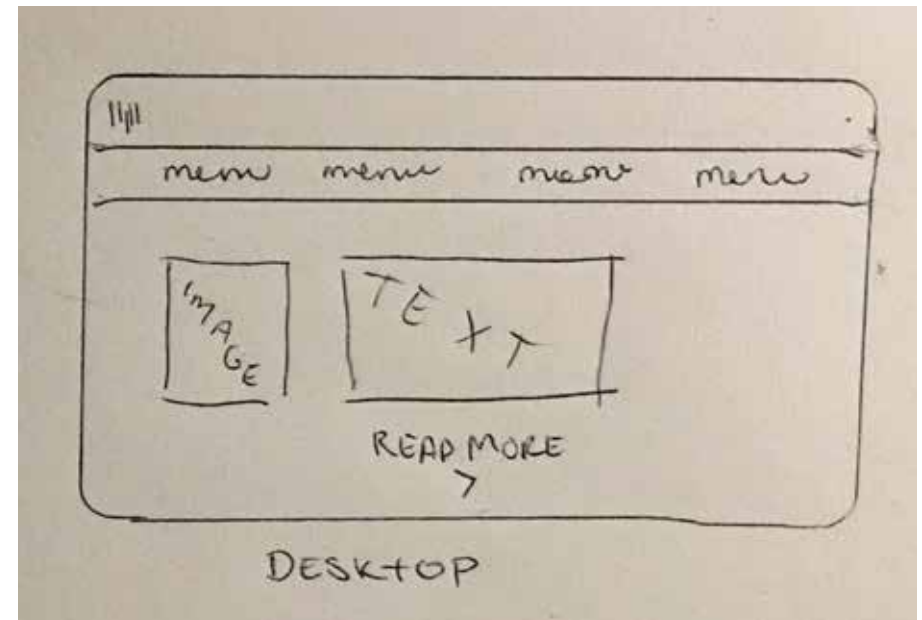
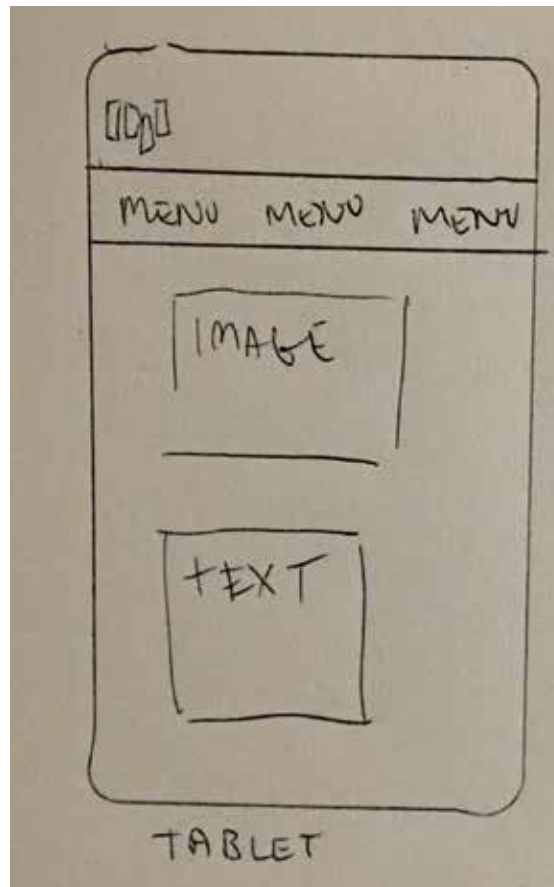
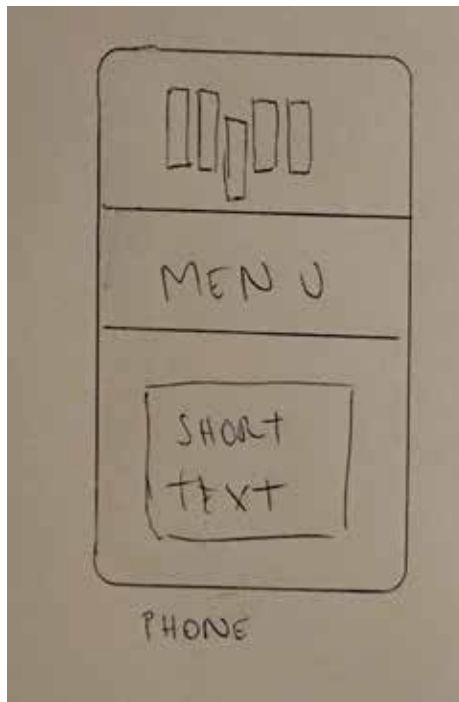


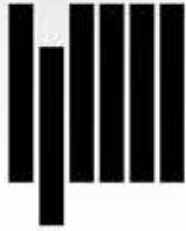
Wireframes

Below you can see the wireframes i made of my website. There should still be the same information on the front page, but more condensed. On the desktop version there are 5 items you can click on on the menu. On the tablet version there will be 3 and on the phone version there will be 1. On the desktop version there will be an image and text next to each other, whereas on the tablet and phone version the image will be above the text to save space.

Here is a link to my prototype:

<https://xd.adobe.com/view/11580474-32d2-45b0-7aa4-896b791d1819-6769/>





Blue Note Records

Style Tile
version:1

Possible Colors



#053074



#add8e6



#000000

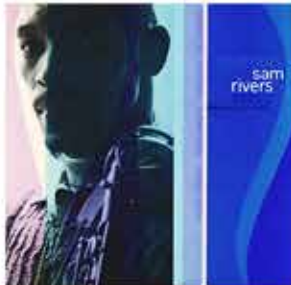


#feca0e



#ffffff

Album inspiration



This is an Example of a Header

Font: Bodoni 72 #000000

This is an Example of a Sub Head

Font: Big Caslon #000000

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Big Caslon #000000

This is an example of a Text link >

Adjectives

Musical

Emotive

Bold



Button examples



Design Principles:

Blue Note style is a rather simple style, which often only works with a few select colors and plays around with the typography. Most of the album covers feature a simple black and white photograph, with blocks of color or text across it. Mirroring this on the website, I wanted to have a clean, clear and simple feel but with bold and playful typography. I have played a lot with the blue colors on top of black and white photography.

