



WEB DESIGN

*TASK 1 BY LUNA
CANDIDA COSMANO*



INTERVIEWS

What are your top 3 hobbies?

Drawing, gaming, and listening to music.

Are there websites you visit often?(Yes) What are they? What is your experience navigating them?

Netflix - Very organized but lacks content variety.

Asos - Very easy to go through, but the items aren't very organized and I often have to use the search bar to find specifics instead of using a navbar.

Spotify - Very clean and minimalistic! It's quite simple with its spaced out elements, it makes it easy to go through them.

Do you make use of dark mode when available?

Depends on application! A lot of the time yes as it makes reading in dark much easier, but some sites/apps have really bad looking dark mode themes so I just switch it off when using those specific apps/sites.

What's your preferred method of sorting content?

If it's shopping, Lowest to Highest, and otherwise New to Old.

What elements do you believe are a 'must have' in a website?

Drop down menus! They make the experience of using the site much simpler and helps you keep track. And also static elements like a navbar, it keeps the sites continuity on going.

What types of merchandise are you interested in?

Clothing and music records.

What are your top 3 hobbies?

Drawing, gaming, (stalking my favorite artists)learning new things.

Are there websites you visit often?(Yes) What are they? What is your experience navigating them?

Socmeds (Pinterest, Twitter, YouTube), Behance, Artstation. They're pretty easy to navigate^^, frequent updates for some can make it confusing tho(i.e. YouTube).

Do you make use of dark mode when available?

Always!!

What's your preferred method of sorting content?

New to Old and Popular to Least!

What elements do you believe are a 'must have' in a website?

Settings (A way to customize the way you view the page via dark mode, language, font size etc). An About/frequently asked page is a must have, it's nice to have some questions I may have already have been answered. For socmeds: a way to see the content you like and follow, as well as access to bookmarks, content u saved/ watched.

What types of merchandise are you interested in?

Stickers, keychains, pins, figurines and prints/posters. Stationary and apparel are secondary.

INTERVIEWS

What are your top 3 hobbies?

Drawing, listening to music and playing video games.

Are there websites you visit often?(Yes) What are they?

What is your experience navigating them?

The only website I regularly visit would be Omocat's official website, mostly to browse through whatever merch is available and check for new releases.

Do you make use of dark mode when available?

Always, it's easier on the eyes.

What's your preferred method of sorting content?

New to Old.

What elements do you believe are a 'must have' in a website?

Simple to use interface, FAQ, and an about section.

What types of merchandise are you interested in?

Art prints, stickers, pins and stuffed toys !

What are your top 3 hobbies?

Reading, listening to music and watching shows.

Are there websites you visit often?(Yes) What are they?

What is your experience navigating them?

Youtube. The desktop app is fine, the app is eh.

Do you make use of dark mode when available?

No.

What's your preferred method of sorting content?

If shopping Lowest to Highest, if I know what I want but can't remember the name then Alphabetically.

What elements do you believe are a 'must have' in a website?

A menu that is clear.

What types of merchandise are you interested in?

