

Creating an online reading
experience.

THE CONTEXT

I wanted to create an online version of a children's' book I wrote that can be viewed online.



THE PROBLEM

Create a new website that displays the book in an interesting way and can be accessible online.

THE OBJECTIVE

Research, strategize and design an experience to help users sort through information, and navigate through the website.

1. EMPATHISE

2. CONCEPTUALISE

3. DESIGN

1. EMPATHISE 2 3

Create an engaging website for children

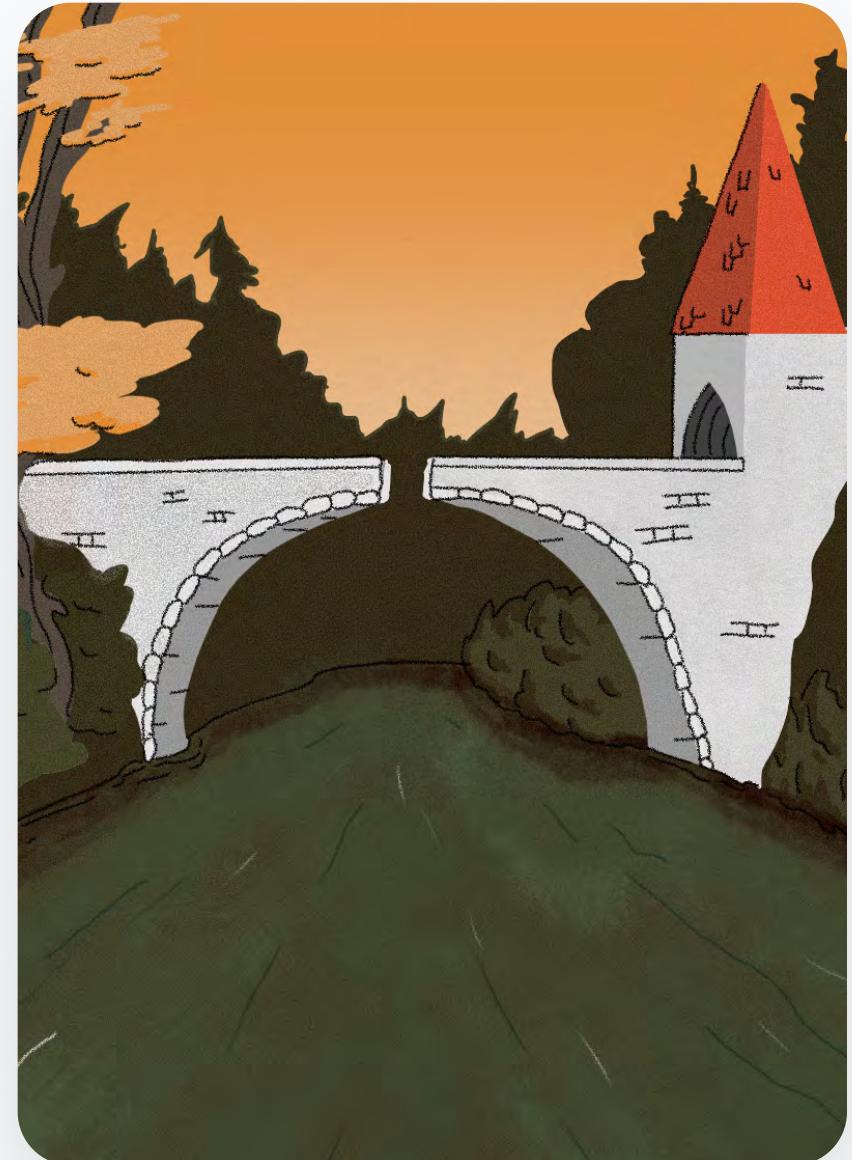
- What did they really want?
- What did they really need?



1. EMPATHISE 2 3

Look at websites that work similarly

- Conceptualize if they're practical
- Understand pain points
- What makes this website unique?





