIREFRAME

EXAMPLES AND INSPIRATION



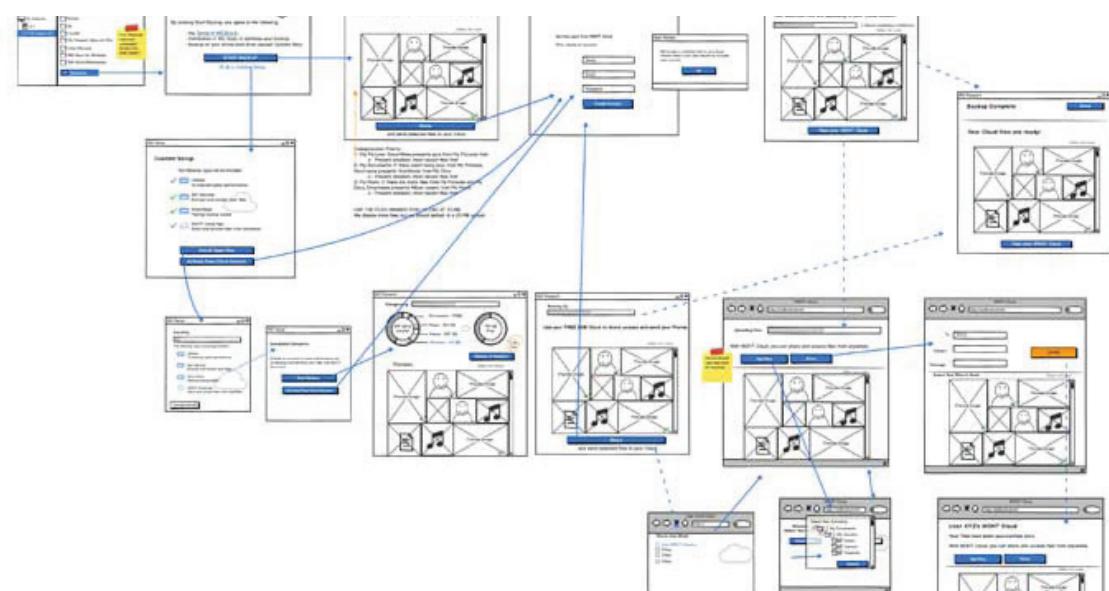
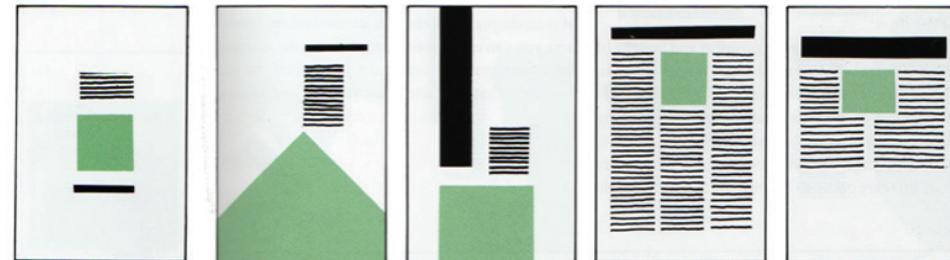
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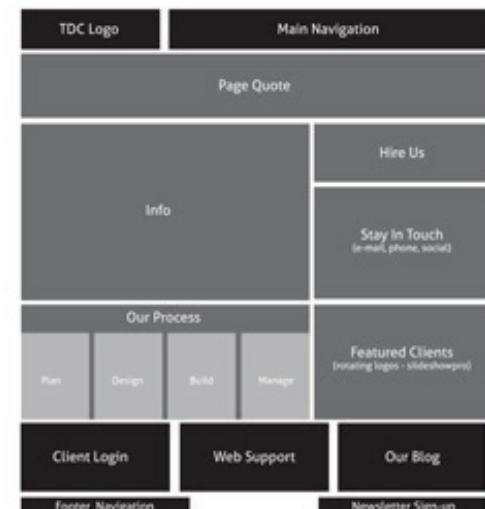