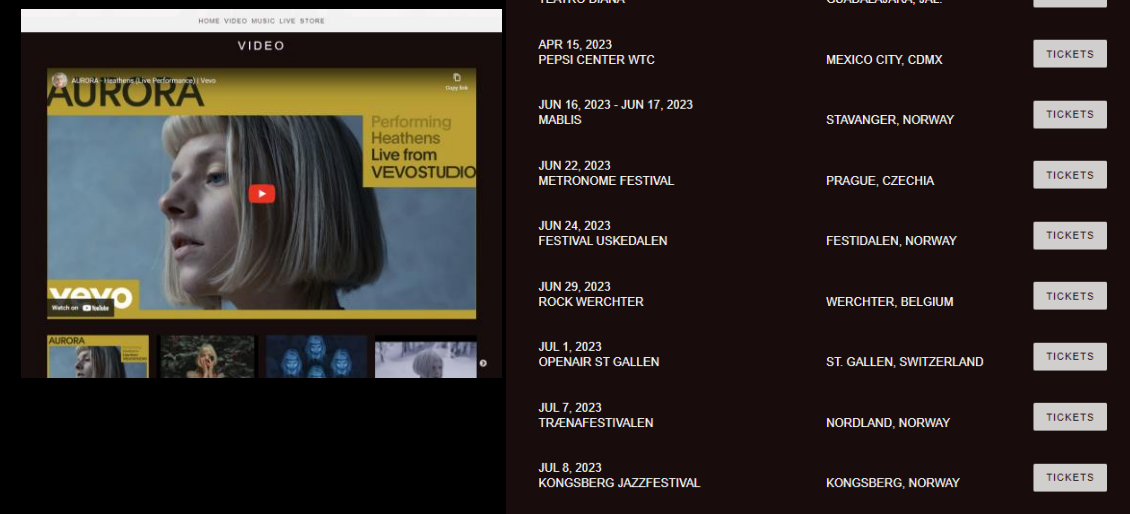
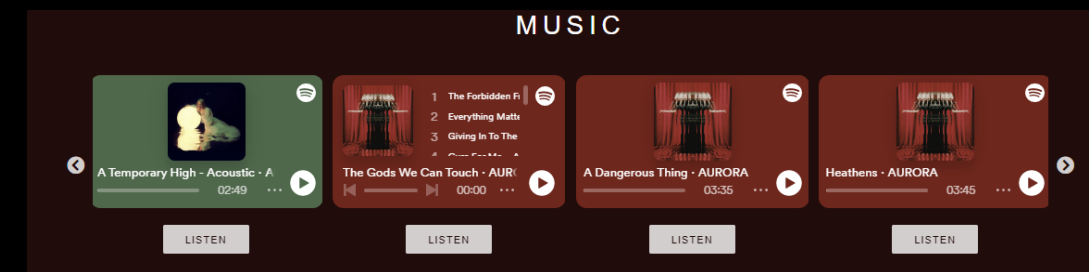
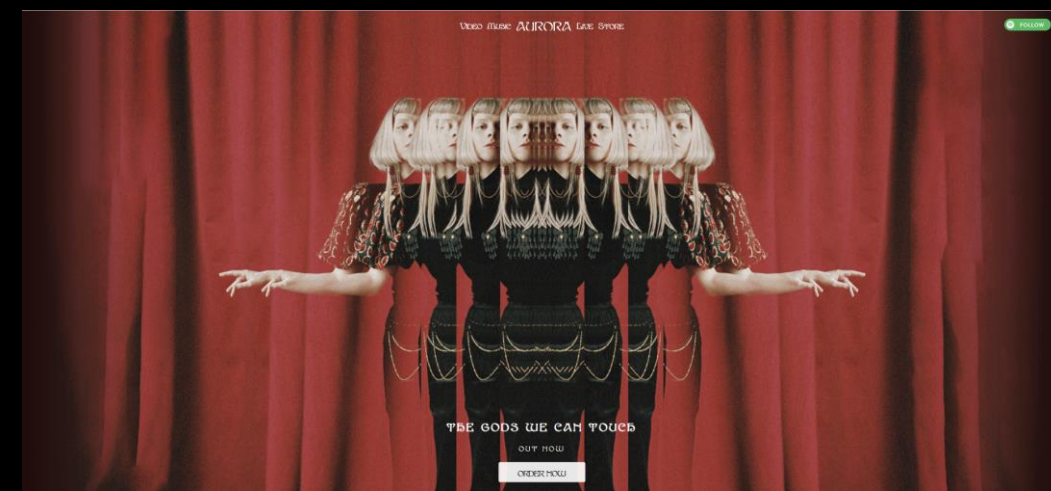
Clothing, particularly hoodies and jackets.

ANALYSIS

www.aurora-music.com



- This is a website for music artist AURORA. It's dynamic and a scroll website, meaning it's split in sections you can view by scrolling.
- Aside from 'Store', 'Order Now' and the socials' icons; the buttons will take you down to their sections. Those that don't are linked to a separate web-page.
- The interviews showed that simplicity and easy navigation are very important, and scroll websites are among the easiest formats to navigate as the content is very accessible. Additionally, the website makes use of various visuals and integrations, making it extremely interactive and eye-catching.
- The site's colors are centered around AURORA's latest album cover. This is a smart decision as aside from being visually pleasing, it is also easy on the eyes. This removes the need of a dark mode.

