



Noroff

School of technology
and digital media

Technical Report

Course Assignment IxD
ShadowBall

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Word count

Summary: 61 | Main text: 1240

Link to live website

<https://lybo.dev/ixd/ca/>

Table of Contents

1. Summary	
.....	
.....3	
2. Body	
.....	
.....4	
2.1 Introduction	
.....	
4	
2.2 Main section of report	
.....4	
2.3 Conclusion	
.....	
...8	
3. References	
.....	
.....9	
4. Acknowledgements	
.....10	

1. Summary

In this report I will present reflections over the decisions made during redesigning and building the website for ShadowBall.

I will highlight aspects such as design, colors, coding, persuasive techniques, affordances and signifiers, and finally a self-evaluation.

The ShadowBall website consists of a homepage, a shop landing page, two nested category landing pages and a product detail page.

2. Body

2.1. Introduction

The goal of this assignment was to practice skills acquired from the Interaction Design course, as well as those from HTML, CSS and JavaScript. To do this we were asked to present a website consisting of mainly four active pages for ShadowBall, based on a prototype built in module 3.

ShadowBall is a South-African company aiming to teach rugby to children, but for this course assignment we focused largely on the e-commerce segment of their establishment. The final result should attract an audience per the personas made in module 1, and it should be an intuitive design.

2.2. Main section of report

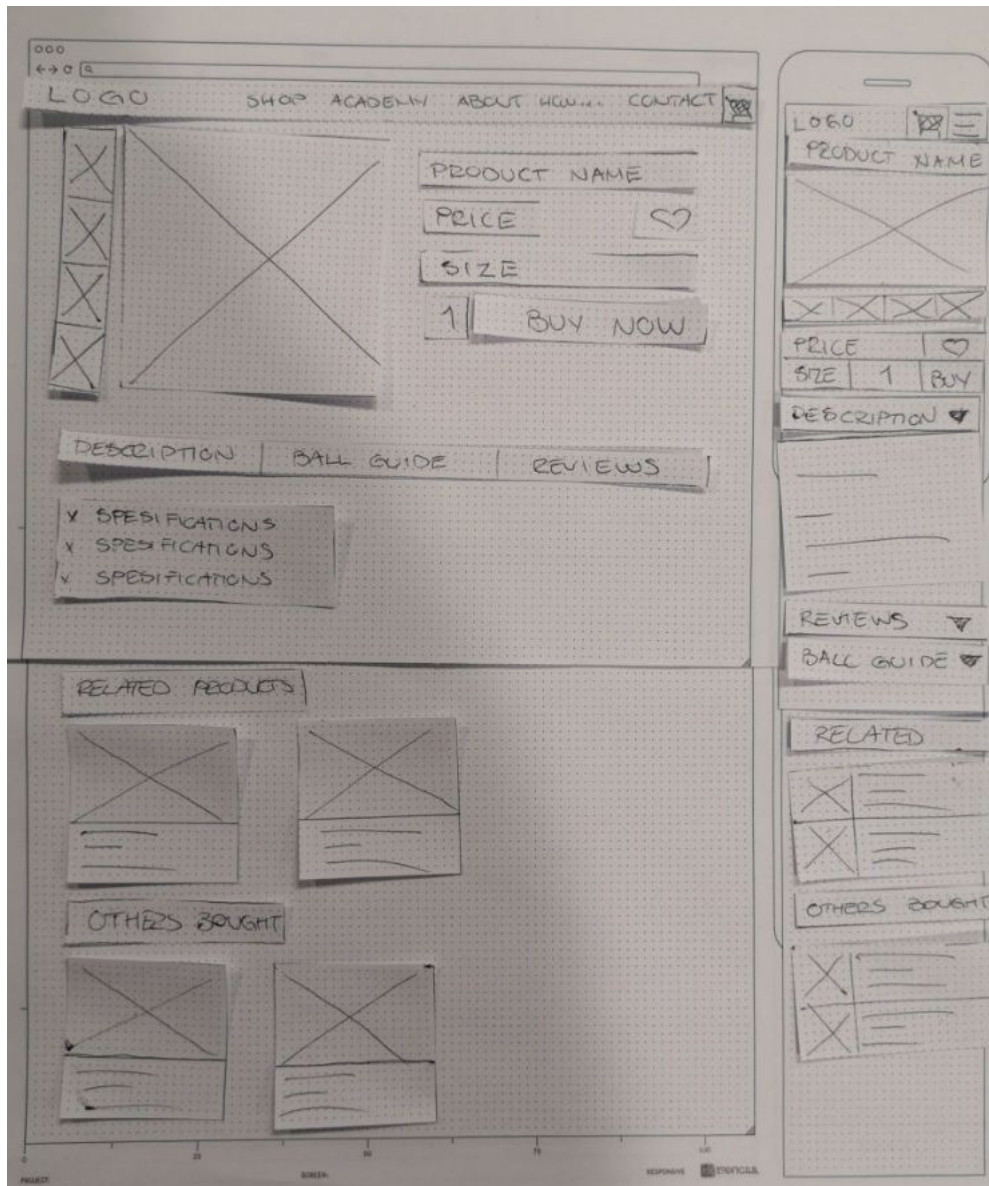
Active pages

This assignment did not require more than a set number of pages to be built, and so only the following pages of the website are possible to interact with:

