

# BADMINTON JOURNEY

KEN PAO

ART 352 - FINAL

# DELIVERABLES

- ▶ Github Link: <https://kpao2020.github.io/art352-final/>
- ▶ Design Concept & Design Choice
- ▶ User Flow - [Miro link](#)
- ▶ Ideation Sketches
- ▶ Style Guide - [Figma link](#)
- ▶ Responsive Wireframes - [Figma link](#)
- ▶ High Fidelity Mockups - [Figma link](#)
- ▶ Screen recording - embedded videos
- ▶ [Mobile prototype video link](#)
- ▶ [Desktop prototype video link](#)
- ▶ List of Improvements and changes



# DESIGN CONCEPT

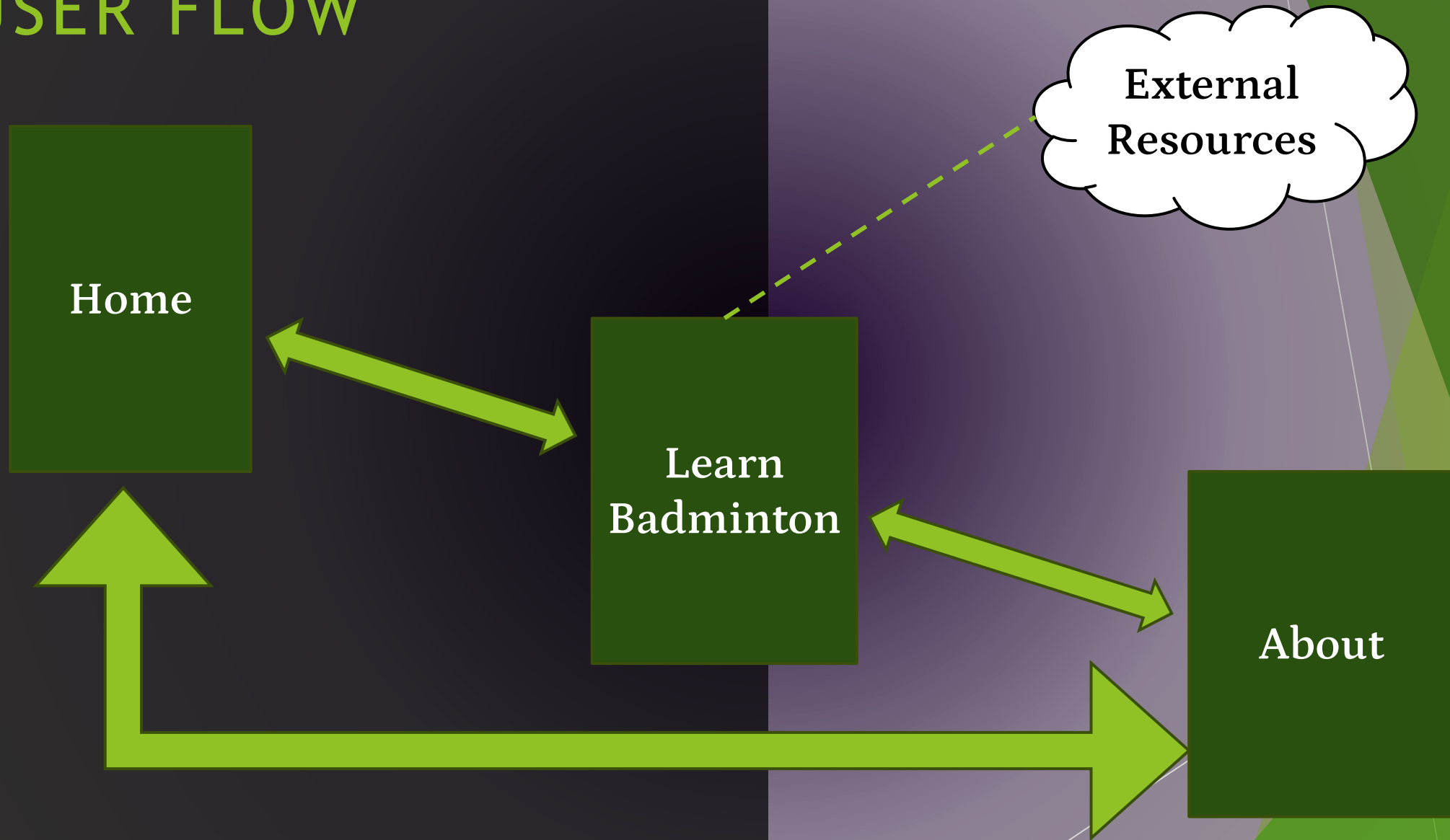
- ▶ Simple, straightforward, easy to read.
- ▶ Pictures driven.
- ▶ Badminton court color and Yonex brand color.
- ▶ Contact form and Social Media on footer.
- ▶ All external resources links on 1 page.
- ▶ Reduce Mobile display - less scrolling.

