GMC PROTOTYPE

(Interactive Media Products)

Figma Link: https://www.figma.com/file/Fpg7q532wlmllx7f8qcYrH/Geldrops-MuziekCorps-Website?type=design&node-id=0%3A1&mode=design&t=y1DTX9lMmsakfcfB-1

What I Have Done

Process

First, the whole group collaborated, brainstormed ideas and made a paper prototype of all important pages to visualize the look/design for each one since this serves as a guide for us, developers, and for our client. After we made the paper prototype, we searched for inspirations from other orchestra websites that served as our basis in making the site look appealing.
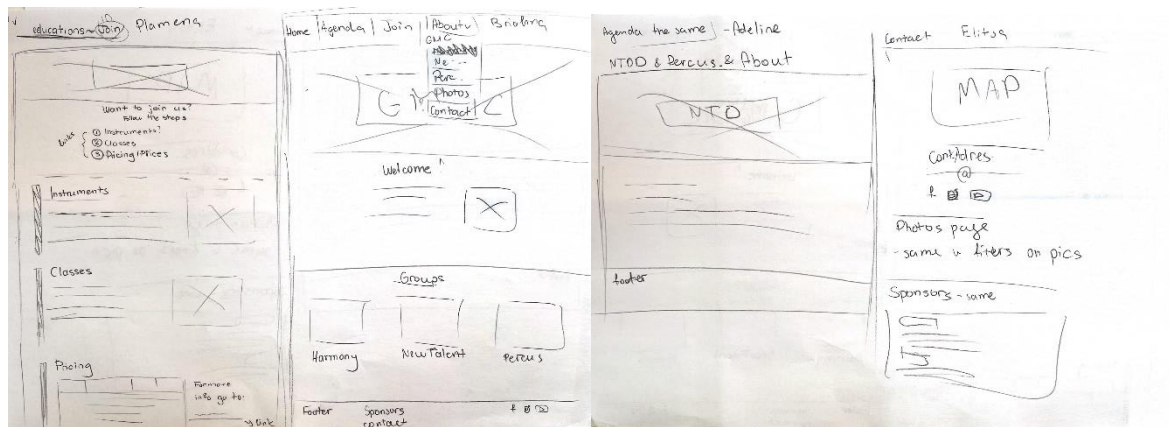

Fig. 1 Paper Prototype

Afterwards, we began constructing our Figma prototype, and I was assigned in making the home page. From the lessons that I gained from our previous activities, I have enough knowledge to point out UX mistakes and poor designs, as well as substitute a better function. I also followed the brand guide that we made with regard to the color palette, logo details, and typography.

Fig. 2 First Design

After creating the first design, I asked my groupmates for some feedback on the prototype, and they have pointed out some parts that need improvement. So, I changed it to something simpler with a white-colored navigation bar, and purple texts. Scrolling down, I also changed the background color of the orchestra's brief description to plain white and removed the images on the side. In the gallery, the boxes were unevenly sized, and I was told to keep the pictures and boxes smaller because it was kind of overwhelming. Lastly, I added a sitemap for the website's footer.
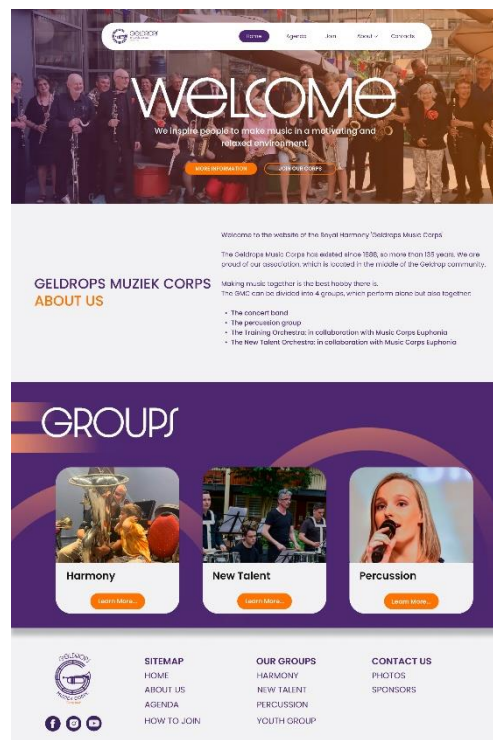

Fig. 3 Final Design