EVENT SITE: PART 4—RESPONSIVE PROTOTYPE

Make a responsive version of your event site, adding a few more pages in the process. Follow all of the standards provided in the lecture and demos to ensure that your design not only "fits" into the device sizes, but maintains an *effective* user experience at all sizes, including touch screens.

You will be starting with the pages you previously made, and adding a component to show the navigation in two different states: collapsed and expanded. If you have subcategories, you might need more states in this component. Then you will add transitions and microinteractions/animations. You will have about 6–9 artboards and about 1–4 components when you are finished.
See next page for which artboards/pages to make.

Even though responsive design is about making your design appropriate for <u>any & every</u> possible size of device, for the sake of making prototypes, we need to narrow down the number of designs you create, and so I am specifying a particular phone screen size for this prototype.

PROJECT REQUIREMENTS:

- Do not remove ANY content from your site or change the overall design look and feel (keep the same colors, fonts, and images, etc.). One exception: in the footer, if you have sub-pages/subcategories, see note (1) below.

- Make sure to keep your site's content in the same vertical order (from top to bottom) that it appeared in for your original desktop comps. However, change the scale of items as needed, per the lecture.

- Reread the Responsive lecture and look through the rubric to make sure you've met all the design and usability standards.

- When you are setting up your artboards, make sure they are exactly the dimensions specified above. (When I grade your prototype, I will be checking for 45px sized buttons, which will only be accurate if you start at the correct size.)

REMEMBER:
Responsive Design is not just about making the design fit into the window. It's about making design decisions throughout so that the site design is effective at all sizes, and it's about making changes that increase the usability at small sizes and on touch screens. From the coding standpoint, it's also about not having to create new html pages, a whole new style sheet, or a new separate site.

[1] In the footer, **if** you have sub-pages/subcategories, you can show those as collapsed with an arrow icon, and you *do not* have to create the states that show each section expanded. You should only do this, though, if your links really are subcategories of another link.

You do **not** have to make this expanded view state.
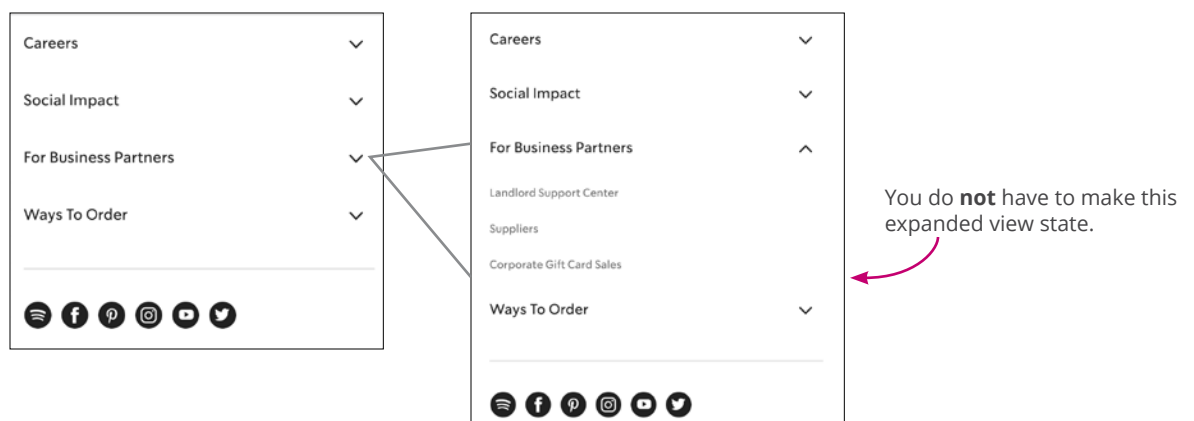
ARTBOARDS (AND COMPONENT STATES) TO MAKE:*

·   A mobile-sized artboard for each of the artboards you made in your desktop prototype.
·   A component of the main navigation with <u>two</u> states: collapsed and expanded
    IF you had subcategories/dropdowns in your main nav, you *might* need to create extra states
    here in order to be able to navigate to them.
·   At least 3 microinteractions/animations, not counting the nav. (These will require either extra
    artboards or extra component states.) The animations could be in pages you've already made
    or in new pages. What are microinteractions? Read the microanimations lecture on my website
    here: http://professorswisher.com/handouts/477/animation-tutorial-with-micro.pdf.