# DESIGN CHOICE

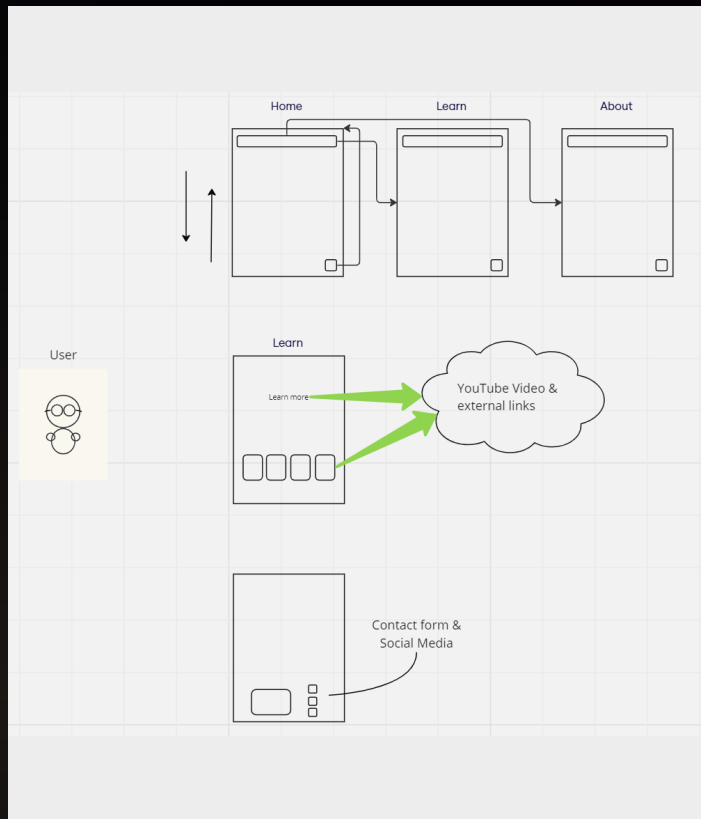
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- ▶ Bintang - <https://bintangbadminton.org/>
  - ▶ Take away: back to top button, green / blue color theme
- ▶ Yonex - <https://www.yonex.com/>
  - ▶ Take away: 4 cards for equipment, social media on footer
- ▶ Eastbay Badminton Association - <https://www.eastbaybadminton.com/>
  - ▶ Take away: CTA form at bottom, fonts

