

User Interface Design

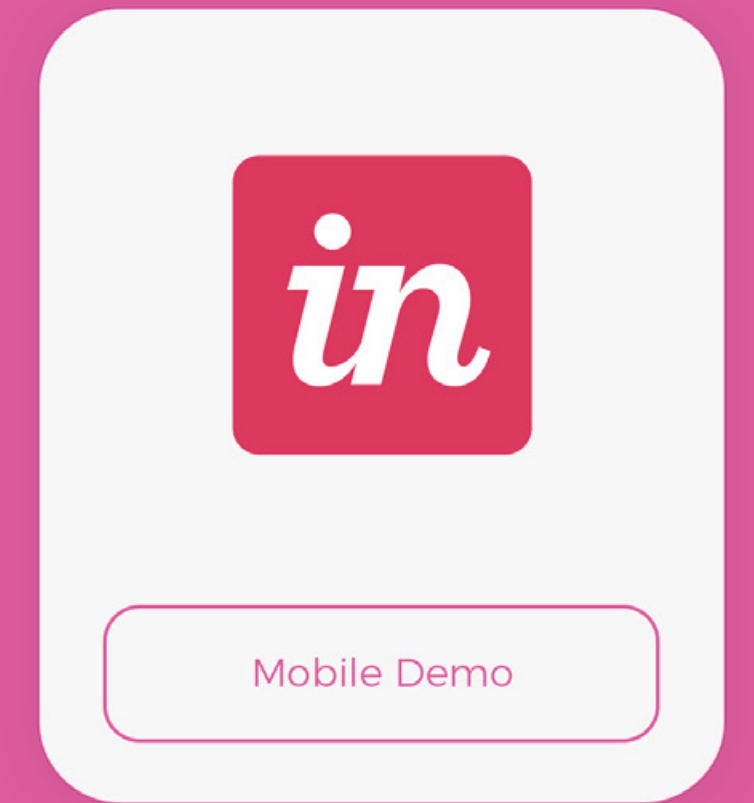
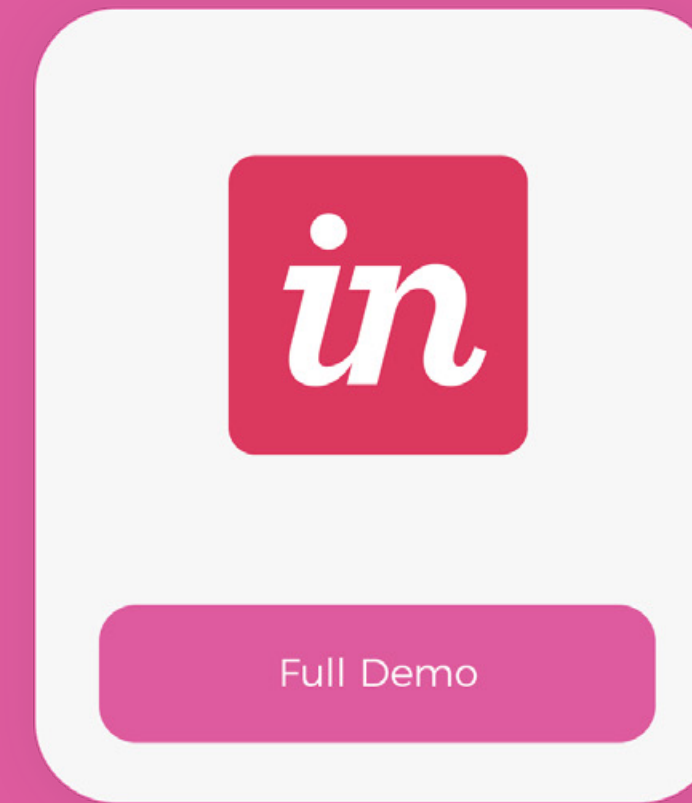
Baskin Robbins Redesign

