DESIGN PROCESS

WEB DESIGN CASE STUDY

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DESIGN PROCESS

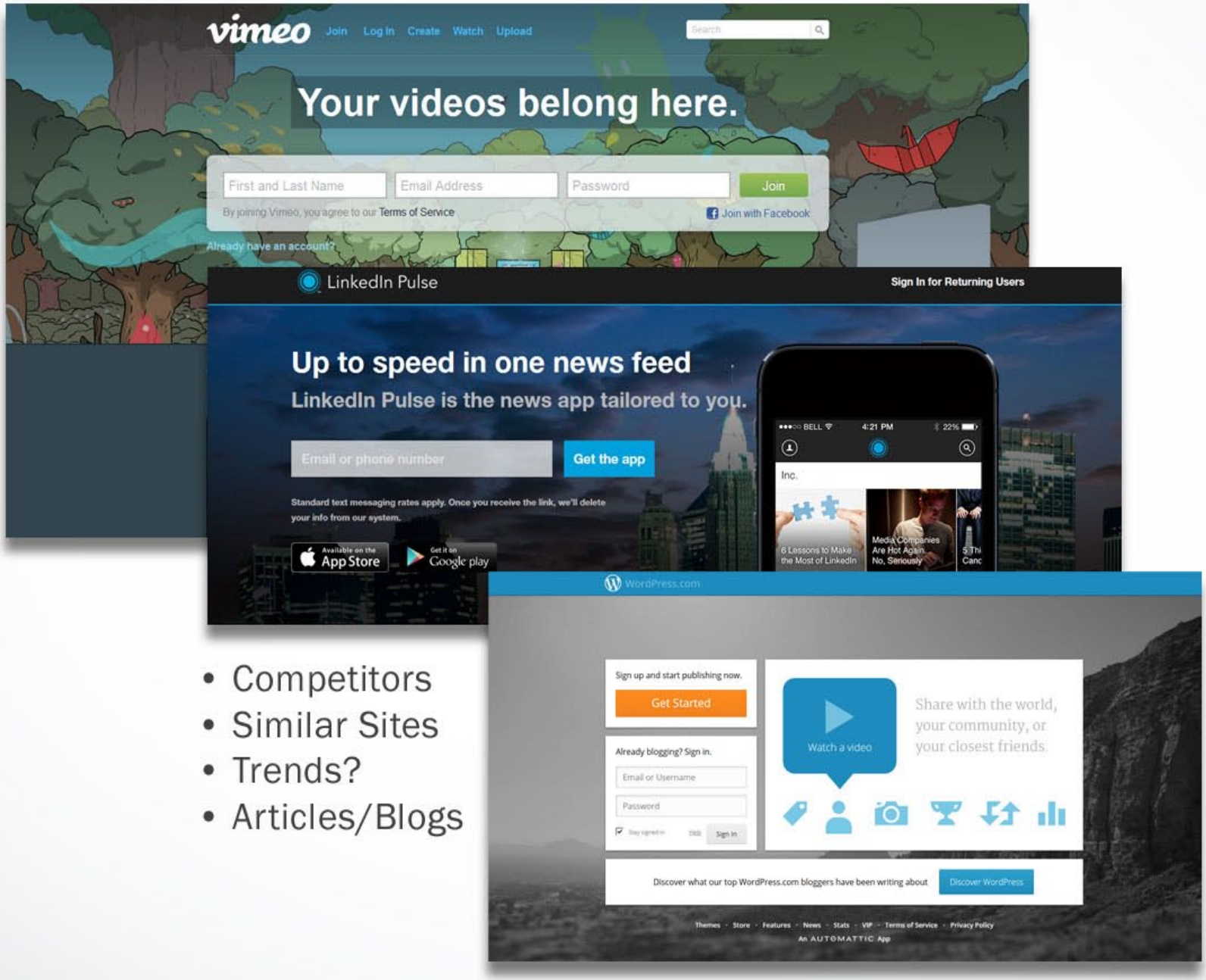
1 **Objectives/Requirements**
Brainstorming & Research