# USER FLOW



# USER FLOW

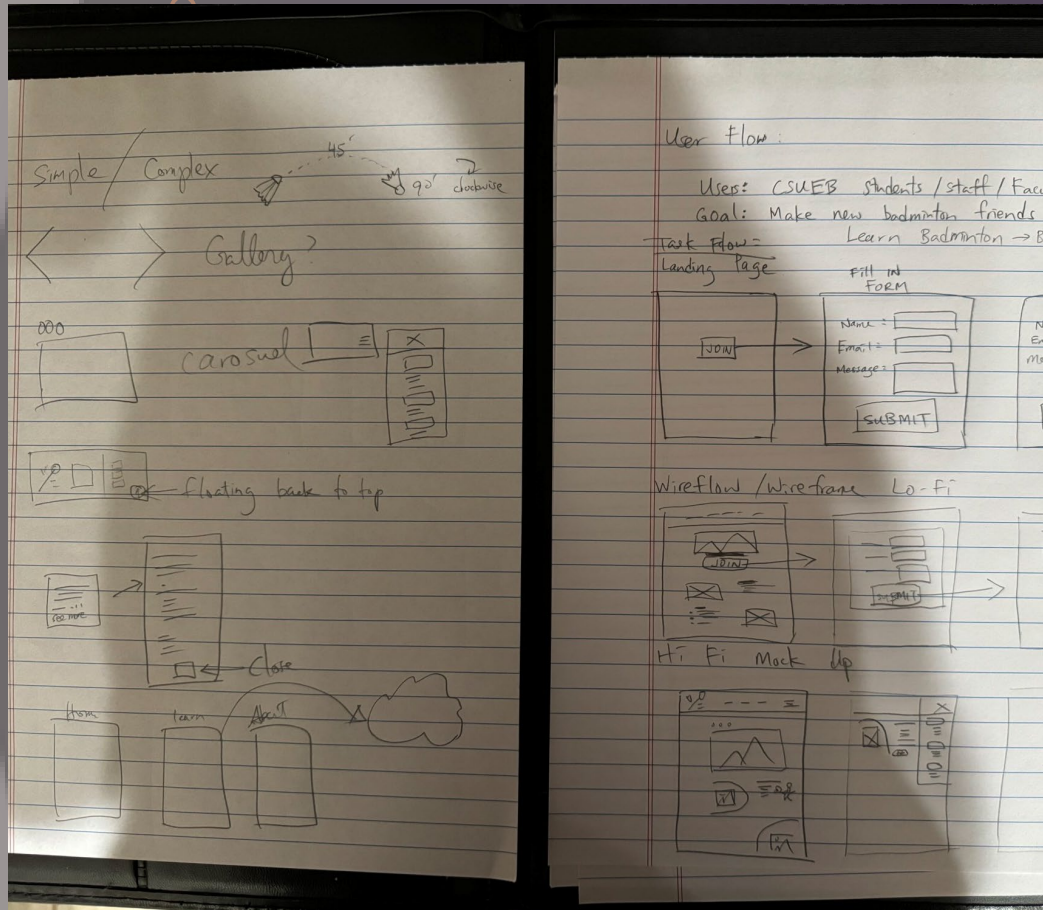


► HOME

► NAVIGATION

► LEARN

► CONTACT



# IDEATION SKETCHES



Headings :

Petrona Semi Bold

Paragraph, Button:

Quicksand

Heading 1

Paragraph

Heading 2

**BUTTON**

Heading 3

STYLE GUIDE



## Colors



yy green white...

rgba(1,168,79,1)

hsla(148,99,33,1)

#01A84F



yy blue white te...

rgba(0,108,183,1)

hsla(205,100,36,1)

#006CB7



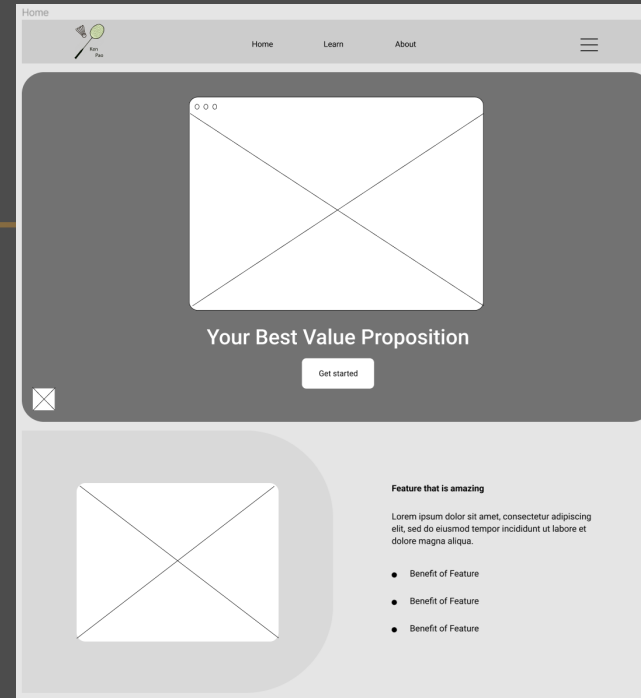
ou crimson whit...

rgba(139,62,60,0.80)