Option #2: Make it better

Jordan MacMillan



Introduction

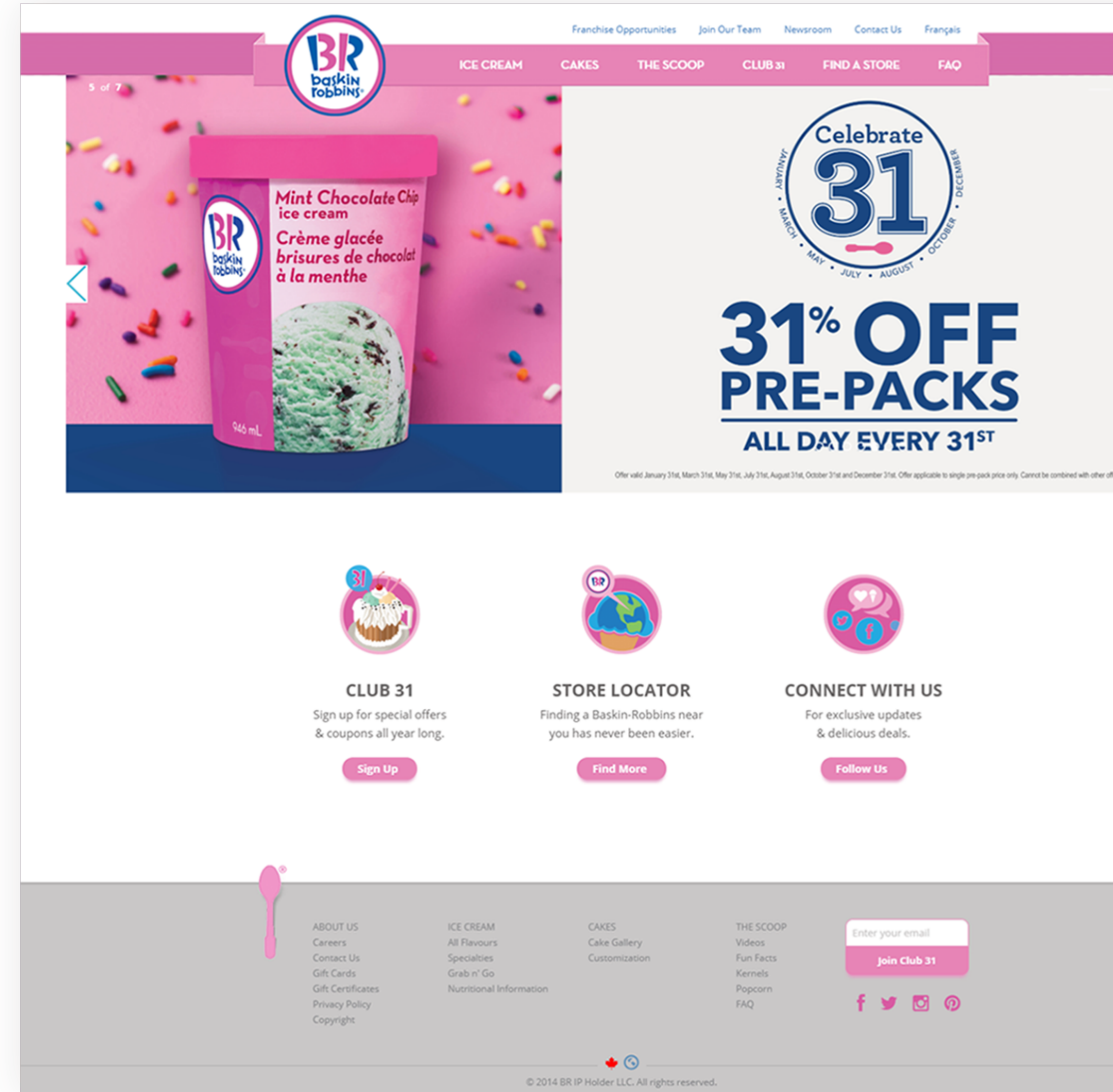


Project Overview

Why I picked this Project

Because I worked on the original Baskin Robbins Canada website 6 years ago using an out-of-date workflow for website building..

