## 1. Multi-device wireframes

In the below pictures are represented the drawn multi device wireframes.

The home page consist of the navigation that has 4 links to the pages of the website. It also contains the logo in the left.

Below of that are represented 8 pictures that are positioned in 2 rows. On the end of the page the footer can be found that contains the social media icons.

On the mobile device. The navigation bar was transformed in the hamburger menu to save space. The pictures are now no longer into a 2 row with 4 columns matrix, they are now positioned one on top of each other. This way it has a responsive layout.
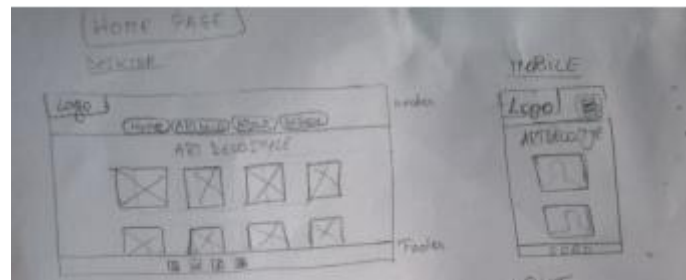
Another page described is the design page, has the same header and footer as all pages. This one is formed from 3 sections, the first section contains 4 images followed by another 2.

In the Tablet version only the sections are moving on top of each other while the pictures remain the same.

On the mobile version both the sections and the images are moving.
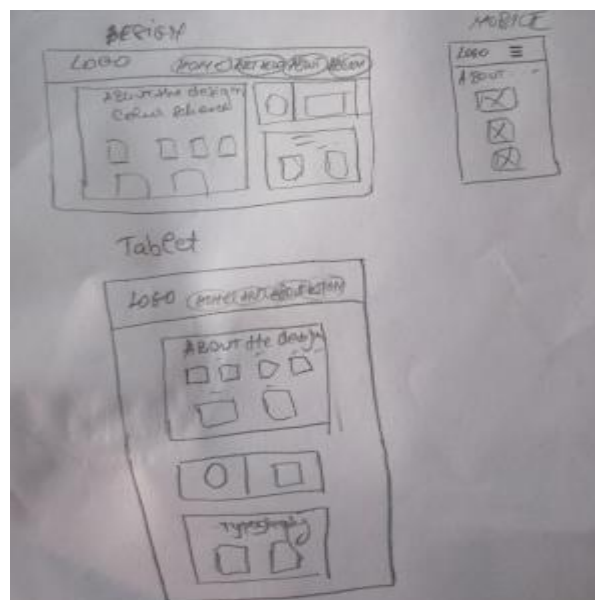
2. Specific breakpoints of the design

The images that are inserted in the web pages are almost equal is size.

Most of them have around 400x300 px.and 225x225 px. The reason for this is that it has a harmonious balancing aspect of the overall pages that characterizes the Art Deco style.

The navigation bar consists of 4 links. Home, Art Deco, About and Design buttons.

These turn to a different color at the hover action. This way it adds more colour to the page and confirms to the user that these are clickable.


Another main theme of the page is the background. Represented by a pattern , specific the art deco style. This adds a more elegant touch and makes it look vintage, it brings the attention of the user that this is a page about a style. In order for the text to be visible on that texture, another div was added with a black colour that has an opacity of 70 per cent. This way the text and the pattern are the same color and contrast with the black texture. These are presented in the style title.

Breakpoints:

The website has 2 breakpoints, the first one will occur when the screen has a max-width of 736 pixels. The images from the front page will be grouped 4 by 4, and the sections from the design page will also move on top of each other.

The next breaking point will occur at 480 pixels when all images and sections will be positioned on top of each other, they will no longer be grouped.

