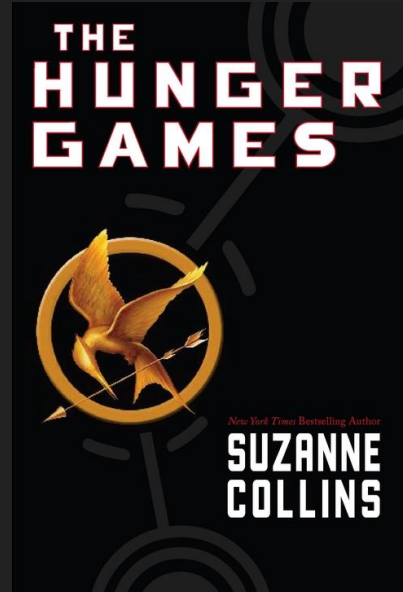


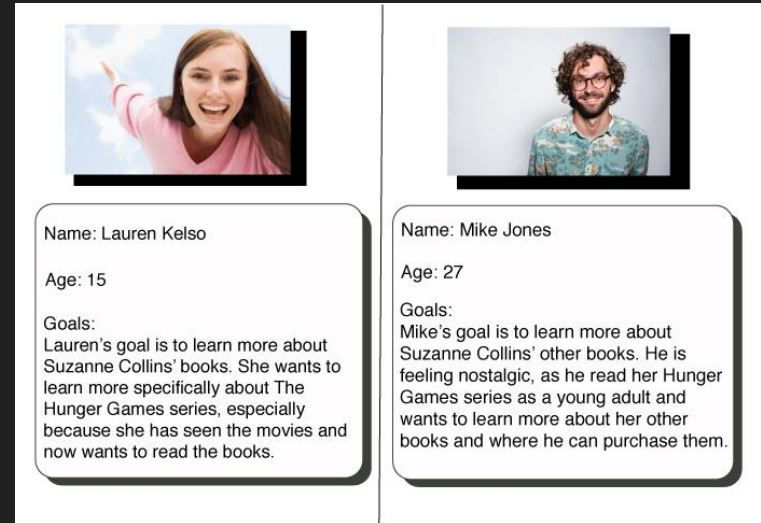
Case Competition: Suzanne Collins' Website

Rita Yoham



Sprint 1: Personas and Design Decisions

- Brainstormed target audience for Ms Collins' website, including niche users
- What are their motivations? What are they trying to accomplish?
- Analyzed the website for design improvements that needed to be made



5 Design Decisions

1. Change product page to columns and rows layout instead of one long list of her works
 - a. As a user, I want to see clearly a defined and organized layout of her work so I can discover new novels, popular novels, and novels based on genre.
2. Create footer that includes Quick Links section and other information
 - a. As a user, I want to easily find external links to learn more information about this author.
3. Change website aesthetic to better match her famous novel, The Hunger Games
 - a. As a user, I want to know which author's website I am on just by looking at the aesthetic.
4. Landing Page Redesign
 - a. As a user, I want to easily know what website I am on and what is important about it.
5. Allow users to purchase her books on the website and not at an external link (User Flow Worked on)
 - a. As a user, I want to directly purchase Suzanne Collins' novels from her website.

Sprint 2: Mockups

Design aesthetic
now better suited for
her novels

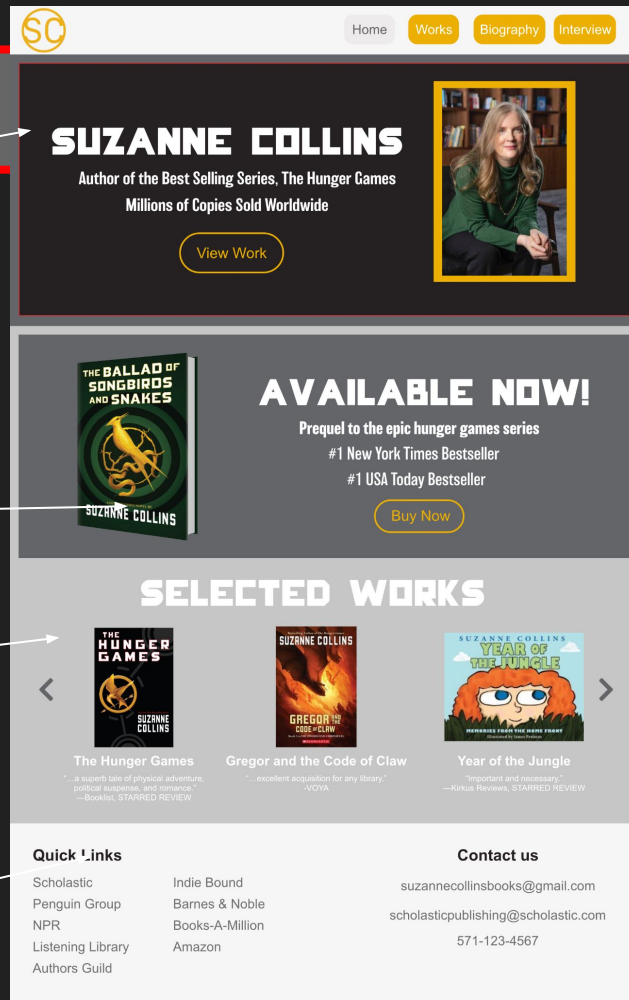
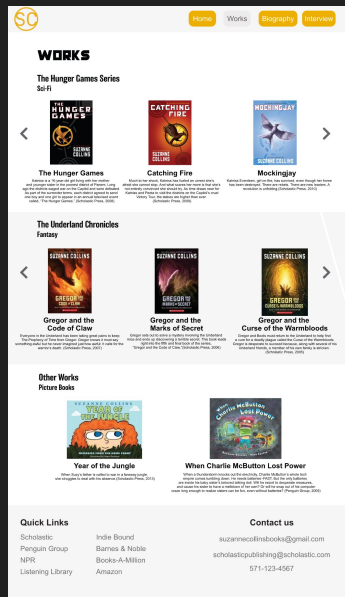
Panels for layout

Promotion of New
Novel

Selected works on
better display than
before

Works now better
organized and
divided up among
series/genre

Quick Links and Contact
Information Now Added



The Final Product

<https://yohamrm.github.io/case-competition/>