

Design Brief

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

Linde Huang - Design 101 Final Project, September 2018

Phase 1: Research

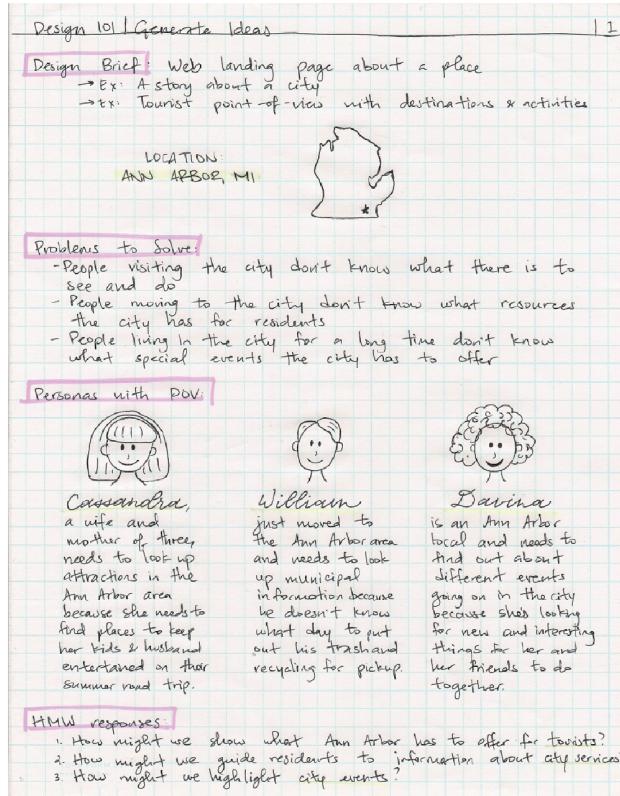
In this phase, I focused on defining the problem the design will solve

Identify problems

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

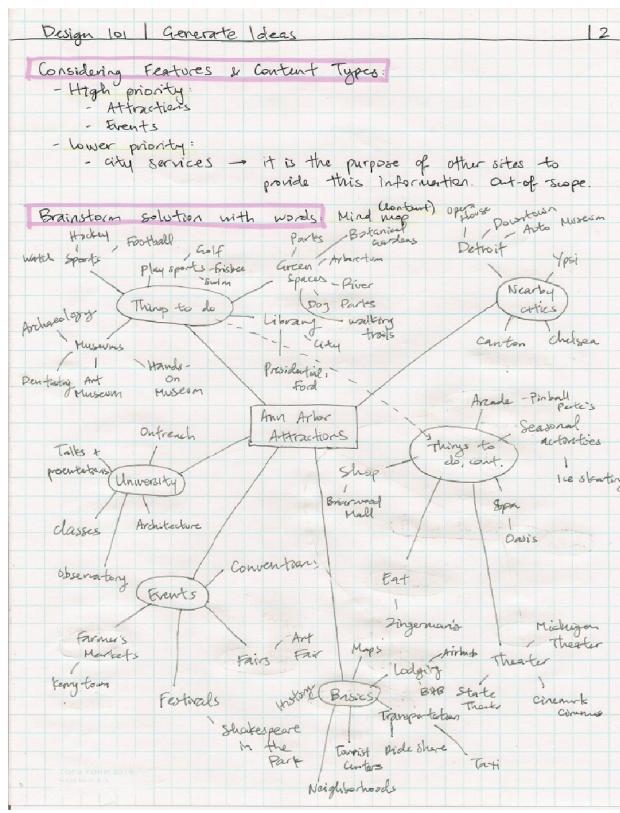
Create personas

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.



