

Design Brief

Design a landing page about a city: Ann Arbor, MI

Linde Huang - Design 101 Final Project, September 2018

Phase 1: Research

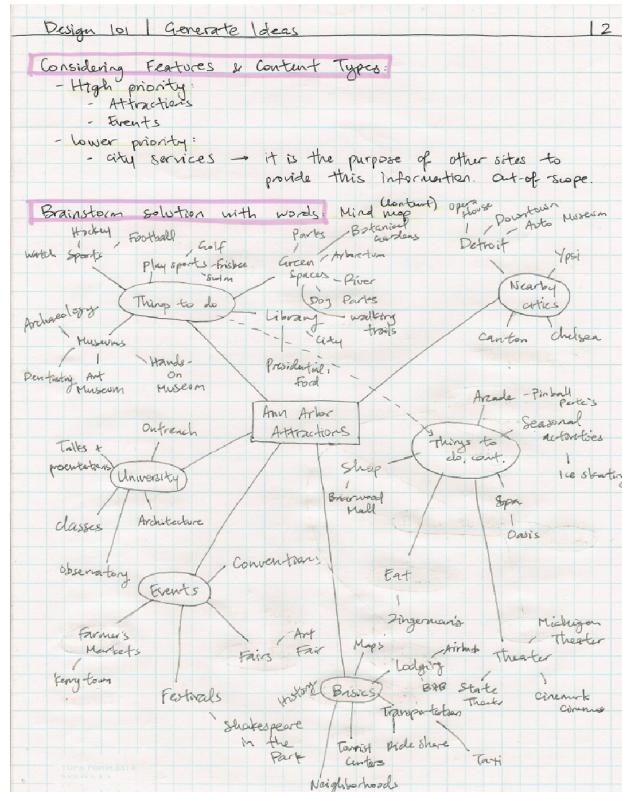
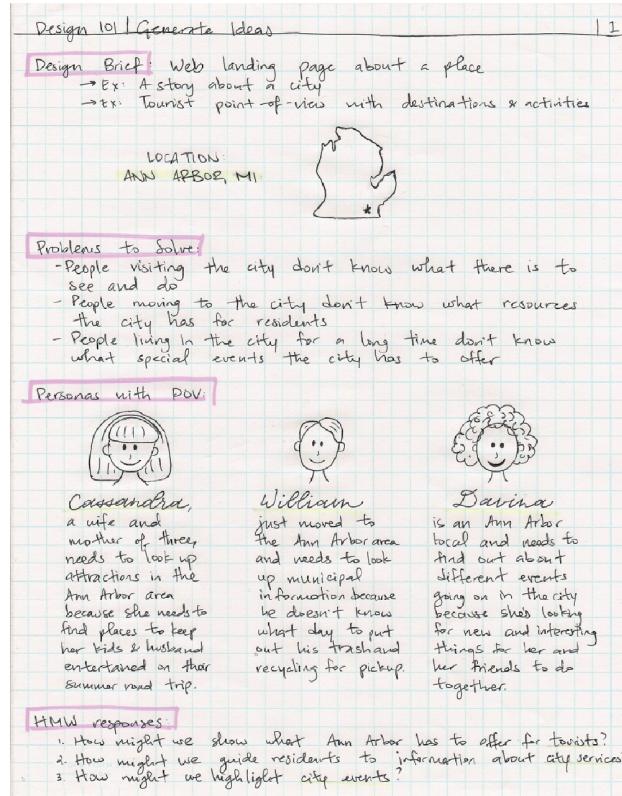
In this phase, I focused on defining the problem the design will solve

Identify Problems

I identified the main problem as:
People visiting the city don't know what there is to see and do

