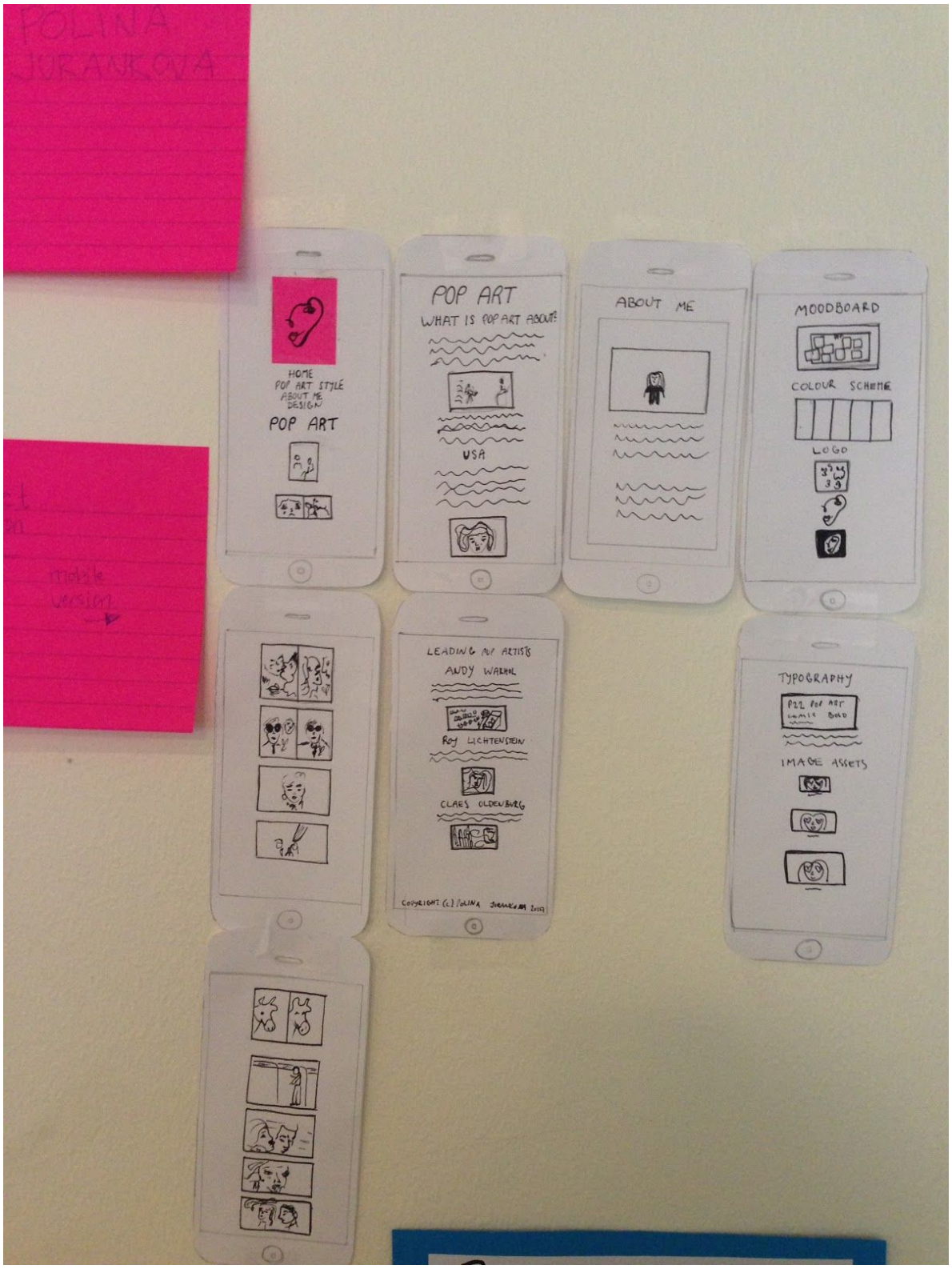
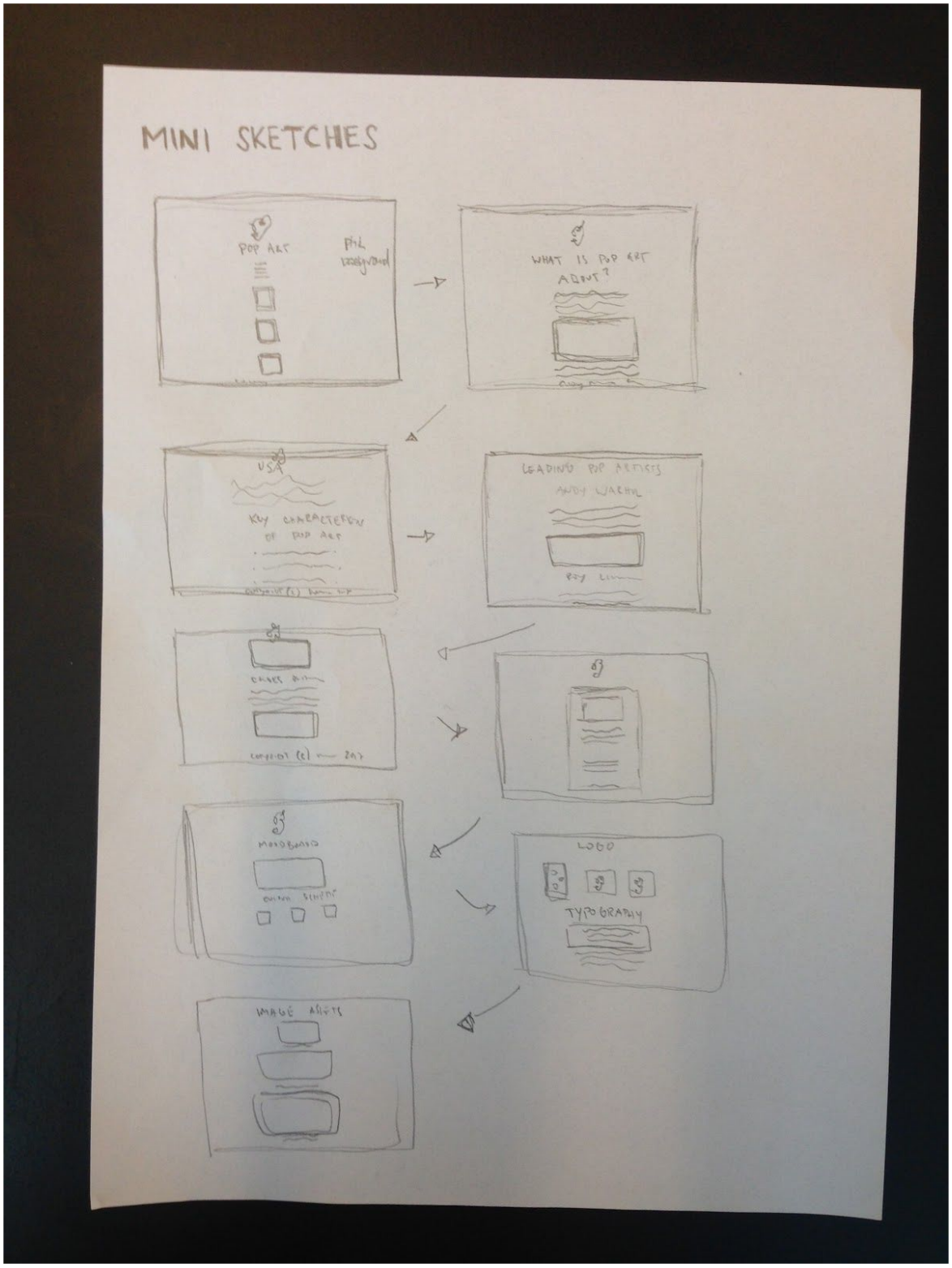
1.5 - Design and process document
Pop Art Style - Polina Jurankova

