

Web Design

PORTFOLIO PRESENTATION



Brief

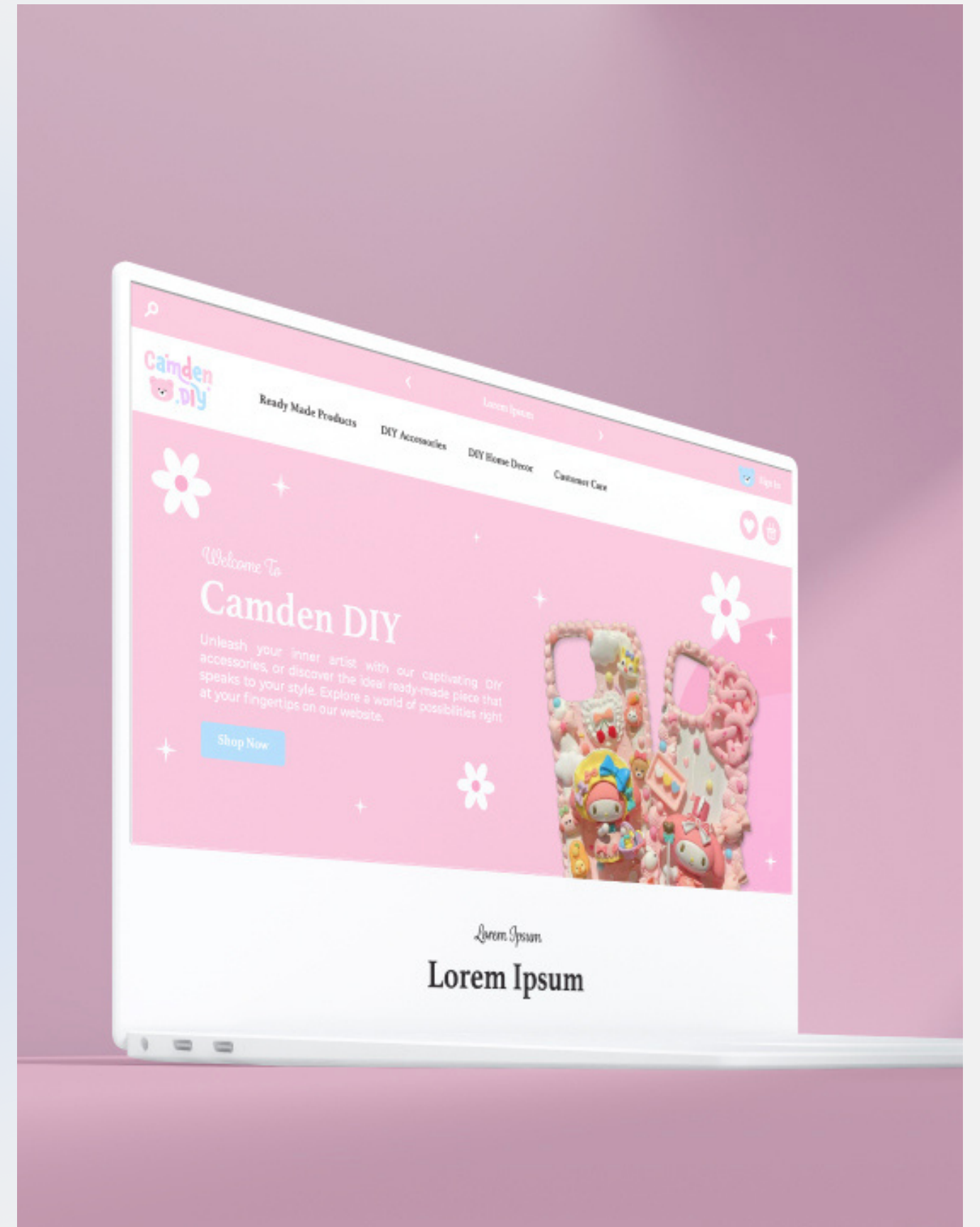
This client wanted an e-commerce website for her DIY products. She would have a multi-step checkout system where the shopper would get to choose different elements of their product such as the charms and coloured glue. This meant that I was going to have to work closely with the web developers in my organisation to make sure the design was functional.