User interviews

- Website should be simple
- Website should resemble a reading experience
- Website should be broken into smaller pieces

1. EMPATHISE

2. CONCEPTUALISE

3. DESIGN

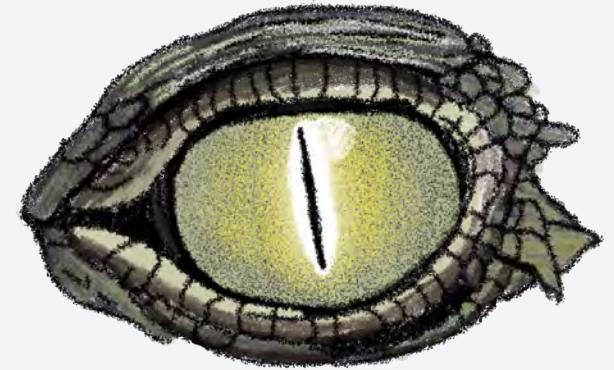
1

2. CONCEPTUALISE

3

Planning the Approach

- Book like design
- Division of Chapters
- Landing Page



Journey Into The Woods

1

2. CONCEPTUALISE

3

Plan Out Personas

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Persona 1

Jeff Keeley

Role: Grandparent,

Demographic: Age 68, Male

Goals: Find an online book that he can read to his grandson anywhere.

Tech Skills: Uses an iPad and needs something simple that doesn't take time to figure out.

Relationship: Married with a grandson who's 8 years old.

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Persona 1

Jenny Bateman

Role: Designer at a mid sized company

Demographic: 35 years old

Goals: Looking for designers with a basic understanding of web development.

Tech Skills: Well versed in front end development.

Relationship: Works as the head of a design department

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1

2. CONCEPTUALISE

3

Dived into sketching, and feed back process.

- Create wire frames
- Presented insights and sketches for review
- Integrated feed back into wire frames

Sketches

- I drew from a wide variety of ideas
- Compared ideas to competitors
- Integrated feedback into final design sketches





Key takeaways

- Website could feature a side-to-side layout to resemble a picture book
- Nav bar could split the website into chapters
- Wayfinding needs to be integrated into the website so users can navigate with ease

