

BALENCIAGA



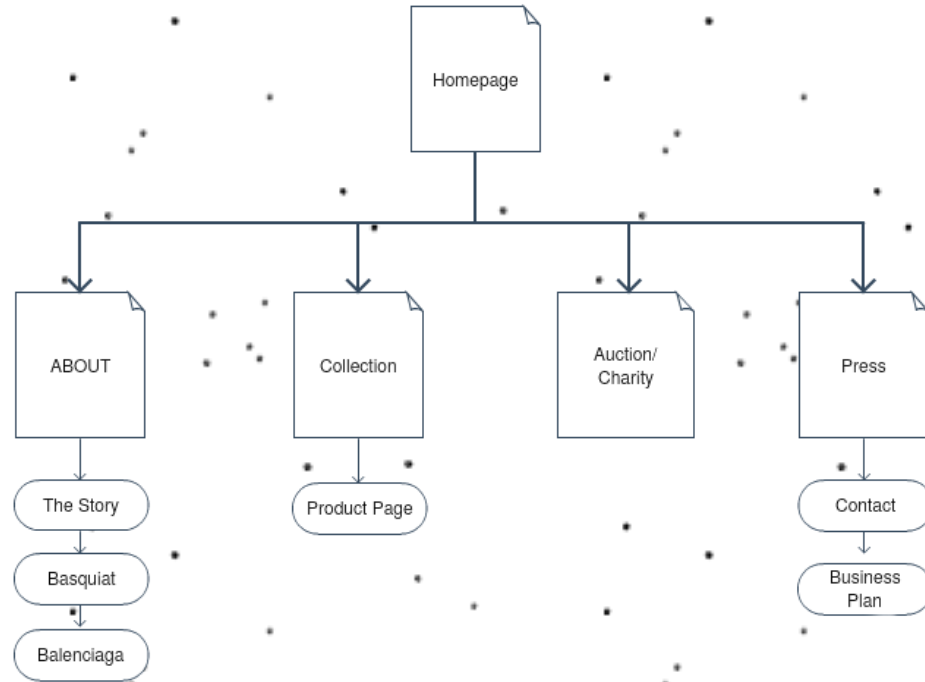
JEAN-MICHEL BASQUIAT

STUPID GAMES BAD IDEAS

