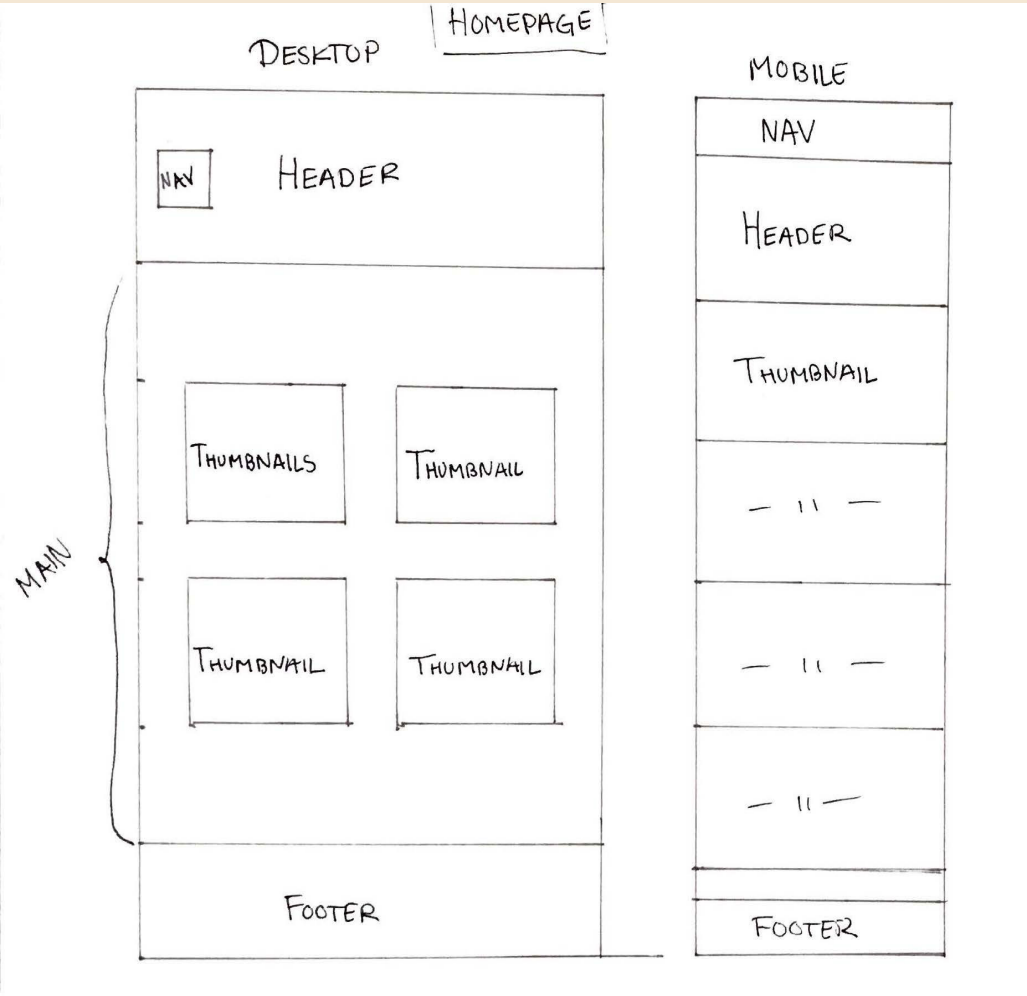
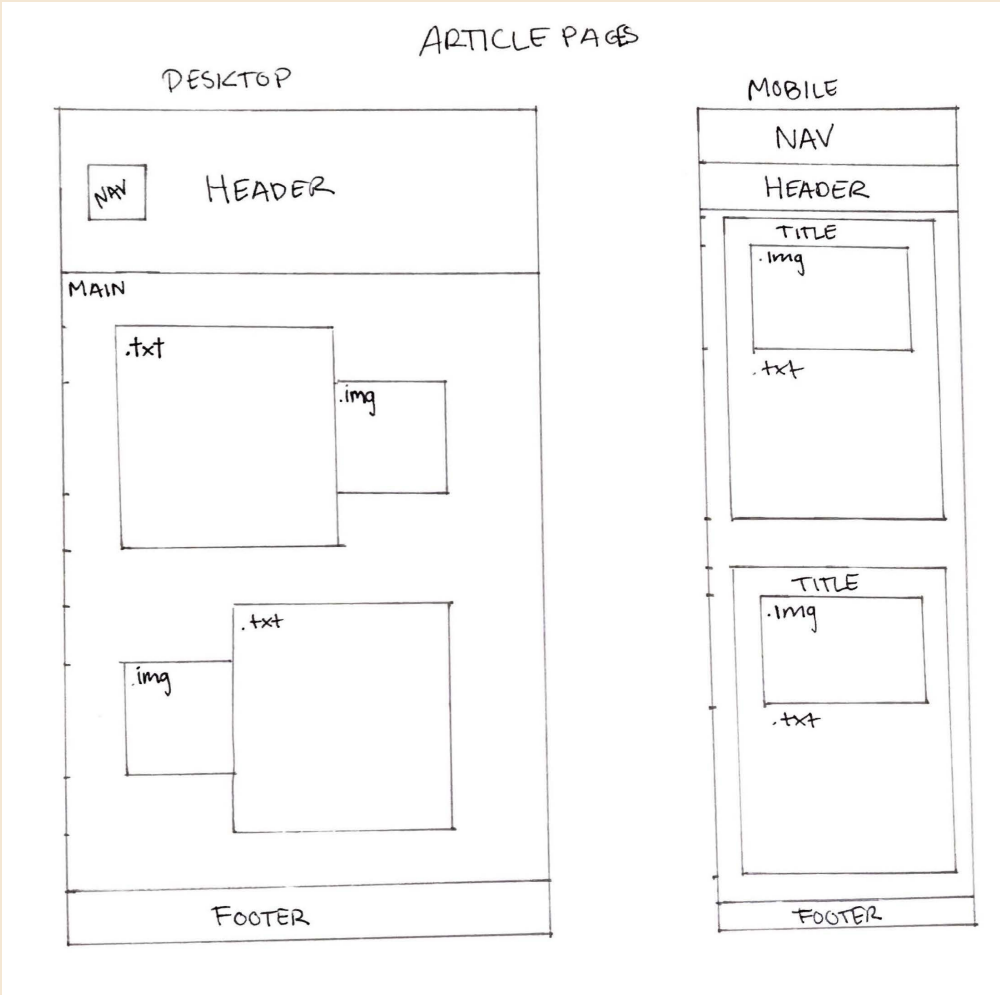
DESIGN AND PROCESS DOCUMENT

