

**SARAH
ZARNETT-KLEIN**

**PRESENTATIONS
FROM
WEB DESIGN 2017**

**PORTFOLIO OF
WORK**

GOLDEN RATIO



GOLDEN RATIO

App Titile

Lore
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Ipso
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Play
This
Game!!!!

GOLDEN RATIO



Please Give Me a Good Mark

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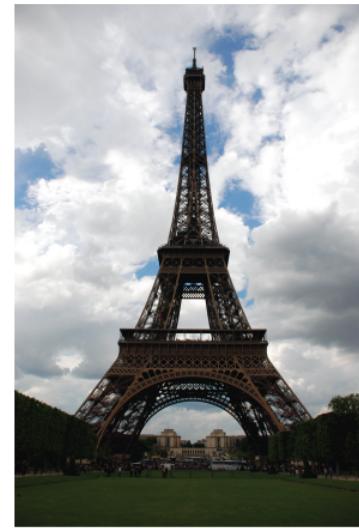
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FOOTER

Vegan Soup- Mobile and Desktop Site:

WE ARE SOUP

TERIYAKI RESTAURANT



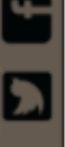
TRY OUR NEW, DAILY GOURMET SOUP!

WE ARE SOUP

TERIYAKI RESTAURANT

1534 Yummy Lane, Toronto
(416) 123-4567

@WEARESOUP WEARESOUP



WE ARE SOUP

TERIYAKI RESTAURANT



TRY OUR NEW, DAILY GOURMET SOUP!

VEGAN OBSESSED!

WE ARE SOUP

TERIYAKI RESTAURANT

1534 Yummy Lane, Toronto
(416) 123-4567

@WEARESOUP WEARESOUP





Real Life Realtor

What You See is What You Get



12345 Humber College Boulevard
Etobicoke, Ontario
M3H 1X9

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WIREFRAMING

About Us	Find a Car	Membership Club	Contact Us
<h1>HEADER</h1>			
Compare Our Cars (link)	LEASE TODAY (link)	Contact Us (link)	
IMAGE #1	<p>Task Three:</p> <p>My website design for Larry's Car Leasing company is effective, and will ultimately provide Larry with many customers. When I was considering the key elements a car leasing agency would require, the first thing I thought of was, of course, sales. Larry will require sales in order to remain in business, and therefore, my site incorporates many areas where drivers in need of leasing a vehicle can arrange a lease through the links on the website. This offers good usability for customers, and therefore Larry's business will be able to remain in business. This was the first aspect I considered for the website, because I thought about the issues we outlined during your presentation regarding the author's website flaws. I tried to rectify these flaws on Larry's site.</p> <p>Next, I also thought about what users will be looking for when they enter the site. users will surely want to, first and foremost, gain information about Larry's car selection, analyze the leasing company's prices, and compare different vehicles available to be leased. As a result, my site further provides effective usability for drivers in need of leasing a vehicle because I provide a link to all of that information right on the homepage. It's important to make your site clearly relay the information customers want to access, and therefore my site design for Larry's website will guarantee the business' success.</p>	IMAGE #2	
<h1>FOOTER</h1>			

FancyAir

Affordable. Inclusive. Luxury

BOOK NOW

Couples

BOOK NOW

Families

BOOK NOW

Singles

BOOK NOW

Our Company

At FancyAir your comfort and safety is our top priority. We guarantee a comfortable, safe, and enjoyable flight. Every flight includes one complimentary meal per passenger, complimentary headphones to listen to the flight movie(s), and unlimited non-alcoholic beverages. We have a variety of relaxing vacation packages in exotic places all around the world. We have vacation packages for couples, vacation packages for families, and vacation packages for those who are single and ready to mingle! We are here to ensure your satisfaction is met. Let FancyAir take you where you want to go. We are affordable, inclusive, and a luxury flight is always provided. So climb on-board a FancyAir flight today, and book your [vacation package now](#).

Explanation

My website design follows your explanation of what is required to create a successful user flow for the following reasons:

- I include 5 BOOK NOW buttons (and one link in the 'Our Company' section). This makes it easy for customers looking to purchase a flight/vacation package to access the area on the website that allows them to do so.
- My website follows the rules of minimalism ensuring that no excess content is distracting the customer from the BOOK NOW buttons.
- I used a contrasting colour to the background image of my website for the BOOK NOW buttons. The buttons are red so as to catch the attention of customers visiting the website, and hopefully encouraging them to click on the link and book a flight/package.
- Consistency. My buttons are consistent so that the customers become used to what the BOOK NOW buttons look like, therefore they can easily locate and identify the buttons that will allow them to book their package/flight.
- I placed the 3 main values of your company (Affordable, Inclusive, Luxury) at the top of my webpage. This expresses what you stand for, to the customer immediately, and therefore will further persuade them to purchase a flight/package. I got this idea from your example in your presentation on the Apple website, regarding the iPhone 7 (This is at the top of the page on the Apple website.)
- I created a hamburger menu on the desktop site so that there were no extra words on the website, aside from the BOOK NOW buttons, your company name, and company values.
- I included three vacation packages (one for couples, one for singles, and one for families). I made it easy for customers to purchase the packages by including a BOOK NOW button at the top left corner of each vacation package image.
- I included the BOOK NOW button in the footer of the website so that customers can book a package on every page of the website. I also created a logo visible at the top left of the website page.

