

# Assignment 1: Sweden Curling Team Website Mockup Report

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## 1 Introduction

For assignment 1, we were tasked to create a website for Sweden's Olympic curling team. I first began with brainstorming ideas on how to approach this assignment. First step was to identify the audience and their needs. Then came the process of prototyping using sketches on paper. After a couple of paper prototypes, a final design style was selected. Then I started using photoshop to create 3 views for desktop and 3 views for mobile.

## 2 Overview of planning methods

### 2.1 Brainstorming/Audiences

There are critical questions information designers must be able to answer before they begin the design process. These are the same questions we've discussed when it comes to understanding the context for storytelling with data. Who is your audience? What do you need them to know or do? It is only after the answers to these questions can be succinctly articulated that an effective method of display that will best aid the message can be chosen. Good data visualization—infographic or otherwise—is not simply a collection of facts on a given topic; good data visualization tells a story. (Knafllic 2015)

I began with figuring out who my audience is as is suggested by Knafllic in her book titled "Storytelling with Data". After figuring out who my audience was, then I had to clarify what my audience needed to know/do.

From this whole process I figured that for website, there will be 2 main audiences.

1. Adults who are familiar with the sport
2. Adults who want to learn more about the sport.

Then I started to think about what the audience needed to know.

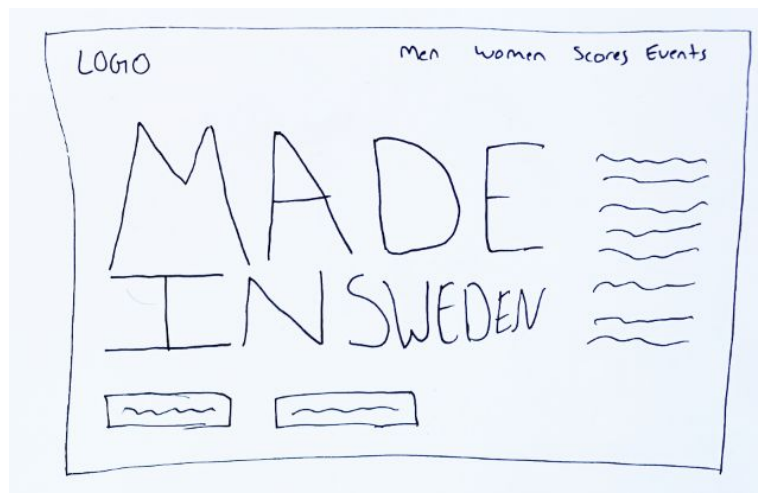
For this one, I figured that the audience will want to know about 4 main things:

1. Information and stats on the men's team
2. Information and stats on the women's team
3. Scores of live and past games
4. Upcoming events

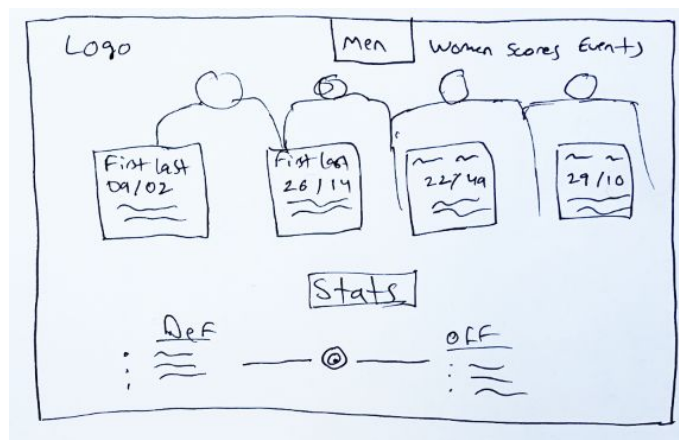
These 4 categories made up the navigation bar.

## 2.2 Paper Prototypes

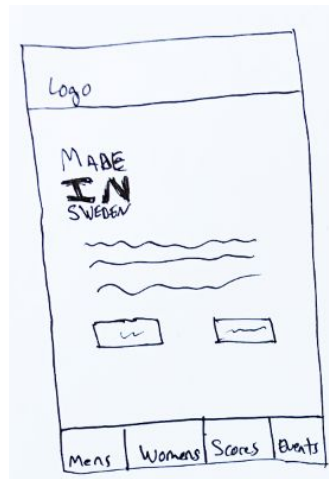
After having a clear idea of the navigational items and the kind of information that I wanted the audience to know, I began sketching some layouts on paper. Here are some of them. These paper prototypes were later used to help guide me to make the actual mockup on photoshop.



**Figure 1.0** Desktop Homepage concept



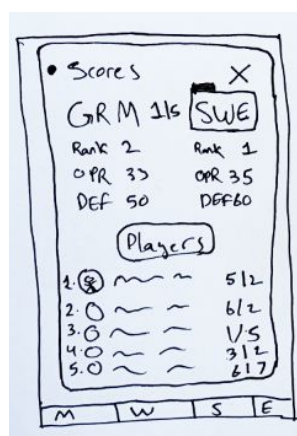
**Figure 1.2** Desktop Men's team page concept



**Figure 1.3** Mobile Homepage concept



**Figure 1.3** Mobile scores concept



**Figure 1.3** Mobile scores details concept

### 3 Overview of compositional strategies

Graphic design, in the case of websites, should always be easy to read, navigate and understand. To do this, I first did my best to reduce cognitive load by using a minimalistic approach to my designs. Utilizing gestalt's principle of design helped the readability of my design. Especially the proximity, enclosure, and similarity principle.



FIGURE 3.1 Gestalt principle of proximity

#### Figure 2.0 Principle of Proximity (Knafllic 2015)

I used the principle of proximity in the navigation bar to let the audience know that it's a navigation bar.



FIGURE 3.3 Gestalt principle of similarity

#### Figure 2.1 Principle of similarity (Knafllic 2015)



FIGURE 3.5 Gestalt principle of enclosure

#### Figure 2.2 Principle of enclosure (Knafllic 2015)

I used the principle of enclosure and similarity in the Desktop men's page and Mobile scores page mockups.

### 3.1 Cognitive Load

Cognitive load refers to the total amount of mental effort being used in the working memory. In our case, we are focusing on how our brains are being put under

different amounts of cognitive load whenever we are looking at a good visual graphic vs a poorly designed one. A poorly designed graphic will make our brains work harder because it's doing more work to de clutter all the useless information. A lot of times, these poorly designed graphics will deter the audience from actually looking at the graphics to absorb the information, instead they tend to look at it and then move on because there seems to be too much going on. What contributes to excessive amount of cognitive load is clutter. Which include “visual elements that take up space but don't increase understanding”(Knafllic 2015). Clutter deters the audience from understanding the actual message. Gestalt School of Psychology set out to study how individuals perceive the world around them. The result of their study was summarized in 6 principles: proximity, similarity, enclosure, closure, continuity and connection. I used these principles to make sure the mockups were not cluttered and were easy to navigate.

### 3.2 Form & Space

Form refers to the way something looks visually and its quality. Space can be negative or positive, meaning more emptiness around an object or less emptiness around an object. Form can be used to convey meaning, for example my form focus on the modern & minimalist approach to help convey information. The minimalist aspect utilizes a lot of negative space. This helps the audience read information more easily as these kind of designs naturally tend to have lower cognitive load on the users mind.

## References

Cole Nussbaumer Knaflitz, C 2015, *Storytelling with Data: A Data Visualization Guide for Business Professionals*.