MULTI-DEVICE WIREFRAME

Homepage Wireframe



Article Page Wireframe

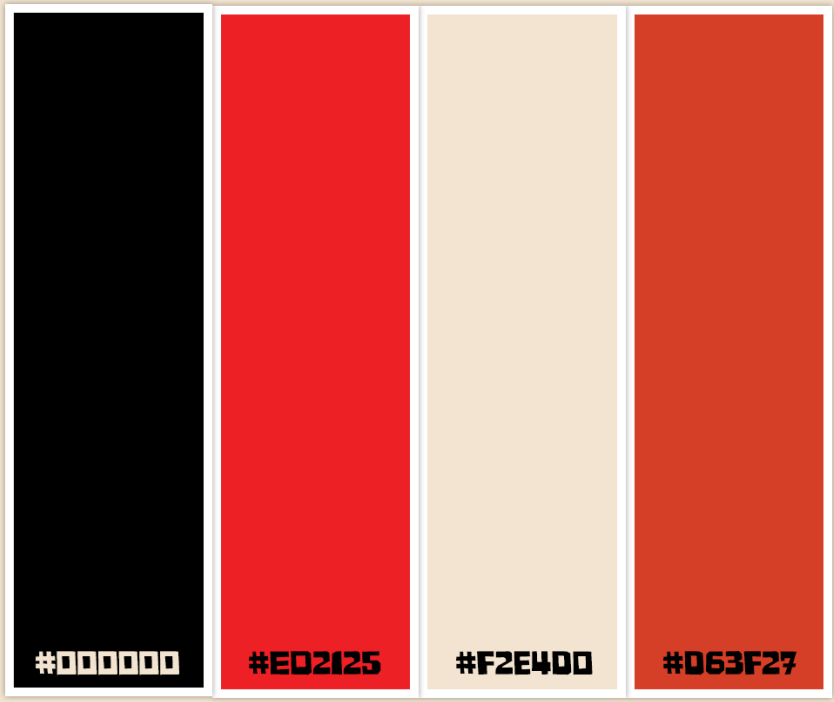


STYLE TILE

CAMEL SAID WHAT DESIGNS

Style Tile
version:1

Possible Colors



THIS IS AN EXAMPLE OF A HEADER

Font: Comrade #000

THIS IS AN EXAMPLE OF A SUB HEAD

Font: Comrade #000

This is an example of a body text Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo conse-