1. EMPATHISE

2. CONCEPTUALISE

3. DESIGN

1 2 3. DESIGN

Diving into the design process

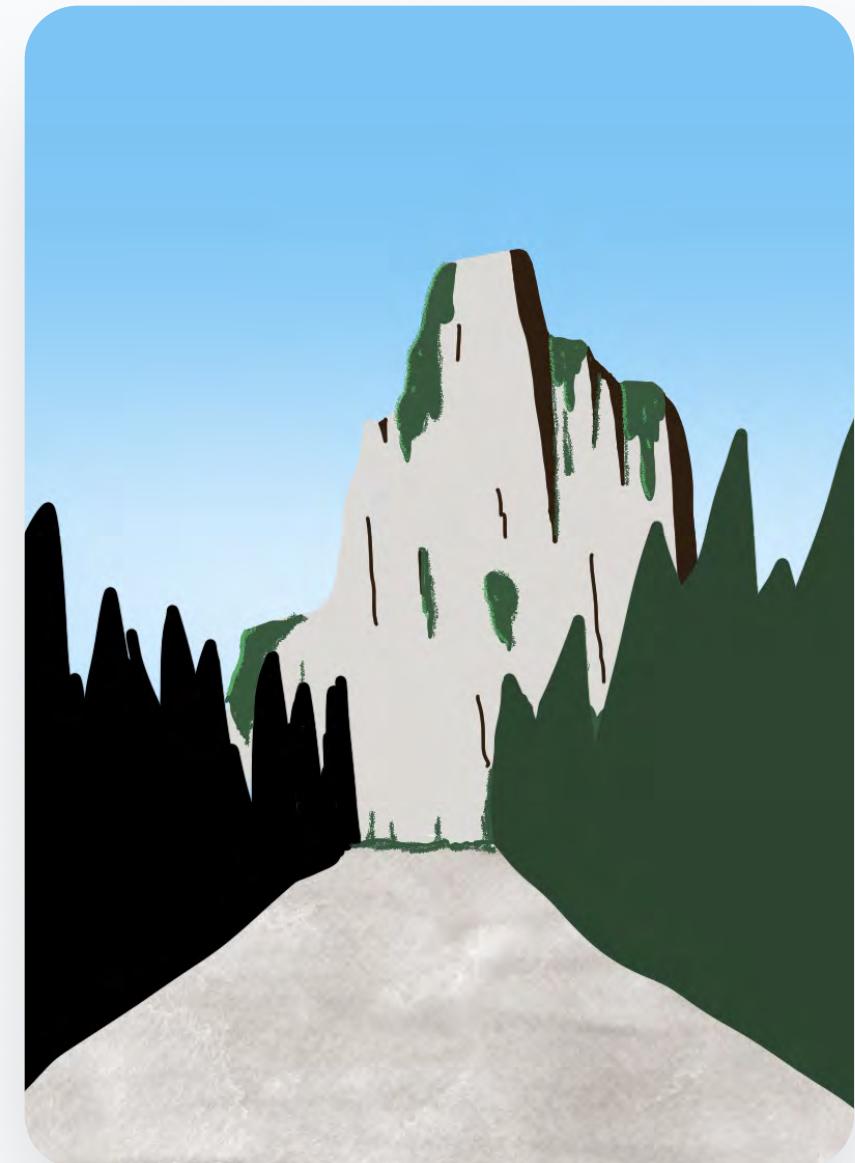
- Should mobile be prioritized?
- What does wayfinding look like?
- Should scroll be vertical or horizontal



- 1
- 2
3. DESIGN

Once the questions were answered, design commenced

- Created a color pallet and font
- Moved forward with desktop first approach
- Focus on homepage and funnel first



The image shows a screenshot of a website's home page. At the top left is a black circular icon containing the letters 'TC'. To its right are five navigation links: 'Chapter 1', 'Chapter 2', 'Chapter 3', 'Chapter 4', and 'About'. Below these links is a large, bold title 'Journey Into the Woods'. Underneath the title is a smaller text block: 'Written and Illustrated by Torin Coffee' and 'Website by Torin Coffee'. At the bottom center is a white button with rounded corners containing the text 'START READING'.

Chapter 1 Chapter 2 Chapter 3 Chapter 4 About

Journey Into the Woods

Written and Illustrated by Torin Coffee
Website by Torin Coffee

START READING

Home Screen

- I organized the home page into bite size chunks
- Created a consistent hierarchy
- Created portals to each chapter of the book

TC

Chapter 1 Chapter 2 Chapter 3 Chapter 4 About

Chapter One

READ CHAPTER

Design system

- Added chapter pages to reassure people they're in in the right spot
- Kept the nav bar consistent through the whole sight to make navigation easy

Design system

- Page is laid out like a picture book
- Added illustration photos along side each block of writing to make the sight more engaging
- Filtered the information into small readable chunks with breaks between paragraphs

TC

Chapter 1 Chapter 2 Chapter 3 Chapter 4 About

In a land that can only be seen between passing dreams, only heard in moments of calm, I have lived and smelt in the pleasant smell of a warm meal after a long day, lived two brothers. I had the pleasure of meeting one of them a long time ago.

These brothers lived on a farm on the edge of a great wood. Their father-like many others before and many others after-spent his time trying to subdue the land and build a life in the woods for his family. He cared much for his family and labored tirelessly. Every morning he would gather his tools into a wheelbarrow, pull a bucket of water from their well, and wheel his way into the woods to do his tasks.