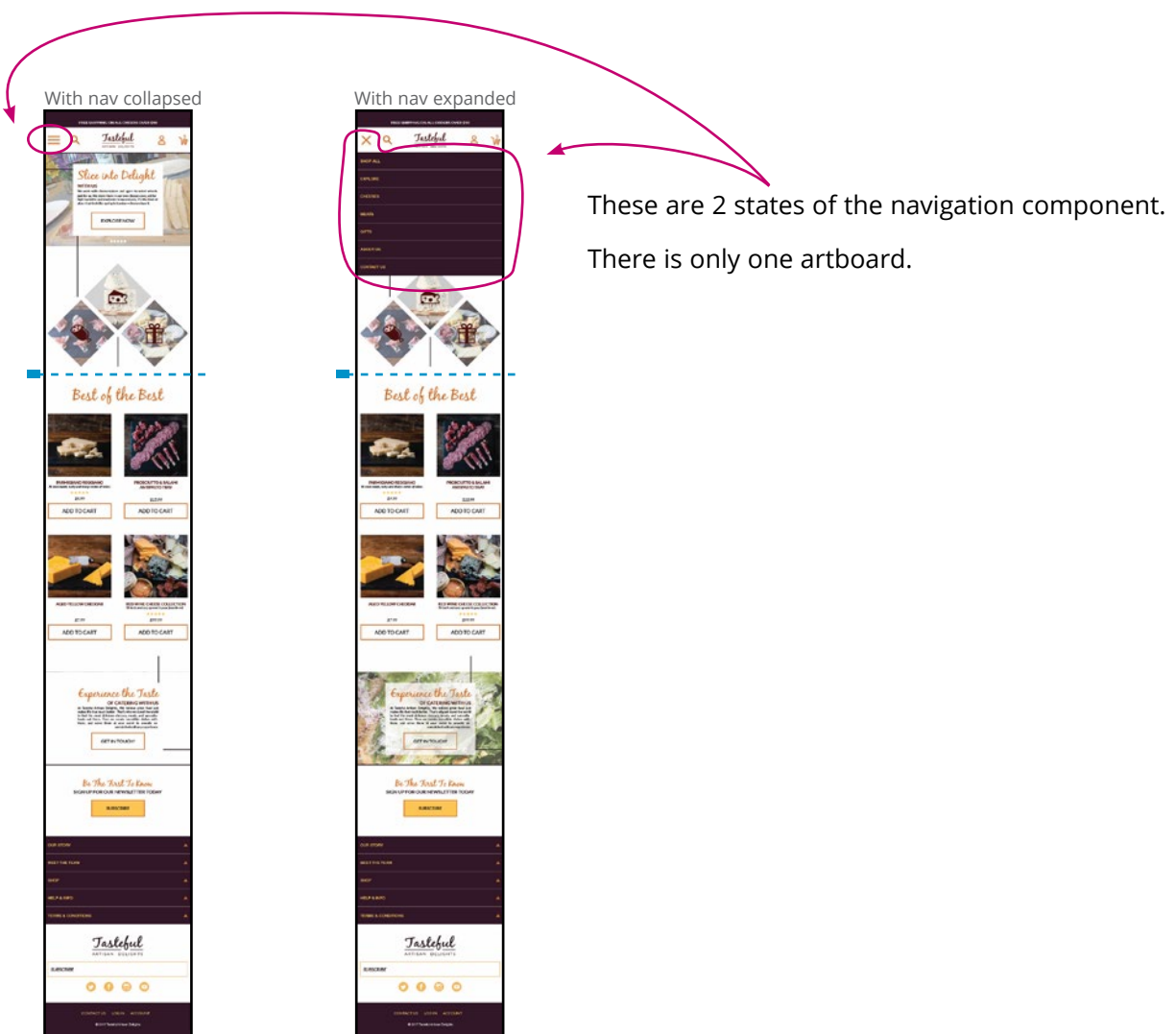*   See next page.

TURN IN:

- The link to the prototype (spreadsheet link listed on the schedule)
- The .xd file of your prototype (upload to the Google Drive folder listed on the schedule)

✳ If you do this all *without* using component states, you will have 12 artboards, PLUS the ones used for your animations. By using component states, you will have about 6–9 artboards (and much less copying and pasting).