WEB-BASED USER EXPERIENCE

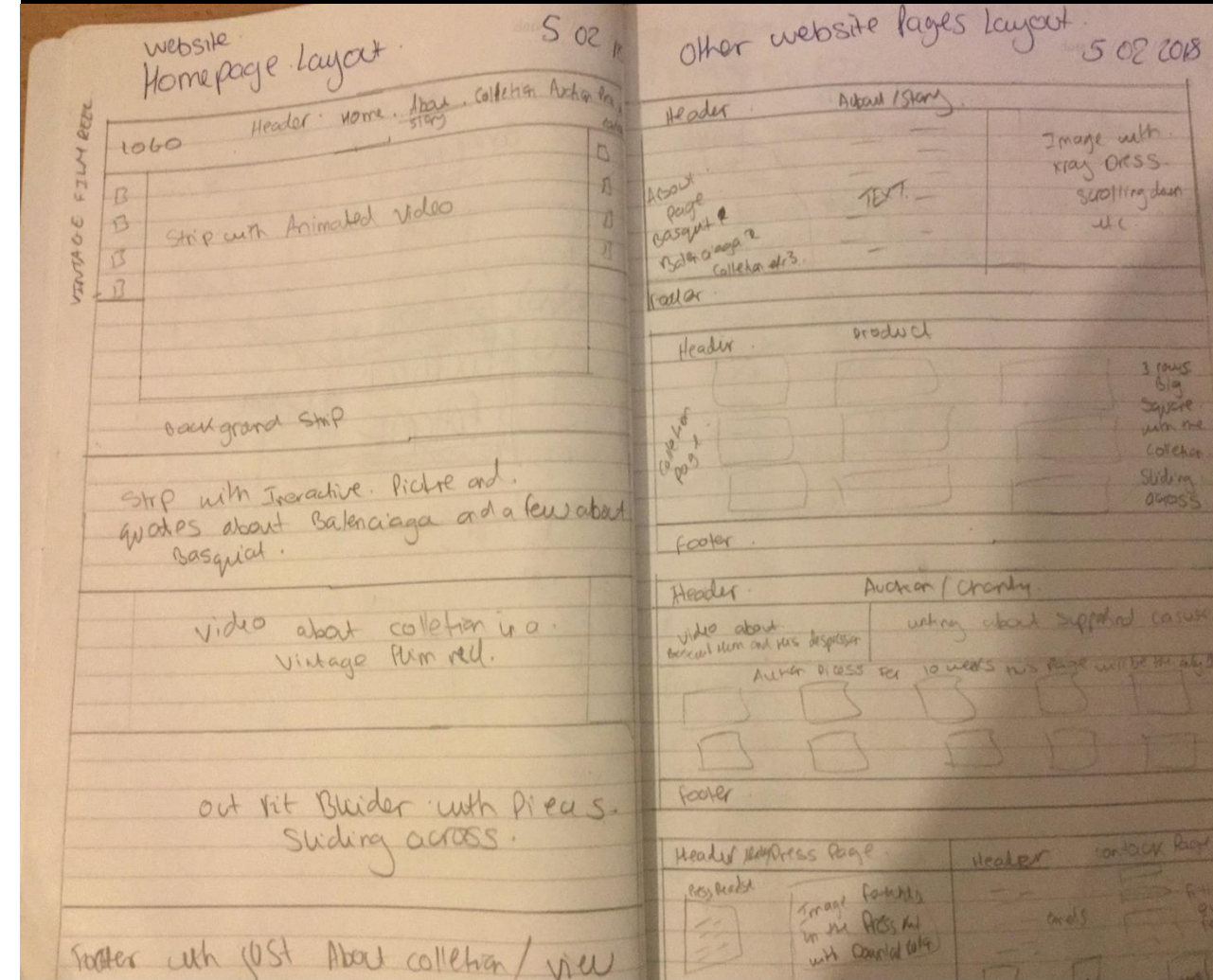
Web-based User Experience

SITE-MAP