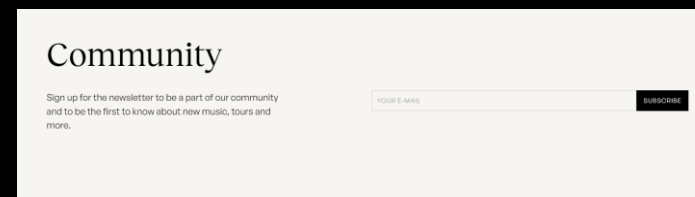


ANALYSIS

www.taminomusic.com



- Tamino's website shares many similarities to AURORA's. These would be the scroll website, color scheme theme and presence of visual elements/integrations. Though Tamino's is more consistent with its design.
- The biggest difference is the presence of a drop-down menu. Although the menu and 'TAMINO' button could be improved (they overlap with other elements of the page when scrolling).
- Tamino's drop-down menu delivers easy access to the contents and is also easier to read due to the font size used.

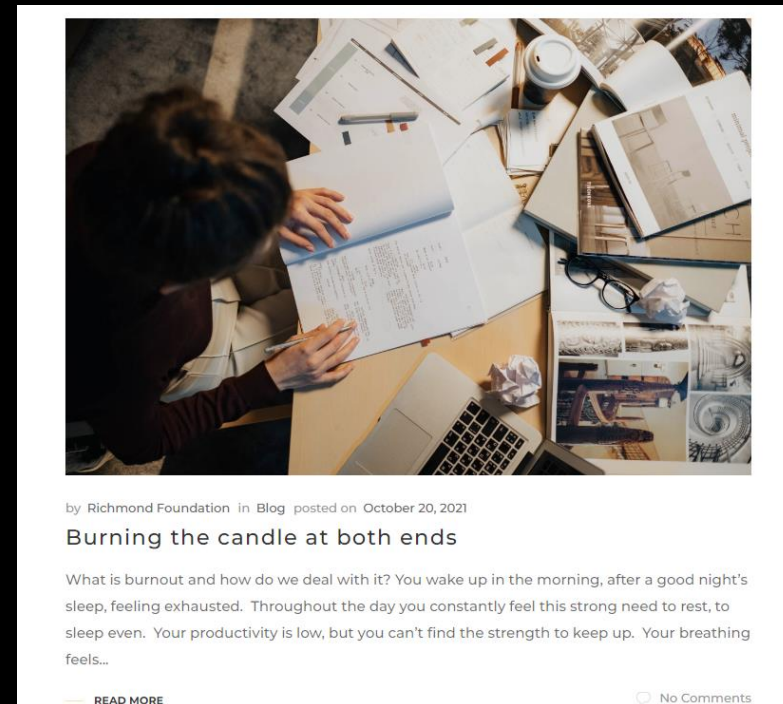


ANALYSIS

www.richmond.org.mt



- The Richmond Foundation website strays away from the music theme of my page, however its design is my main inspiration.
- Like the previous websites, you can find most of the information needed just by scrolling down. If you don't, the arrow by the scroll bar will take you back up to the page to the main menu.
- There is a Blog page with various articles, which you may comment on or like. Every article is placed below the other, requiring you to either scroll or make use of the 'Archives' tab. This can be a chore if you forget the date of publishing, making it a chore for you to find what you're looking for.



Archives

March 2023

August 2022

June 2022

April 2022

March 2022

October 2021

May 2021

April 2021

March 2021

December 2020



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S U M M A R Y

After observing each of the feedback and aforementioned websites, I've come up with plenty of elements to make use of. Firstly, the individuals interviewed have similar interests, particularly gaming and music. This is a perfect target demographic for Megurine Luka, who is a VOCALOID, but also is featured in many video games. The interviews showed mix results on the usage of dark mode, which all the websites have lacked. However, they did make use of many colors and visuals which are easy on the eyes. I'd like to follow this by opting for pastels and muted colors instead, avoiding pure white and black. The menu will be like Richmond's, as it is visible and easy to use. To boost interactivity and make the site feel more professional, I'll make use of Spotify integrations based off of Aurora's layout. In regards to the articles, I'll attempt to use a grid layout, as I believe it is more organized and easier to go through.