Pre-design Zoom

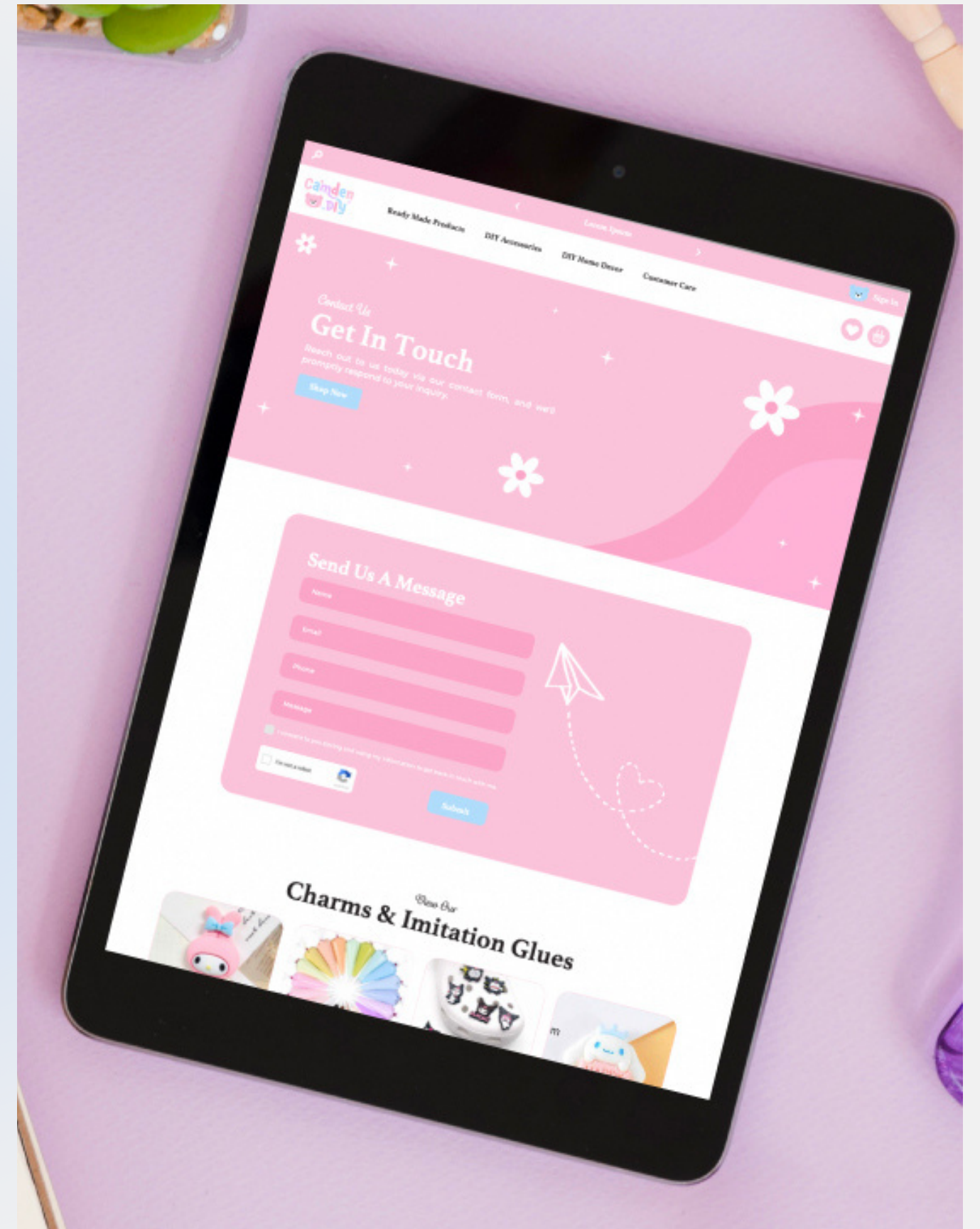
From the brief I was given, I did research regarding the brand/ company and any competitors I could find to discuss with the client in our zoom. She had provided two websites that she liked which I had looked at and analysed the sites UI / UX experience. In the zoom I discussed with her colours, fonts, compositions, target audience, competitors and just generally how she would like the site to be perceived.