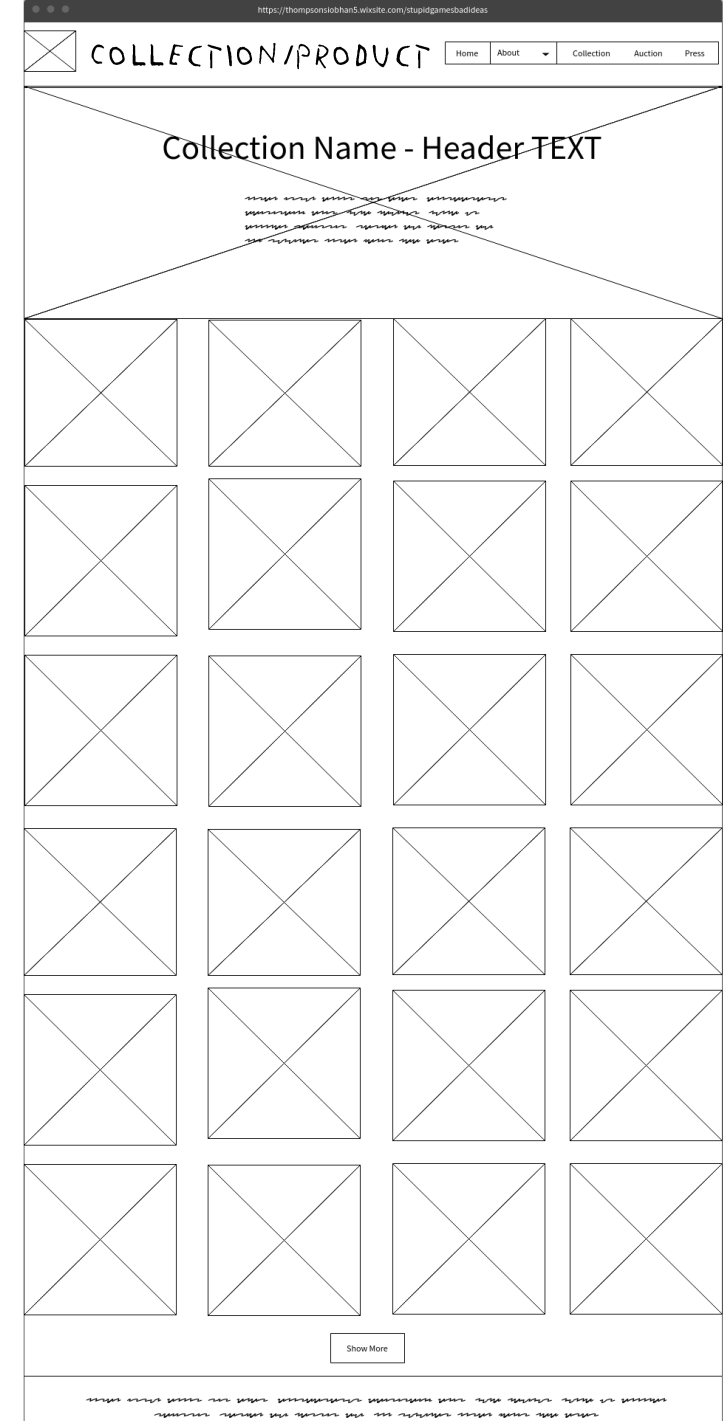
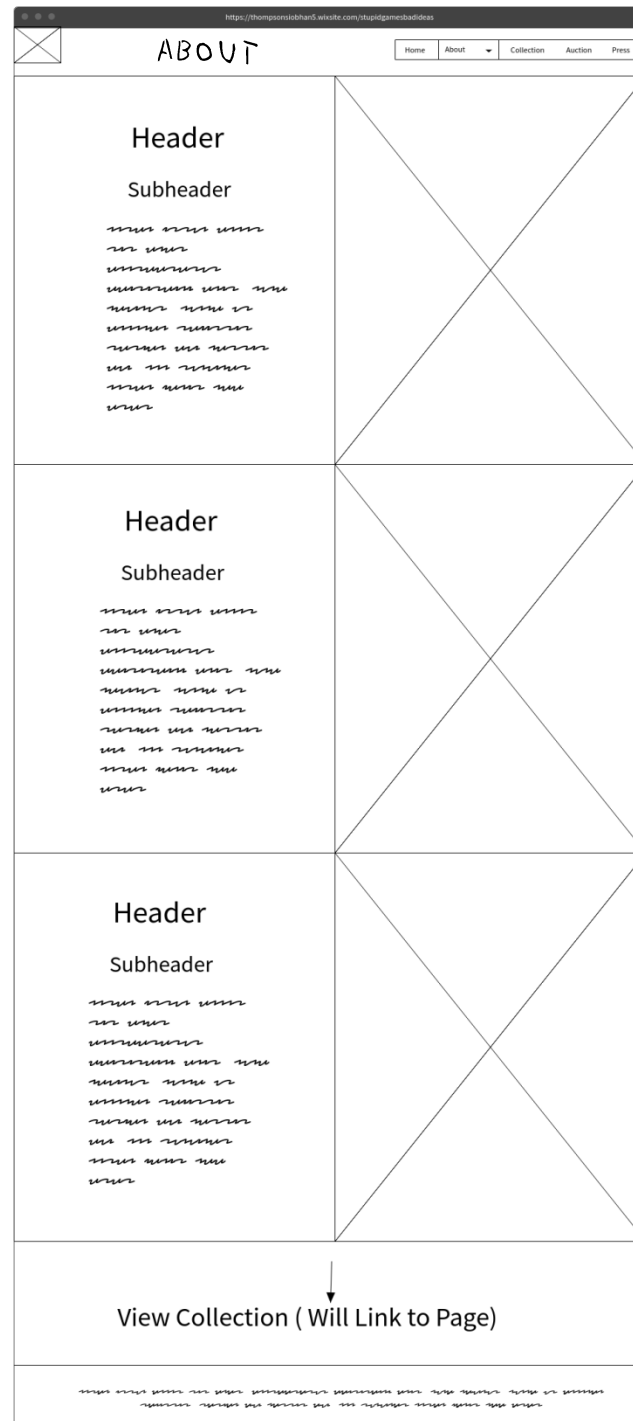
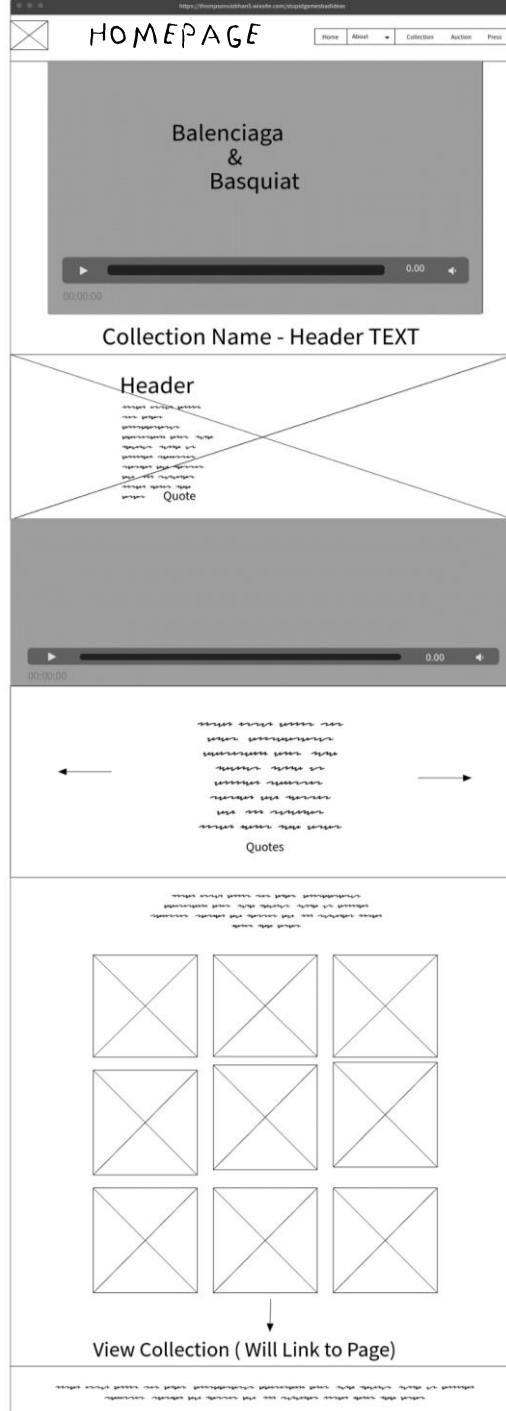