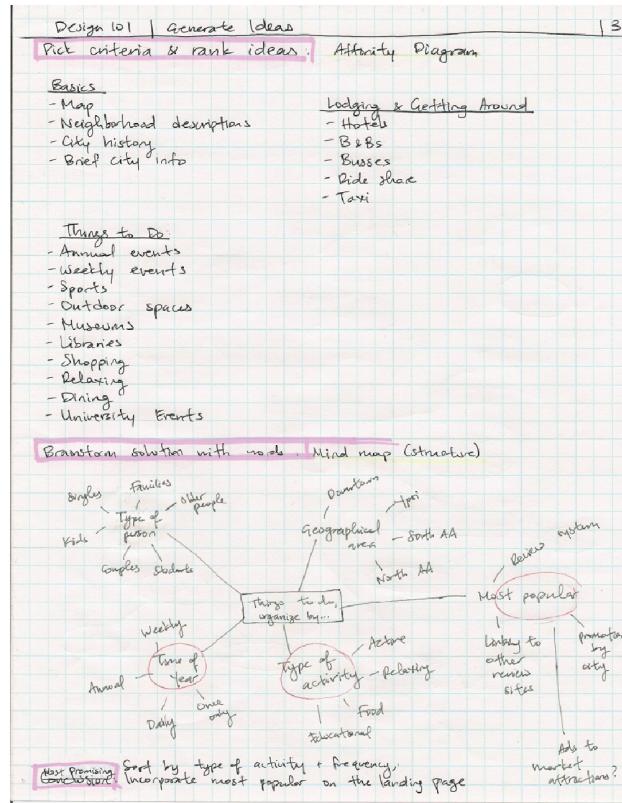
Create Personas

I identified the main persona as:
Cassandra, a wife and mother of three, needs to look up attractions in the Ann Arbor area because she needs to find places to keep her kids and husband entertained on their summer road trip.



Pick Criteria and Rank Ideas

I gathered the results from the word map to sort and rank ideas



Continue Iterating with Word Maps

I used word maps again to brainstorm various types of categorization

Choose Design Priorities

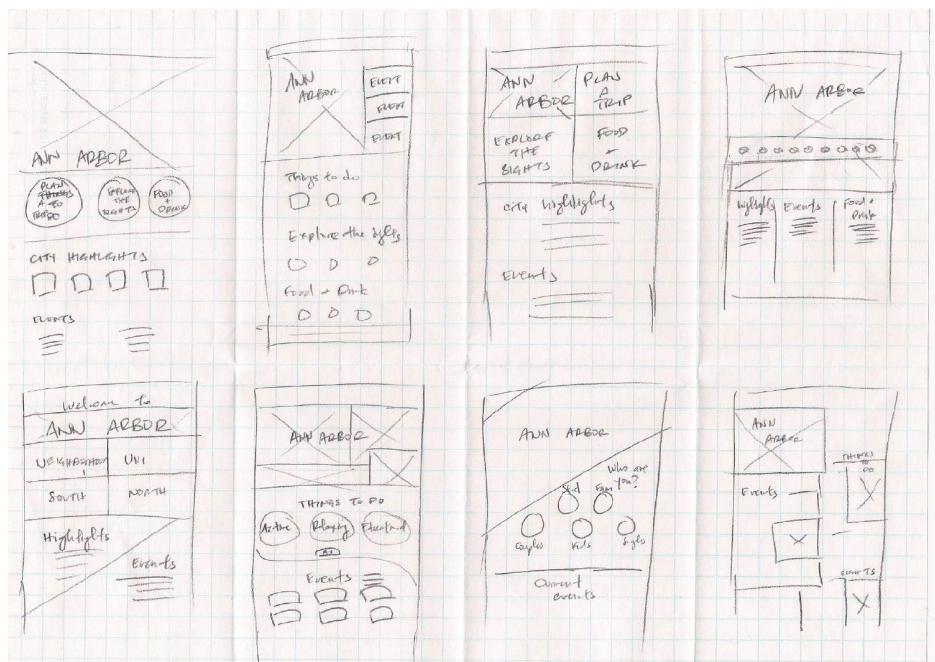
I identified the main focus of the design:
Sort attractions by activity,
incorporating the most popular on the
landing page