Brainstorm with word maps

I used word maps to come up with attractions in the city



Pick criteria and rank ideas

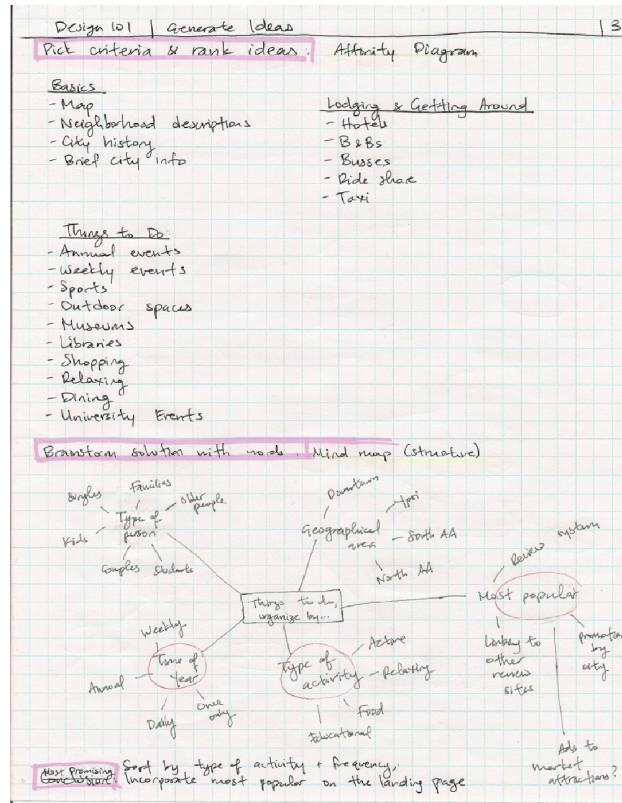
I gathered the results from the word map to sort and rank ideas