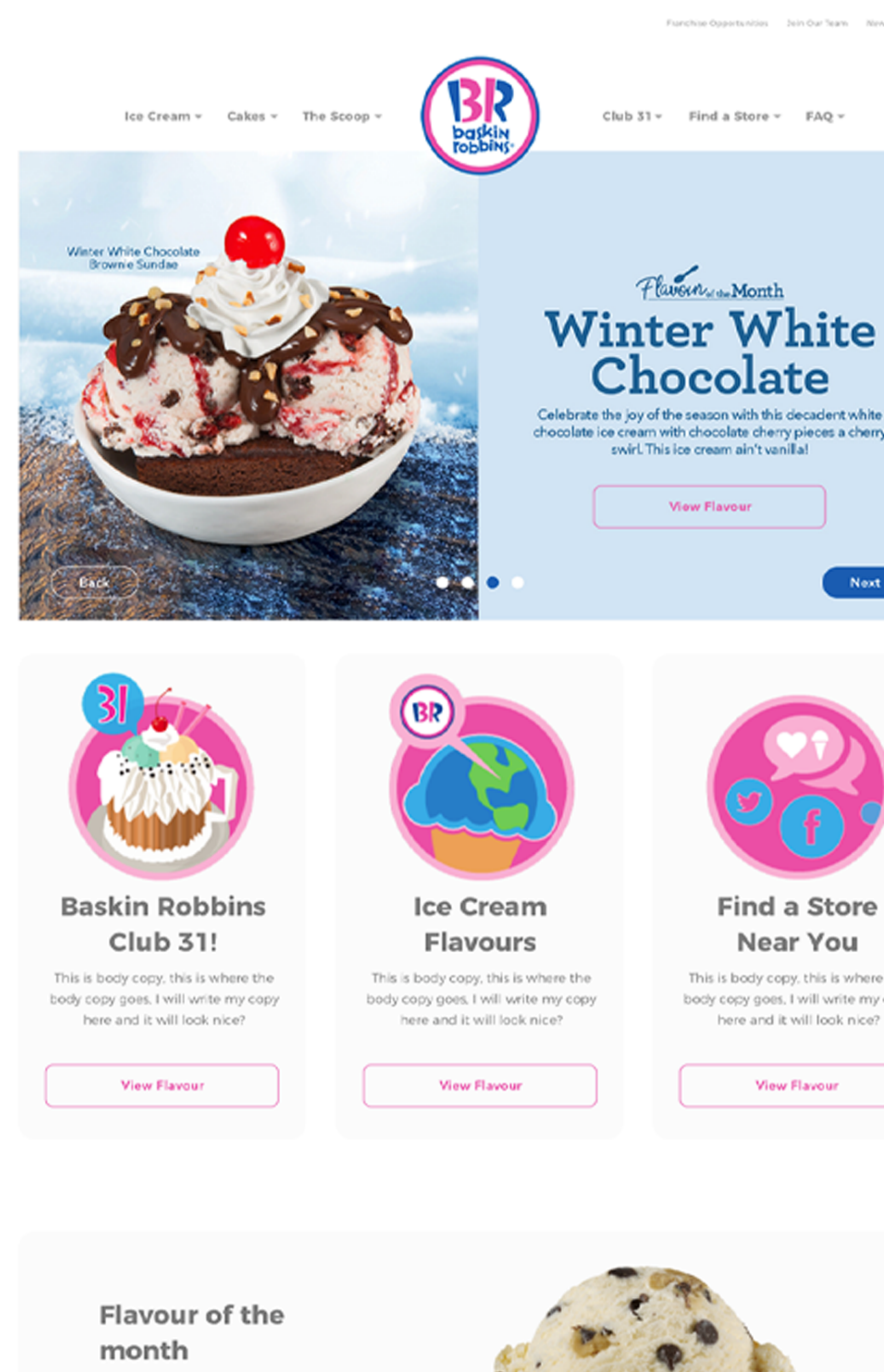
I wanted to challenge myself and update the website using up-to-date standards.



Project Overview

Goal: Create a site with responsiveness and accessibility first and foremost.