3. The website's design style tile.
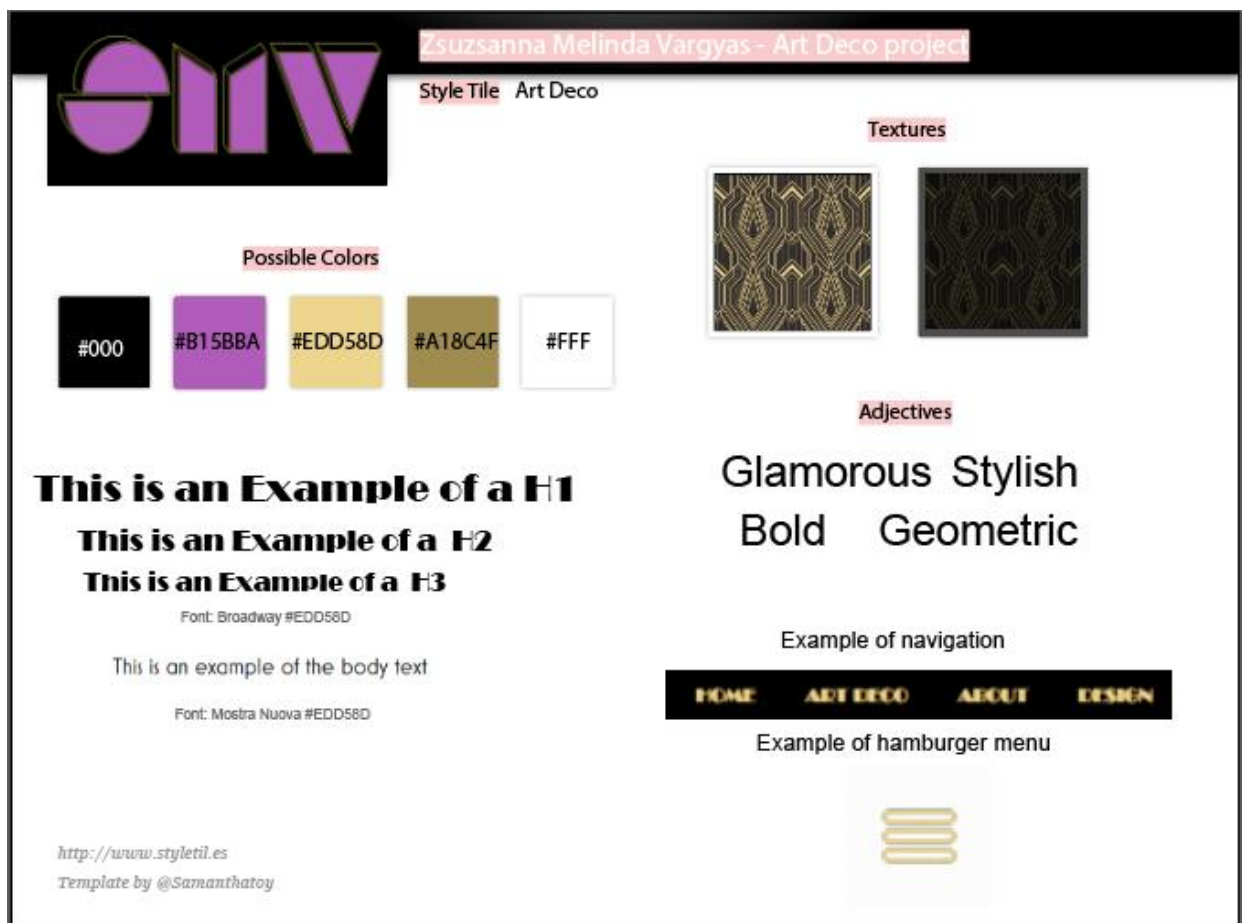
4. Describe the improved and planned optimisations to the design

One of the planned optimization consists of implementing the new logo in the header of the page, the other will be related to the design page that has an uneven aspect. This will be redesigned using the Fibonacci spiral principle that is presented in the next section.