Phase 2: Ideation

In this phase, I started experimenting with design solutions

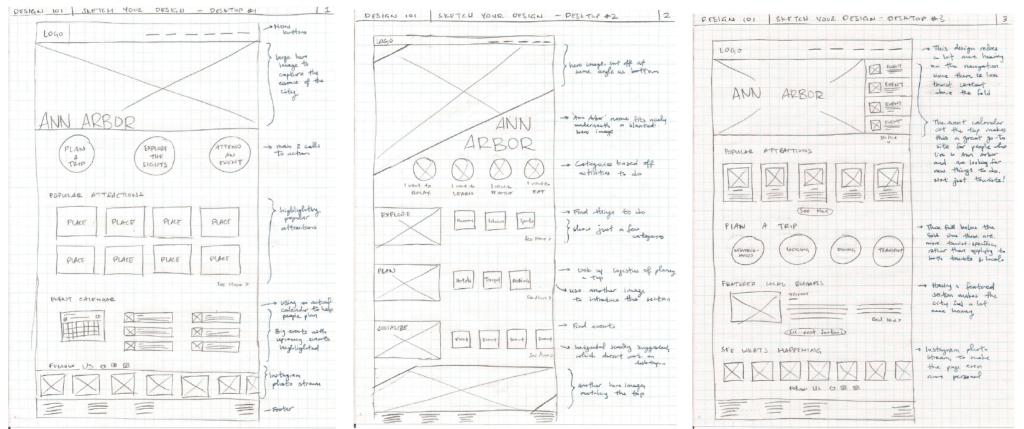
Sketch with Crazy 8's

I used an 8 minute timer to get as many crazy ideas on paper as possible



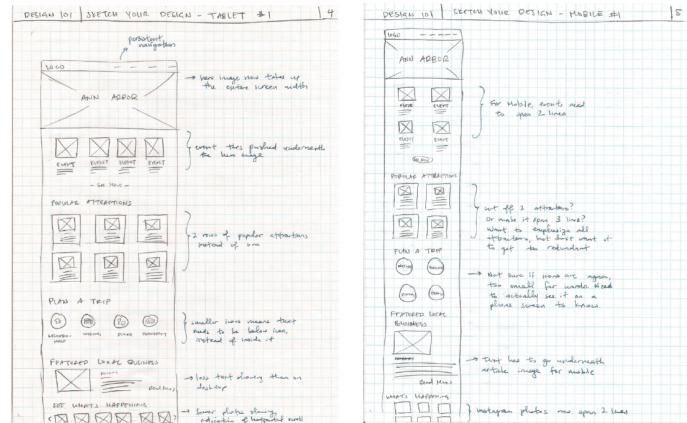
Explore Sketches for Desktop

I took three of the crazy 8 sketches and design them more fully, for desktop



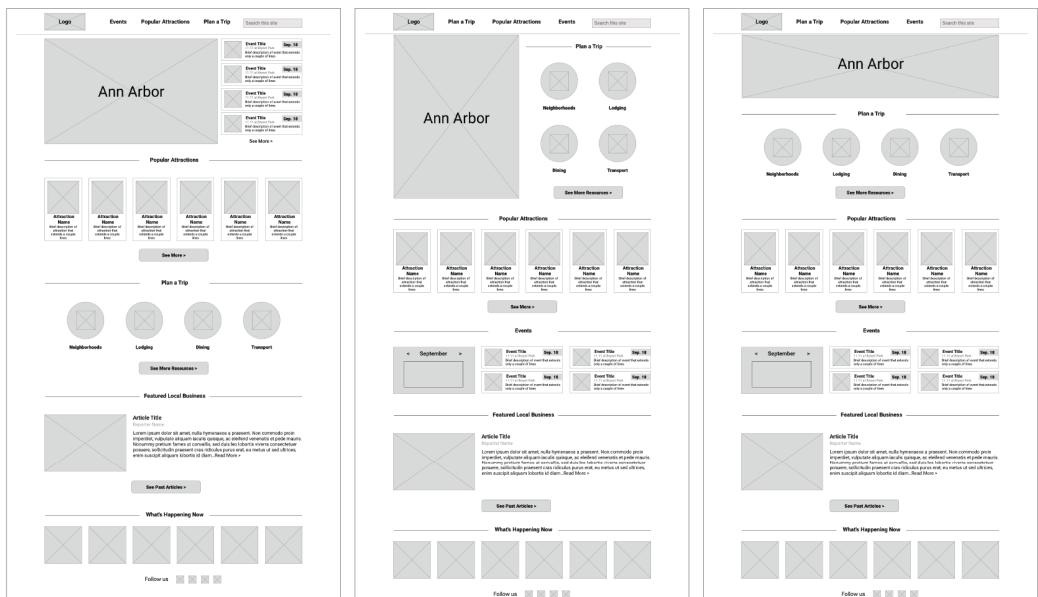
Explore Sketches for Mobile

I took three of the crazy 8 sketches and design them more fully, for mobile



Wireframe

I created wireframes of the best iterations to work out a bit more fidelity in the design