Font: Century Gothic #000

This is an example of a Text link » When active: www.link.com hover: www.link.com

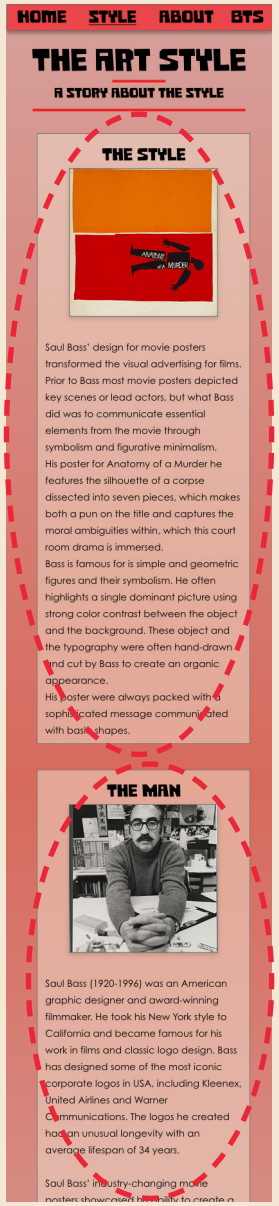
Buzzwords

POWERFUL CUT-OUT CONTRAST

DESIGN PRINCIPLES

The design uses vertical symmetry as well as horizontal symmetry.

Each block also uses proximity with the headline and subsequent image.



The design utilizes the similarity principle for textblocks throughout the website.

Furthermore, the textblocks have uses both the closure principle and contrast between the background and textblock.

DESIGN PRINCIPLES

The navigation panel uses figure/ ground phenomenon, as it has a shadow and is fixed to the top of the screen. It also uses common fate as it is present on every page.

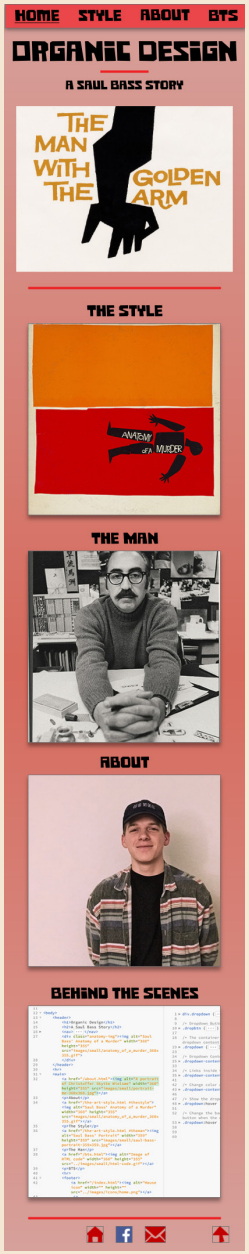
The buttons on the bottom of each page uses the proximity principle and past expereince. This makes it easy for users to understand that the buttons are part of a navigation set.

SCALABLE CONTENT

LINK TO XD PROTOTYPE

https://tinyurl.com/y33vzojf

USABILITY RESULTS



1. What site is this?
1. A design website
2. A design website
3. A website about organic design
4. A blog page
5. A design website

2. What page am I on?
1. The homepage
2. Homepage
3. Home
4. The homepage
5. Home

3. What are the main section?
1. The pictures
2. The pictures
3. What the headlines refere to
4. The headlines and image
5. The pictures

4. What navigation options do I have here?
1. The menu in the top
2. The menu in the top
3. The menu in the top
4. The menu in the top
5. The menu in the top

5. Where am I in the scheme of things?
1. The beginning
2. The beginning
3. The beginning
4. The beginning
5. The beginning

6. How can I search?
1. Didn't know
2. The navigation bar maybe?
3. Didn't feel the need to search
4. Didn't know
5. Didn't know

USABILITY RESULTS

» **Context**

The homepage was tested and the respondents were informed beforehand that is was for a school project.

» **Method**

I used the trunk test and the testing was done with the XD app on my iPhone 7 plus.

» **Respondants**

1. Female, 25, MMD student
2. Male, 28, Graphic Designer
3. Male, 29, Website developer
4. Female, 23, Tattoo Artist
5. Female, 26, Art Director

» **Results**

The general response was positive and respondents found the webpage easy to understand. The respondents had a hard time to find out where to search.

Improvements

As the page is right now I don't have much to improve on. However, in the future a search bar would be necessary but only when the website is more complex.