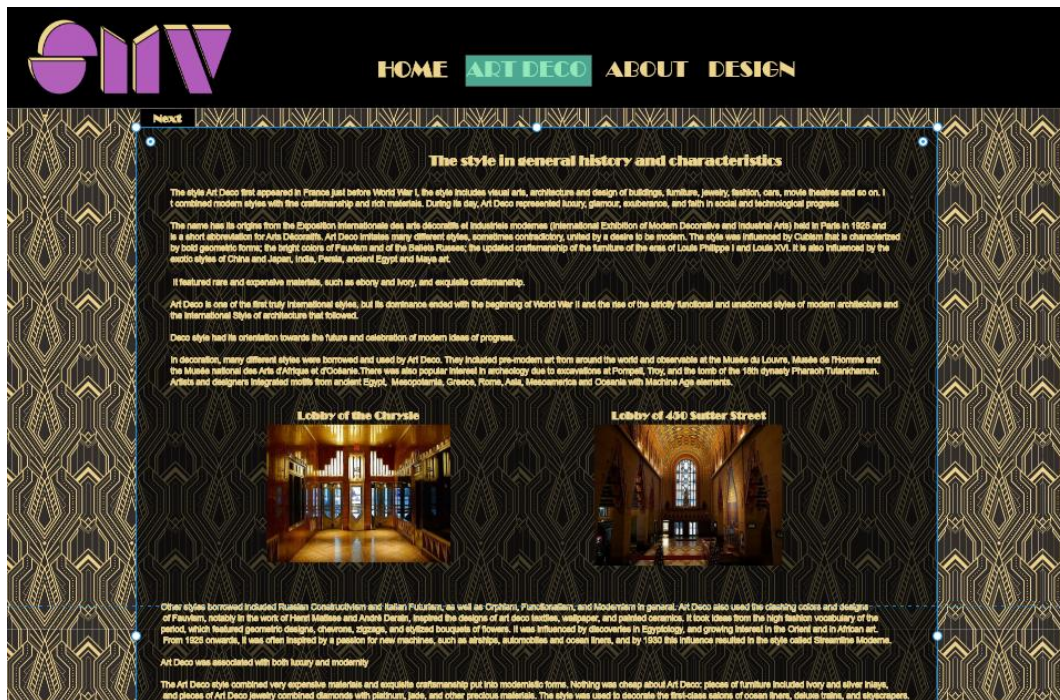## 5. Exemplify and describe the design principles in use

Fibonacci's Spiral

The golden circle was used for the Design page, the second article fits into the the spiral's 1,2,3 section while the article 3 fits into the 4th section. At last article 1 fits into the last part of the spiral. This way it will catch the attention of the user.
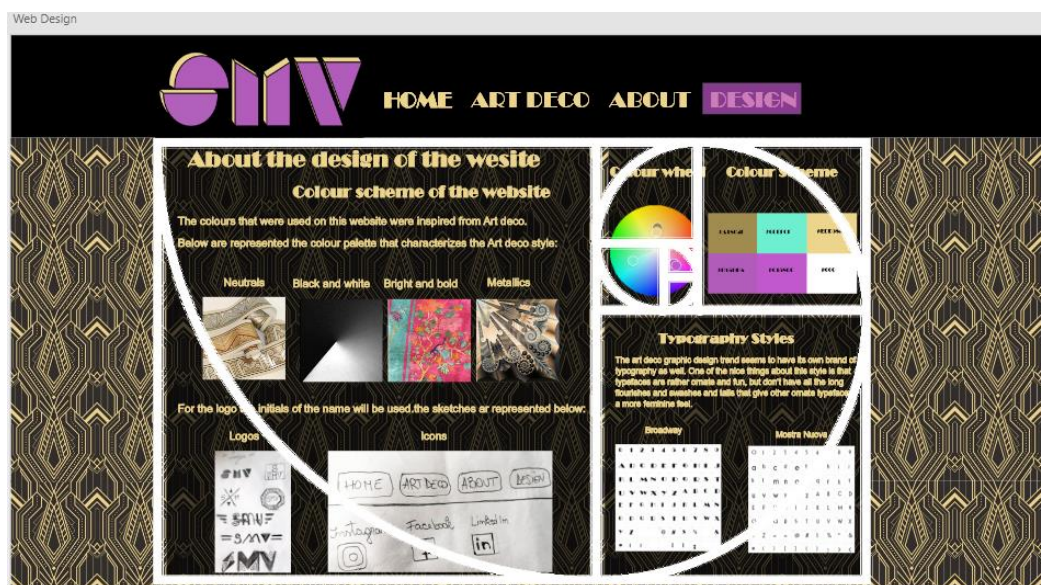
Hierarchy and reading order

For the Art deco page the F-pattern principle was used. The logo placed on the left and the navigation, also the positioning of the text.