Their mother was a kind woman who cared tenderly for a garden. She was a good woman who also cared for her animals. She would spend hours caring for her plants and nurturing each plant with more than food and water, but with love. She knew each animal by name, for she had spent her years naming them and they had each become a friend.

She would hum songs as she carried her basket collecting her goods and chattel. When the sun would begin to set she would call out to her.

This story is about their two sons. Jonathan was the oldest. He carried a small ax that was not all that sharp, no matter how many times he tried to sharpen it. He wore the branch of evergreen in his hair as good luck and clothes that had been patched many times. His brother was named David. David had a small bag in his pocket, a handkerchief and a harp-as he would sing songs to comfort himself when he got scared or excited. Their mother would often send her boys into the woods to gather special herbs and spices to be put in jars and used for special occasions and Sunday dinner. This was one of those occasions.

The boys were careful not to wander too far into the woods, for while the woods were certainly not an evil, both were wary. For the woods were not tamed, nor have they been tamed even to this day. On this day the two brothers were sent into the woods to gather mushrooms and salt from the mint deep in the forest. David did not like to go deep into the forest on these occasions, but their father had told the boys that if you can't stay away from hard things, then always find ways to find you. So you must look out for each other, for you are brothers."

David had gone with his father a few times to help him carry firewood back when his father was sick. But this was the first time he had gone without his father. David didn't want to admit this fear to his older brother



< PREVIOUS

NEXT >



[Chapter 1](#) [Chapter 2](#) [Chapter 3](#) [Chapter 4](#) [About](#)

Journey Into the Woods

Written and Illustrated by Torin Coffee
[Website by Torin Coffee](#)

[START READING](#)



[Chapter 1](#) [Chapter 2](#) [Chapter 3](#) [Chapter 4](#) [About](#)

Chapter One

[READ CHAPTER](#)



[Chapter 1](#) [Chapter 2](#) [Chapter 3](#) [Chapter 4](#) [About](#)

In a land that can only be seen between passing dreams, only heard in the sounds of falling leaves and smelt in the pleasant smell of a warm meal after a long day, lived two brothers. I had the pleasure of meeting one of them a long time ago.

These brothers lived on a farm on the edge of a great wood. Their father—like many others before and many others after—spent his time trying to subdue the land and build a life in the woods for his family. He cared much for his family and labored tirelessly. Every morning he would gather his tools into a wheelbarrow, pull a bucket of water from their well, and wheel his way into the woods to do his tasks.

Their mother was a kind woman who cared tenderly for a garden. She was a gentle woman who also cared for her animals. She would spend her day caring for her plants and nourishing each animal with more than food and water, but with love. She knew each animal by name, for she had spent her years naming them and they had each become a friend.

She would hum songs as she carried her basket collecting her goods and chattel. When the sun would begin to set she would call out to her.

This story is about their two sons. Jonathan was the oldest. He carried a small ax that was not all that sharp, no matter how many times he tried to sharpen it. He wore the branch of evergreen in his hair as good luck and clothes that had been patched many times. His younger brother's name was David. He carried his mother's handkerchief and a harp—as he would sing songs to comfort himself when he got scared or excited. Their mother would often send her boys into the woods to gather special herbs and spices to be put in jars and used for special occasions and Sunday dinner. This was one of those occasions.

The boys were careful not to wander too far into the woods, for while the woods were neither good nor evil, both were present. For the woods were not tamed, nor have they been tamed even to this day. On this day the two brothers had gone into the woods to gather mushrooms and salt from the mine deep in the forest. David did not like going deep into the forest on these occasions, but their father had told the boys "You can't shy away from hard things, they always find ways to find you. So you must look out for each other, for you are brothers."

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Mobile

- More Scroll based
- Keeping similar structure

USABILITY

I had 5 people test both websites and give them ratings from 1-5.