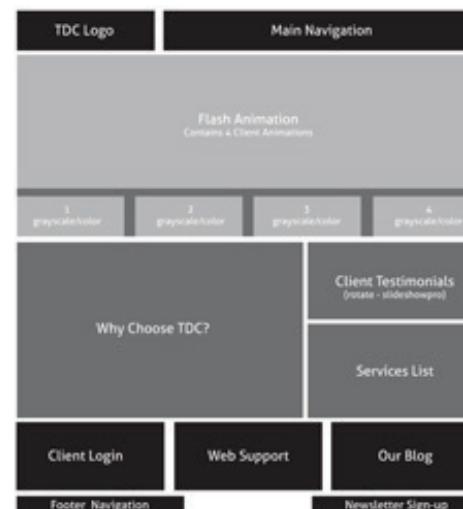
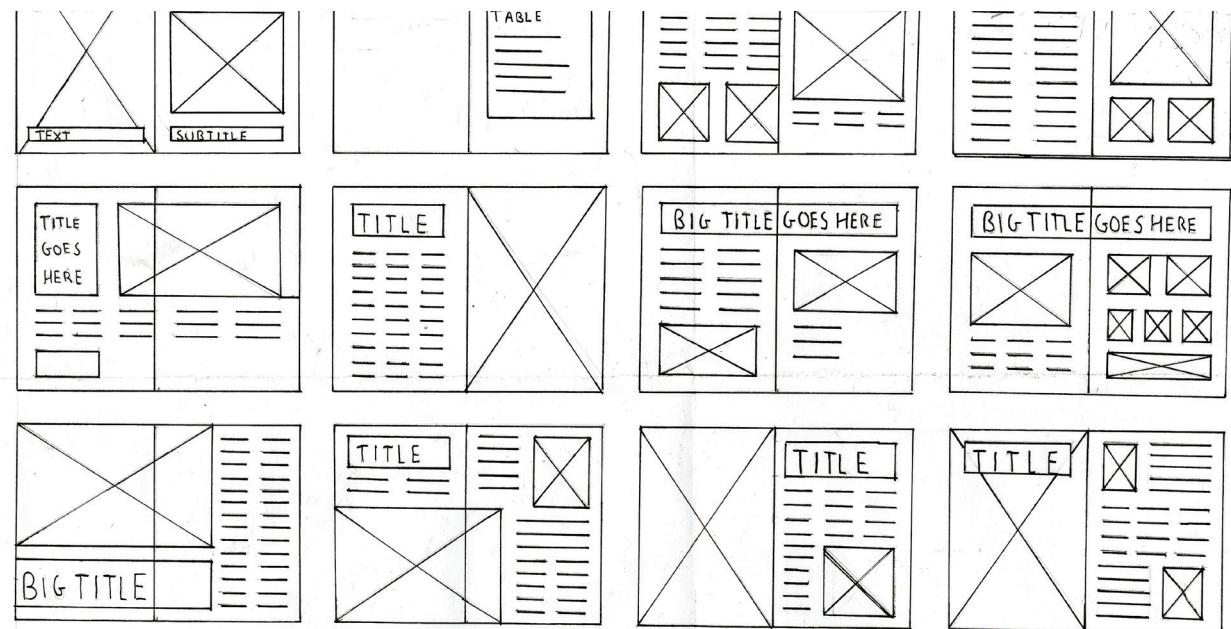
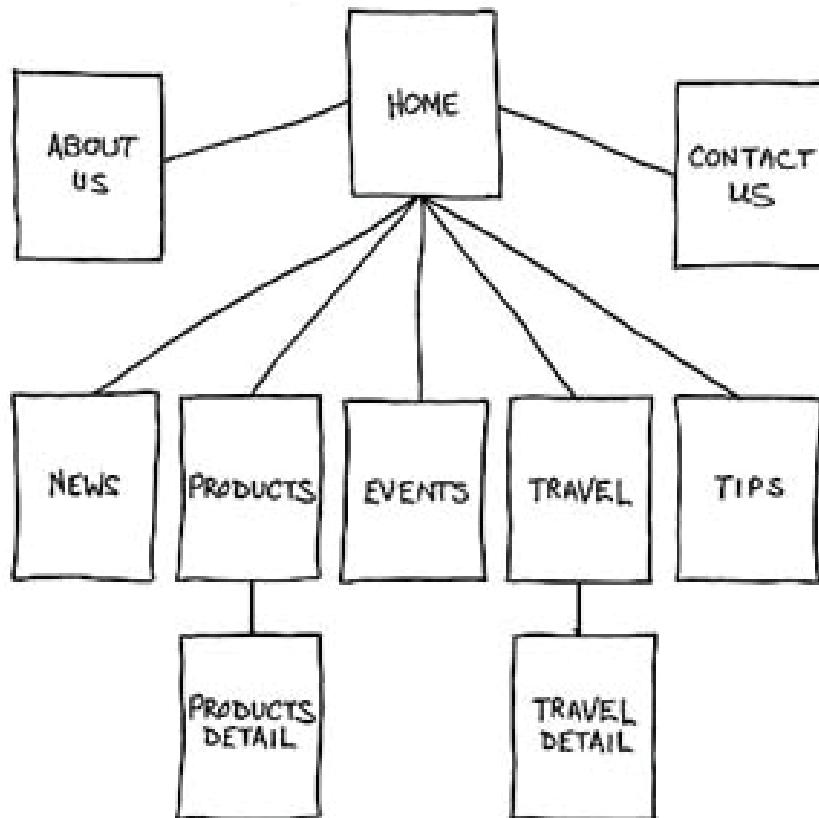
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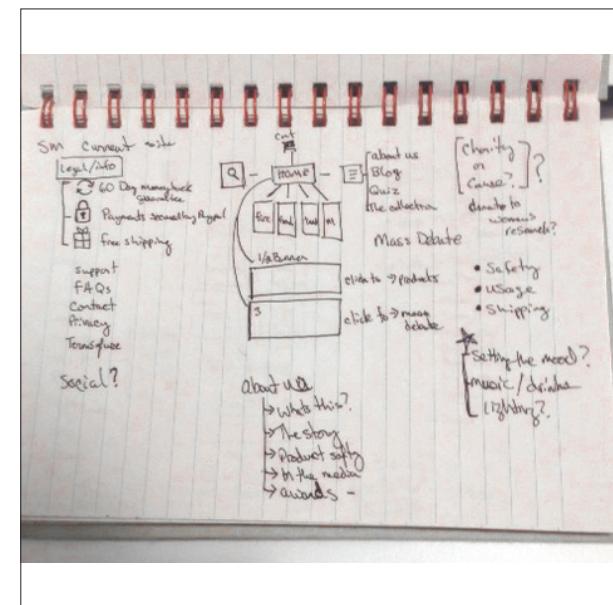
