

# 1.5 Design and process document

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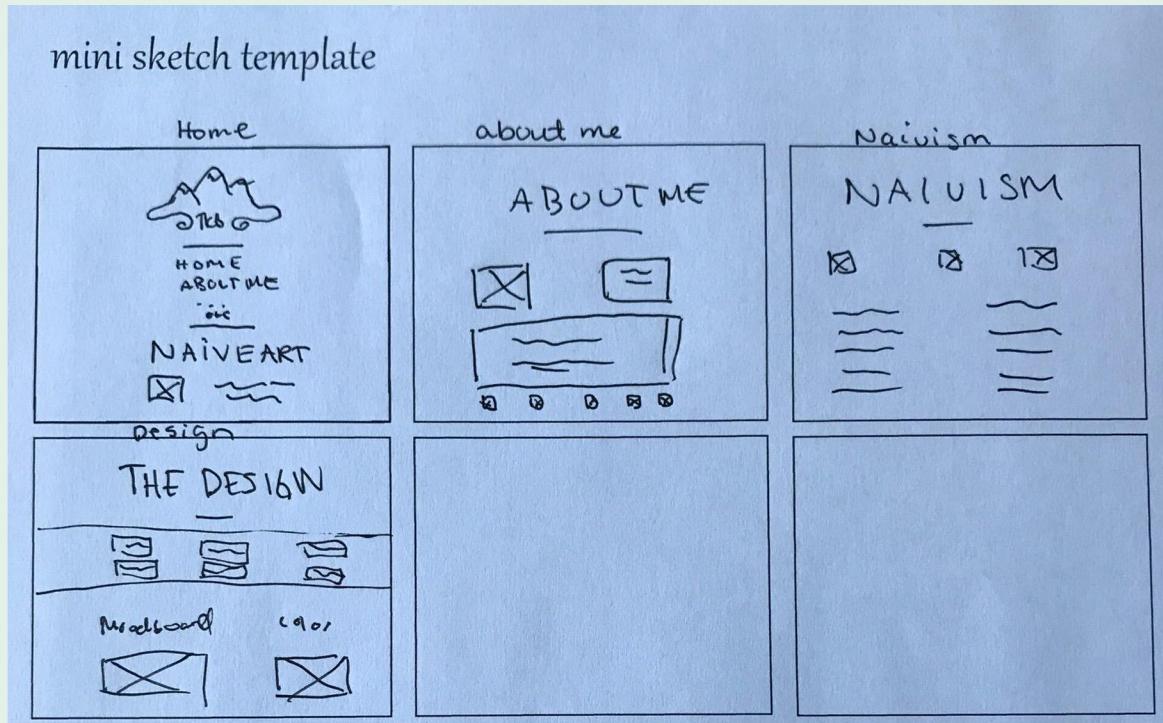
Page 3: Style tile

Page 4: Design principles

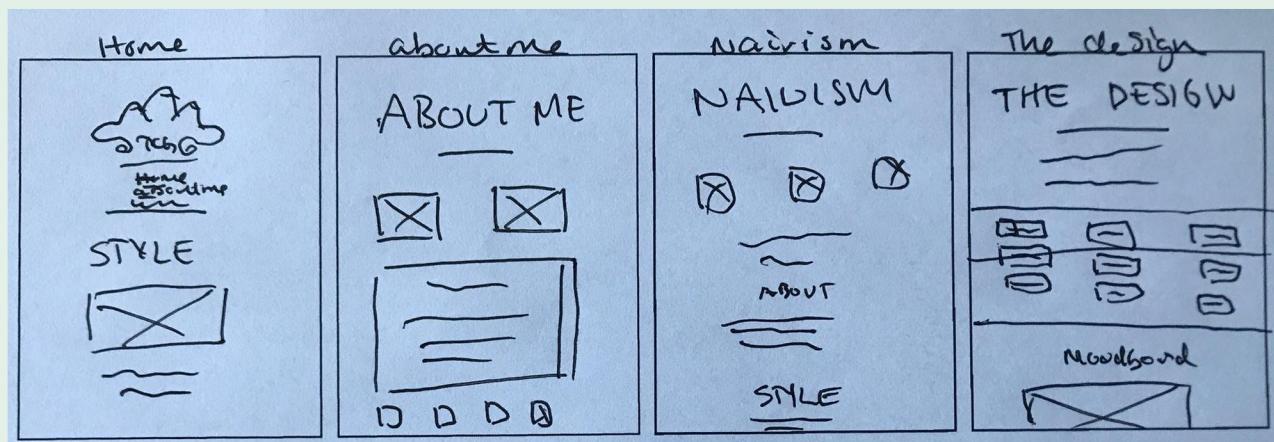
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# Mini sketches

