

Josh Pope
Nike Mens - Prototype Project

Basic Breakdown of Process

To start with, I first break the provided PDF comp into its associated data "buckets." You'll notice that instead of directly copying the brand-network links at the top left of the comp, I've used a generic blue spacer to represent the links. That way the content of the link is not a distraction.

I identified the key and important data buckets first - this exercise is important when building a site that is responsive, and works as well (or better) at the mobile size as desktop. It also is the best way to translate a design into truly semantic document. For mobile particularly, screen real estate is crucially important. So as a general rule, we want what is shown to be the most important (read: most useful) elements of the site.

At mobile size, you'll see I make a few adjustments. The user account info/modify/etc controls are at the top right- that's important. The brand links at the top left are less important- so for mobile, I don't display them. Instead I use that area for the account controls.

Some other things I do:

1. The slider indicators that area clickable small circles at the bottom of the slider- for mobile, they enlarge, space out further, and make themselves much more fit for touch interfaces.
2. The left/right arrows enlarge (the value of this is debatable, to be totally honest- but I don't think it hurts to make them more apparent)
3. Swipe control is enabled for left/right swipe

I've tested these in all of the devices available in the Chrome Mobile inspector, all reasonable versions of iOS and Android, as well as Windows phone.

Bootstrap Grid

Note- throughout the site, I utilize the bootstrap grid completely, only adding my own styles where bootstrap did not have the functionality available already. So you'll find the site is wrapped in a container-fluid element, fully built out using rows and columns, and I use some various bootstrap core styles such as hidden-xs to hide elements at mobile size. I am very comfortable using many css Grid systems, and it's by far my preferred method of writing semantic markup.

This sort of grid functionality is nearly interchangeable with FoundationCSS, as well as some other frameworks. I *have* written my own css grid framework, and I still borrow things from it on occasion, but these days I try not to reinvent the wheel :)

The Carousel/Slider Module

You'll note that you can click left/right to change to a new slide, or use the indicators in the footer. You can also use your keyboard arrows, optionally.

If you are interacting with the site, hovering over content and such, the slider will not auto-animate. But if it sits for a brief time, it will begin to automatically rotate through the slides.

I did think this transition animation was an opportunity to add some real "flash" to this project- but instead, I chose a basic text wipe, with simple easing. Not because I couldn't have done something crazy, with gradients and masks, but for this application I did not find it appropriate and more fitting for the Nike brand.

Nav

You'll note that I have not fully implemented the navigation, as I was instructed. However, for mobile, I did stub in the "hamburger" navigation. You cannot click into it, but it gets the idea across and I think the mobile, responsive solution I have implemented for this site is a good one and is headed in a good direction. I've also stubbed in the full header nav area.