I have made use of contrasting colors in the menu, which features a black bar with white text, and when a page is selected the text is highlighted yellow. The text on it is symmetrically placed in the middle. This is reflective of the style as well as easy to read. When you hover over the menu text a blue box will appear over it which makes use of the figure-ground gestalt principle as it seems to appear on top of the menu bar - sort of like a piano key. This doesn't appear in the prototype, but was something I did on the mobile website last week. The menu bar also uses the figure ground gestalt principle on top of the background image.

The page about Reid Miles has asymmetric design, with one image to the side and the text to the other. I also want one page with examples of the album art work, which should be symmetrical with rows of 3 album images at a time.

My first iteration of the website had the text centered symmetrically on every page, which made it slightly hard to read and didn't look that good. For my next version I would like the text to be aligned on the left, with descriptive pictures to the side in contrasting shapes. This also makes use of the proximity gestalt principle as you will be able to tell what image belongs to what part of the text. My logo also uses the proximity/similarity gestalt principle, as it is made up of 4 similar black blocks, with one seemingly floating away - but you still can see it belongs to the other blocks.

My menu and the logo are also slightly contrasting, as the menu bar looks like a large version of the blocks that the logo is made up of, but in a contrasting size and direction. I also make use of contrasting text sizes, with large and bold headlines and smaller simpler text bodies.



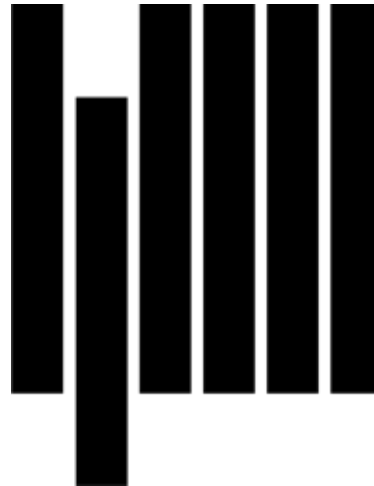
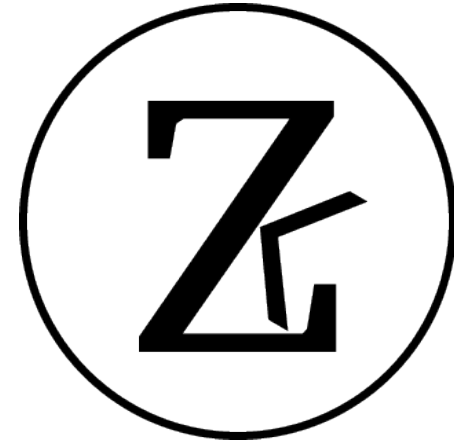
Scaleable content

I have made 2 different logos. One is a Z within a circle, with a small K attached to the side - which sort of looks like an arrow. I'm not completely happy with this one, and will continue to develop it but I feel like it's a good start for something relating to my name.

The second logo is the one I will be using on my website about the Blue Note style.

I have been inspired by a few different album covers that make use of the same shape formation: some blocks, with one that is moving away from the rest of them.

It is reminiscent of piano keys both in its' positive and negative form, giving the musical and bold feel of the style.



Trunk Test Result:

I have asked 5 people to do the trunk test on my website. Three of them were fellow students and the last two are my parents.

I started all of my respondents on my home page on the prototype, and took notes of their responses. The student responses viewed the website via my iPhone 6 plus, and everyone else viewed the page through my computer. I realize now that this would have given them a different experience, and has probably affected their opinion and therefore the result of the test.

The students who took the test were of course working on the same type of project, so their perception of the website and the test would not necessarily be the right kind of test subjects in the future. My father works as a copy writer and with websites, so I felt like he gave me some good notes. My mother has very limited technical knowledge and only really reads the news online. The website I'm making wouldn't be directed towards her in general, but it's still good to hear from someone from the complete outside.

Results:

- 1. What site is this?** Respondents who weren't students said that they couldn't immediately tell what the website was about, other than something to do with music. The front page doesn't seem clear.
- 2. What page am I on?** Everyone could tell they were on the homepage.
- 3. What are the main sections?** 4 out of 5 said the main sections were clear, but one respondent felt the titles could be defined better. The design and style page titles are too similar.
- 4. What navigation options do I have here?** Everyone thought the navigation options were simple, and they could tell the calls to action on the pages were clickable.
- 5. Where am I in the scheme of things?** All respondents could tell where they were on the site, due to the yellow color highlight of the text.
- 6. How can I search?** There is no search function.

Planned changes

I have mostly worked with the desktop version of the site this week, as I wasn't happy with the look of the site last week. I still want to keep the site simple and fitting with the style, and hope I can achieve something close to my prototype next week in coding.

I have played around with line length and have landed on having max 70 characters at a time - I think this is a good amount that makes for easy readability in the bigger text pieces. I will have 5 items in my menu bar on the desktop version, 3 on the ipad version and 1 on the mobile version.

From the trunk test I can conclude that my main page on the prototype doesn't have enough information. It isn't clear what the site actually is, and seems more like it has to do with music rather than the art style. I will be adding a little bit of text there with a short explanation of what it actually is. Everything else in the trunk test seemed to be relatively clear to the respondents.