FINAL PROJECT

PLAYING STUDIO WEBSITE

WHAT IS YOUR PROJECT ABOUT AND WHY DID YOU CHOOSE IT?

With this project, I wanted to showcase what my UI design ethos would look like uninhibited from client guardrails. I desired to play with interactive elements, bold use of color, and a balance between predictable navigability for the user and unpredictable spontaneity in the playfulness of the design. Serendipitously, my collaborator and strategic partner David Imani needed a website for his creative strategy studio, *PLAYING*. David's playful, animated personality—which informs much of his work—was the perfect vehicle for the experimental-yet-commercially-friendly interactive design I envisioned. Our goal was to build something bold, playful and different.

While I had guidance from David for content, this version of *PLAYING* Studio's website is entirely my own creation.

SECTION 1: SITEMAP

Goals for updating the sitemap:

– simplify
– more intuitive for user
– build out more work sample pages

SECTION 2: WIREFRAMES

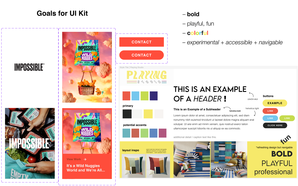
Goals for wireframing:

– try bold headings
– try different layout for work samples page: playful overlapping images
– emphasis on bold images

SECTION 3: UI KIT

Goals for UI Kit

– **bold**
– playful, fun
– c-l-e-a-r
– *experimental + accessible + navigable*



SECTION 4: MOCKUPS

Goals for mockups:

– creative ways of displaying information
– scrolling elements
– sidebar menu for fast navigation

Reality:

– confusing and too distracting
– too much cognitive load
– simplify, simplify, simplify!

SECTION 5: PROTOTYPE