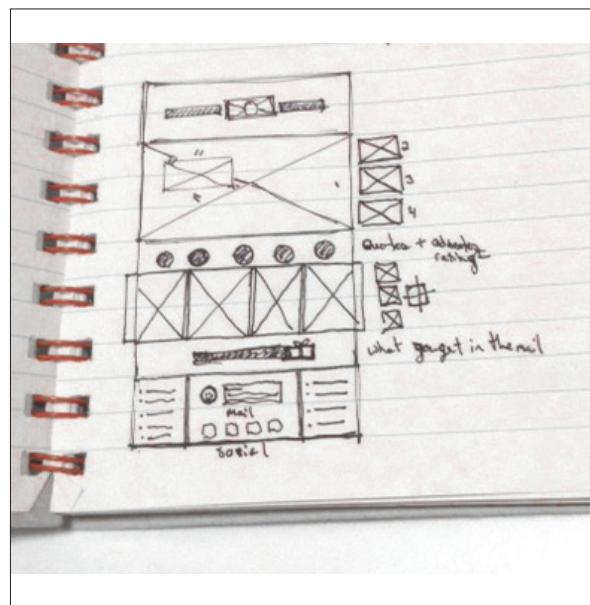
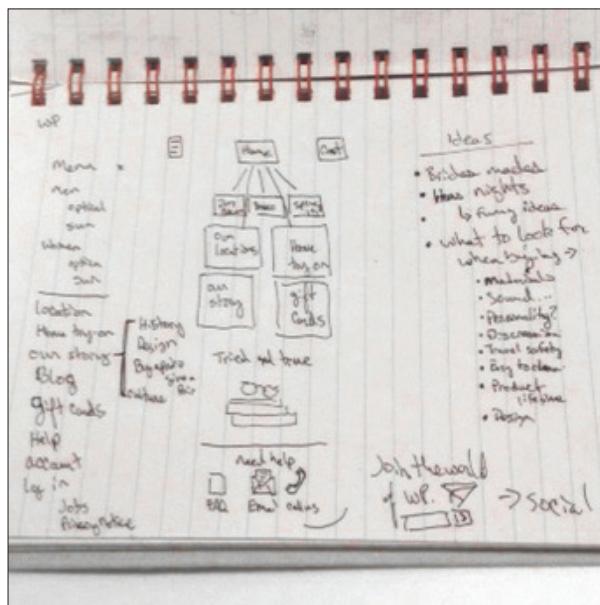
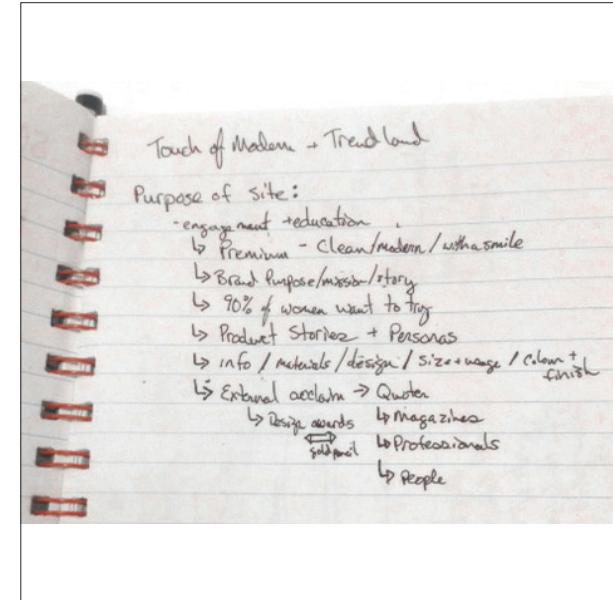
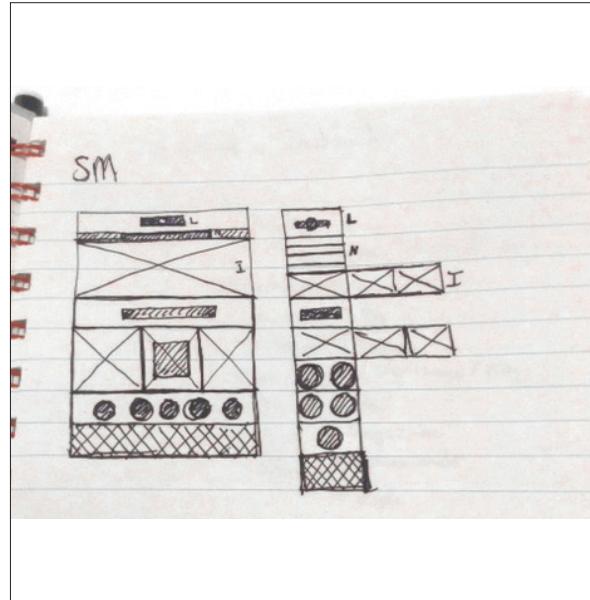
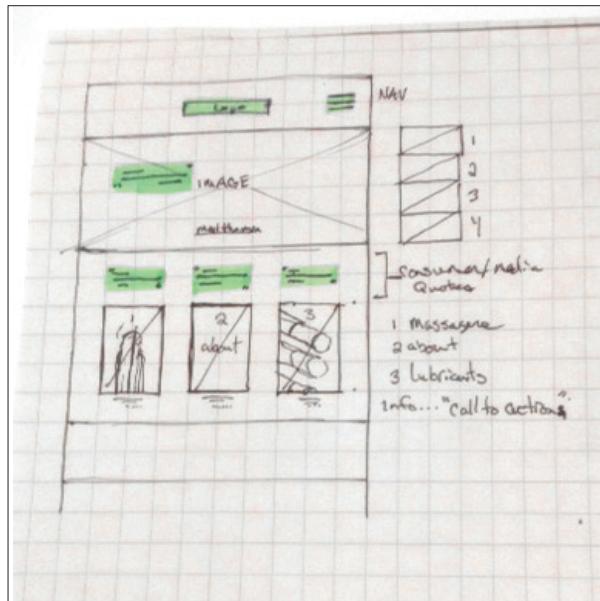