If you haven't already, you'll want to watch the videos on **states** in order to do this project (unless you want to do a TON of copying and pasting). Here's the handout that showed those links:

http://professorswisher.com/handouts/477/components-and-states.pdf

This is what each page in your site looks like to the user when you are done.

With nav collapsed   With nav expanded

These are 2 states of the navigation component.

There is only one artboard.

DIMENSIONS:

On the start screen, click the dropdown arrow under the phone icon. In the pop-up, select one of the 3 sizes that I have highlighted. It's your choice between those 3 sizes, but be sure to use the same one throughout.

Make all artboards vertical/portrait-oriented.
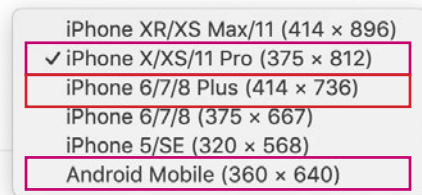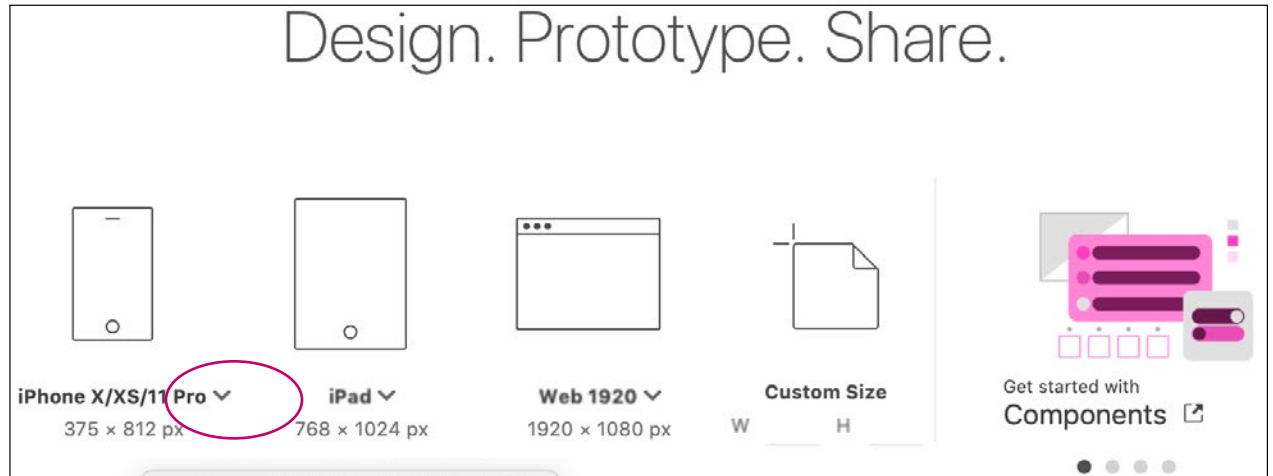
Choose one of these 3 (maybe the one that matches your own phone size best). If you're curious, I have the iPhone X.

HOW *LONG* SHOULD YOUR ARTBOARDS BE?

They'll be REALLY long. Just keep extending the artboard as you add more and more content. It will seem freakishly long to you as you're designing, but you're doing it right. It will look normal in the prototype.

BUT, remember to select "Scrolling" = "Vertical" and keep that Viewport Height set to its default (that's the 2nd number listed here for each).

HOW TO DO THIS:

You're going to be really tempted to take all the content from your desktop prototype and copy and paste it into the mobile artboard and resize it. Don't do this. You'll just end up with a smaller version of your desktop design (which will defeat the purpose of responsive design), and you'll have to change the font size of every little thing throughout the site.

Instead, copy one piece at a time from the desktop version to paste into the mobile version. Then arrange and resize each piece right there in the mobile artboard. The process will be a lot like Tetris (but working top to bottom) as you resize objects and decide whether to bump them down to a new line or put them on two lines. See the example of a mobile header below to help get you started.