Macbook Pro 15"

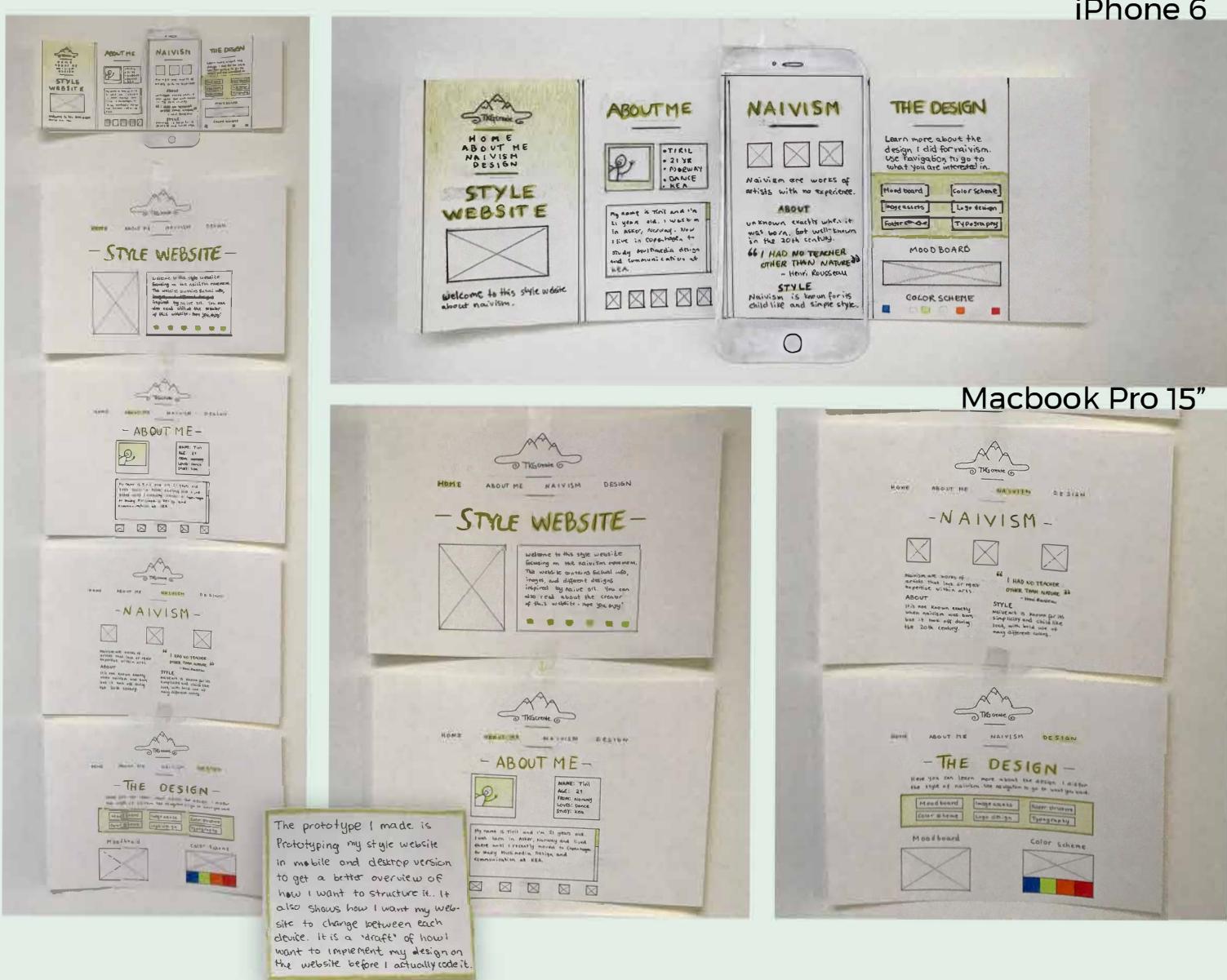


iPhone 6



# Prototypes

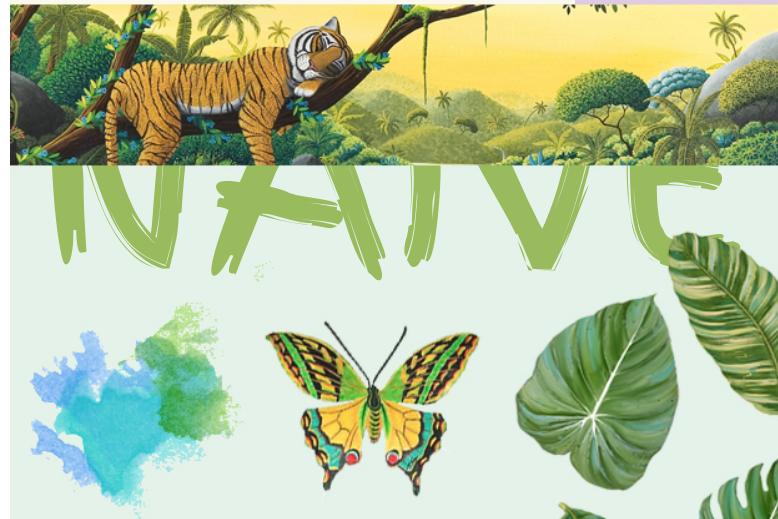
## Paper prototype - low fidelity



## Xd prototype - high fidelity

High fidelity prototype of my mobile website. Click the link to see it.

<https://xd.adobe.com/view/38ed23b4-e141-47cc-b122-cc650e33e621/>



Button

Button

Button



## This is a header

Font: Finger Paint Regular, 48 pt, #a8bfb0

### This is a subheader

Font: Montserrat Regular, 38 pt, #a8bfb0

Font: Montserrat Regular, 12 pt, #3E3E3E

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc a interdum urna. Etiam vitae molestie sem. Nulla facilisi. Cras ornare malesuada ullamcorper. In a dapibus lorem... [Read More.](#)

Simple Creative  
Free  
Innocent Colorful



“I had no teacher other than nature”

- Henri Rousseau

# Design principles

The screenshot shows the homepage of a website. At the top is a logo featuring stylized mountains and the text "TKG CREATE". Below the logo is a horizontal navigation bar with links to "HOME", "ABOUT ME", "NAIVISM", and "DESIGN". The main content area features a vibrant illustration of two tigers in a jungle setting. Below the illustration, the word "NAÏVE ART" is written in a green, textured font. A paragraph of text describes the site's purpose: "My name is Tiril, and on this style website you can learn about the style movement; Naivism. This site has factual information, color schemes, moodboards and more, so you can discover the style of naive art. You can also read about the creator of this website, and the design behind it." At the bottom of the page are social media icons for Facebook, Twitter, and Instagram.