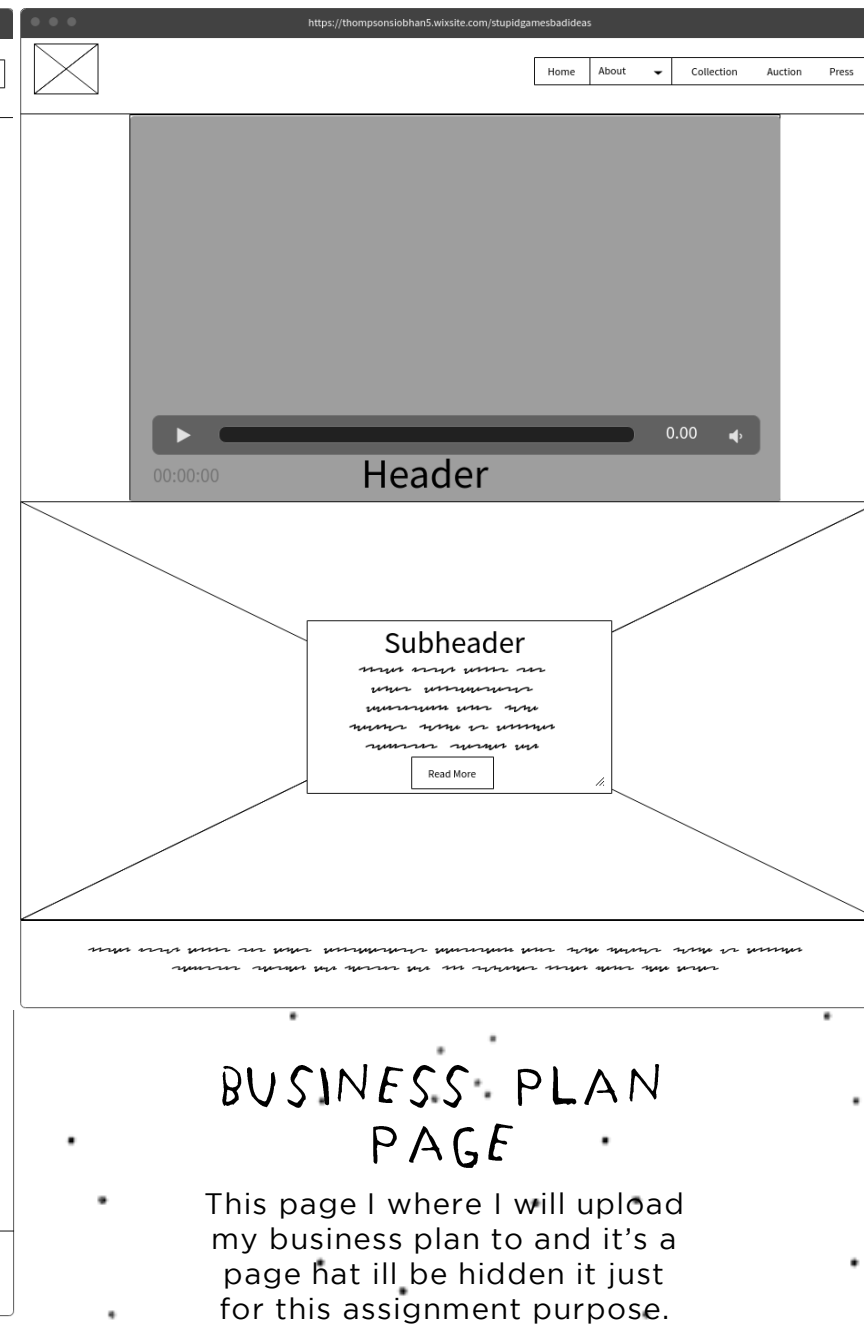
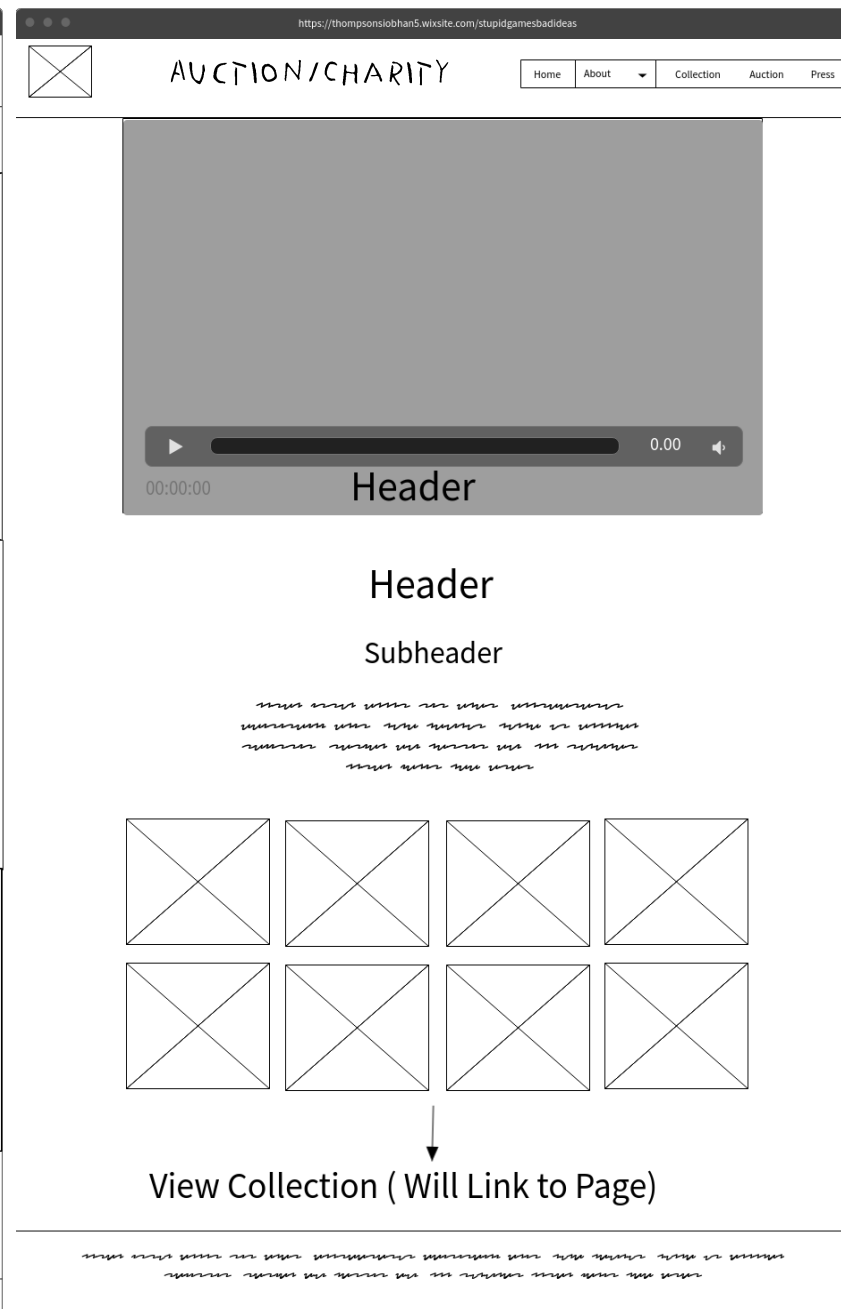
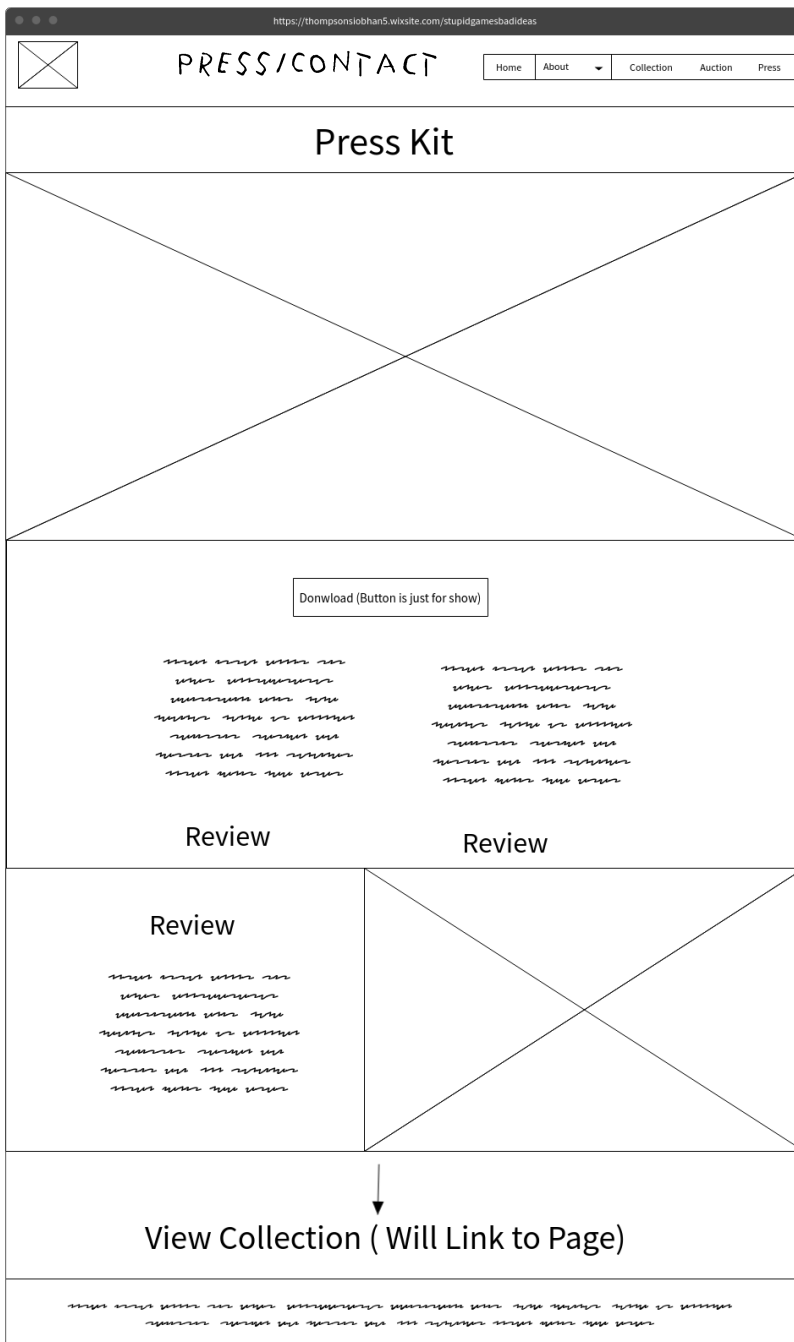
When I first started my project I create a simple sitemap that included what I wanted my site to include. I then developed this by drawing out my wireframe for my site to see exactly what I wanted to include on each page of my website and they wanted my site to be laid out. However, when it came to making the website I was able to stick to the wireframe I drew.