SKETCHES & WIREFRAME

EXAMPLES AND INSPIRATION

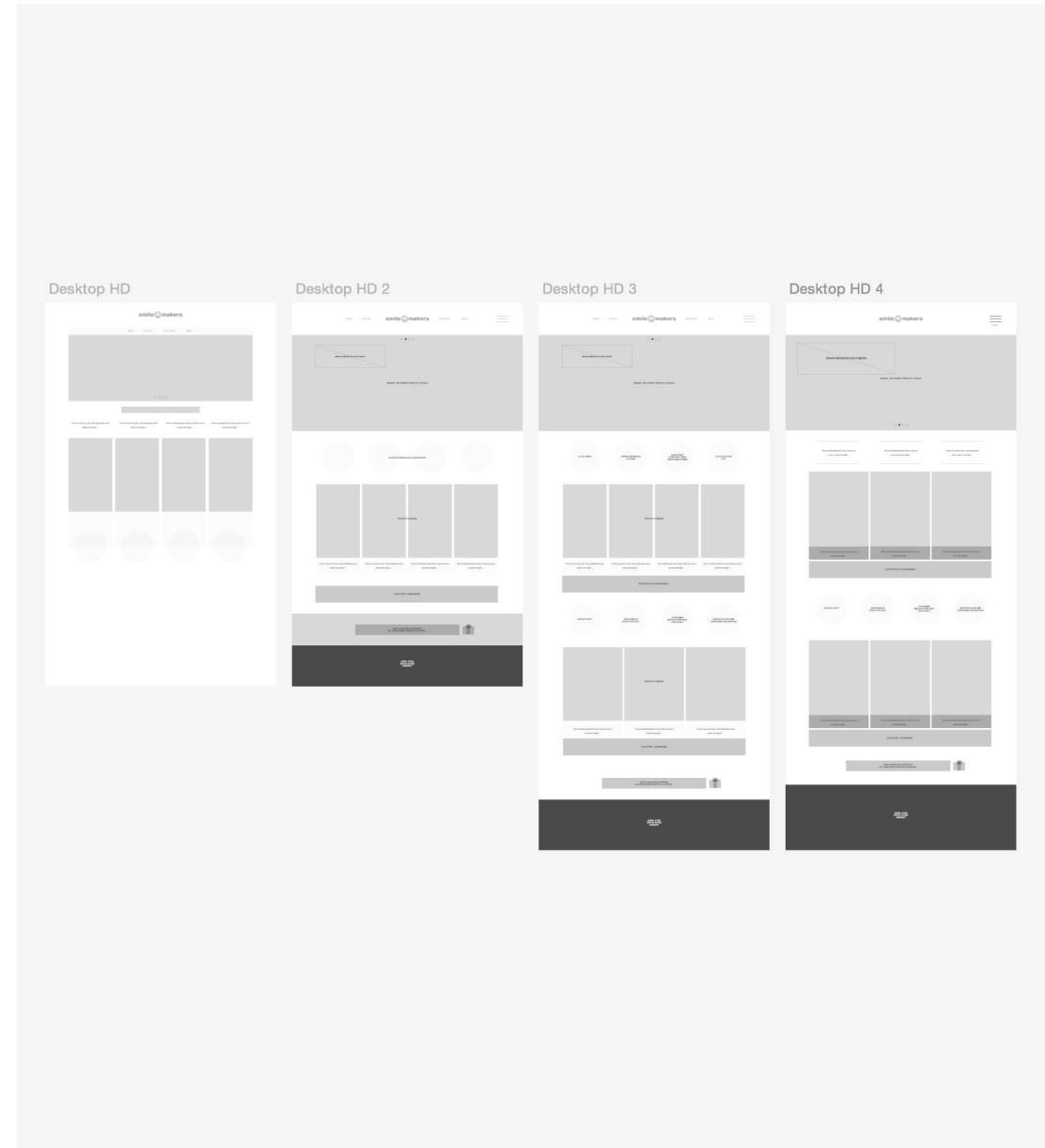
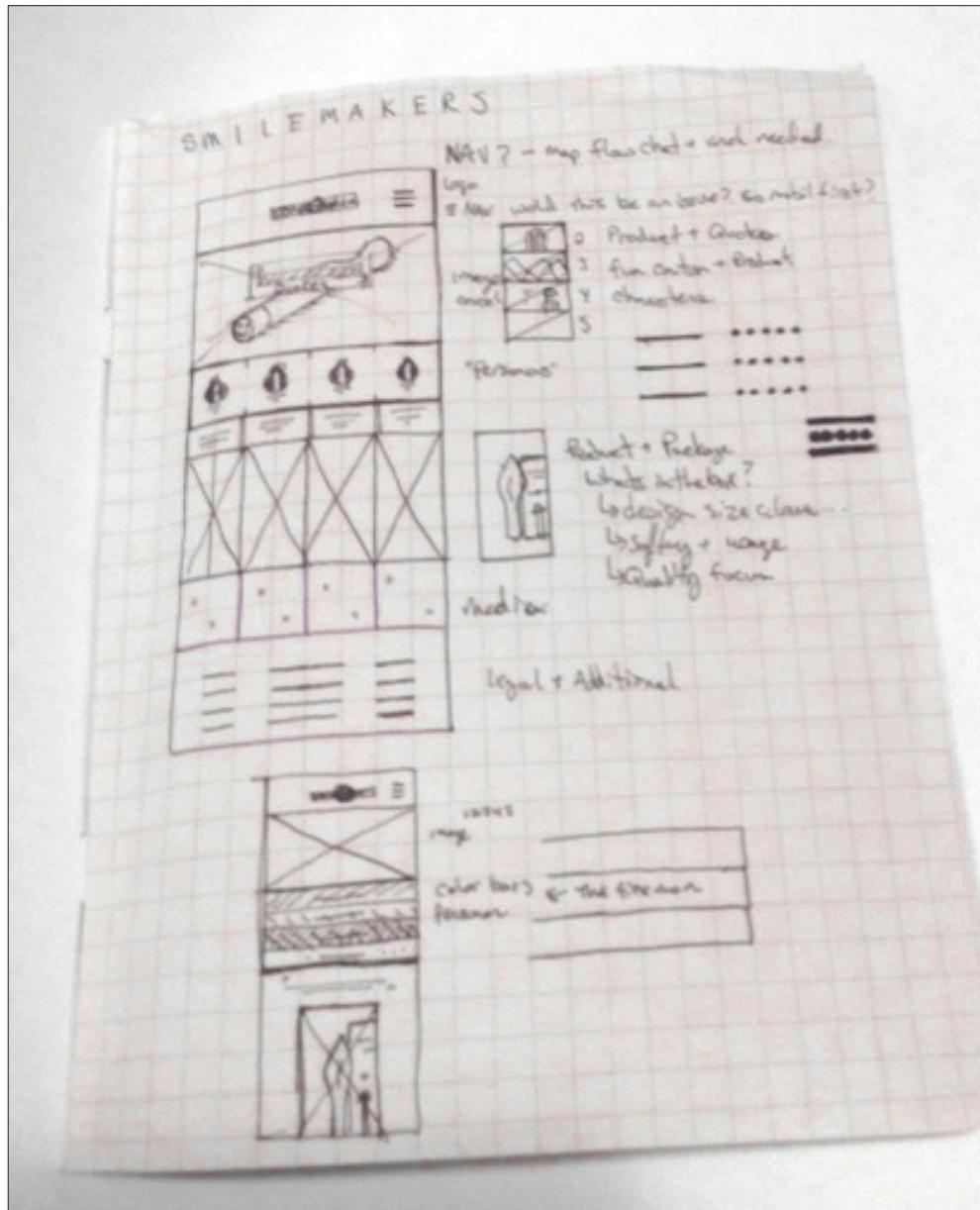


