

project2. physical_to_digital

overview

Landing pages are single-page websites used in online marketing for promotion and lead generation. They have the power to minimize distractions typically present in multi-page websites and provide target information that captivates the user. This project requires the creation of a single-page website that showcases a personally selected, non-branded object (examples may include tools, materials, self-made food/candy, found objects, junk drawer treasures). The purpose is to tell the story of this object for your target audience to persuade them to own/acquire this object. The experience must *not* be connected to a business—or have the identity removed—as part of the project is creating a unique brand. What value does owning this object bring to the user's life? Showcasing the object in novel and unexpected ways, through the lens of multiple content perspectives, to generate appeal. Content may include (but not limited to): how-to guide, experience walk-through, product description, photos, related resources, specifications, materials required, reviews, location map, tips, ingredients list, video of object “in action,” etc.

Document + upload all process work to Medium.

phase I: research

Information Architecture. Outlines navigation. A hand-drawn outline of the content and how the user will arrive at it. Will become the basis of your site map. For this project, your IA will outline the 5 segments.

Persona. Research and create one persona for your target audience.

User Testing. Create a prototype using InvisionApp and have 3–5 users test. Record feedback via text editor or image of notes.

phase II: design

2 Mind Maps. Ideation and exploring object from multiple perspectives.

18 Thumbnail Sketches. Sketches + ideation. (6 sets of desktop/tablet/mobile sketches)

2 Style Tiles. Include colors, type system hierarchy, imagery, descriptive words, and relevant visual elements.

Prototype. Create one prototype using InvisionApp.

Homepage Mockups (desktop/tablet/mobile). Use preferred style tile for visual direction. Includes logo.

Wireframes. Label container, header, navigation, logo, content, footer, and relevant content

Critique + Final Presentation. You must present your site and participate in providing feedback.

phase III: development

Must include a minimum of 1 homepage with a minimum of 5 segments (header, 3 sections, footer) + nav.

A method for the user to get in contact (contact form, email, link, phone number).

Remember to cite any referenced content accurately.

Optimize & use alt tags for all images (appropriate file size, format, and image quality).

Set up a unique title tag for homepage.

Export from Webfkow and upload entire site to ftp.cassreese.com—must be in perfect, working order.