Interaction Design

Module Assignment 3

Create a working Adobe XD prototype website for shadowball.

https://shadowball.co.za

Link to my Adobe XD prototype:

https://xd.adobe.com/view/176aab9f-181a-4ca7-65d0-d65ee03dd380-615b/

Possible Interactions:

Home:
- Redirect to shop: "Shop" button in the navbar.

Shop landing page:
- Return home: Logo and "Home" in the breadcrumbs.
- Redirect to shadowballs category landing page: "Shadowballs" category, top left small image.

Shadowballs Category Landing page:
- Return home: Logo and "Home" in the breadcrumbs
- Return to shop page: "Shop" button in the navbar and "Shop" button in the breadcrumbs.
- Redirect to product page: "Shadowball Pro Size 3", first category/image.

Shadowball Ultimate Product Page:
- Return home: Logo and "Home" in the breadcrumbs
- Return to shop page: "Shop" button in the navbar and "Shop" button in the breadcrumbs.
- Return to category page: "Shadowball" button in the breadcrumbs.

Report:

For week 3's module assignment we were tasked to design a prototype website for shadowball. Our design should be reflected on our research done in previous assignments and it's important to think of the users in mind when designing the site. In this report I will discuss briefly some of the design decisions I made and what I feel about the outcome.

The personas I had in mind when creating this prototype was families (kids and parents). Because of this I had several considerations in mind. I wanted to make the site more user friendly by removing unneeded features a making other features more prominent. Explaining the products through video is something I found out to be very helpful and useful for families when looking for products. Because of this I added a video just under the product details on the product page. I also changed how the video on the homepage is presented. Instead of having one huge video taking the entire front screen I made the video container smaller and moved it down a bit (still visible enough above the fold to entice the user). However now there are 3 videos presented (with a scrolling function) and a button to find more videos. I chose to move the "*Which shadowBall is right for you*" to the top to get out the message that they sell unique balls fit for every type of player at all levels.

On the Shadowball Shop page and Category page I made the squared images (categories) bigger to be easily digested by kids. However looking back at my design as I write this report, I may have made them a bit too big and possibly make the site look a bit cluttered. When it comes to the imagery chosen I might have misunderstood some messages. In the shared onedrive folder with imagery and the links presented in the assignment barely had any product images. Because of this I ended up screenshotting most of the product images which in turn made the prototype look worse due to the image quality.

One of the worst designs on their site is the yellow banner with white text that acts as breadcrumbs. It is unreadable and takes too much space for its intended use. So I removed the banner and created a small navigation bar under the main navigation. It shows your previous pages and highlights the current page by adding a green line (darker shade of shadowballs green color).

What I am most happy about in my prototype is the top on the shop landing page. The two categories "Best sellers" and "New Products" looks very modern and slick, and the category name on top is very readable.If I had proper images for the rest of the products I'd like to try something similar for all the categories. Something else I am quite happy about are the new product page. I feel the original product page is too big, there's some useless features (found in "Page Analytics") and the user have to scroll too much. I made everything related to the product fit one page, added a

video showing how the product work, removed some features such as "Cart" and a second navigation bar on the side. The cart I felt wasn't needed as I made the green shopping cart icon in the navbar bigger and more visible and the second menu was just in the way. The rest remaining features on the page is below the fold as they aren't as necessary.

Overall this was a fun assignment. After all the research we had been doing these past weeks it was nice to use that to visualise a website in Adobe XD. Me, who had barely used Adobe XD properly, found it as a immensely useful and easy tool. However I had some trouble when trying to import/download fonts through adobe creative cloud. Some fonts wouldn't load and it even crashed Adobe XD at times when trying to import. Luckily I got it working in the end and ended up using Fira Sans font which I really liked (recently found through an Adobe XD tutorial). Looking back at my design now I see some things that could have been designed differently. Such as the newsletter form might look to big and fat and should have been placed on the side as it is at the current shadowball page, but this was hard to do with the design vision I had for this task. The font size on the homepage should have been redesigned as well. The text "*Which shadowBallis right for you?*" is the same size as the navigation bar, making it not super clear what's what. I should have focused more on optimizing/styling that font.