12 Columns

The hope page fits into the 12 column template.

Usage of white

The white was used for certain pictures in order to have a better visibility of the fonts used and leaving the sides empty to avoid information overload and oversaturation.
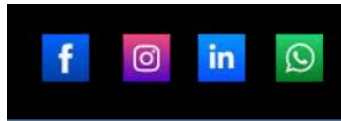

Symmetry/Asymmetry

The front page has an overall symmetry, the images are positioned side by side 4 on each row, and the distance between them is equal.

The page about the design has an approximate symmetry, the overall size of the columns are symmetrical, however the inside sections are not the same.
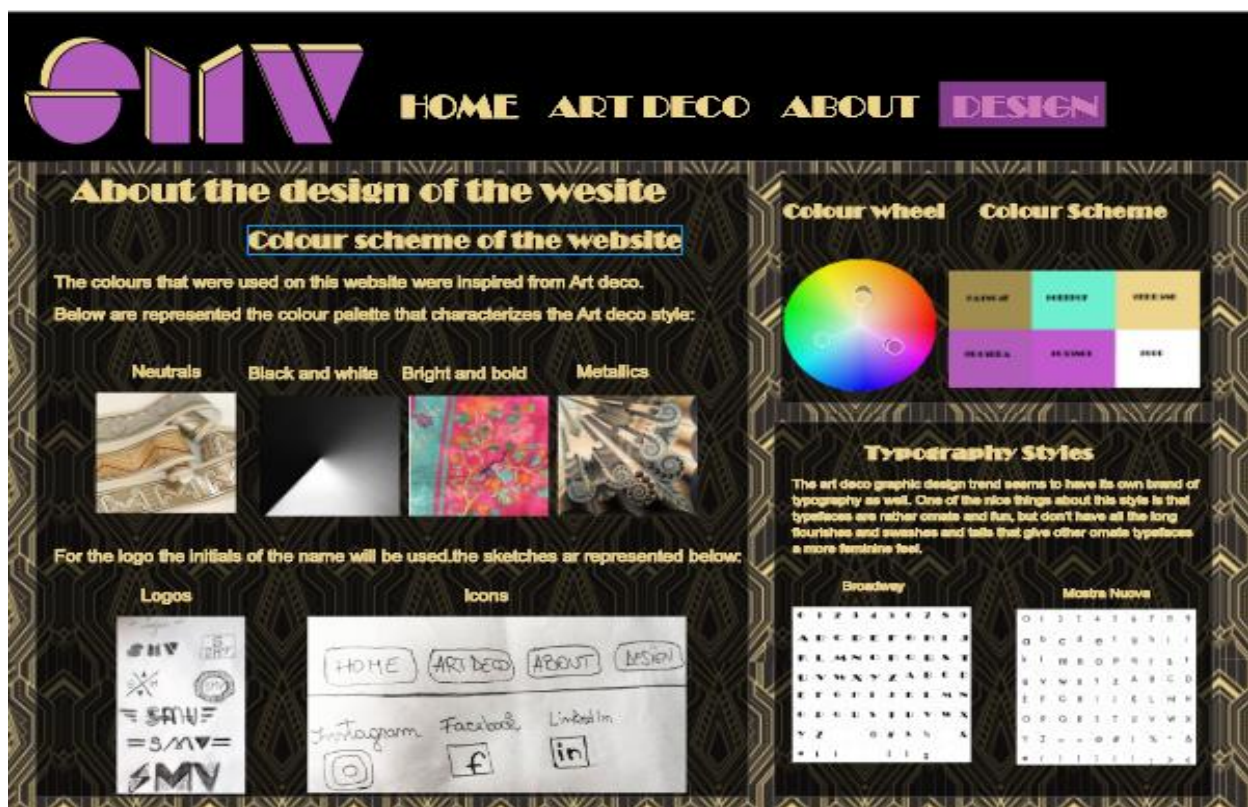
The sections towards the bottom of the page are symmetrical and equal in size.

The top part of the page is asymmetrical.

Gastalt Priciples

Common regions

The 2 boxes below shows the user that this are related, they are both related to the style, one is about the colours and the other one about the typography.

