

# **WEBSITE PROCESS | LOVE & DANCING**

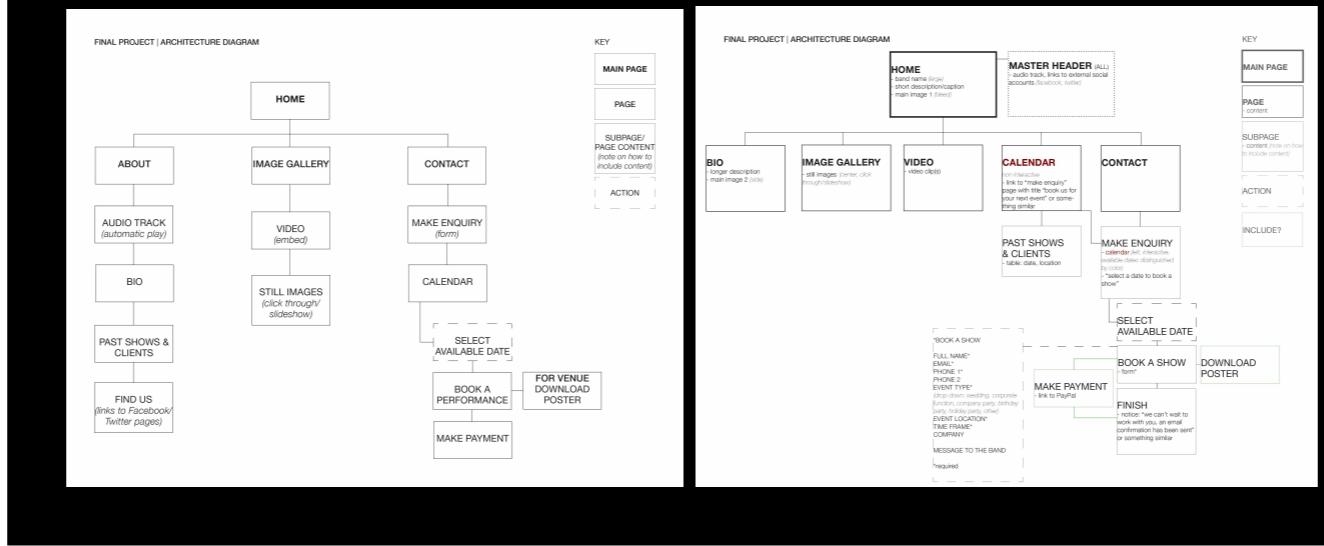
Lauren Cowe  
Introduction to Web Design  
Fall 2016

# NEEDS + DIAGRAM

CLIENT | Alexandra Cowe, vocalist of pop duo *Love & Dancing*

PURPOSE | promote band to clients, giving them a professional, centralized online presence