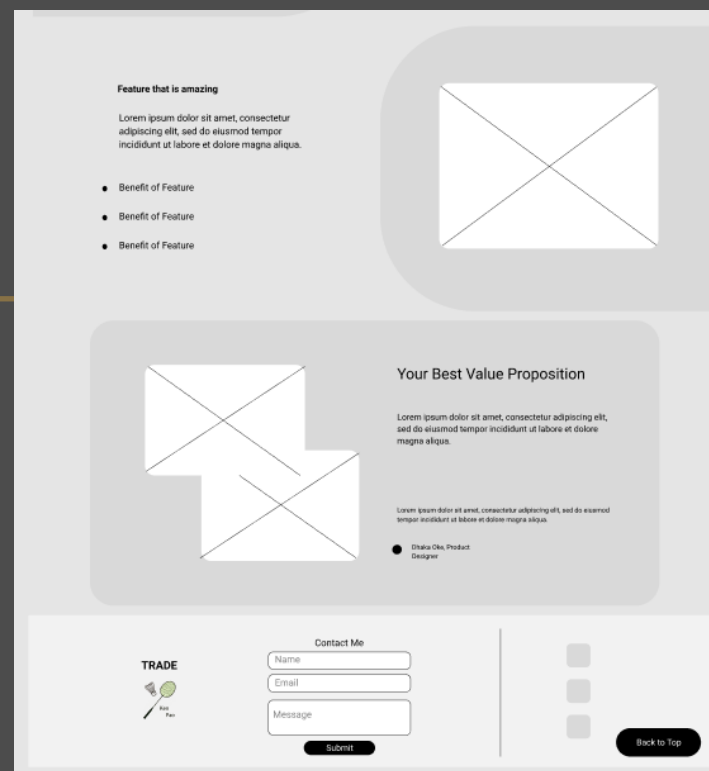
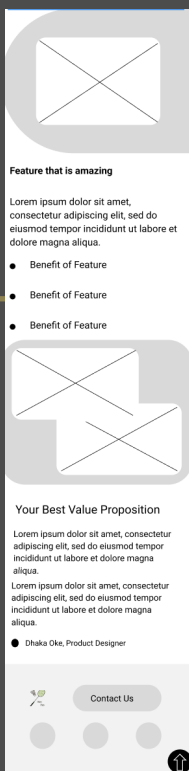
hsla(2,40,39,0.80)