2 **Wireframe/Info Architecture**
Review/Revision

3 **Visual Designs**
Review/Feedback/Testing
Revisions

4 **Final Design**
Documentation for Implementation

DESIGN PROCESS: Research



- Competitors
- Similar Sites
- Trends?
- Articles/Blogs

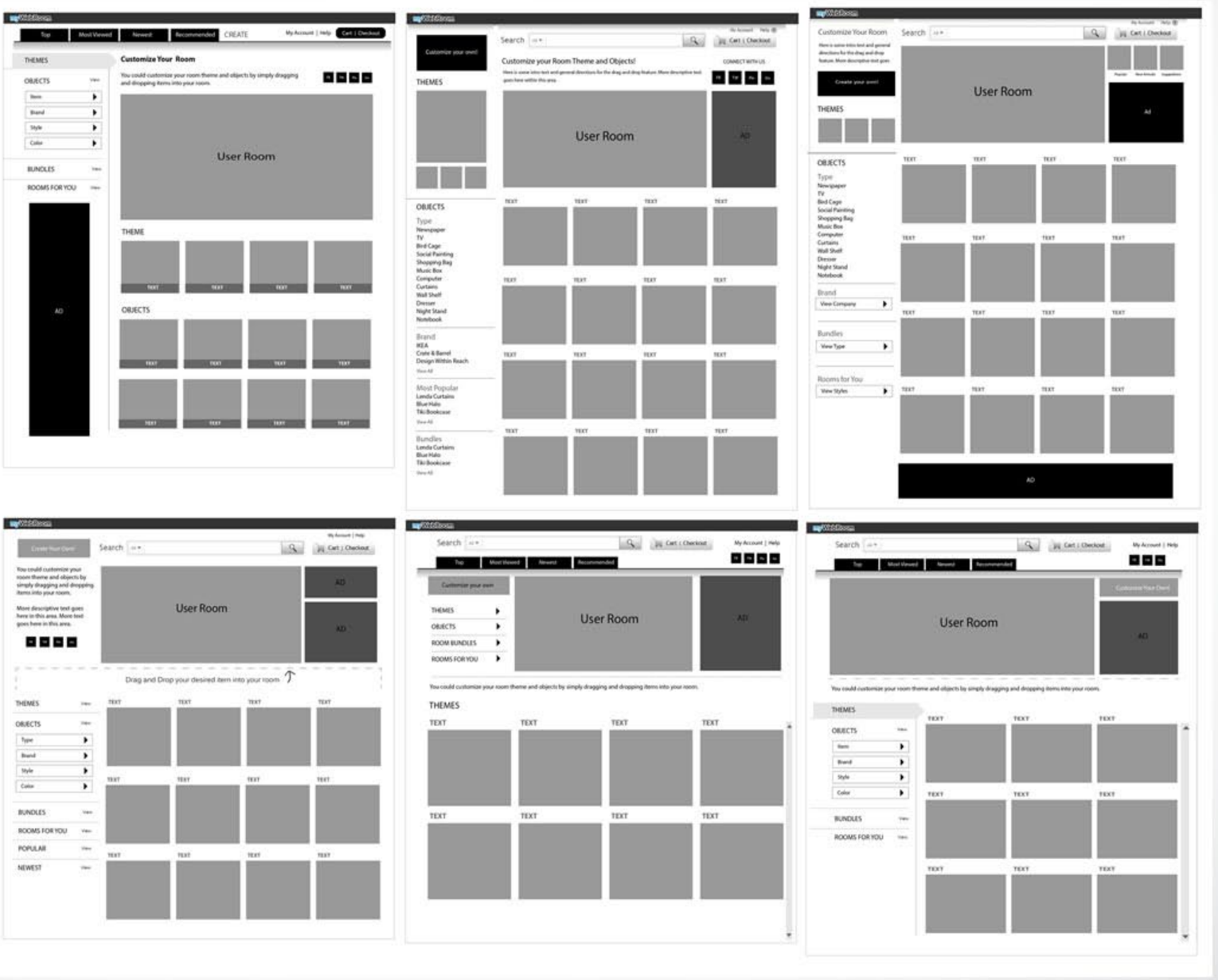
DESIGN PROCESS: Sketches

PUBLIC STORE: Landing Page Concepts

OBJECTIVES Showcase different items and brands, with ability to filter objects & styles