Pre-design Zoom

The client wanted her site to be targeted mainly towards young girls. She wanted to use the colour pink mainly across the website and just wanted the overall design to be very youthful and fun. The main goal of the site was to showcase her different types of DIY products as her mission for her company was to encourage creativity.





Research

After the zoom call with the client, the next step in my process was to research within the industry. This meant looking at e-commerce sites and other sites that sold similar products to see the industry norms and find out what works well for this target audience. The biggest competitor for this client was 'Claire's'. Although the type of products weren't identical, they were similar and both sites have a similar target audience. I took a lot of inspiration from Claire's website in terms of using lots of colour and the imagery. I also looked at toy stores such as Lego, Smiths, and Toys R Us branding as these sites also had the same type of target audience.

From my research I found that bright colours, bold fonts and imagery of children using the products worked best. This was something I would take on board when creating the design.



Research

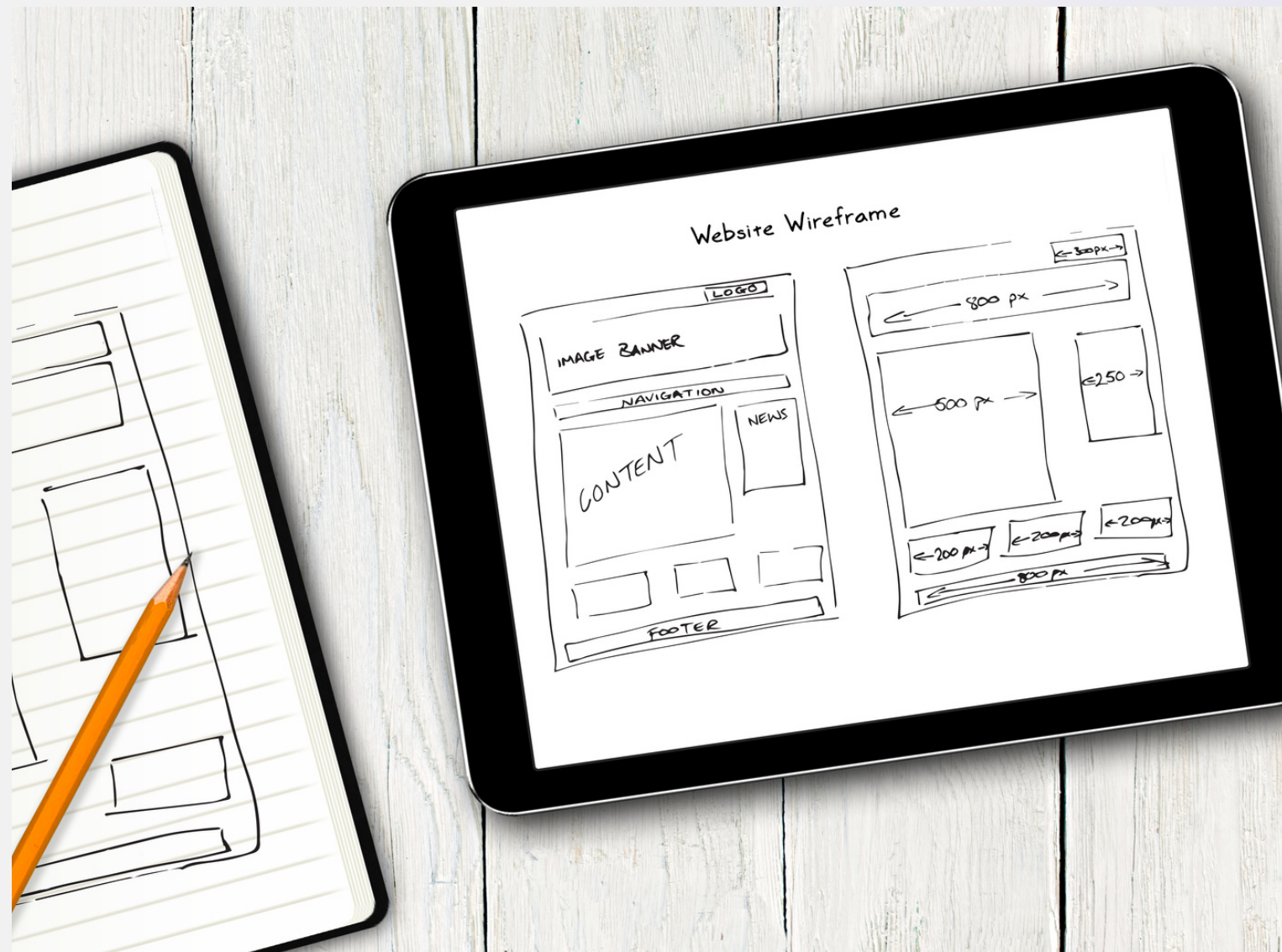
Moving on from competitors, I looked at compositions. For this I used sites such as Toools.com, Pinterest, Behance and competitor sites. I looked at a lot of e-commerce websites to see what type of navigations they used along with layouts, imagery, and UX / UI design. Some of these sites included Boohoo, Shein, Asos, amazon, etc.