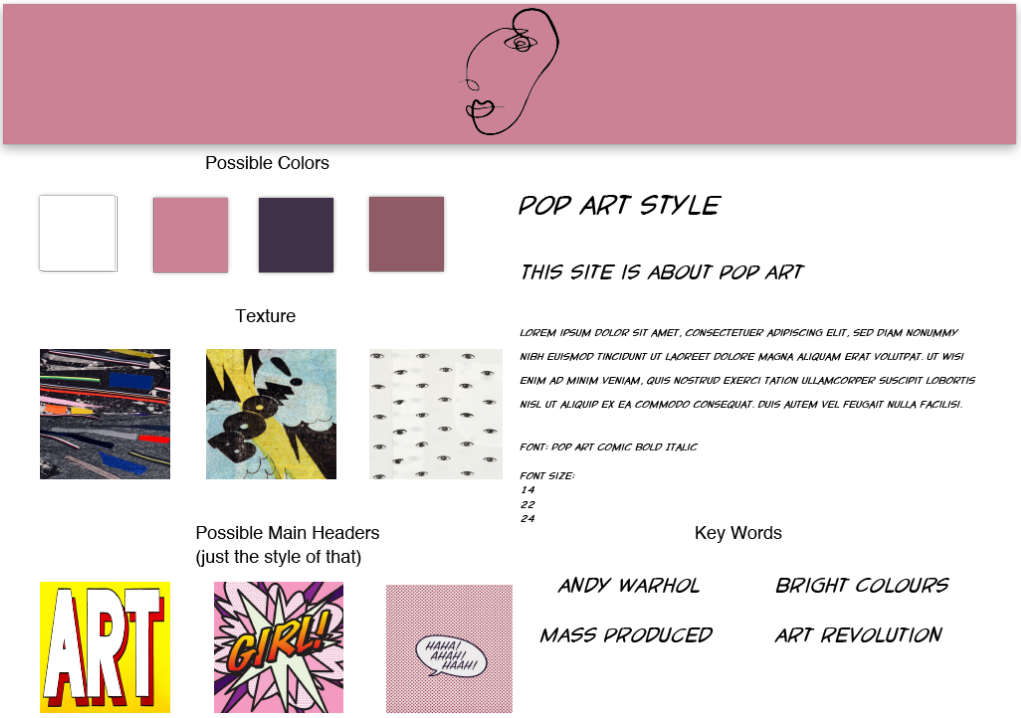
1.Paper prototypes (tablet, mobile)