LOW-FIDELITY WIREFRAME



HIGH-FIDELITY WIREFRAME →





Site map / wire frame testing

HomePage

While I was doing the layout for the home I move the strip with the quotes for Basquiat to below the Video strip and then I put the outfit builder strip below the quote strip because I realised that this made the website flow better.

Product/Collection Page

When it came to the collection display page the idea I originally designed wasn't possible with the feature available on WIX so I changed the layout to suit the elements of the WIX site I could use.

Auction/Charity Page

The designed I had in mind for the auction page change in that I just added a video strip for the site and I made it a small video and added no Text on the side of the video. Instead, I added all the Text below the video strip above the auction images.

Press/Contact Page

I decided to scrap the contact page I had in mind and just added a contact box to the bottom of the page.

Also just for this assignment there is a page where my business plan will go but it will not be present for the official site.

Footer

When I designed the footer I had in mind to have 'View the Collection' linked in the footer. However, I realised that I could not design a footer for each page and I did not like that the 'View the Collection' showing up on the product page so I removed the link and made the footer smaller and added a strip above the footer to put the link instead on the relevant pages.

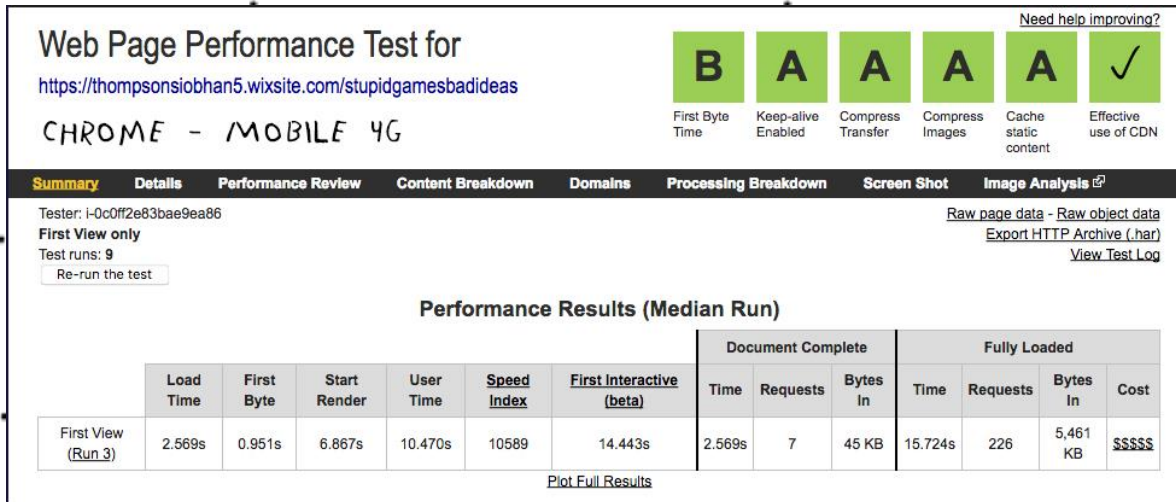


Content Testing & Analysis

The best way to content test the site would be to do a market research and to ask the target market to test the site before it goes live globally. I would ask the college to test the site and ask them to fill out a questionnaire and then take that feedback to improve and make changes to the site before it goes live. The questionnaire will have questions that cover:

- ✓ Navigation - this should be easy for the customer to do because the site needs to be intuitively easy to understand and that they can find all the pages without having to provide an explanation sheet.
- ✓ Loading speed: I will ask them how long the site takes to load on desktop and on mobile devices. In addition, I would ask them if they weren't site testing the website for me, would they have waited for it to load or would they have given up or kept waiting for it to load.
- ✓ Checkouts: even though the site or the collection isn't live yet, I would ask them to see how long it takes to check out and can they put all their information in, probably is the checkout page loading fast and does it load the relevant product you want.
- ✓ Copywriting: I will be testing to see if they have read the information on the website, is the information on the site interesting, does it make them want to learn more about Basquiat, what do they remember reading about on the site and would they be willing to post about the collaboration on social media.
- ✓ Colours: can they read all the text clearly, does it hurt their eyes or give them a headache. Also is the interactivity feature too much or should it be on other sites as well.