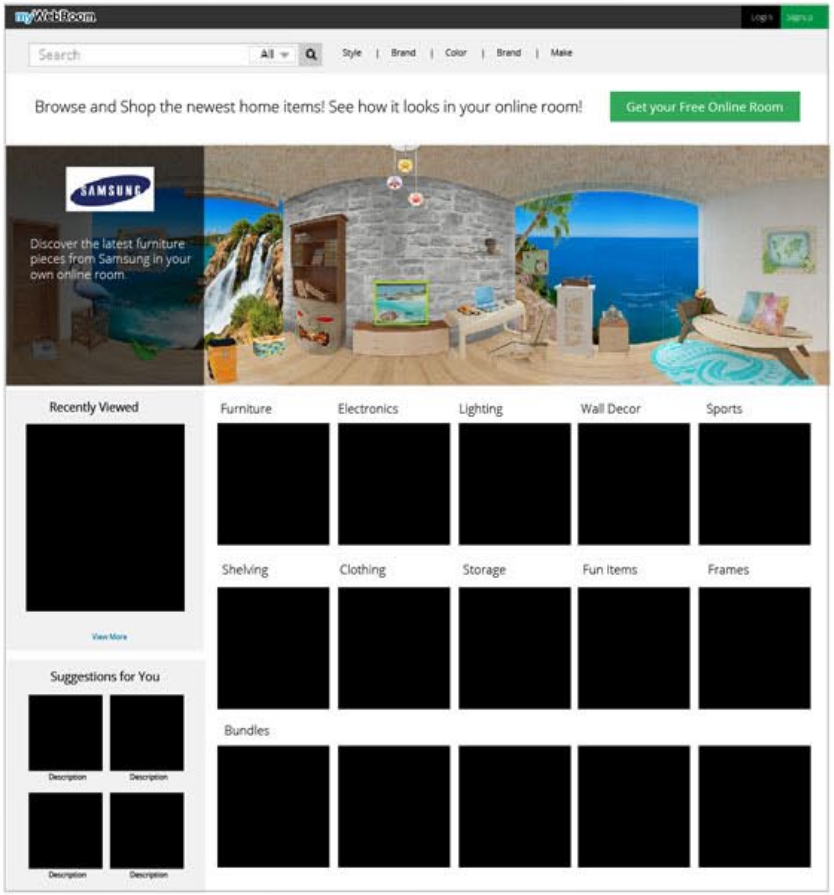
EXPLORATION

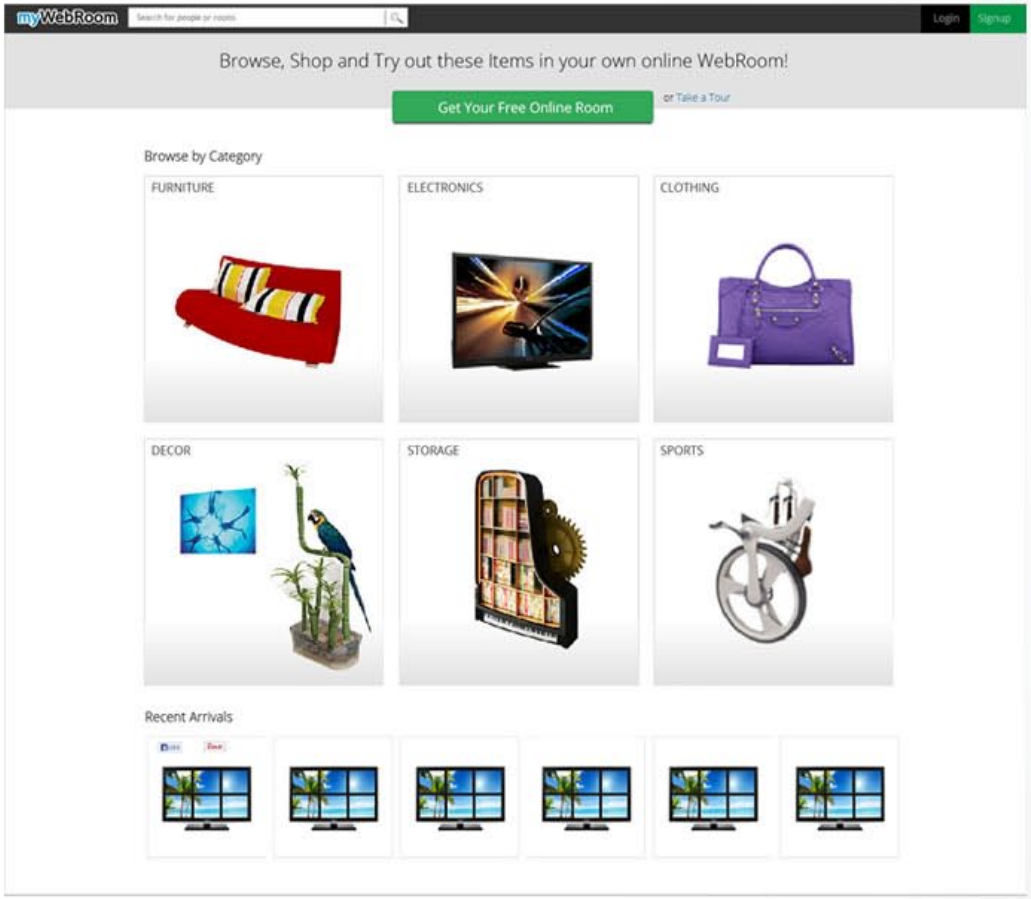
- Dropdowns
- Drag & Drop
- Presence of Ads
- Tabs vs. Lists