SKETCHES FOR PROJECT



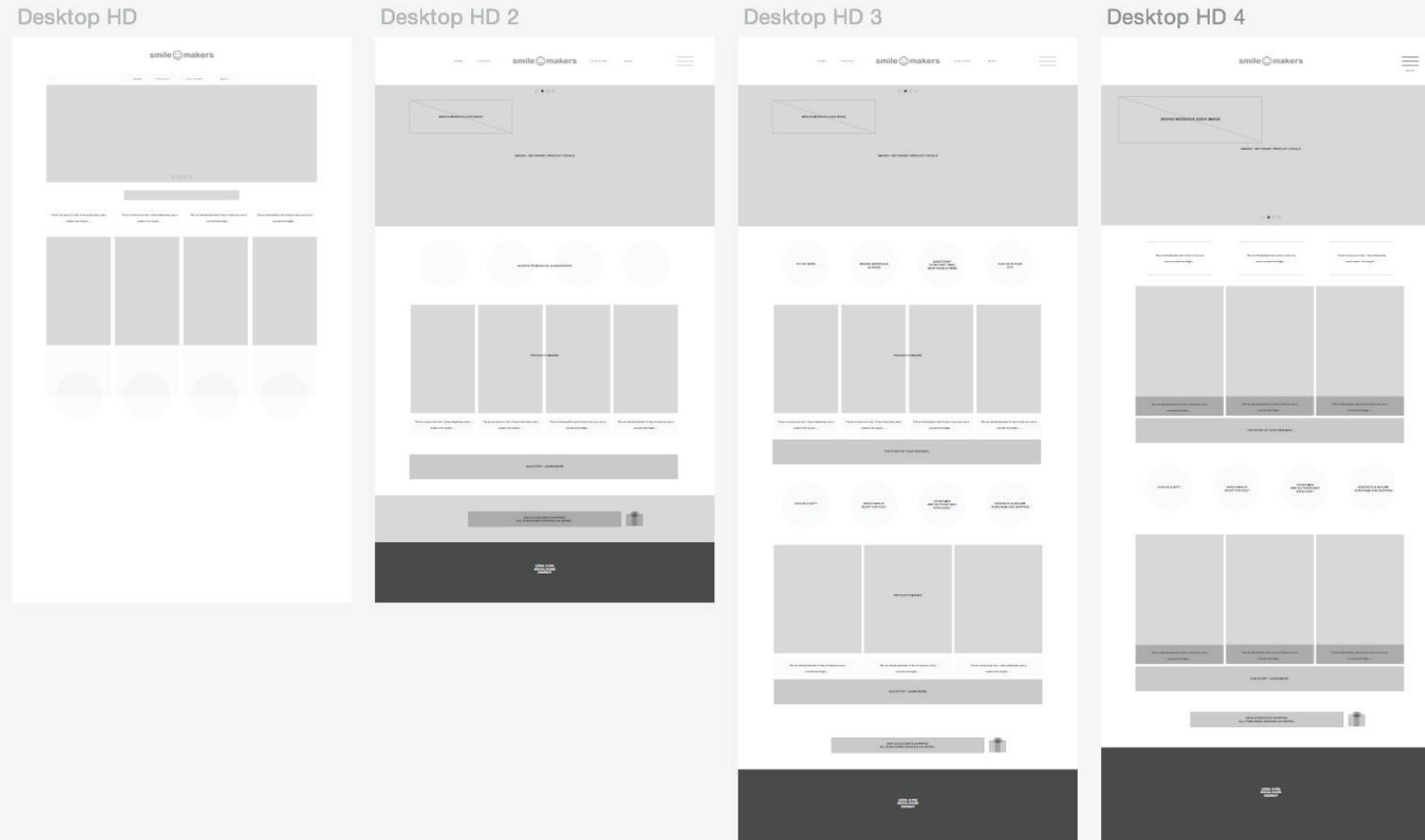
SKETCHES LEAD - WIP

PROJECT FOCUS - V1



SKETCHES LEAD - WIP

PROJECT FOCUS - V1



SKETCHES LEAD - WIP - HD DESKTOP 1

PROJECT FOCUS - V1

smile😊makers

HOME PRODUCT OUR STORY BLOG

○ ○ ○ ○

This an introduction text. It has a fixed size, and a
custom line height, ...