BOOK NOW

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Privacy Policy

CONVERSION

Sunny Leaf Homes

Premium Homes in the California Maple District

☰

Newsletter
Stay In The Know About The Latest Listings in Your Area

Sign-up for our Newsletter to find out about recent houses listed, learn about open-houses in your area, and to find your next luxury home!

Name* Zip Number
Phone Email*

I agree to receive the Sunny Leaf Homes Newsletter

REGISTER

↑
NOW
IS THE TIME TO BUY A HOME!!!

Explanation of Design:
I carefully planned and executed my design in order to effectively maintain the Principles of Conversion. Below are the 4 Principles of Conversion I used for my design:

1. Contrast: I used contrasting colours such as orange and green throughout my website. These colours, I believe, contrast well with the white background. By doing so, my site remains consistent through the contrasting colours I used, and it also ensures that my Newsletter Registration area stands out so that customers are urged to sign-up.
2. Directional Cues: I have used a few directional cues on my website. Firstly, the box for my Newsletter sign-up has a white dent in it, drawing the website visitor's eye to the Newsletter sign-up area. Additionally, I also incorporated an image of a woman looking towards the newsletter box. She is a welcoming presence on the webpage that will attract visitors to the Newsletter sign-up box as they follow where she is looking. Furthermore, I also included an arrow pointing to the registration button, also gearing users to the Newsletter Registration area.
3. Urgency and Scarcity: I used words that were carefully chosen for my website so that it encourages users to sign-up for the Newsletter NOW, almost as if it is a time-sensitive task. Below the Newsletter registration area, I have a sentence that reads NOW is the time to buy a home!!! This should urge potential purchasers to sign-up for the Newsletter, and purchase a home now. As well, I also placed a Newsletter Registration button in the footer of my site, with a sentence that reads: sign-up for our Newsletter now! By doing so, I again, give potential customers the idea that this is an urgent task they must complete, now!
4. Social Proof: Before users decide to sign-up for the Newsletter, I have put a little blurb explaining why signing-up for the Newsletter will ultimately prove to be beneficial to them. I have phrased this content in a conversational, friendly, and reasonable way, using wording that will persuade the user to sign-up for the Newsletter because of the trust I have built with them in the few words written above the sign-up area. I speak as though I am a like-minded user, that understands and acknowledges their needs. As a result, this blurb effectively makes my site social proof.

(5. Whitespace: I kept my background white to try and accomplish the whitespace element of Conversion. I believe my site does effectively do this, and I have not incorporated any extra elements such as pictures, words, or statements that are not absolutely necessary to the goal my site is trying to achieve. By doing this, I have applied this principle of using having whitespace to my website. By having whitespace, and only providing the necessary content on my site, users will be drawn to exactly what I want them to do, and therefore they will evidently sign-up for the Newsletter.)

Logo- My logo has a sun, leaf, and house on it. My logo colours match my website colours and this makes it all consistent. My logo is simple, yet effectively displays the brand, and what they do. I definitely believe that my logo would be able to be applied and incorporated on all kinds of branding items for the company, therefore making it a successful representation of Sunny Leaf Homes.

Sign-Up For Our Newsletter Now!

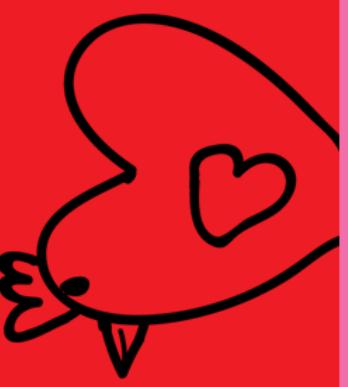
REGISTER




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Log In

English/Bok



Chicken Mingle

The Number 1 Chicken Dating Site

Profiles Payment Sign Up



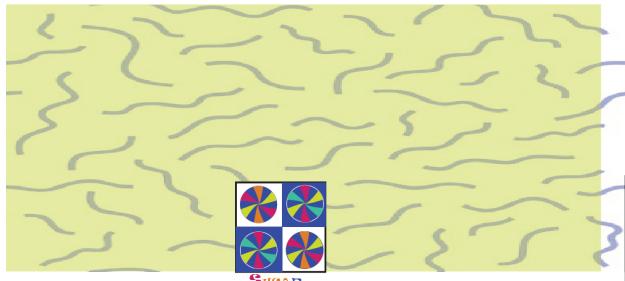
BOK,
Bok cock-a-doodle do?
Bok!

Welcome,
Are you ready to find love?
Great!

Sign Up!

Sign Up!