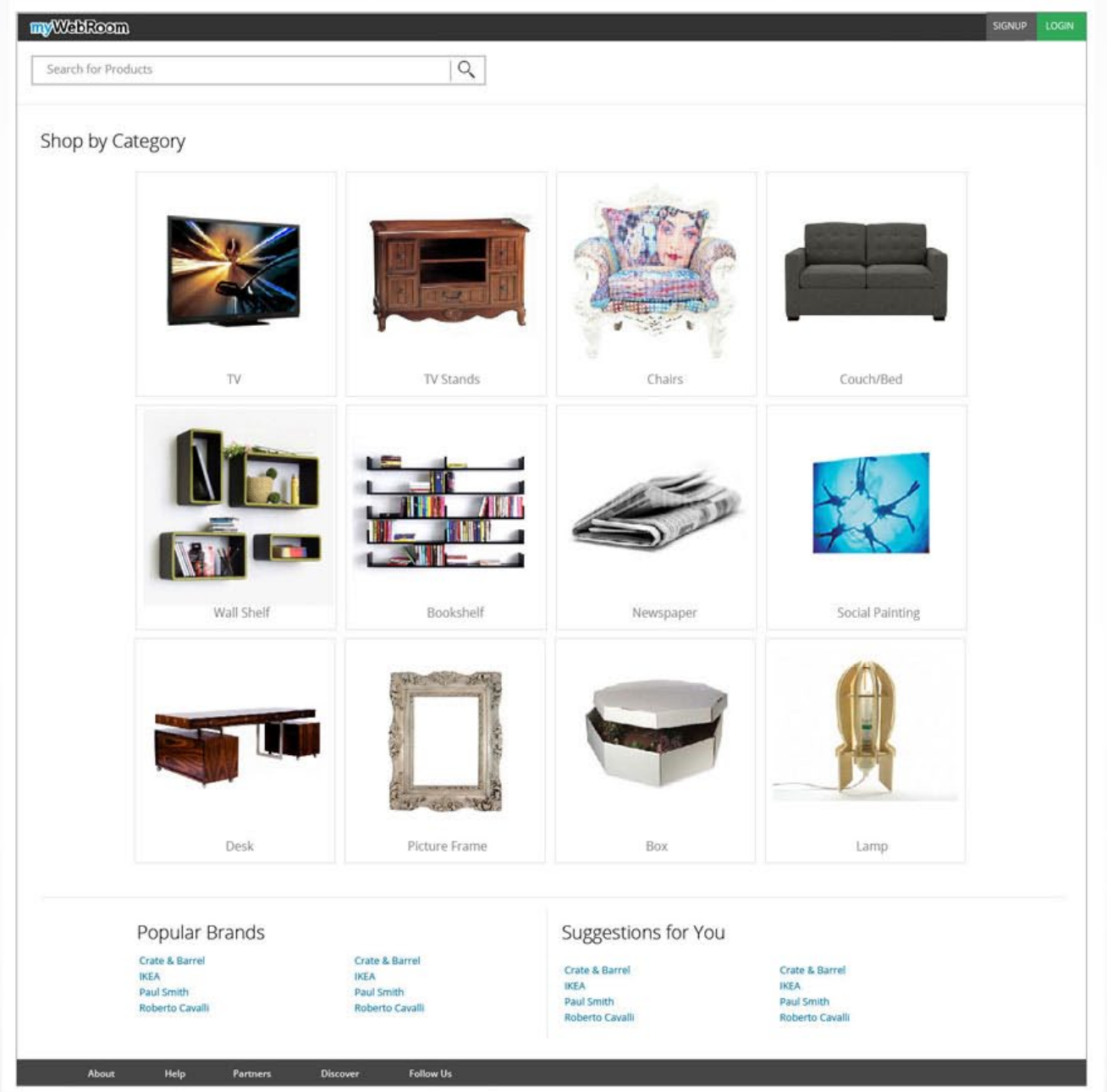
PUBLIC STORE: Landing Page Concepts

OBJECTIVES Showcase different items and brands equally.