#8B3E3C

# STYLE GUIDE



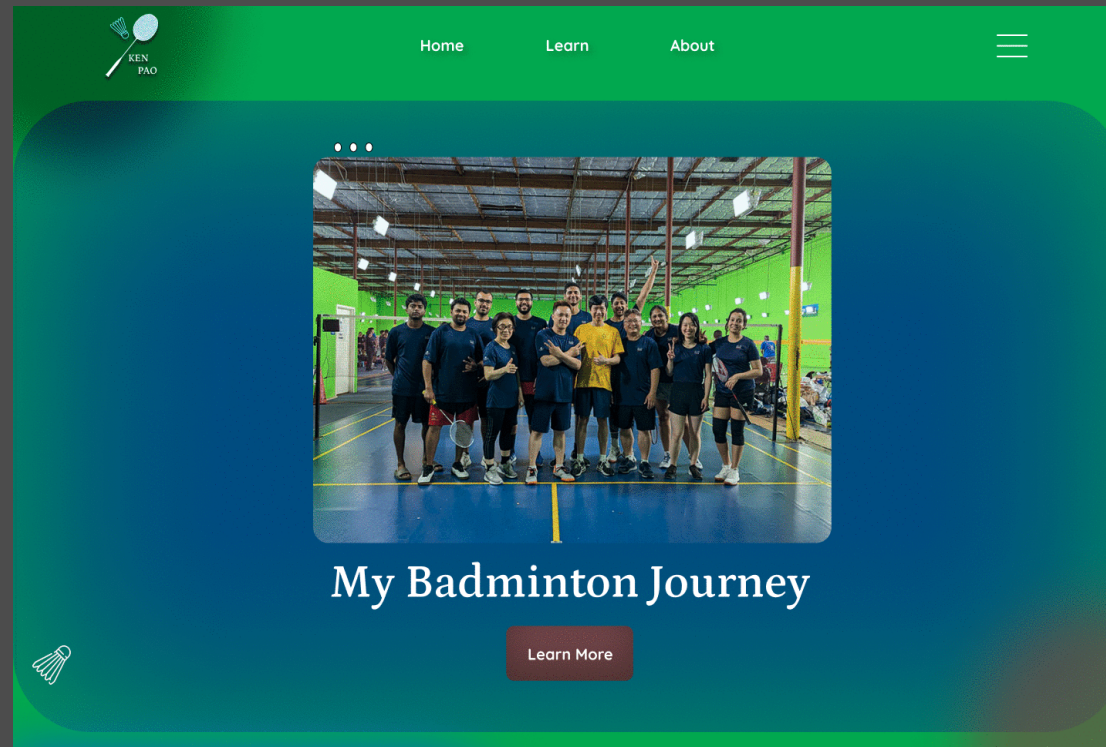
# RESPONSIVE WIREFRAMES



# RESPONSIVE WIREFRAMES CONTINUES

# HIGH FIDELITY MOCKUPS - HOME

1. Fixed Nav Bar on top
2. Blended background color
3. Clickable carousel
4. Single CTA button
5. Fun animation



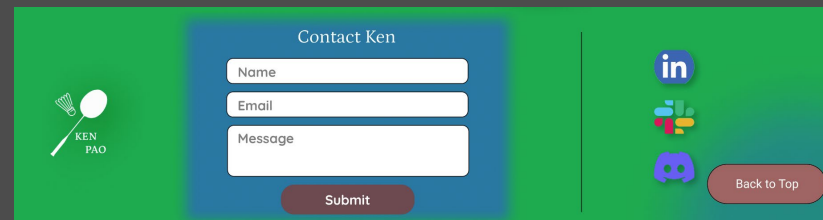
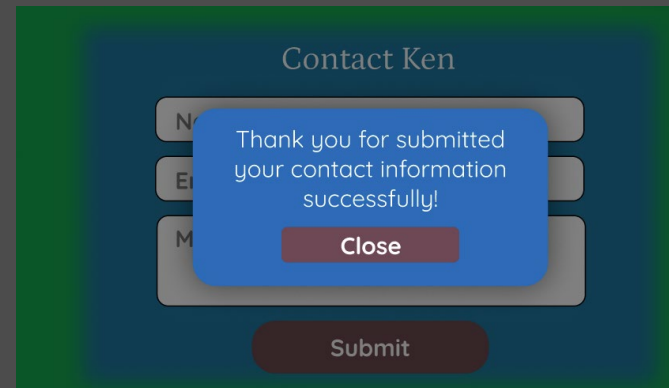
# HIGH FIDELITY MOCKUPS - FEATURES

- ▶ Hamburger -
  - ▶ Closed overlay
  - ▶ Page and sectional Nav
- ▶ Text expander on mobile
- ▶ Reduce scrolling