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

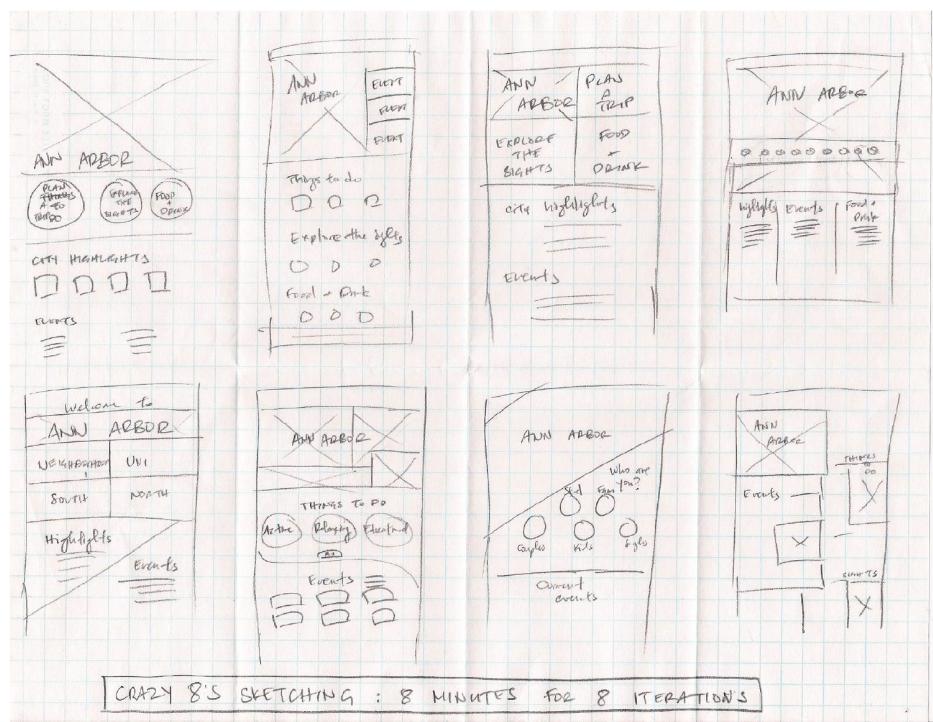


Phase 2: Ideate

In this phase, I started experimenting with design solutions

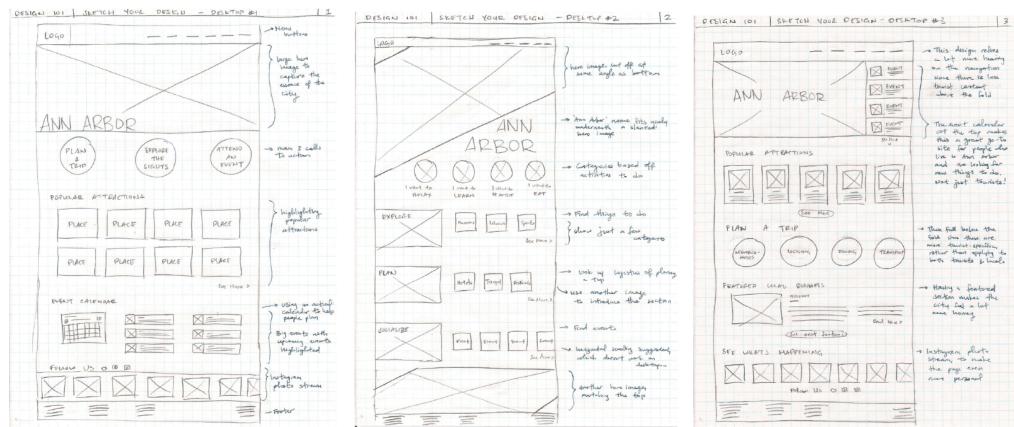
Sketch with Crazy 8's

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



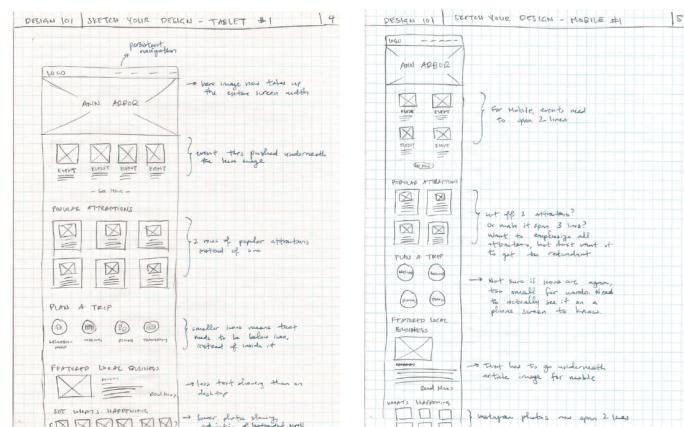
Explore sketches for desktop

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

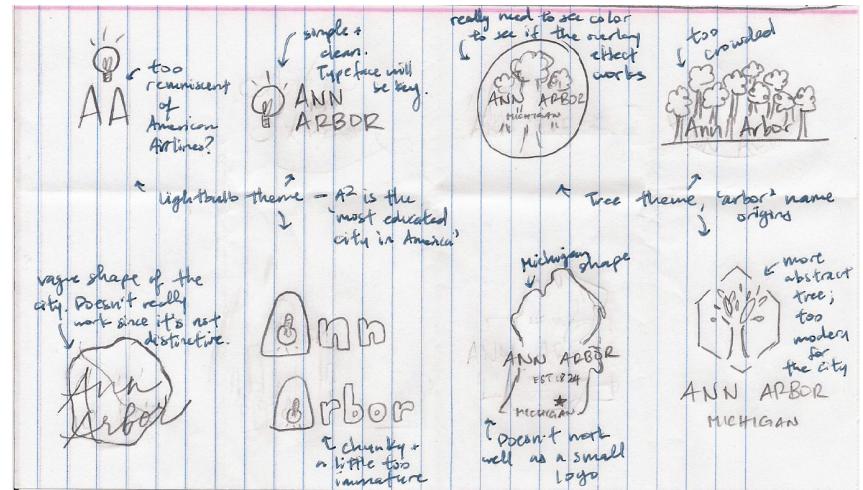


Phase 3: Branding

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

Logo sketches

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



Hi-Fi logos

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

1024x1024



512x512



128x128



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 FFC001 - 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 - D9E912 - 18 pt