POLINA
JORANKOVA
HOME
POP ART STYLE
ABOUT ME
DESIGN
POP ART
POP ART
WHAT IS POP ART ABOUT?
USA
ABOUT ME
MOODBOARD
COLOUR SCHEME
LOGO
LEADING NY ARTISTS
ANDY WARHL
ROY LICHTENSTEIN
CLAES OLDENBURG
TYPOGRAPHY
IMAGE ASSETS

2. Mini sketches



3. Style Tile



4. Design principles in use

Composition - on my website you can find symmetrical compositon, the website is very simple, the main page is just with a logo, navigation and pictures and because main purpose is to create a mobile website, layout is simple as well, so it will be easy and not complicated for a user

Gestalt laws - I've used for my website laws of similarity and proximity. All the pictures are close together, so it's obvious, that they are connected in some way, in this case that they supposed to be in the same artsy style

Contrast of

- colour - you can find a contrast in colours there, especially between background, which is pink, and text, which is white. Although pop art is normally full of bright colours, i kept it quite simple, because my site is full of pictures, which are colorful enough and I didn't want it to be much messy and chaotic.
- size - another contrast on my website, epsecially between headlines and the rest of the text

5. Interactive XD-prototype - link

link to XD prototype of my website

6. Usability results and planned changes

TRUNK TEST

1. What site is this? (is there a site ID?)
2. What page am I on? (is there a page name?)
3. What are the main sections? (are there section names?)
4. What navigation options do I have here? (is there local navigation?)
5. Where am I in the scheme of things? (are there "you are here" indicators?)
6. How can I search? (are there a search bar?)

1. This page is about Pop Art (the first word which I see).
2. Guess it's front page, because of the navigation menu. The other pages I can't recognize.
3. Yes, Pop Art, Home page, Pop art style, About me and Design.
4. The navigation options and main sections are the same thing here.
5. There are indicators for pictures and things on the site but not for pages itself.
6. No.

- 23 yo girl, Denmark

1. Pop Art, but don't understand what concretely it is about or what I should take from it
2. Home page and definition and history of the pop art style only
3. no
4. Home, Pop art style, about me, design and picture of the face on the other pages, but it goes only back to the home page again
5. Just for the first two pages
6. I can't.

- 20 yo boy, Denmark

1. Pop Art.
2. Not everywhere, it's quite confusing

3. Pop Art, Home, Pop Art style, About me, Design
4. Pop Art, Home, Pop Art style, About me, Design
5. It's clear on the Pop art style and Design page, then I have to be really concentrated to find some indicators in the text or on the page
6. no

- 24 yo girl, Romania

After my test results I've decided to make some changes. First of all, I'm going to change main Pop Art headline, because people confused that as a part of navigation. Then I would like to add a search bar and make more clear local navigation between the pages. As a last thing I need to add headlines with a page names everywhere.