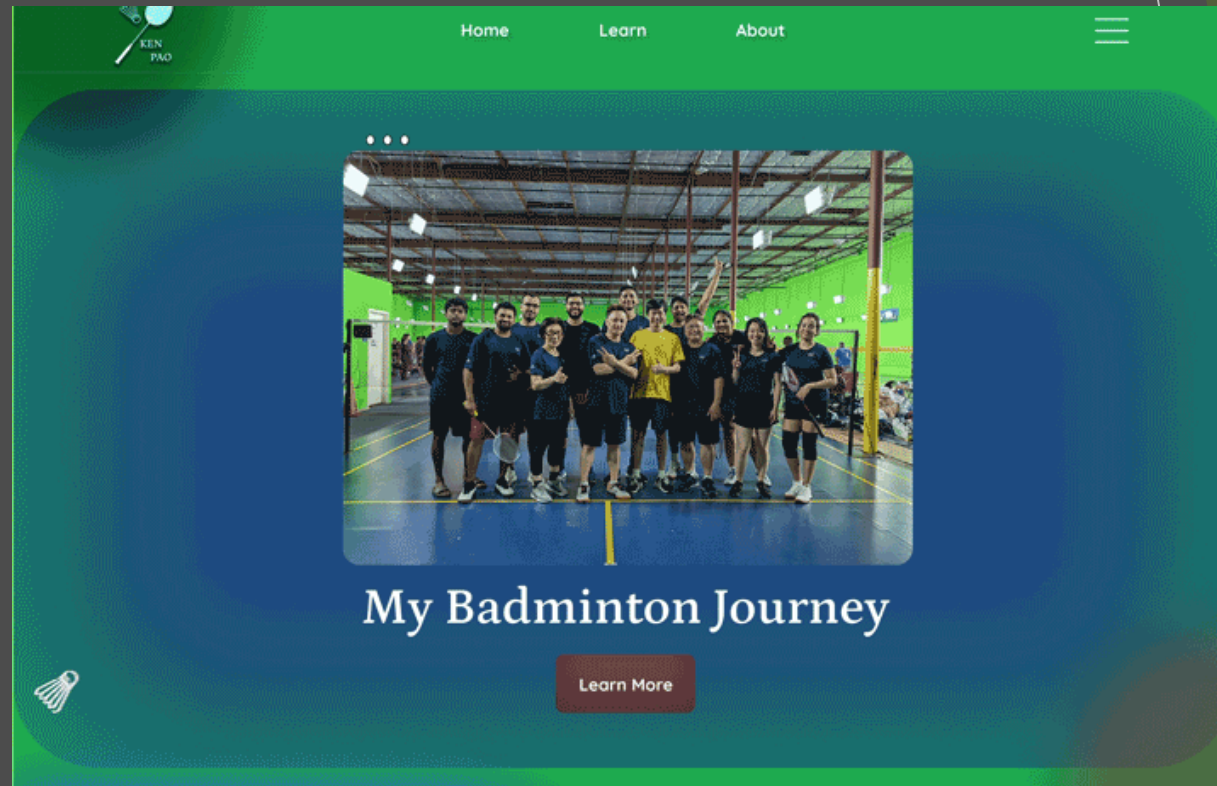
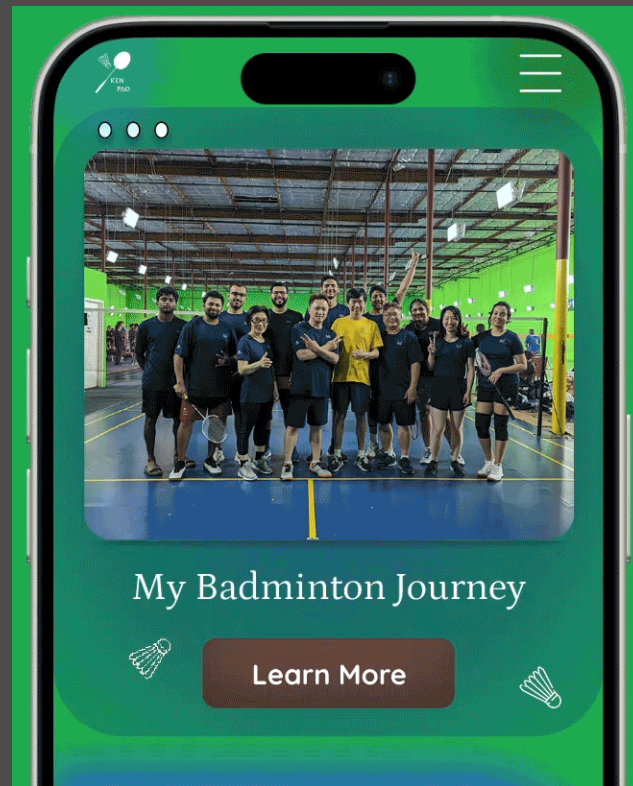
# HIGH FIDELITY MOCKUPS - FEATURES

- ▶ Contact form and social media on footer
- ▶ Confirm CTA user feedback
- ▶ Back to top button
  - ▶ Floating





# MOBILE AND DESKTOP DEMO (~3 MIN)





# PROTOTYPE LINKS

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[Mobile Prototype Link](#)

[Desktop Prototype Link](#)

# LIST OF IMPROVEMENTS AND CHANGES

- ❖ Carousel **Previous** and **Next** overlay arrow-shaped buttons and auto image scrolling
  - ❖ Change - 3 dots / no Previous / Next buttons / no auto scrolling
- ❖ Hover state on Navigation Items and Badminton Equipment section => Transform 1.2
  - ❖ Change - no transformation
- ❖ Text shadow for all navigation items, headings and card footers
  - ❖ Change - no text shadow
- ❖ Button shadow for all buttons
  - ❖ Change - no button shadow
- ❖ Image shadow on logo
  - ❖ Change - no image shadow
- ❖ Box shadow on footer **Contact** form
  - ❖ Change - sharp border instead of blur and add shadow
- ❖ Learn Feature gradient background border radius change on mobile view (576px)
  - ❖ Change - was color blue in prototype, but find changing border radius in mobile view is more satisfying
- ❖ 1 small bug - when on mobile view clicking the **Next** button on cards while in hiding layout on both learn and about page, when user changes from mobile view to desktop view, 1 of the card may be hidden. - Discussed with Nikita and ok to leave the bug.



# THANK YOU

[HTTPS://KPA02020.GITHUB.IO/ART352-FINAL/](https://kpa02020.github.io/art352-final/)