Icons



Buttons



Photography



Phase 5: Hi-Fi comps

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

The homepage features a large banner at the top with a yellow overlay containing the text "ANN ARBOR". Below the banner, there's a "PLAN A TRIP" section with buttons for Neighborhoods, Lodging, Dining, and Transport. The main content area includes sections for "POPULAR ATTRACTIONS" (with cards for Ann Arbor Hands-On Museum, Matthaei Botanical Gardens, University of Michigan Museum of Art, and Gulliver Park) and "EVENTS" (with cards for Mars: Astronomy and Culture, Stand-up Paddleboard Yoga, Dipping Deep into Michigan's Iron History, and Grand Haven Artwalk). There's also a "FEATURED LOCAL BUSINESS" section with a card for 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.

This part of the iteration shows the continuation of the homepage design. It includes a "PLAN A TRIP" section with Neighborhoods, Lodging, Dining, and Transport categories. Below that is a "POPULAR ATTRACTIONS" section with cards for Ann Arbor Hands-On Museum, Matthaei Botanical Gardens, and University of Michigan Museum of Art. There's also a "EVENTS" section with cards for Mars: Astronomy and Culture, Stand-up Paddleboard Yoga, Dipping Deep into Michigan's Iron History, and Grand Haven Artwalk. The "FEATURED LOCAL BUSINESS" section continues with a card for Zingerman's Ari Weinzweig On Changing Beliefs And Building A Hopeful Business. The "WHAT'S HAPPENING NOW" section is also present at the bottom.

This image shows the final version of the homepage. The design has been refined with a more balanced layout and updated visual elements. The "PLAN A TRIP" section now includes a "See All Categories" button. The "POPULAR ATTRACTIONS" section has been expanded to include more cards. The "EVENTS" section has also been updated. The "FEATURED LOCAL BUSINESS" and "WHAT'S HAPPENING NOW" sections remain, with the latter showing a larger grid of images. The overall aesthetic is cleaner and more modern compared to the initial iteration.

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 with buildings and trees. Overlaid on the image is a yellow rectangular box containing the word "ANN ARBOR" in white capital letters. Below the hero image is a navigation bar with links: "Plan a Trip", "Popular Attractions", and "Events". A search bar is also present. The main content area includes sections for "PLAN A TRIP" (Neighborhoods, Lodging, Dining, Transport), "POPULAR ATTRACTIONS" (Ann Arbor Hands-On Museum, Matthaei Botanical Gardens, University of Michigan Museum of Art, Slocum Galleries, Gallup Park, University of Michigan Nichols Arboretum), and "EVENTS" (October 2018 calendar, Mars: Astronomy and Culture, Stand-up Paddleboard Yoga, Diving Deeper into Michigan's Iron History, Grand Haven Artwalk). There is also a "FEATURED LOCAL BUSINESS" section with a photo of Ari Weinzweig.

This screenshot shows a more detailed view of the "PLAN A TRIP" and "POPULAR ATTRACTIONS" sections. The "PLAN A TRIP" section includes sub-links for Neighborhoods, Lodging, Dining, and Transport. The "POPULAR ATTRACTIONS" section includes sub-links for Ann Arbor Hands-On Museum, Matthaei Botanical Gardens, University of Michigan Museum of Art, and Slocum Galleries. Below these are "See All Categories" buttons. The "EVENTS" section is also visible. The right side of the page features a sidebar with "PLAN A TRIP" and "POPULAR ATTRACTIONS" sections, each with a "See All Categories" button. The "FEATURED LOCAL BUSINESS" section is also present.