- Home
- Shop
- Rugby Balls
- ShadowBalls
- ShadowBall Pro Size 3

Design

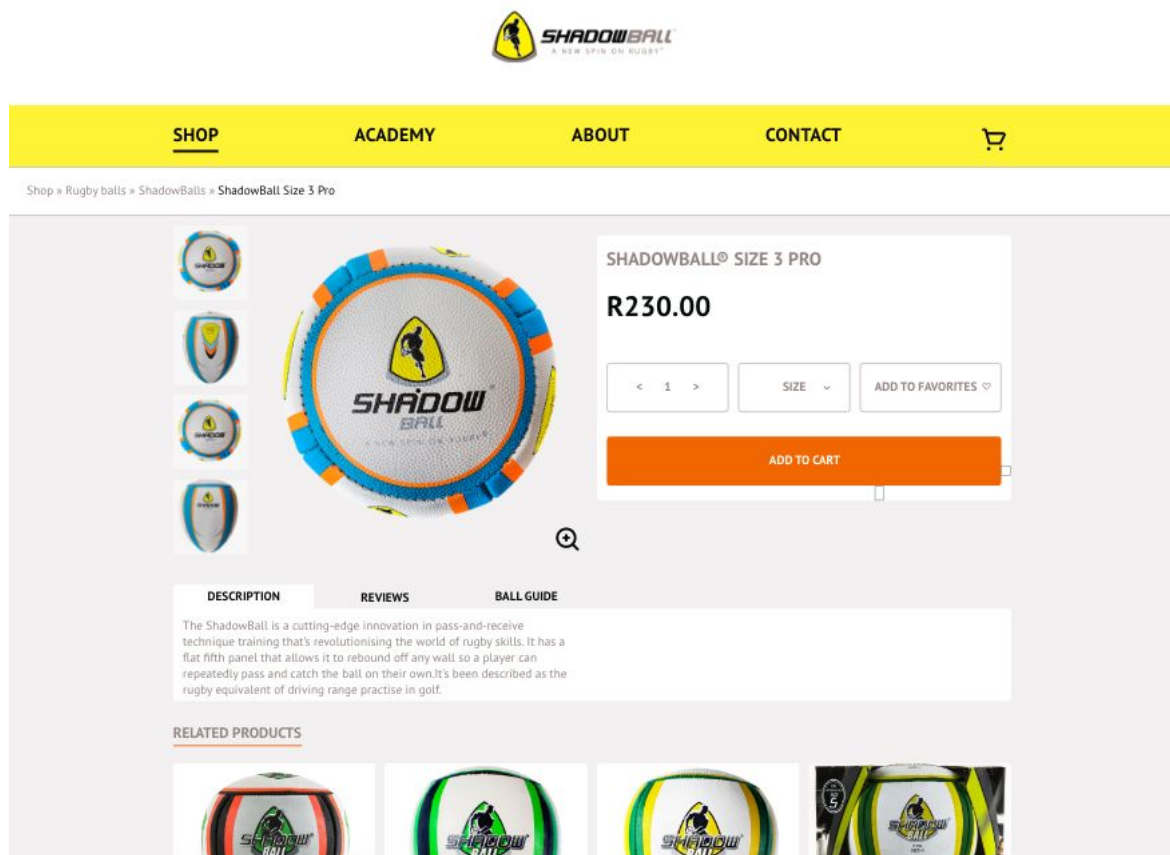
I had no trouble making a prototype for the product detail page as this was something I obviously already had devoted a certain amount of time and effort to, however when moving on to designing the remaining pages, I spent quite a lot of time doing research to get the creativity and ideas flowing.



Paper prototype from MA1

I really wanted to take into account the different personas and tried to design based on their needs. With this in mind I made the design so as to be easy to navigate, with quite obvious nesting of i.e. product categories and thus naturally guiding the user throughout the website, hopefully without any confusion. This was proved successful when testing the end product on a user.

I did make a few minor changes to the design, for instance I opted for Font Awesome icons instead of the ones used in the prototype, and these are slightly different. However the final overall look definitely turned out as intended when making the prototype in Adobe XD.



Excerpt from Adobe XD prototype, from MA3

The sizing in the prototype turned out not to be realistic, so certain changes needed to be made there as well. For instance, a font size of 66 for a heading and hero image height of 960 would not at all lead to a good user experience. The changes made here ultimately resulted in a quite similar look compared to the prototype.