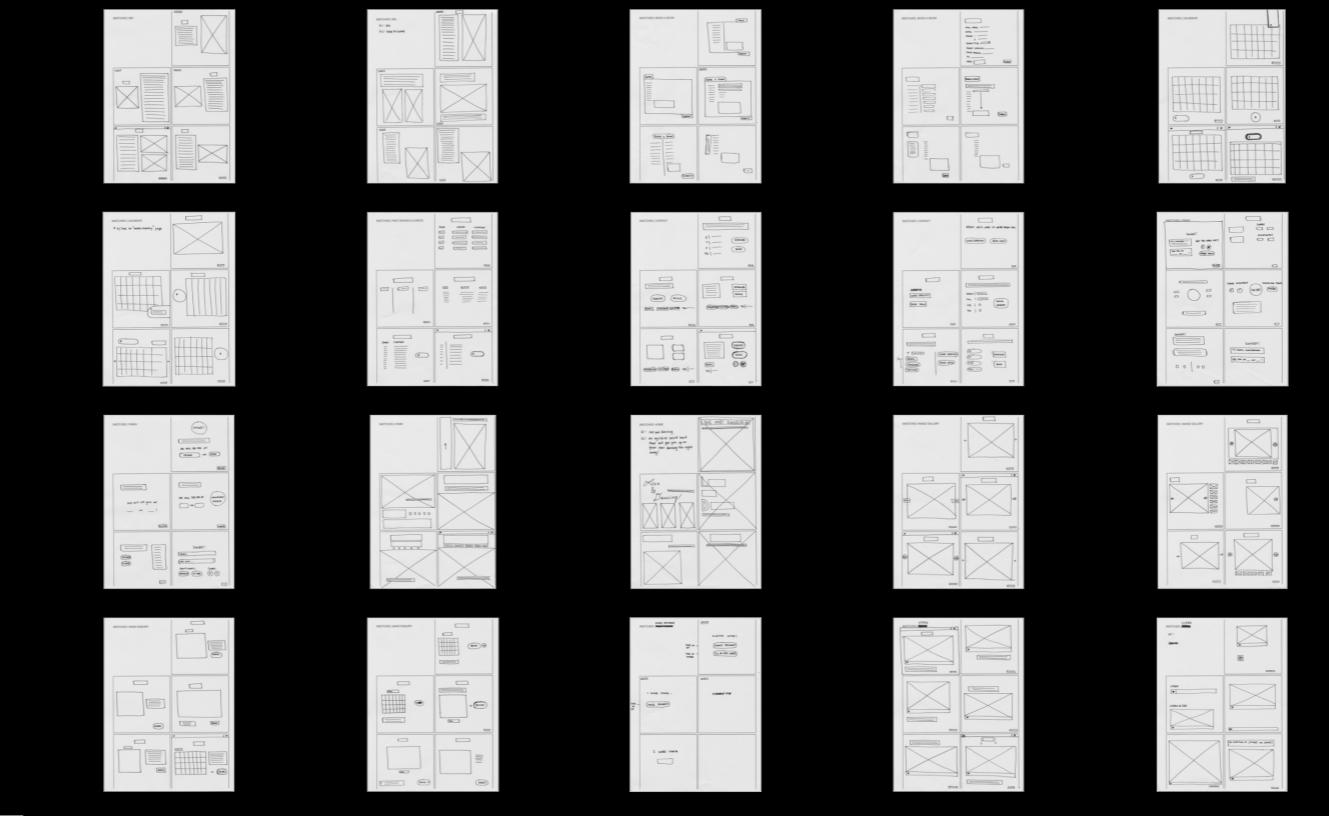
AUDIENCE | ages 20+



for diagram - cleaned up navigation & contacting process

# SKETCHES

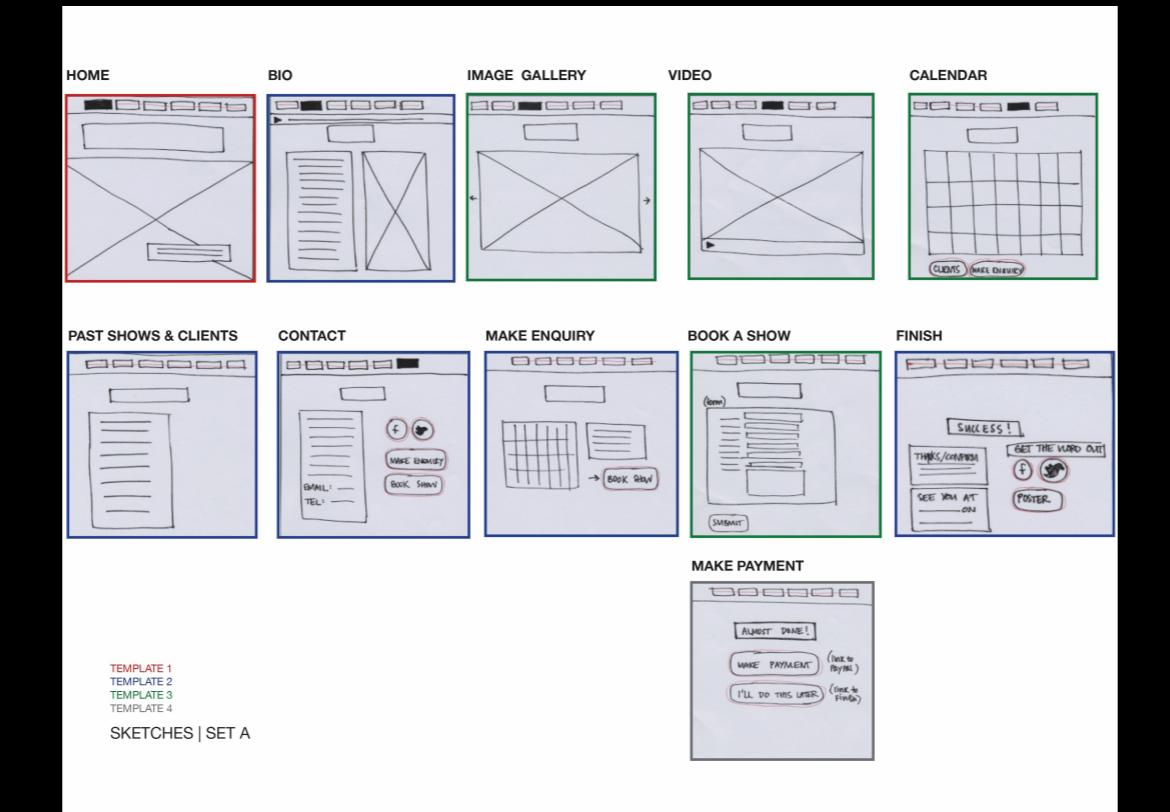
contact sheet



overview of initial sketches

# SKETCHES

final thumbnails

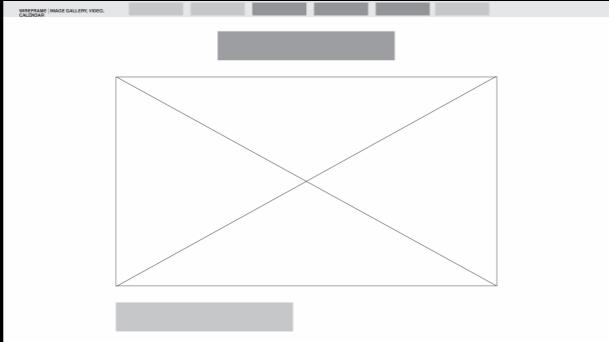


final sketches - removed "make payment" step (client wanted payment method to be more personal / individualized), simplified "make enquiry" process