The font colours link the information inside together

Past experience Social media icons that can be recognized
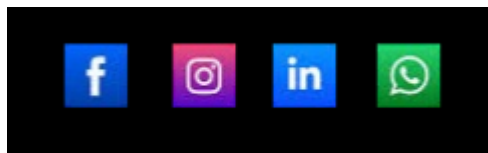

Figure ground: the items floating to the front are the figure , the picture in the background is the ground.

Proximity: The name and positioning of the pictures are in close in proximity of the photos they belong to.

Contrast

The contrasting colors are used for the main navigation bar (black) and fonts (cream) the heading and body are also contrasting with the background. But the color of sub-headers.

6. Icons and logo

Logo: original, inverted colour, black and white and inverted black and white**.**
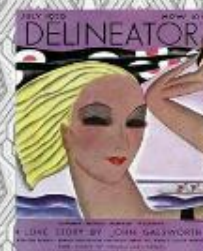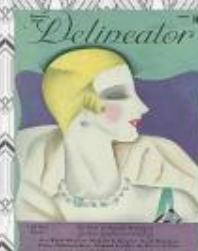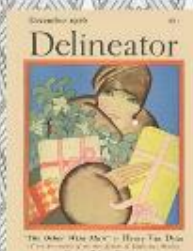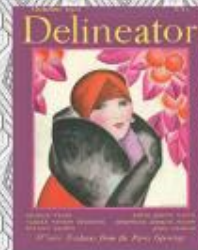

- **Interactive XD-prototype**

The new optimized layout is presented in the XD prototype, for more details please access the link https://xd.adobe.com/view/a6700d1e-fb59-4946-4739-96953eed8ec5-d041/

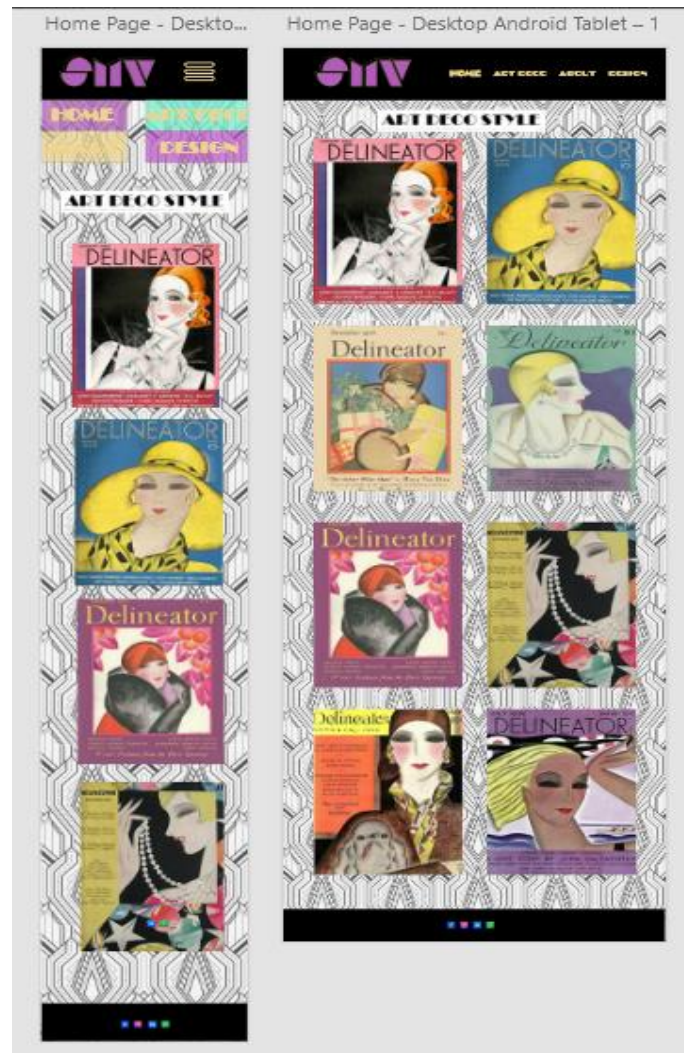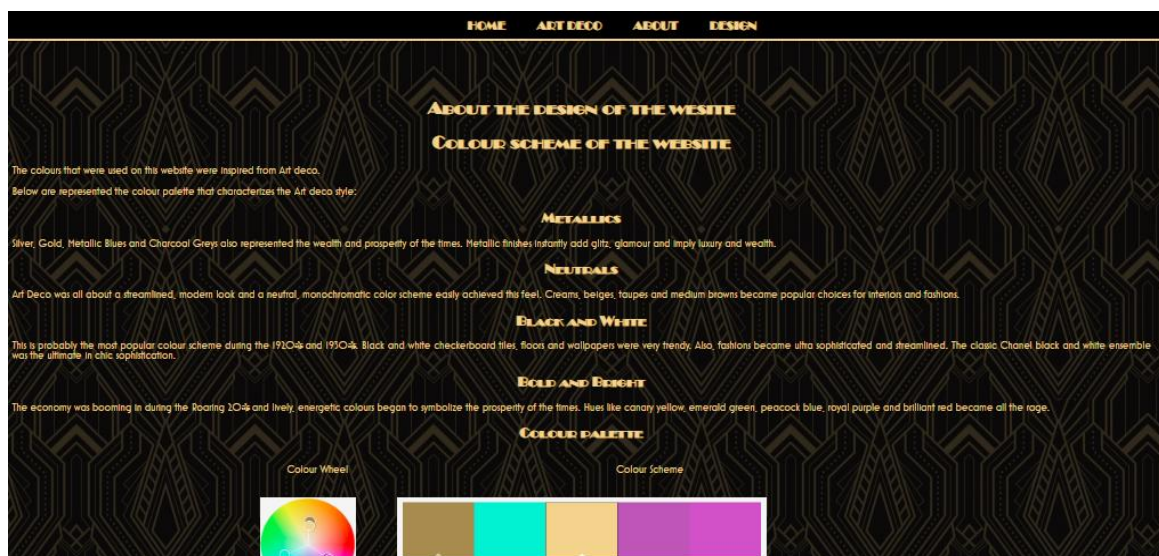The XD prototype for the home page is illustrated in the following screenshots