S I T E M A P

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STYLE GUIDE



#E7BDD2

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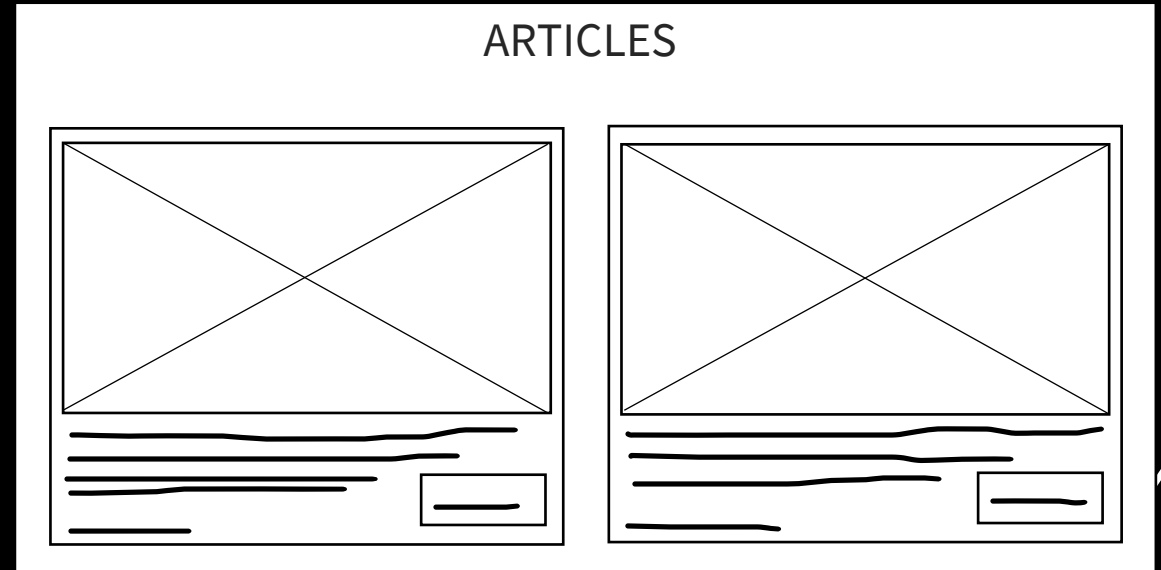
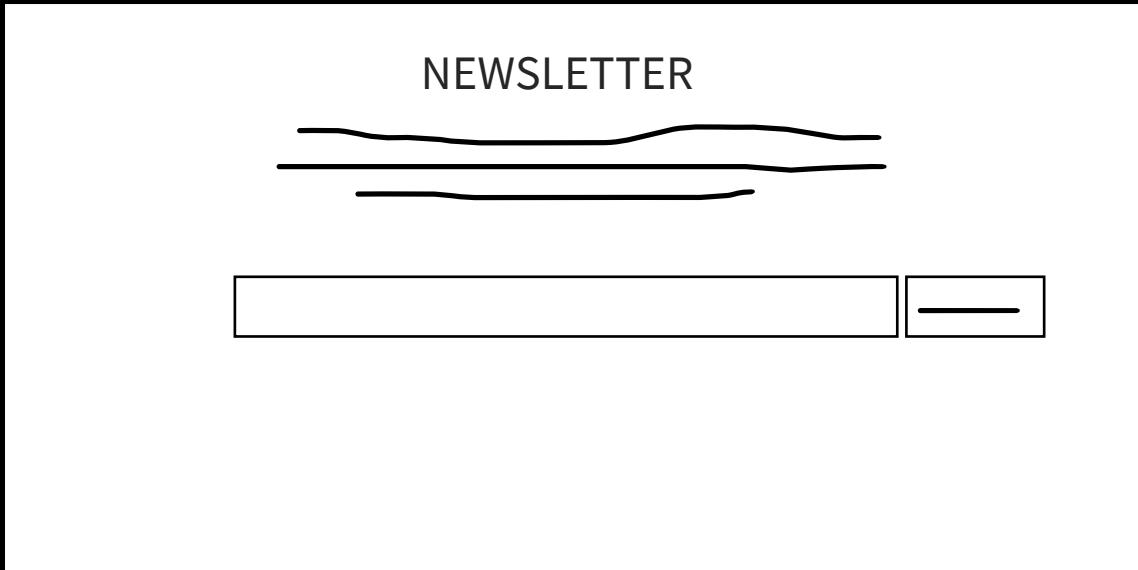