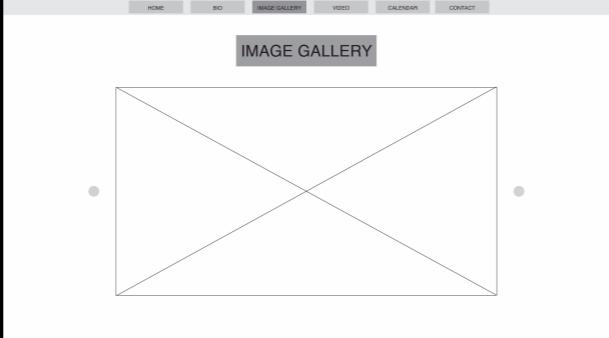
# WIREFRAMES

three iterations of *image gallery* page

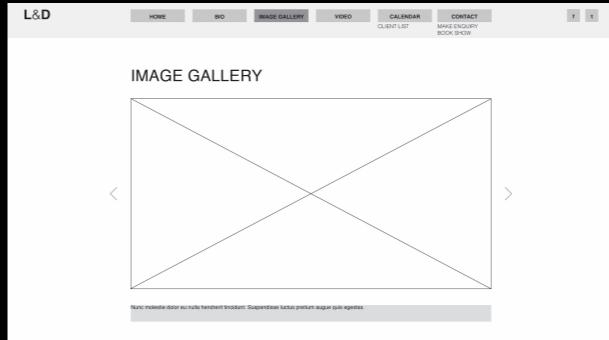
## DRAFT ONE



## DRAFT TWO

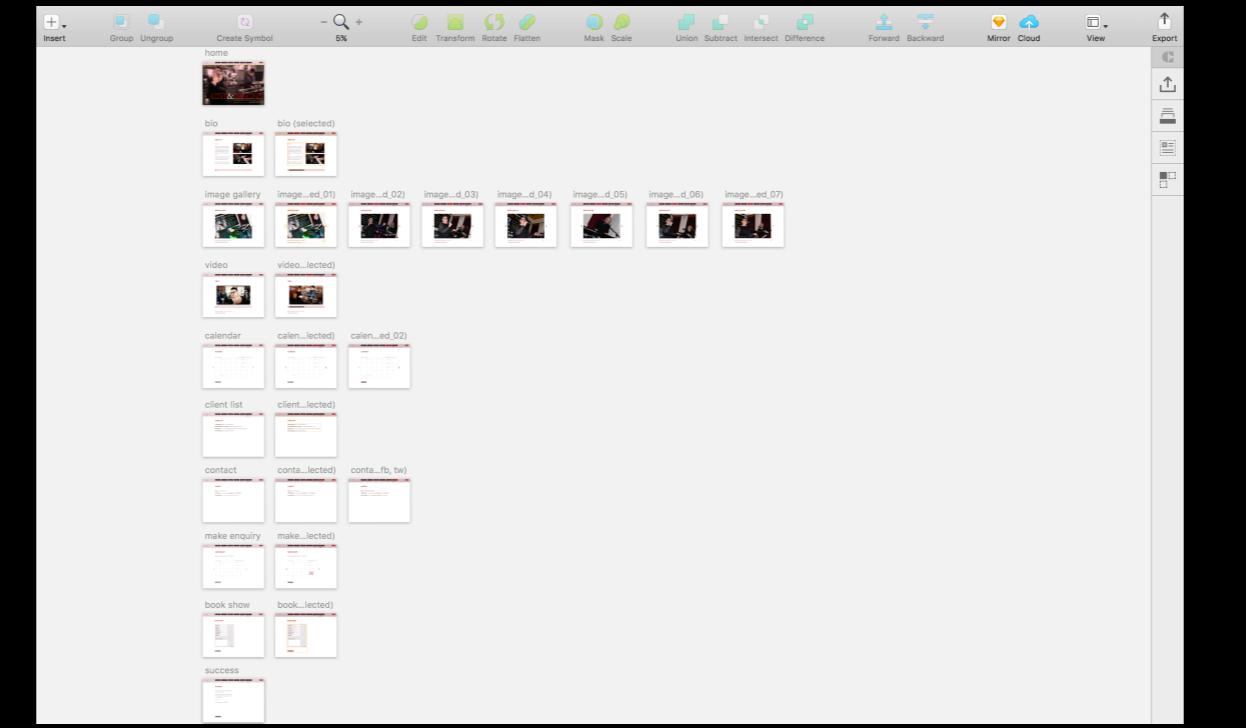


## FINAL



# PROTOTYPE | <https://invis.io/YV9EXGZQN>

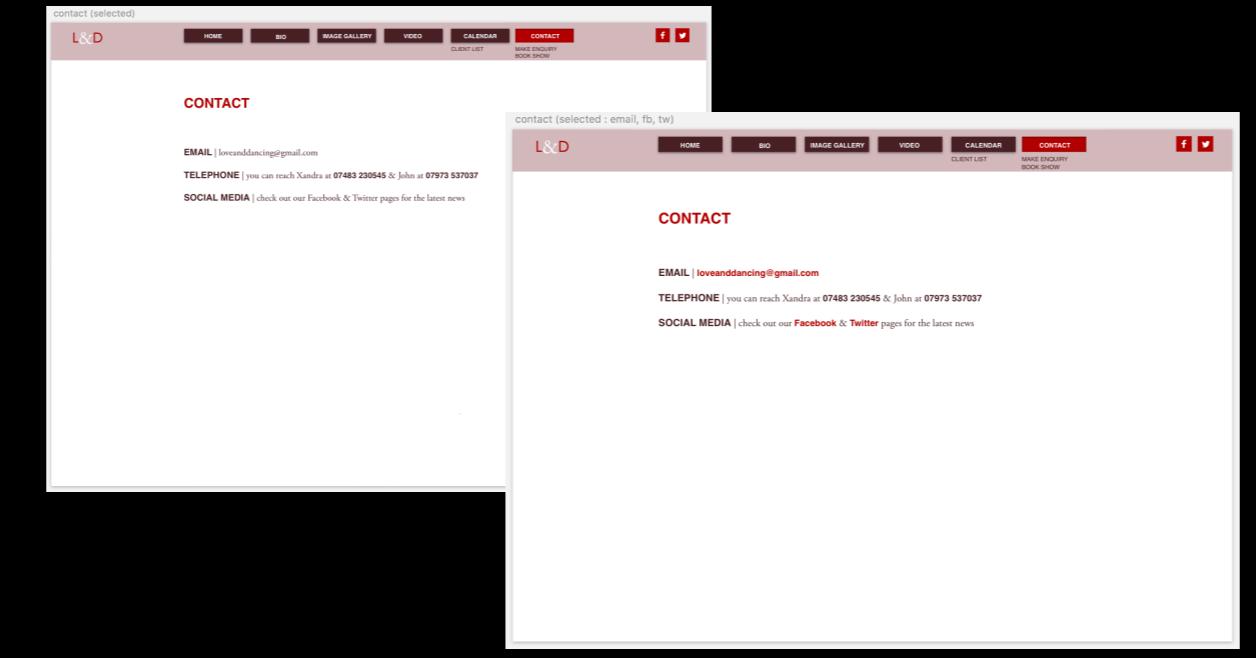
thumbnails



via Sketch

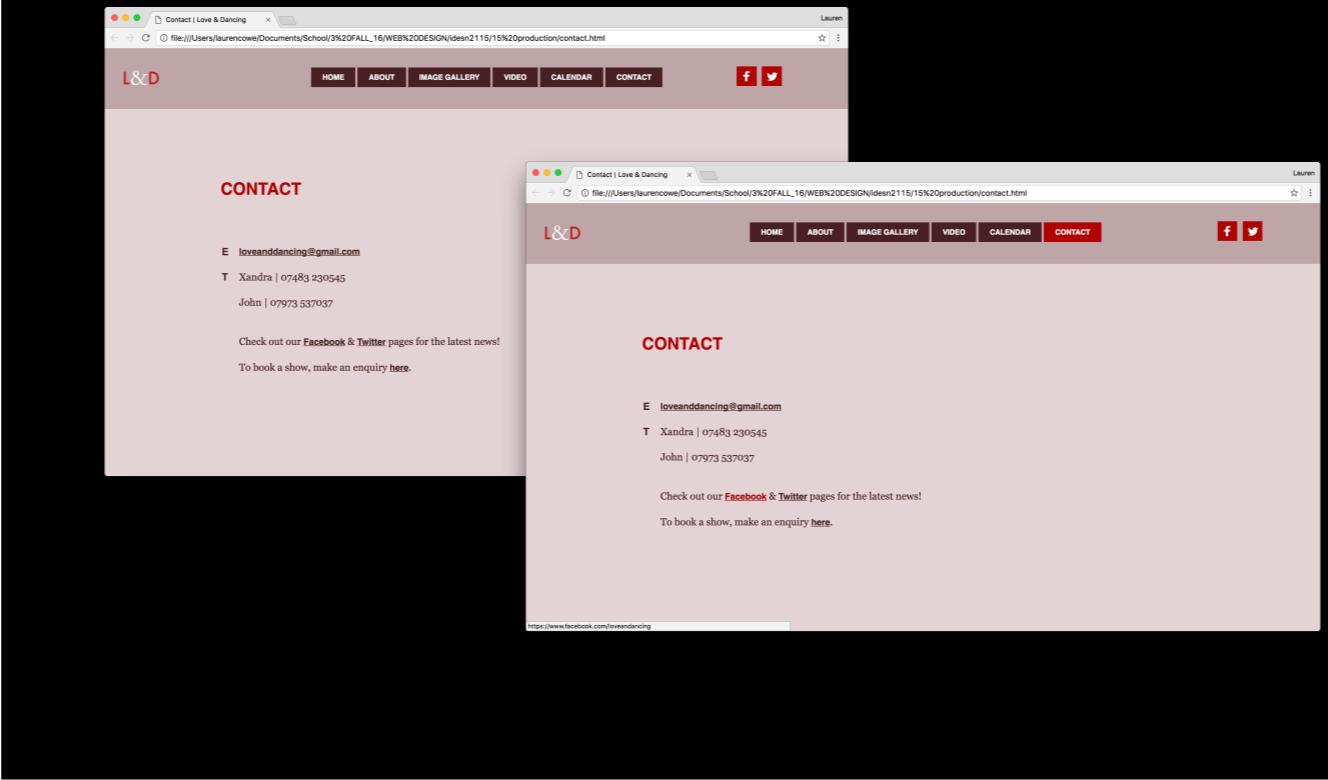
# PROTOTYPE

two views of active *contact* page, right displaying link hover styles



# PRODUCTION | <http://lcowe.github.io>

two views of active *contact* page, right displaying link hover styles



+ modified elements from prototype to production, including: simplified structure/nav, added background color

+ faced challenges with a:active state color (solution - used classes), "success.html" vs. thank you page following "make-enquiry.html"