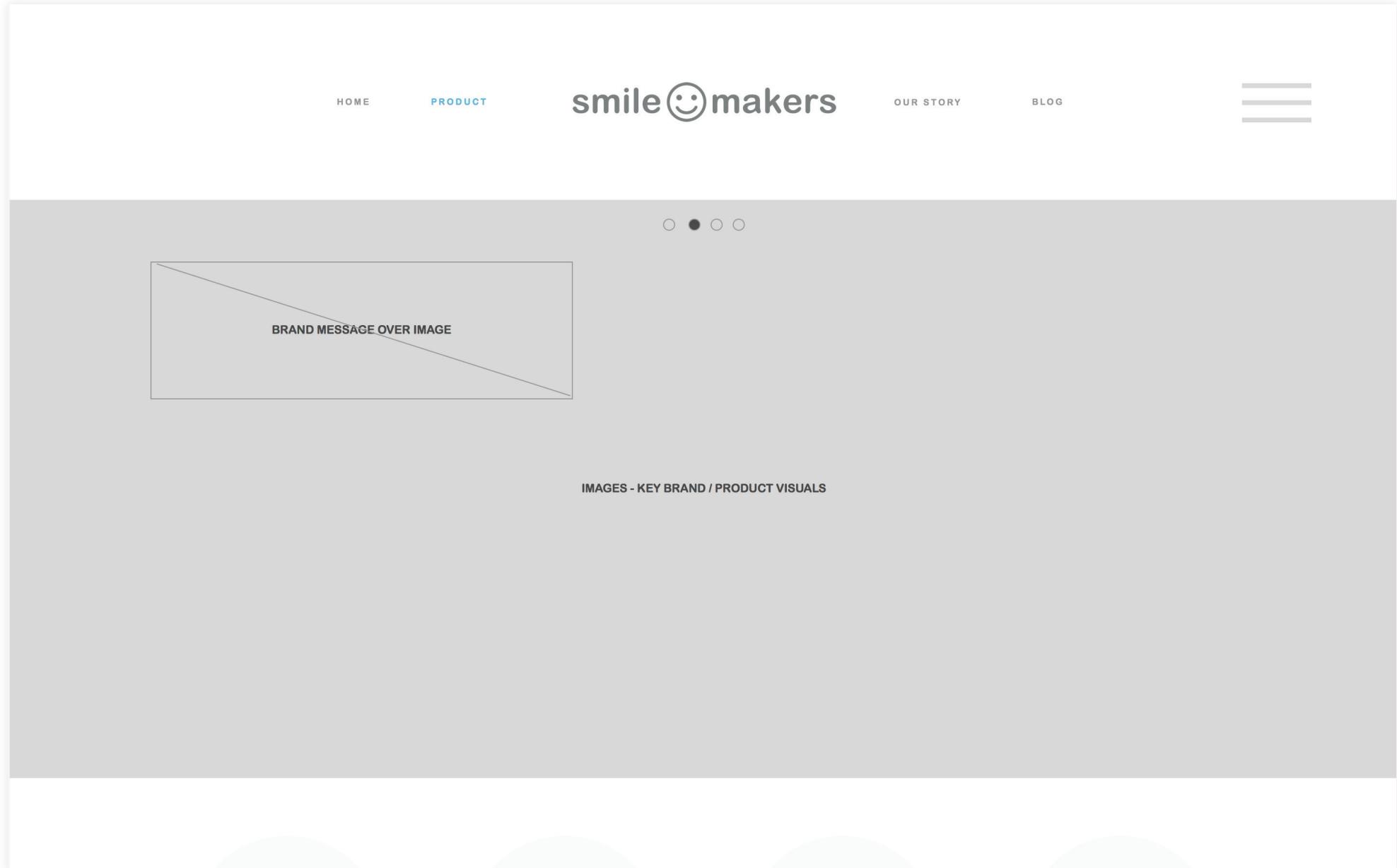
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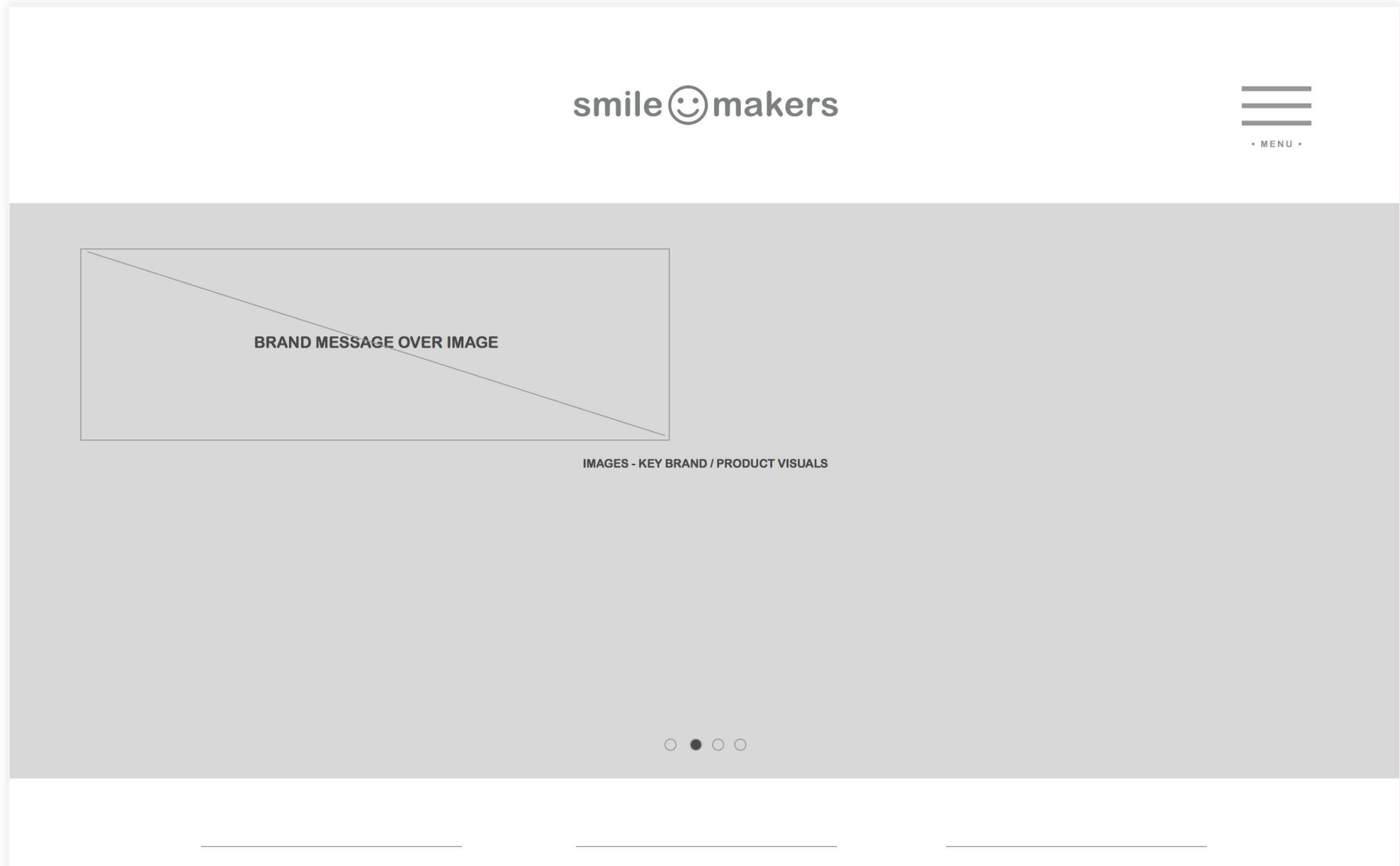
SKETCHES LEAD - WIP - HD DESKTOP 2

PROJECT FOCUS - V1



SKETCHES LEAD - WIP - HD DESKTOP 3

PROJECT FOCUS - V1



SKETCHES LEAD - WIP - HD DESKTOP 1

PROJECT FOCUS - V1