For finding fonts and colours I wanted to use I used sites such as Colors, Grabient, Adobe fonts, and Google fonts. Using these sites I tried to find colours and fonts that were similar to competitors but also what the client had asked for. I knew that the client wanted to use pink as the main colour so I needed to keep that into consideration.



Planning

From my research I had the colour palette, fonts and knowledge on what works well for this industry. My next step was to draw out my wireframes for the homepage. Before designing any pages in Adobe Illustrator I always draw out wireframes of the design first. This is so I can get a quick visual of what I want and see if it works well or if there are any areas for improvement.





Design

Once I am happy with the wireframe design, I move over to designing it in Adobe Illustrator. I will start off with designing the navigation bar at the top of the page and work my way down. When designing the navigation it is important to take into consideration what is needed for the user journey and what is the most important. For this site, it was the basket and the wishlist that the client wanted to focus on. Therefore I made sure to have these stand out with a pink background. I looked at the competitor sites and e-commerce sites to see what these navigations included.

I also needed to section the products into groups that would make sense to the shopper. The client has a lot of products and it wouldn't be possible to showcase all of these in the navigation bar. Moving down the page I designed the hero section. This section of the page is the most important for grabbing the users attention. I made sure to use colour in this section with imagery and patterns. This made the section very bold and attention grabbing but also appealed to a younger female audience which I wanted by using flowers and pink colours.



Design

For the rest of the page it was important for me to showcase each different category of products without overwhelming the user. For homepage designs you should always link to the other pages of the website without cramming too much information. It should be a quick and easy, appealing design that informs the user of what you have to offer. Once I was happy with the design it goes through two internal checks within my organisation. From these checks I will receive feedback on the design and anything I may have missed. These checks are important for aspects such as spelling, user journey, functionality and to make sure that you have followed what the client initially wanted. With this feedback I can go back to the design and make any necessary changes before sending it over to the client.

I had also been doing regular checks with our development team as the client did have a lot of products to make sure that what I was designing would be functional. It is important to do these checks rather than sending the client a design that they won't be able to use later down the line in the process because it won't function properly.



Design

When the design is ready to be sent to the client, they will have 48 working hours to respond with any amendments to the design. This final feedback really helps to narrow down the type of design and layout that is needed to be consistent across all pages and keep a cohesive brand. In this case the client wanted to change a lot of the imagery. I had used imagery of children using / wearing similar products that the client was selling however the client only wanted to use imagery of the products and not any stock images.

Once the client is happy with the homepage design and it has been signed off, I can then move onto designing the rest of the pages where I will repeat this process.



Design

Once all of the pages have been signed off by the client then the site is ready to move over to build. This means that the client will be moved over to the development team and will no longer communicate with me for the rest of the project. Although I won't be communicating with the client I am communicating with the development team to run through the design in terms of any functionality features or animations that may be used across the site. I also go through the different CTA's and where I want these buttons to lead to.

I will also collect all of the assets for the pages to send over to the development team for them to be able to use for building the site.