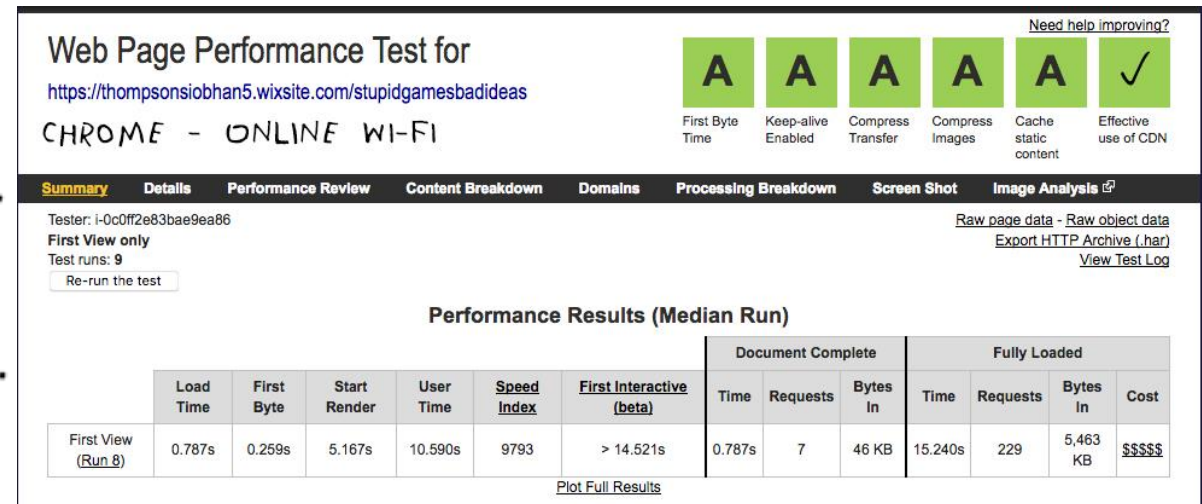
Website Testing



I have done a website testing on the site and as you can see from the results has shown that the whole site takes 18 seconds to load which is higher than the recommended 8 seconds however I believe that if we create the website on different server that can handle all the content and information that ecommerce site requires that it will load quicker. I also have to take into consideration that the site has a lot of interactive features which may have slowed down the site.

Furthermore I have also checked for all the below elements and I believe the site is running smoothly.

- ✓ Make sure images load
- ✓ Check for broken links
- ✓ Open in different browsers
- ✓ Resize browsers to see what happens
- ✓ Check / send text email from contact forms



Interactivity

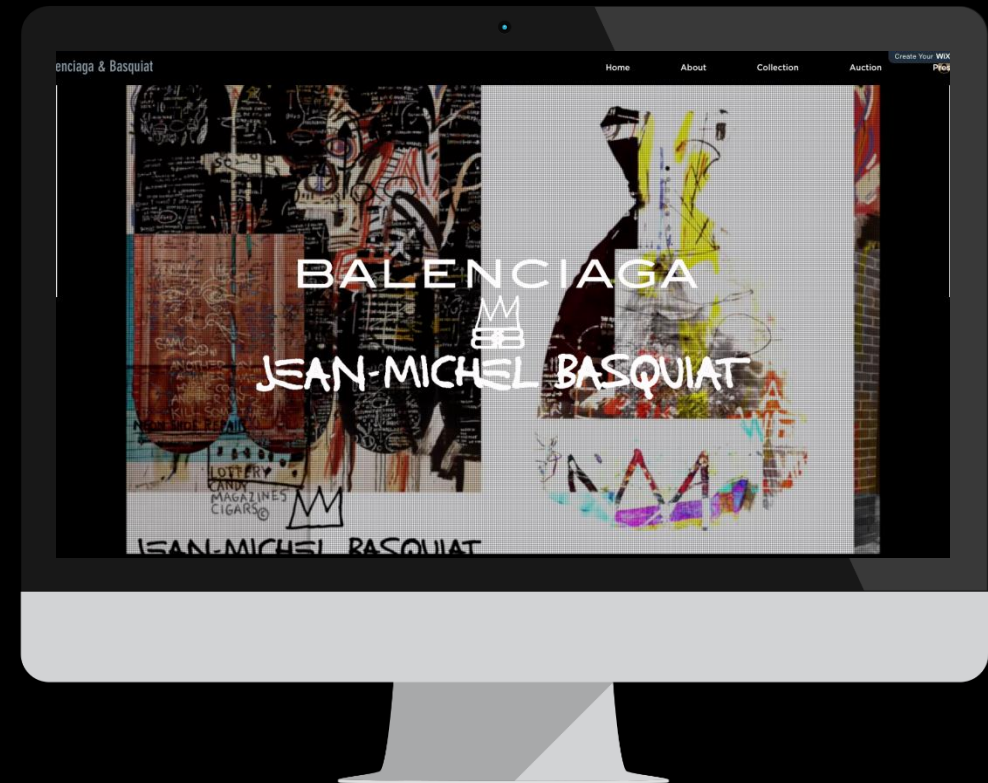
My site is on exhibition it too and it is just as interesting has the collection that will be on sale. The site draws you in as soon as you load up the page with an animation I created of the Balenciaga X-rayed dress moving across a Basquiat pattern created for this collaboration so it looks like the dress is changing the pattern. Also when the dress has moved across the whole pattern the collaboration logo is animated to come on the screen so that you know which brand is doing this collaboration.