Turn off Responsive Resize (in the left column of XD) in order to avoid funky resizing (it's basically artificial intelligence in beta form).
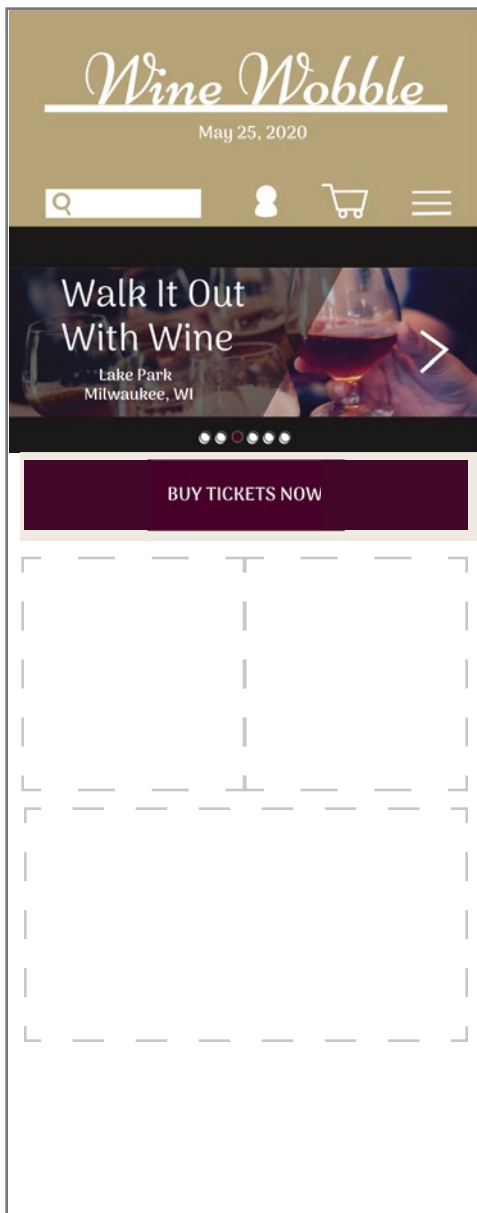
Start with the logo, working your way from top to bottom, pasting only one piece at a time.

Now figure out the placement of your cards. You know it won't be good to have all 4 in the same line, but will it look better to have one across or two across...?

Keep making that artboard longer as you add more content.

Important Notes:

Clickable areas:

The icon itself does *not* need to be 45 px

This clickable area ***around it*** needs to be 45 px high and wide.

However, for call-to-action buttons, the whole button rectangle should be at least 45 px high and wide.

Add To Cart

Make sure to create correct links everywhere.

Anything that **can** link to another board or component state, **should** link. This includes, but is not limited to:

- Each of the expand/collapse hamburger menus (on all pages)
- The logo in the header (and in the footer if it appears there too)
- The homepage cards
- The cart icon on every page
- The breadcrumbs, if they exist
- All footer links that have existing pages

Make Sure to Follow Best Practices for Microinteractions

- Make it fast—usually within .4 seconds
- Keep it visually unified throughout the site
- Use what's available—Don't add more than necessary: use existing elements to deliver feedback if you can.
- Keep it simple

Possible Microinteraction ideas:

- Wishlist heart growing slightly when clicked
- Draggable slider of photos
- Filter, sort, or quantity sliding down/up
- Bar chart gradually filling
- Hamburger icon transforming to x and back
- Draggable carousel of recommended products
- An embedded form label that glides upward above the input when the input is clicked on
- An icon that briefly spins

Responsive Design Prototype Evaluation

All the content from the desktop versions (including all the content from the header and the footer) is present in all the responsive pages/screens.

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All pages/screens are present, with sufficient content, and… Content, where rearranged, is laid out well AND makes efficient use of the available space.
• All text maintains its hierarchy, and is easily readable in all places.
• All content, including images and other media, fill the width well (no awkward gaps to the left and right of images at mobile size), and images are scaled and/or cropped as needed.

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Navigations follow all responsive standards, including:
• At mobile size, all links in the header navigation are a minimum of 45 px in both directions.
• In the footer navigation they are at least 35 px in both directions.
• At mobile, the navigation links stack vertically, and fill the width of the screen well.
• Any sub-navigation is arranged clearly, with maximum usability.
• At mobile, the navigation collapses and expands from a hamburger icon. Both the collapsed and expanded view must be functional on all pages.
• The "search," "account/sign in," and "cart" links are NOT hidden inside the collapsing menus.

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At mobile, all call-to-action buttons are visible and most prominent. AND all body links (including options on the product detail page) are a minimum of 45 px in both directions.

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All transitions and microinteractions/animations are effective, quick, and creative without being distracting.

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In the prototype, all required links work correctly

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Overall presentation and professionalism, including naming of file:

yes / somewhat / no