The screenshot shows the "ABOUT ME" page of the website. It features the same "TKG CREATE" logo and navigation bar as the homepage. The main title "ABOUT ME" is displayed in a large, light green font. Below the title is a small portrait photo of a person. To the right of the photo is a box containing the person's details: Name: Tiril, Age: 21, From: Norway, Studies: KEA. A larger text box at the bottom contains a brief bio: "My name is Tiril, and I am 21 years old. I was born in Asker, Norway and have lived there since I recently moved to Copenhagen to study Multimedia Design and Communication at KEA."

**Composition:** All the pages to my website have the same composition with the centered logo, navigation and header text. The composition is centered and symmetrical. There is also a focus on lines that go well together in the composition.

**Proximity:** There is a lot of proximity used to give a clear view of what goes together. Both the global navigation and the local navigation on the design page clearly belongs together. The subheaders and the content underneath is also closely put together and divided from the rest so it is clear that they go together.

**Similarity:** Similarity shows itself in for example the typography I used. The subheaders are different colors and sizes than the body, but it still fits together by being similar.

**Closure:** The entire website has a border that shows closure, and it can also be seen on the "about me" page where I use boxes for my image and texts.

**Contrast:** I use contrast in colors, to bring out for example my logo (name of the website).

The screenshot shows the "THE DESIGN" page. It features the "TKG CREATE" logo and navigation bar. The main title "THE DESIGN" is in a large, light green font. Below the title is a paragraph of text: "Here you can learn more about the design I did for the style of naivism. Below, there is a navigation so you can easily jump straight to what you are most interested in or go through all of it underneath." Below this text are several rectangular boxes, each containing a link to a specific design element: "Moodboard", "Color scheme", "Image assets", "Logo design", "Folder structure", "Typography", and "Moodboard" (repeated). At the very bottom of the page is a small illustration of a jungle scene.

# Trunk test



Name: Stine  
Gender: Female  
Age: 23  
From: Denmark



Name: Daniel  
Gender: Male  
Age: 25  
From: Croatia



Name: Maria  
Gender: Female  
Age: 26  
From: Denmark

## 1. What site is this?

**Stine:** I am not exactly sure, but it looks like a portfolio. Maybe portfolio website for artwork. The logo also says "create" which makes me think art.

**Daniel:** Looks like a website about art.

**Maria:** I think it is an artsite or an artgallery.

## 2.What page am I on?

**Stine:** I think I am on the design page. It is what it says in the title, but it also has many titles underneath so I am a bit confused what page I am on exactly.

**Daniel:** I am on the page about naivism. I see that in the header.

**Maria:** I am on the design page. Its clearly written.

## 3. What are the main sections?

**Stine:** Home, about me, naivism and design.

**Daniel:** The two sections I see is "about" and "style", which is what the text is devided into.

**Maria:** In the local navigation on the page I see that the main sections are "moodboard, color scheme etc."

## 4. What navigation options do I have?

**Stine:** There is a navigation on the page that shows what that particular page contains (local).

**Daniel:** Both a navigation between the pages and another navigation on the design page.

**Maria:** You have the navigation I used to get to this page, and then another navigation to go to what design element you want to see.

## 5. Where am I in the scheme of things?

**Stine:** I know what page I am in because it shows in the navigation.

**Daniel:** The "naivism" text in the navigation changes size and color when I am on that page, so I know that is where I am. The header also tells me.

**Maria:** I am on the "design" page because it is markd in both the navigation, and also by the page title.

## 6. How can I search?

**Stine:** There is no search button I can find.

**Daniel:** I can search by going through the pages, it stands out what is most important and there is no need for a search engine in itself.

**Maria:** I would not need it for this website. Its simple to navigate and there is nothing I could not find.

## What did I learn?

All of the testers struggled a bit because they had never heard of the style before. It was still easy for all of them to navigate the website, but two of the three testers I had did not read anything and did not get a clear overview of what they were looking at. I got some tips to make the text more visible, both the headers and the body. The color of the headers were a bit too light and the size of the body text was too small. On the page about naivism, I was also told that the text placement was a bit messy.

I therefore plan to focus on making the text easier to read and more eyecatching, so the user can understand what the website is about.