As suggested in feedback from MA3 I also tried out the “Multiply” mask effect on the hero images, and I also tried other effects and transparency percentages to see whether they could make the images stand out a bit more. After a bit of trial and error I decided I preferred “Soft light” on 80%, and I also ended up editing the text shadow of the overlaying headings so they would not drown in the image.

Typography

To achieve better readability I increased the kerning on certain headings as well as links in the main navigation. I also added a dark text shadow on the headings on top of the hero banners to ensure proper contrast between the two. This too made for better readability and also made the text pop a bit more.

Colors

Obviously I decided to use the original primary colors of ShadowBall; yellow, blackish blue and warm grey. But the green accent color was something I wanted to change, as I figured it was a bit of a basic choice. I played around with shades of yellow, orange and green which I picked up from the rugby balls, and ended up with an orange which had a nice contrast to especially the white text and background on product cards etc.

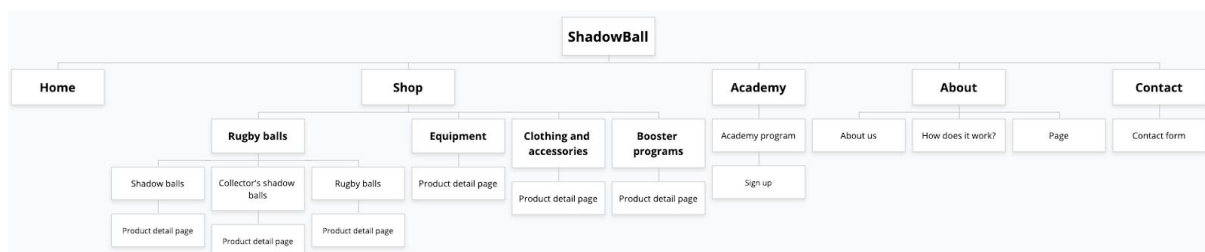
For an even flow and balance throughout the website I chose to use the orange for buttons, detail lines underneath certain headings as well as part of the gradient overlaying hero banners combined with the primary yellow.

I also changed the global background color to a light nude grey which I think goes well with the other colors.

Coding

To make the flow of coding a bit smoother, I opted to use Bootstrap. I am still quite new to using frameworks in general and Bootstrap in particular, so there were a few hiccups throughout the process implementing it. I definitely learned a lot from it, and overall it was a very helpful tool.

As I had made adjustments to the information structure, changing the product categories and their contents slightly, I found it a bit difficult to use data from the provided API to render the pages as per requested for the level 2 process. I did however get the idea of making my own JSON files instead. I did some research on how to do so, and as it turned out, it was as easy as I imagined. That being said, it was quite time consuming to create the files, add new images and reimplement the HTML, and so I settled on only doing this for the ShadowBalls category page as not to be overly ambitious.



New information structure, from MA2

Persuasive techniques

As mentioned in MA2, some of the persuasive techniques I envisioned, such as credibility, would need to be developed in collaboration with other specialists and professionals. For instance I would prefer to work with a marketing team to make sure the site would end up as one of the top results on search engines. However I did figure I could contribute slightly in regard to SEO by making sure my meta tags were up to standard.

When making the prototype I opted against adding a review feature in the main section of the product detail page because the product in question did not have any reviews, and ideally I would like this feature to only be shown if the product actually had any. This is however an important persuasive technique I would add if applicable to given product.

Affordances and signifiers

The look and re-usage of the primary button add up to a pattern in regard to affordances. This again makes for an intuitive experience. I also used left and right arrows for the quantity feature on the product detail page, which indicates that it is possible to change the quantity of the product.

As for the magnifying glass icon on product images and mini shopping cart icon, one might argue those too are pattern affordances, especially in western culture, as these and other varieties of them are used on basically every online store out there. Except for these two symbols, I mostly went for explicit language throughout the website.

Ideally I would also like the “Add to cart” buttons on the category pages to be a hidden affordance, which on engaging would show a quick view of the product as a pop up box with a few choices such as quantity and size, if applicable. As of this stage however, the button in question will simply link to the product detail page.

2.3. Conclusion

Comparing the final website with the Adobe XD prototype, I am not completely satisfied with the similarity or lack thereof. Being a perfectionist I would love for them to end up identical. But overall I am pleased with my effort, and thus the end result as well.

In conclusion, I appreciate the importance of interaction design as part of designing, or in this case redesigning, a website. I still have lots to learn, but I would like to think that I am on the right path.

3. References

Inspiration

<https://yourschoolgames.com/>

<https://nfacademy.no/>

<https://noissue.co/eco-friendly-mailers.html>

<https://nelly.com/>

<https://intersport.no/>

<https://worldrugbyshop.com/>

<https://xxl.no/>

Resources

<https://getbootstrap.com/>

<https://akveo.github.io/eva-icons/#/>

<https://fontawesome.com/>

<https://drive.google.com/drive/folders/1ARmuj-xHx7WBZUNpfQbwYr-9ZR-zUcGT>

4. Acknowledgements

Knut Bruholt – first user of website