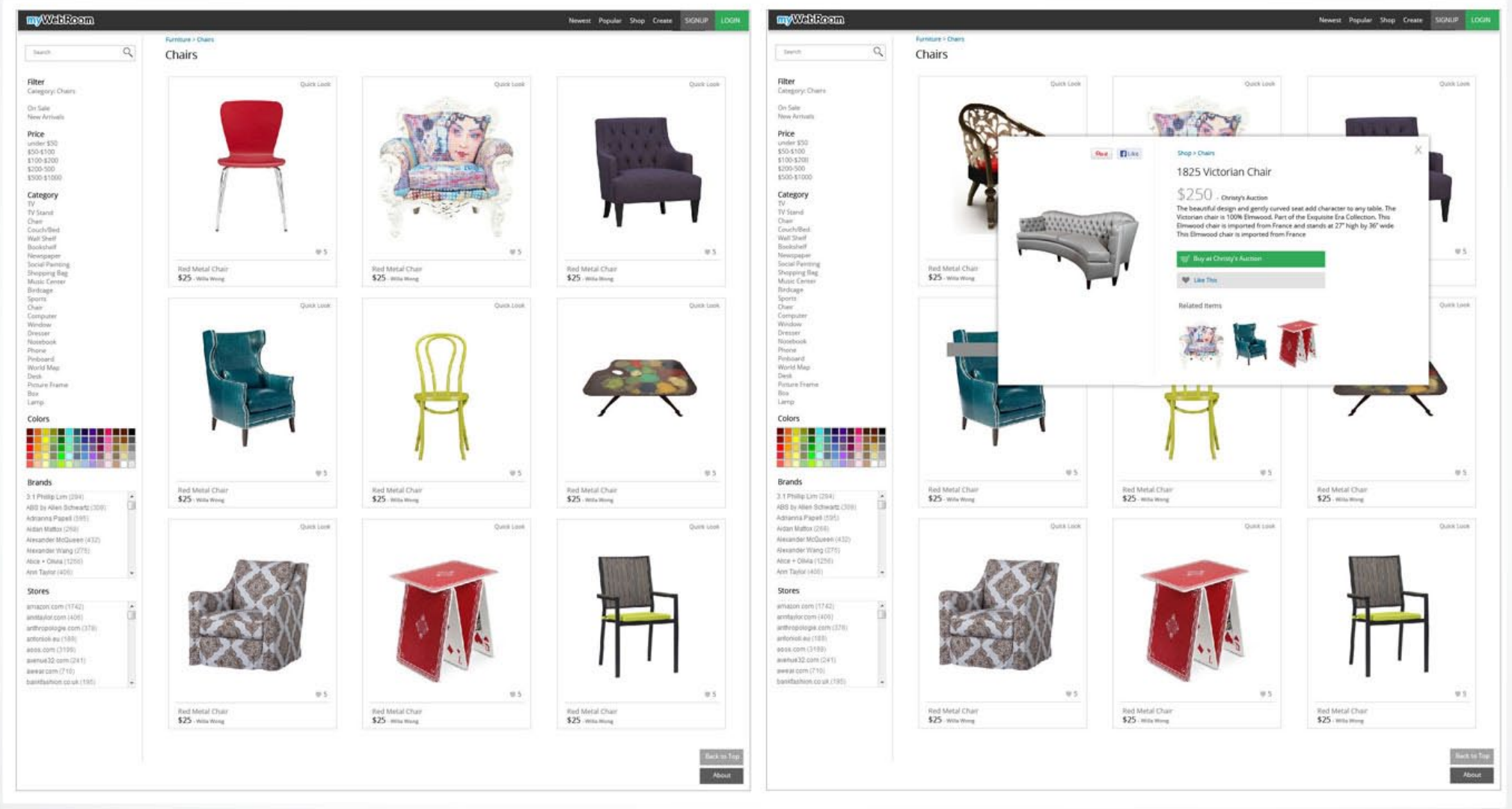




PUBLIC STORE: Final Landing Page



PUBLIC STORE: Object Page & Preview



PUBLIC STORE: Object Detail Page

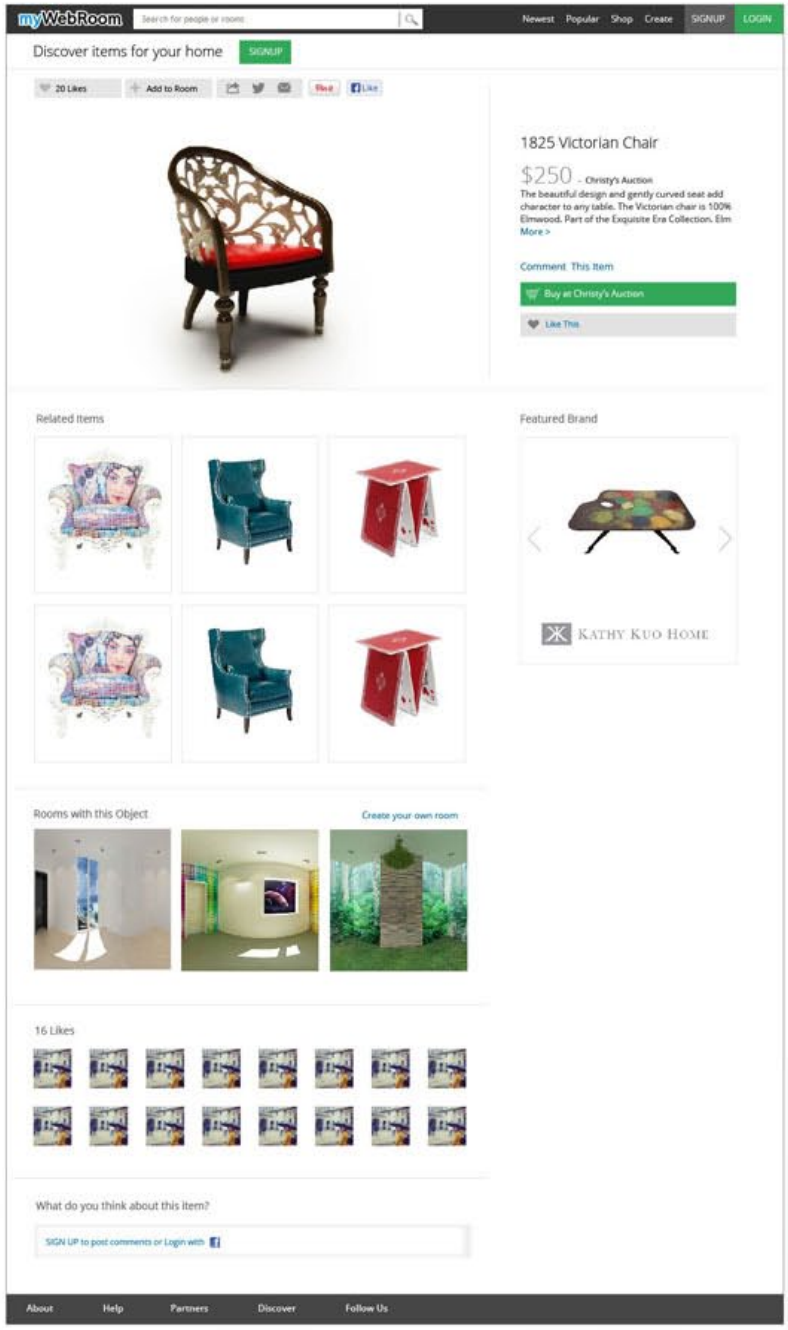
ELEMENTS
- Product Description
- Filters: New, Popular

Signup Content Features
- Signup Button
- “Add to Room” (Signup)
- Create Room
- Internal Likes

Brand Partnership Features
- Featured Brand (Ad Space)
- Buy at Branded Store (Offsite)

Further Engagement
- Related Items
- Rooms with this Object
- Social Feature, Profiles/People who liked the object
- Comments (FB integration)

Social Media Sharing
- Facebook, Twitter, Pinterest, or Email



DOCUMENTATION: Style Guide

LOGO COLORS

myWebRoom.com

PMS 129
243.207.69
F3CF45

PMS 2925
0.152.219.
0098DB

FONTS

ABCDE
abcde

Open Sans Light

This Google Font is used for headers and titles on the site. 16px and above

ABCDE
abcde

Open Sans Regular

This Google Font is used for body text and anything 16 px and below.

ABCDE
abcde

Open Sans SemiBold

This Google Font is used sparingly--for secondary titles, or to highlight text

WEB SUPPORTING COLORS

0073A5	40C3FD	323232	E2E2E2	333337	707070	000000	464646
Text Links on White BG	Text Links on Dark BG, Highlight Border	Bookmark Name Text	Picture Border, Gray Button on White BG	BG for Profile	Divider Line on Dark BG	80% Opacity, All Overlays for Bookmarks & Tutorials	80% Opacity for INS, Highlights for Bookmark Side Menu

BUTTONS

BLUE

Background: 0099CB
Text: Open Sans Regular, FFFFFF
Corner Roundness: 3px

Button

Button Height is 2.5x the Height of the lowercase text

GRAY

Background: E2E2E2
Text: Open Sans Regular, 333337
Corner Roundness: 3px

Button

GREEN

Background: 39B54A
Text: Open Sans Regular, FFFFFF
Corner Roundness: 3px

Button