ART DECO STYLE
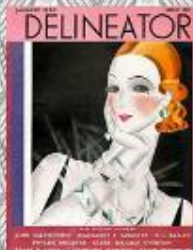
7. Usability test results, insights and planned changes

The Usability test was performed on 6 individual friends and colleagues between the ages of 22 and 32 years old, male and female, the method used was the trunk test on the desktop version of the website. The page analyzed was the design page.

Question	Person1	Person 2	Person 3	Person 4	Person 5	Person 6
What site is this?	Was able to identify the page	Was able to identify the page	Was not able to identify the page	Was able to identify the page	Was not able to identify the page	Was able to identify the page
What page am I on?	Not able to tell	Not able to tell	Not able to tell	Not able to tell	Not able to tell	Not able to tell
What are the main sections?	The navigation and body	The navigation body and footer the coulur scheme	The navigation body and footer	Navigation Sections about colour typography and the image assets with the table	The navigation body and footer	The navigation and body
What navigation options do I have here?	Identified all 4 navigation buttons	Identified all 4 navigation buttons	Identified all 4 navigation buttons	Identified all 4 navigation buttons	Identified all 4 navigation buttons	Identified all 4 navigation buttons
Where am I in the scheme of things?	Not able to tell	Not able to tell	Not able to tell	Not able to tell	Not able to tell	Not able to tell
How can I search?	Not able to tell	Not able to tell	Not able to tell	Not able to tell	Not able to tell	Not able to tell

What page am I on issue can be solved with a description of the header. Cosmetic issue.

The most common identified issue was the fact that the website didn't show them on what page are they. Therefore the section will be highlighted in the navigation bar as presented in the XD prototype. This is a technical issue and can be implemented easily

Some of them identified some sections but not all of them, therefore the page was reorganized. This is a cosmetic issue should be solved after the implementation of the prototype in XD.

There is no scheme of things present on the website and missing a search bar. This is critical as the users don't have the place to find what they are looking for.

Other suggestions for improvement

A better summarization of the paragraphs, let only the most important aspects.

Make pictures stand out when clicking on them. Technical issue.

Titles of the images are not centered.

The hamburger button position to be changed to right next to the logo.