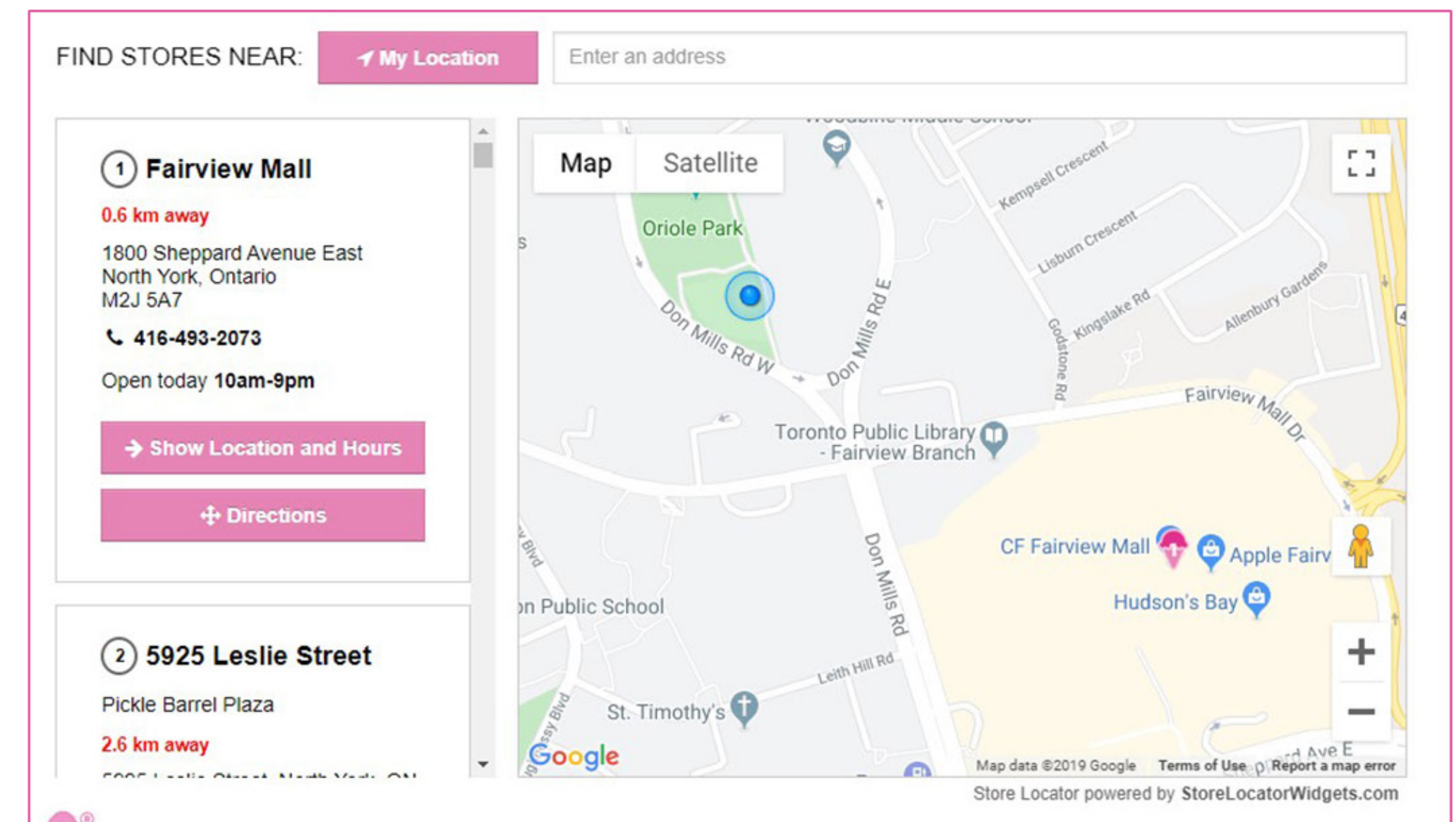
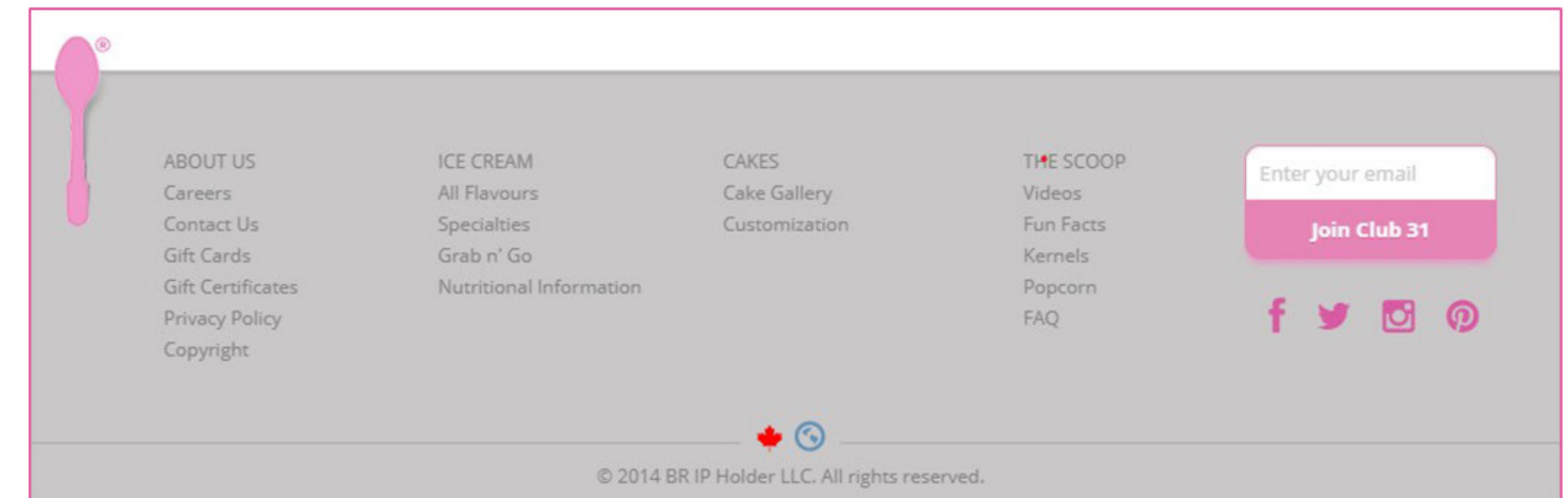
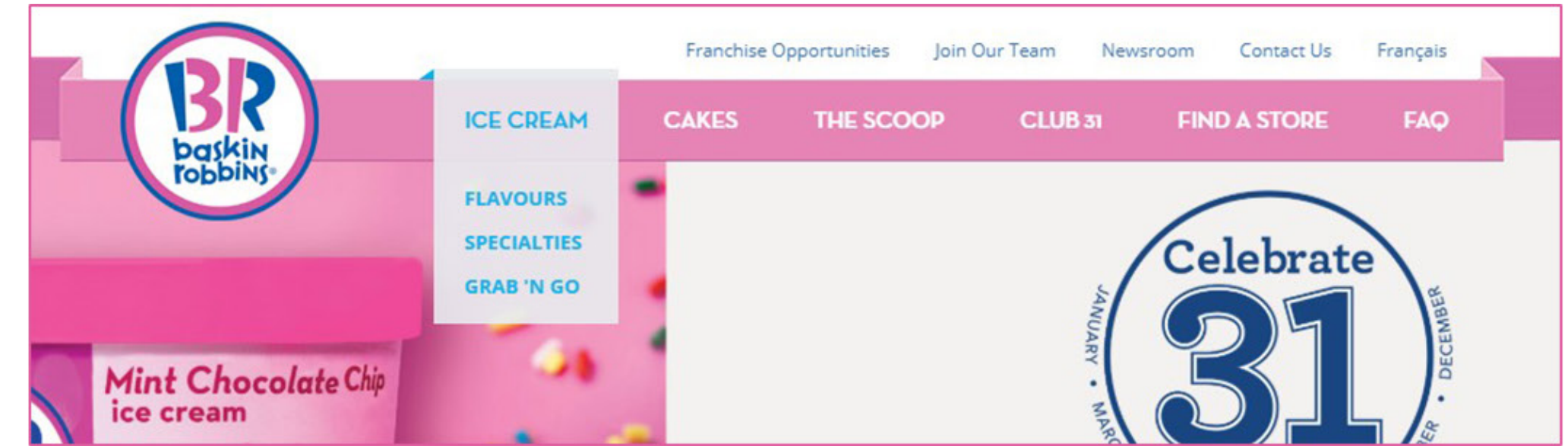
- > Give the website a fresh and updated look.
- > Create a better hierarchy to content
- > Improve the overall way people use and interact with the website.