Also, the main interactive feature of the whole website is that it has parallax scrolling in the background or on the strip of the whole site. I chose this because I wanted the website to have 3D effect as you scroll and give the site an element of depth. What parallax scrolling does is that it lets you see the background of the website or image moving at a slower rate to the foreground. This was done because it will be something that the younger clientele we are targeting will remember and associate it distinctly with Balenciaga site. The other element that I think brings the whole site together is the animation for the text. This will make the consumer pay attention to the text which is giving them information that is important to who the brand is and what this collection is offering.



Compatibility

The website runs smoothly on all browsers and loads at the same time. However, the site will load faster or slower depending on the Wi-Fi connection people have in their homes.



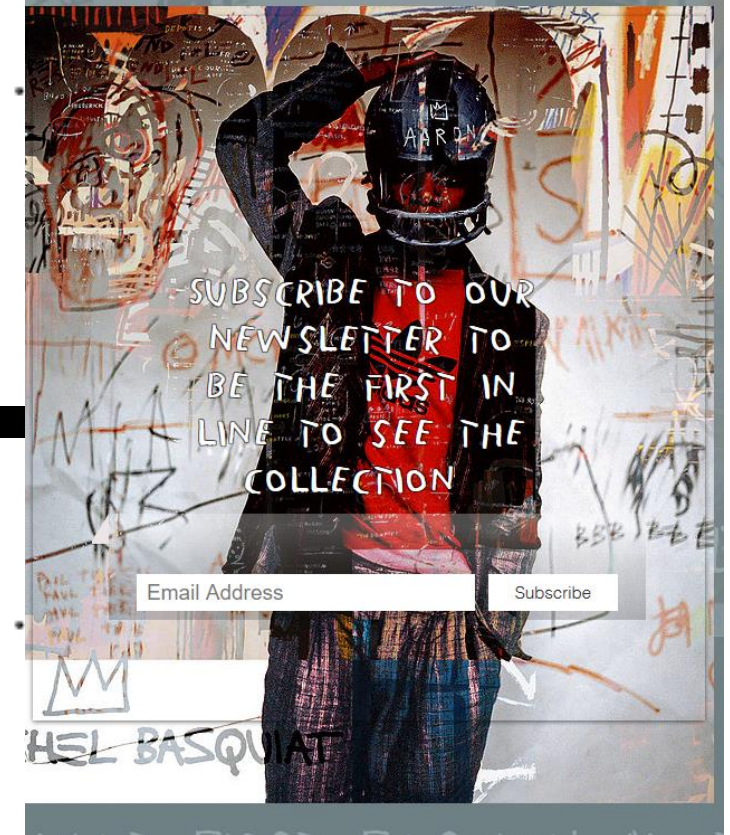
Mobile

Furthermore, the mobile versions of the site run smoothly and look just as good as the website version. In addition, when it comes to the mobile version the interactive elements do not work because WIX has made so that it doesn't work in the mobile version, which makes the mobile experience different but also lacking the applied and will not make it memorable to the target audience. However when it comes to the tablet version the only interactive element that works are the animation for the text which I think still brings an element on memorability to the site.



When it comes to the call to action for the website there is a lightbox that pops up on the website. Which is to give the consumer a little information about what is coming to the website and intense them to subscribe to the newsletter so that they are kept up to date and also so that they will be the first to hear and see the collection. This will be the Data collection element of the website and allow you to capture the consumer's email address.

SUBSCRIBE



JOIN OUR MAILING LIST
TO BE FIRST IN LINE
TO PLACE YOUR BIDS
FOR THE AUCTION

Email Address

Subscribe


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This will allow Balenciaga to send out email marketing to the consumer so we can insist them to buy and to keep them informed about the masterclasses to come that will help them in their future endeavours. The other benefit of data collection is that it will allow the brand:

- To help identify customers shopping habits
- Increase customer loyalty and purchasing our products.
- Give customer advance warning about portion and offer incentives such as free delivery, and offer codes to get a certain percentage off.