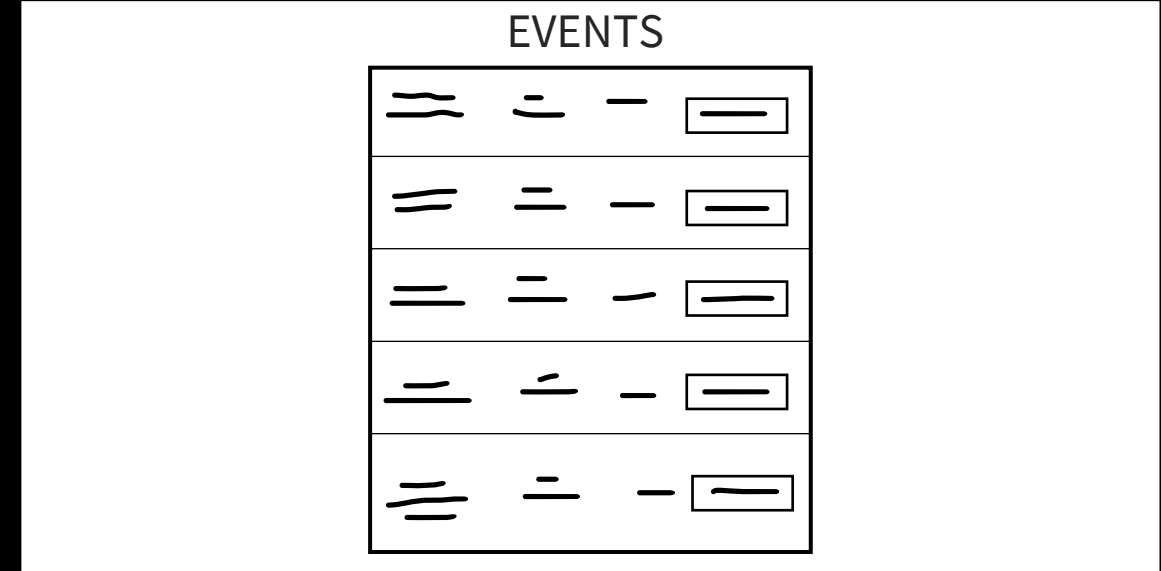
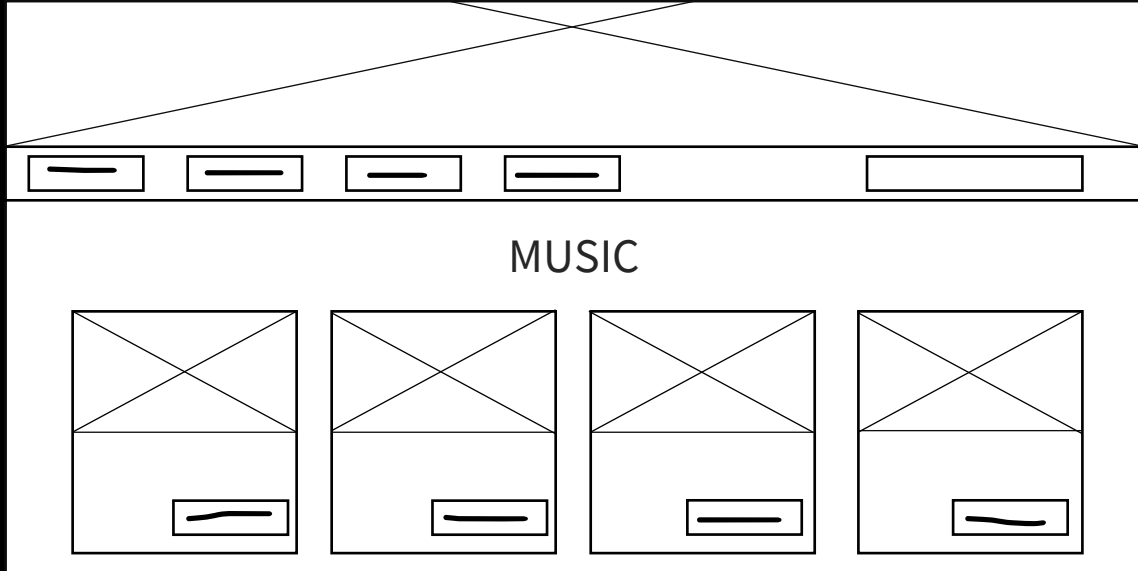
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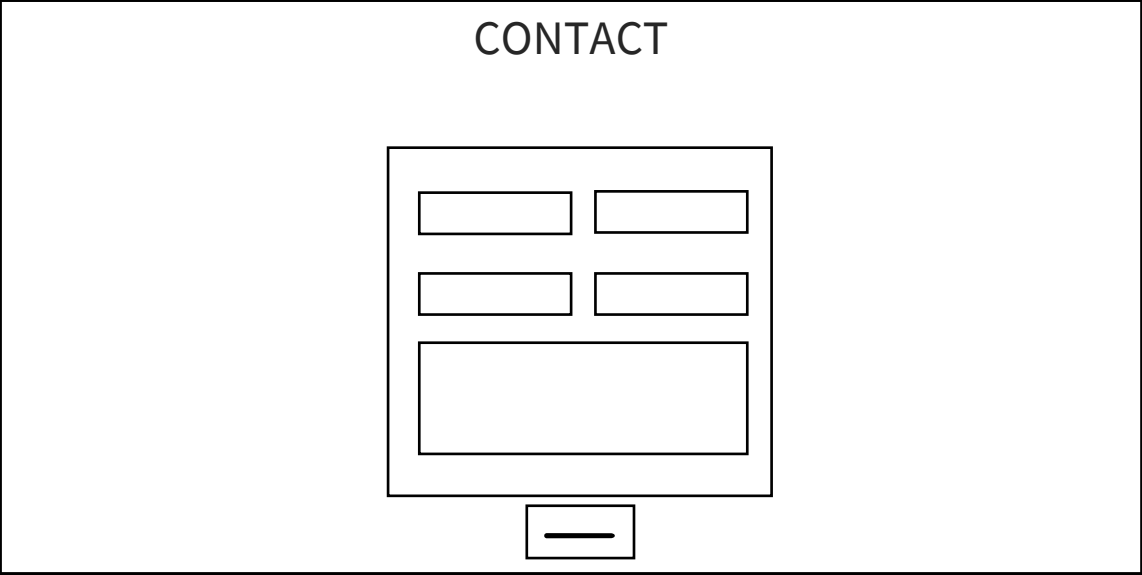
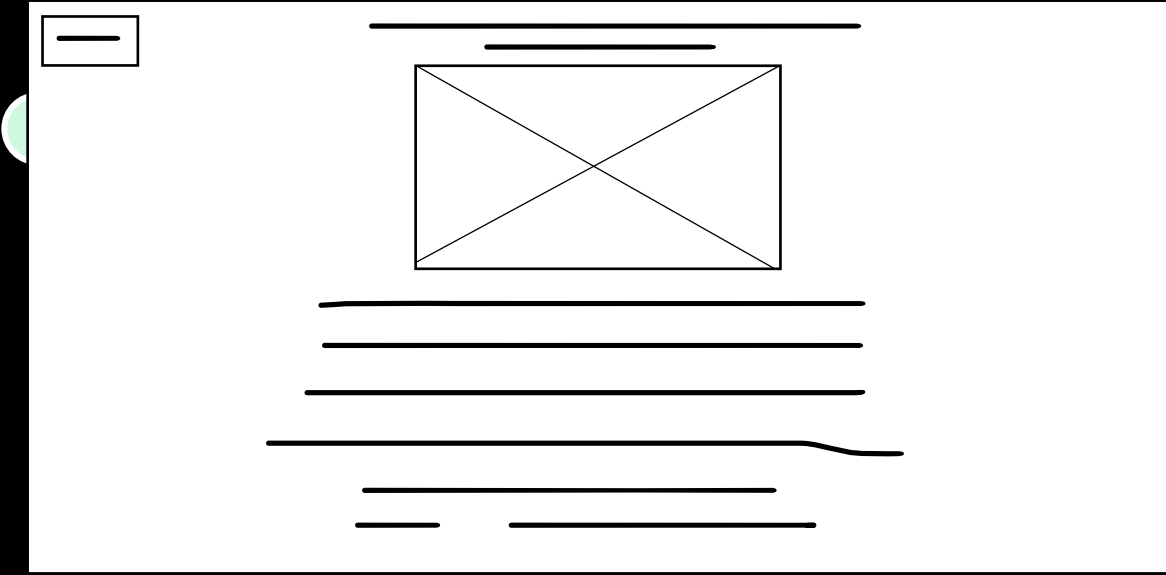
Arial,
Helvetica,
etc

Font Family



W I R E F R A M E S







Megurine

Luka

31/04/2023

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M O C K U P

Home page, Music section; designed using
MarvelApp