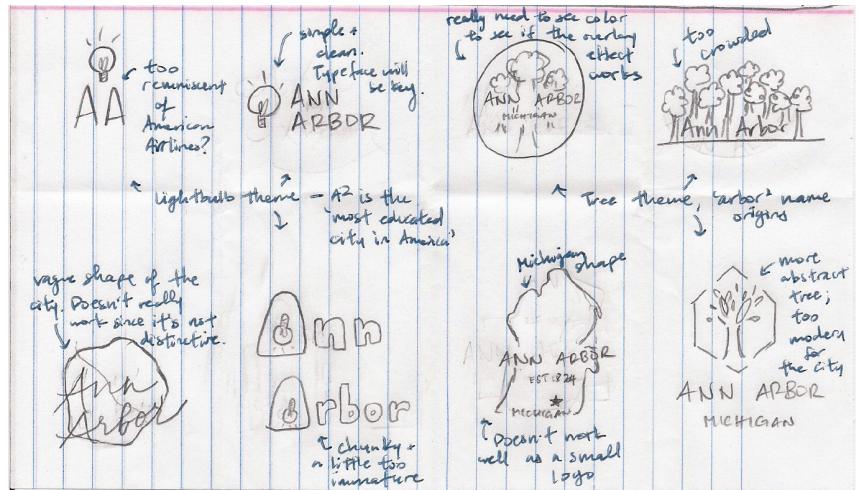


Phase 3: Branding

In this phase, I focused on the holistic look and feel of the website brand

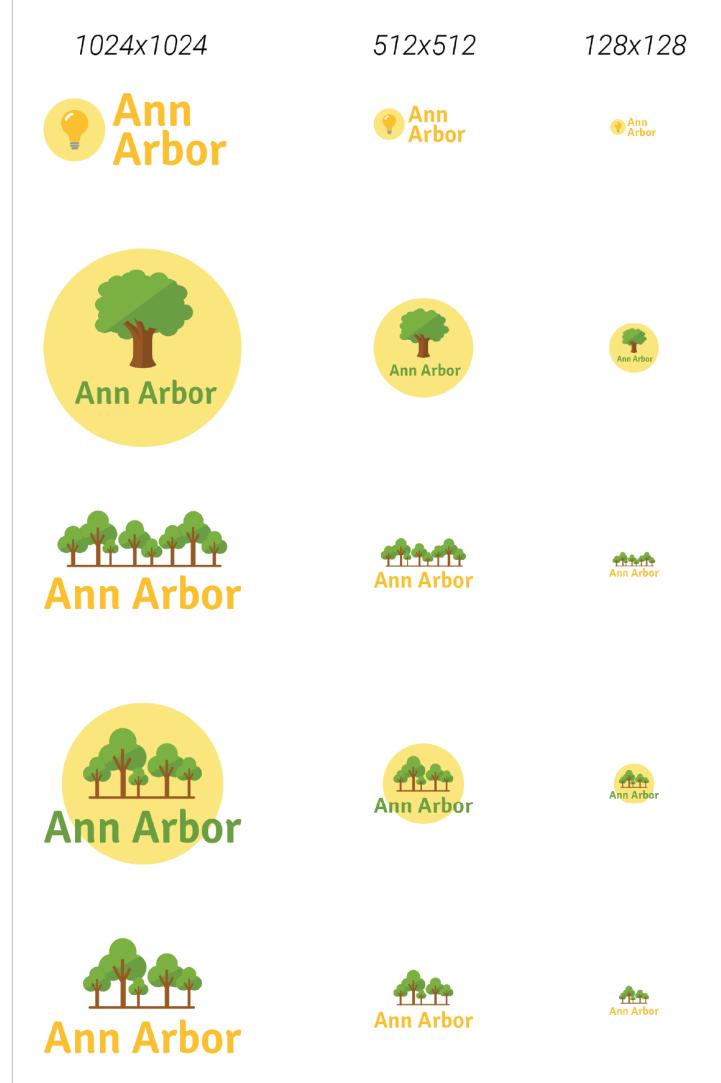
Sketch Logos

I used the crazy 8's method to explore logo ideas



Explore Logos

I created hi-fi mockups of the best ideas, examining them at different sizes and in greyscale



Mood Board

I created a mood board to represent the greater feel and brand of the site, beyond the logo



Phase 4: Design Patterns

In this phase, I created the various design assets for the site

Style Tile

I created style guidelines featuring all the necessary components to complete the site landing page

 This style has a bright, joyful theme with a complementary color for pop. The elements are subtle enough to lend the most attention to the photographs which are the main attractions of the site.