Design

Usability



Navigation



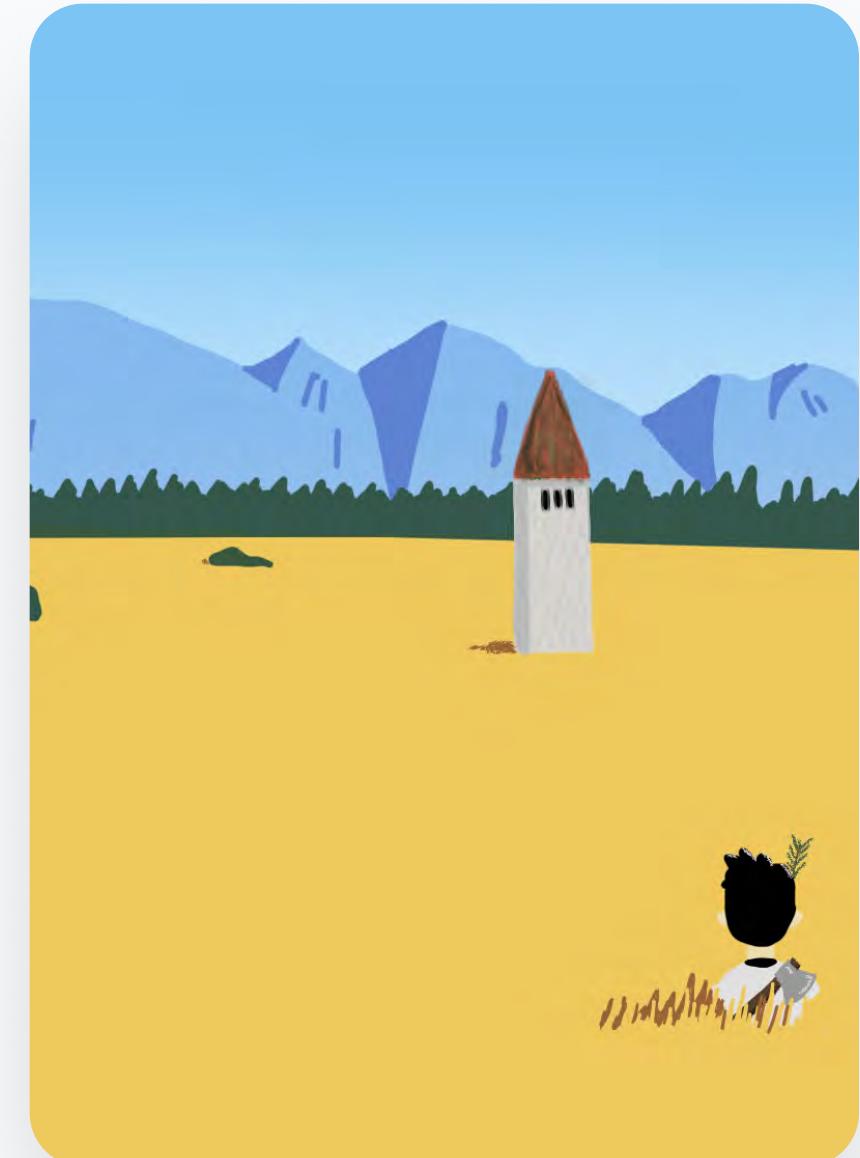
Comprehension



OUTCOME

Development Challenges

- The side scrolling concept became unrealistic in the time frame allotted so vertical scroll was implemented
- Creating a working mobile version
- Coding website to be responsive and to maintain dimensions



OUTCOME

Reflection

- The wire framing and ideation phase didn't account for the timeline and skills need to create an effective side scrolling sight.
- The coding process was more intensive than anticipated and took longer
- It would be beneficial to plan out a timeline for the website and create space for learning new skills



OUTCOME

Future Goals

- I would like to have a better understanding of CSS formatting
- Understand the limitations of html and CSS so I can plan designs accordingly



Journey Into The Woods

THANK YOU

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