COLOUR SCHEME



**SUGAR
SMASH**

**How to
Play**

**LEAGUES &
Teams**

LEVELS

Connect



Analogous

WHAT'S THE SMASH?

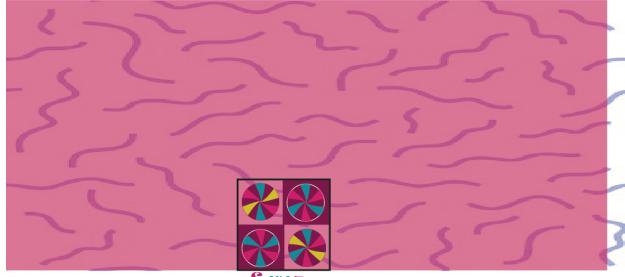
- Has anyone gotten to level 10 yet?
- Together we smash! this game rox my soxl
- Sugar Smash is seriously my addiction! #Smasher4Lyfe!

Analogous Colour Scheme: Site Mood:

The colours I used on my website contrast the white background. They are, for the most part, exciting and vibrant colours, which I believe, fit the game perfectly. Overall, I believe that the use of these colours in this website makes visitors feel excited to play the game. The colours are almost childlike, giving players a youthful feeling when they enter the site and play the game. The logo, using these colours, remind me of children eating colourful lollipops, which fits the game perfectly. The colours also make the game appear suitable for both adults and kids, as the colours will appeal to kids, while at the same time make adults playing the game feel younger.

#SMASHERSUNITE

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**SUGAR
SMASH**

**How to
Play**

**LEAGUES &
Teams**

LEVELS

Connect



Triad

WHAT'S THE SMASH?

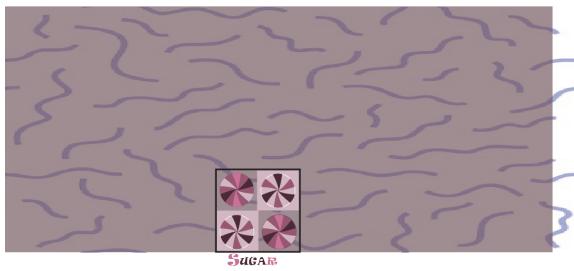
- Has anyone gotten to level 10 yet?
- Together we smash! this game rox my soxl
- Sugar Smash is seriously my addiction! #Smasher4Lyfe!

Triad Colour Scheme: Site Mood:

The triad colour scheme used on this website are evidently more vibrant and exciting than the monochromatic colour scheme. However, they are not as vibrant as the colours used in the analogous colour scheme. These colours make the player feel more at ease and relaxed. The colours create a mood that attracts the player to the game, however their saturation is not as bright therefore the player does not feel at edge or even as excited to play the game as perhaps they should be. The colour scheme could attract children, however due to the somewhat dull appearance of the yellow, darker pink, and both blues in this colour scheme, I believe that majority of players attracted to this site would be older rather than younger. Therefore, if Sugar Smash is looking to create an environment of excitement, enjoyment, and use colours that just scream F-U-N, I strongly believe the analogous colour scheme I used would be most effective in this regard.

#SMASHERSUNITE

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How to
Play

LEAGUES &
TEAMS

LEVELS

Connect

WHAT'S THE SMASH?



Has anyone gotten to
level 10 yet?



Together we smash! this
game rox my sox!



Sugar Smash is
seriously my addiction!
#Smasher4Lyfe!

Monochromatic Colour Scheme: Site Mood:

The mood these colours create on this website are serious and would certainly appeal to adults to the site rather than children. As well, the colour pink also creates a more 'female' mood, and therefore more females would also probably be more attracted to this website, using these colours. The colours and the mood these colours portray would probably not be the best option if Sugar Smash wishes to market towards have their game appeal to a wider range of people, such as children and teenagers. While I do enjoy this colour schema, and I do still feel like these colours contrast the white background effectively, and together they look visually aesthetically pleasing, the serious, 'girly', and more adult-appropriate mood they portray would ultimately limit the players Sugar Smash would receive.



Monochromatic



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My Portfolio

Art Designs Contact Arienne

About the Artist



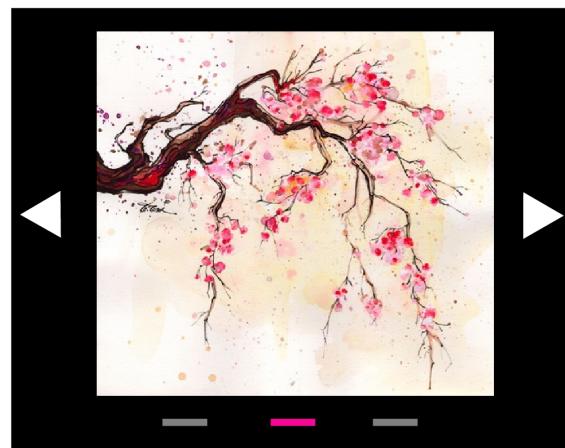
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What To Expect

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Luxury



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Beauty



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Affordability



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