Color

BRAND COLOR FFC001	SECONDARY COLOR F7AA15	SECONDARY COLOR FCE47D	POP COLOR 8181E0
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Typography

PAGE HEADER
Signika - Light - FFFFFF on FFC001 - 64 pt - Uppercase

Section Header
Signika - Regular - FFFFFF on FFCC00 - 27 pt

CARD HEADER
Signika - Semibold - 8181E0 - 26 pt - Uppercase

This is primary page text
Constantina - Regular - 3D3D3A - 20 pt

This is secondary page text
Constantina - Regular - 888888 - 20 pt

This is See More > text for individual cards
Signika - Semibold - DFF992 - 18 pt

Icons

Neighbors	Lodging	Dining	Transportation	Search	Events
Popular Attractions	Plan a Trip	Featured Local Business	Twitter	Facebook	Instagram

Buttons

Natural State See More >	Hover State See More >
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Photography



Phase 5: High Fidelity Designs

In this final phase, I put everything together and iterated to land on a final design

Iteration 1

I used a monochromatic yellow/orange in the first iteration to allow the photography to pop

This high-fidelity wireframe shows the layout of the Ann Arbor website's homepage. At the top, there's a navigation bar with links for "Plan a Trip", "Popular Attractions", and "Events". A search bar is also present. Below the navigation is a large hero image of a city street with buildings and trees, overlaid with a yellow box containing the word "ANN ARBOR". Underneath the hero image is a "PLAN A TRIP" section with four categories: Neighborhoods, Lodging, Dining, and Transport. Below this is a "POPULAR ATTRACTIONS" section featuring five cards with images and names: Ann Arbor Hands-On Museum, Matthaei Botanical Gardens, University of Michigan Museum of Natural History, Zingerman's Artisanal Bakery, and Gulliver Park. Further down is an "EVENTS" section showing a calendar for October 2018 and three event cards: Mars: Astronomy and Culture, Stand-up Paddleboard Yoga, and Dipping Deeper into Michigan's Iron History. At the bottom is a "FEATURED LOCAL BUSINESS" section with a card for Zingerman's Ari Weinzweig On Changing Beliefs And Building A Hopeful Business.

This high-fidelity wireframe shows the mobile layout of the Ann Arbor website. It features a header with "Ann Arbor" and a "PLAN A TRIP" button. Below the header is a "PLAN A TRIP" section with Neighborhoods, Lodging, Dining, and Transport categories. The "POPULAR ATTRACTIONS" section is identical to the desktop version. The "EVENTS" section shows three events: Mars: Astronomy and Culture, Stand-up Paddleboard Yoga, and Dipping Deeper into Michigan's Iron History. The "FEATURED LOCAL BUSINESS" section shows a larger image of Zingerman's Ari Weinzweig On Changing Beliefs And Building A Hopeful Business.

This high-fidelity wireframe shows the desktop layout of the Ann Arbor website. It has a header with "Ann Arbor" and a "PLAN A TRIP" button. Below the header is a "PLAN A TRIP" section with Neighborhoods, Lodging, Dining, and Transport categories. The "POPULAR ATTRACTIONS" section shows three cards: Ann Arbor Hands-On Museum, Matthaei Botanical Gardens, and University of Michigan Museum of Art. The "EVENTS" section shows three events: Mars: Astronomy and Culture, Stand-up Paddleboard Yoga, and Dipping Deeper into Michigan's Iron History. The "FEATURED LOCAL BUSINESS" section shows a larger image of Zingerman's Ari Weinzweig On Changing Beliefs And Building A Hopeful Business. At the bottom, there's a "WHAT'S HAPPENING NOW" section with a grid of images and social media links.

Iteration 2 Final Design

I reduced the yellow/orange eye strain by making the main buttons blue, mirroring the blue sky in the hero photo

The homepage features a large hero image of a city street. Navigation includes "Plan a Trip", "Popular Attractions", and "Events". A search bar says "Search this site". Below the hero are sections for "PLAN A TRIP" (Neighborhoods, Lodging, Dining, Transport) and "POPULAR ATTRACTIONS" (Ann Arbor Hands-On Museum, Matthaei Botanical Gardens, University of Michigan Museum of Natural History, Gallup Park, University of Michigan Nichols Arboretum). An "EVENTS" section shows events like "Mars: Astronomy and Culture" and "Stand-up Paddleboard Yoga". A "FEATURED LOCAL BUSINESS" section highlights "Zingerman's Ari Weinzweig On Changing Beliefs And Building A Hopeful Business". A "WHAT'S HAPPENING NOW" section shows thumbnail images of food, a horse, and a stadium.

The mobile view shows the same layout as the desktop version but adapted for a smaller screen. It includes "PLAN A TRIP", "POPULAR ATTRACTIONS", "EVENTS", "FEATURED LOCAL BUSINESS", and "WHAT'S HAPPENING NOW". The "POPULAR ATTRACTIONS" and "EVENTS" sections are particularly prominent, displaying the same content as the desktop version.

A small screenshot of the footer area, which includes links to "About Us", "Contact", and "News", and a copyright notice "© 2018 Ann Arbor".

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