Project Overview

Problems with the old website

- > Hard to read fonts
- > Bad contrast in important areas, such as the Footer
- > Complicated & outdated find a store navigation
- > Unappealing & Long Sign-up Form for Club 31

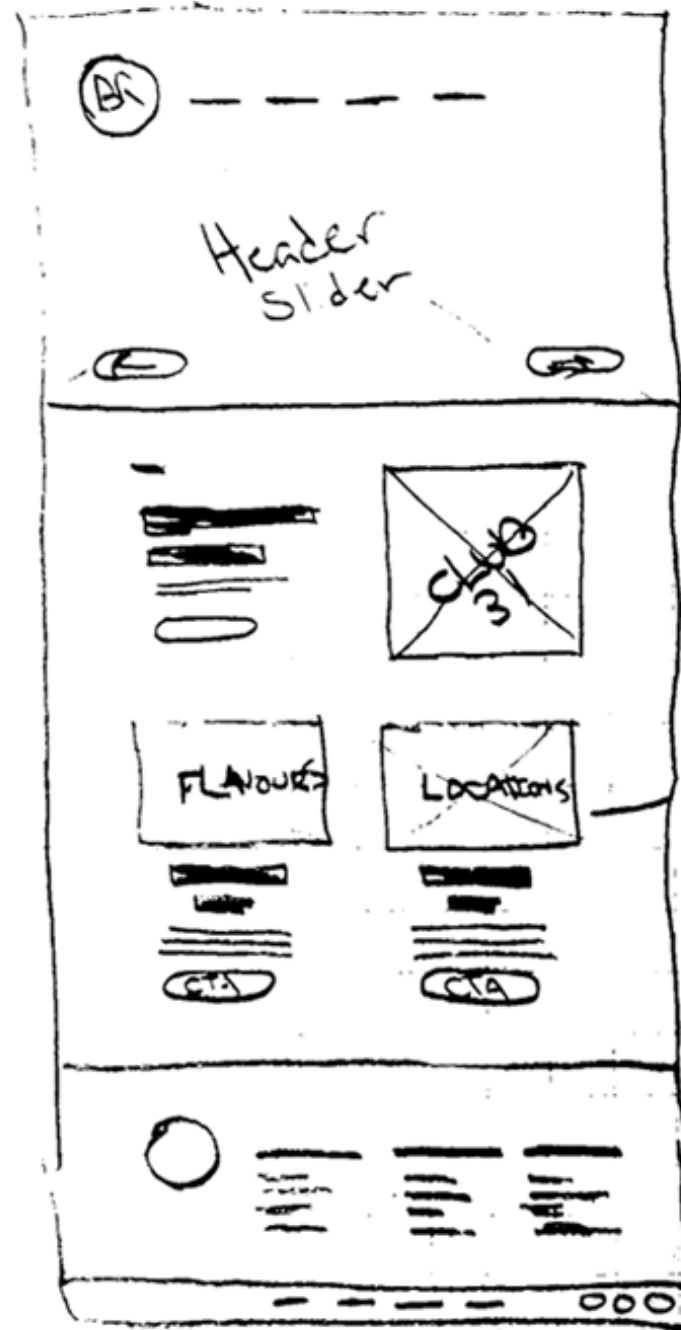


Sketches & Prototyping

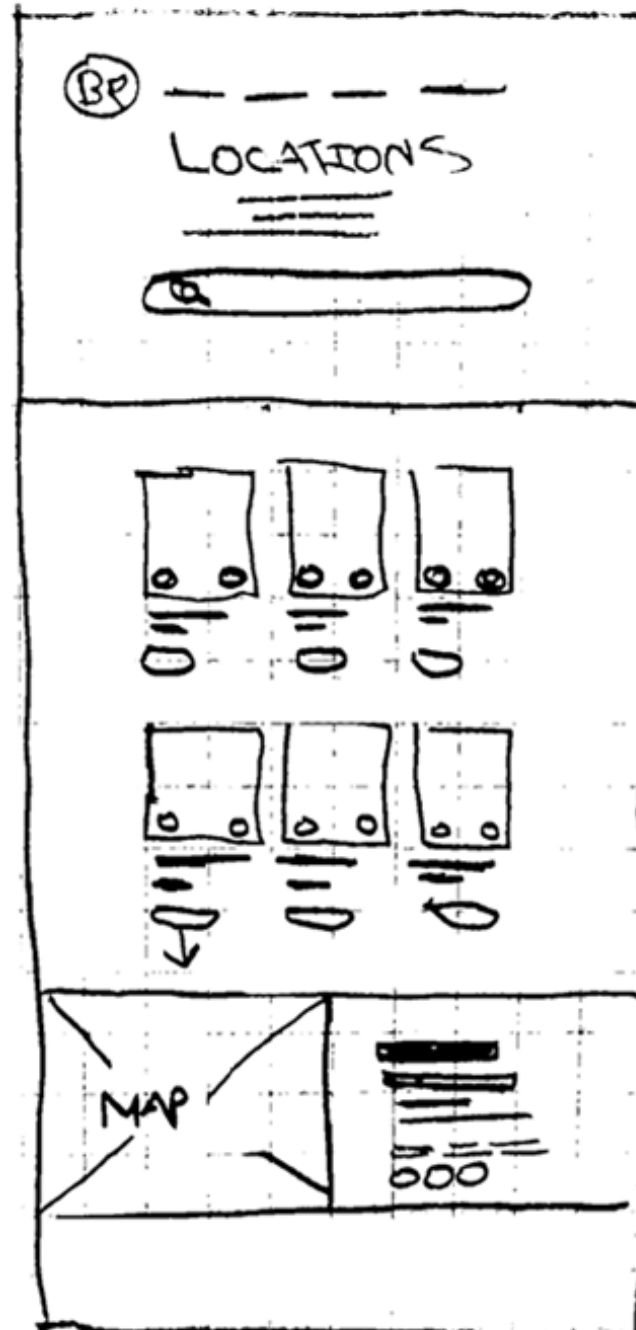
Sketches

High fidelity sketches

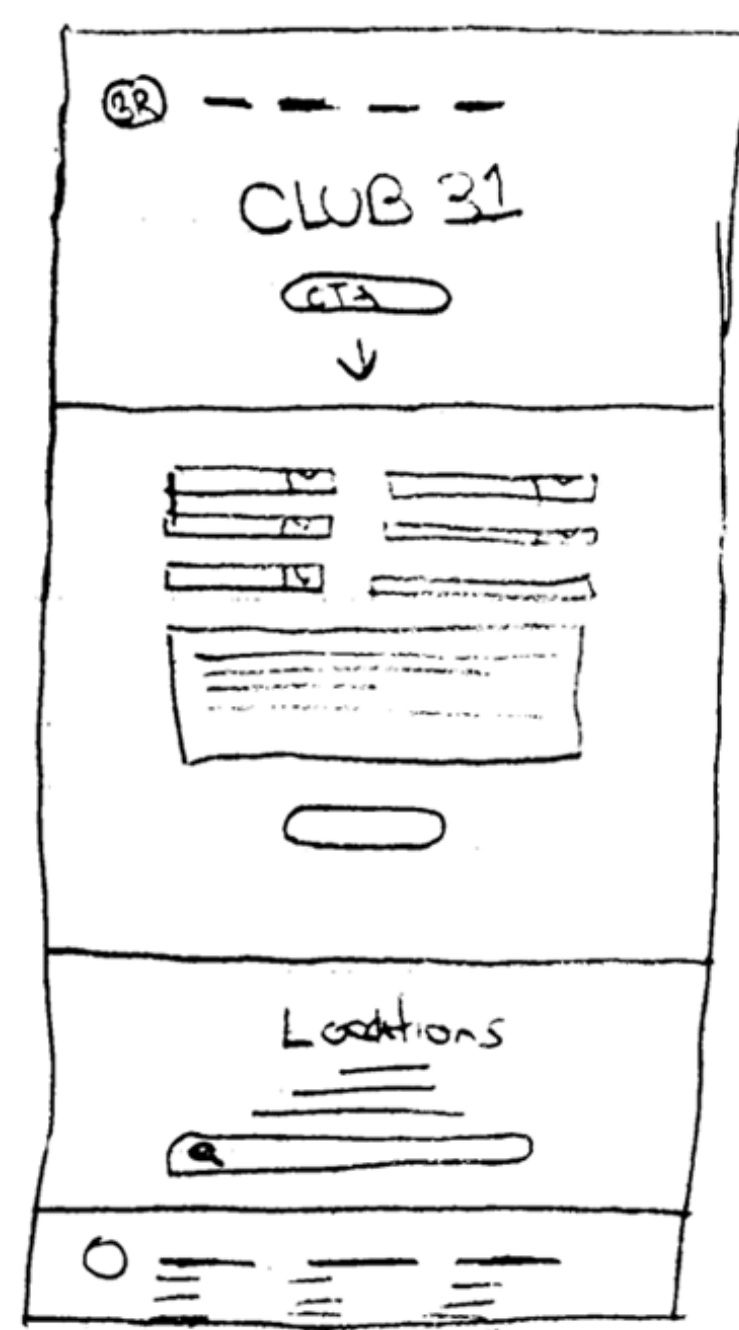
Homepage



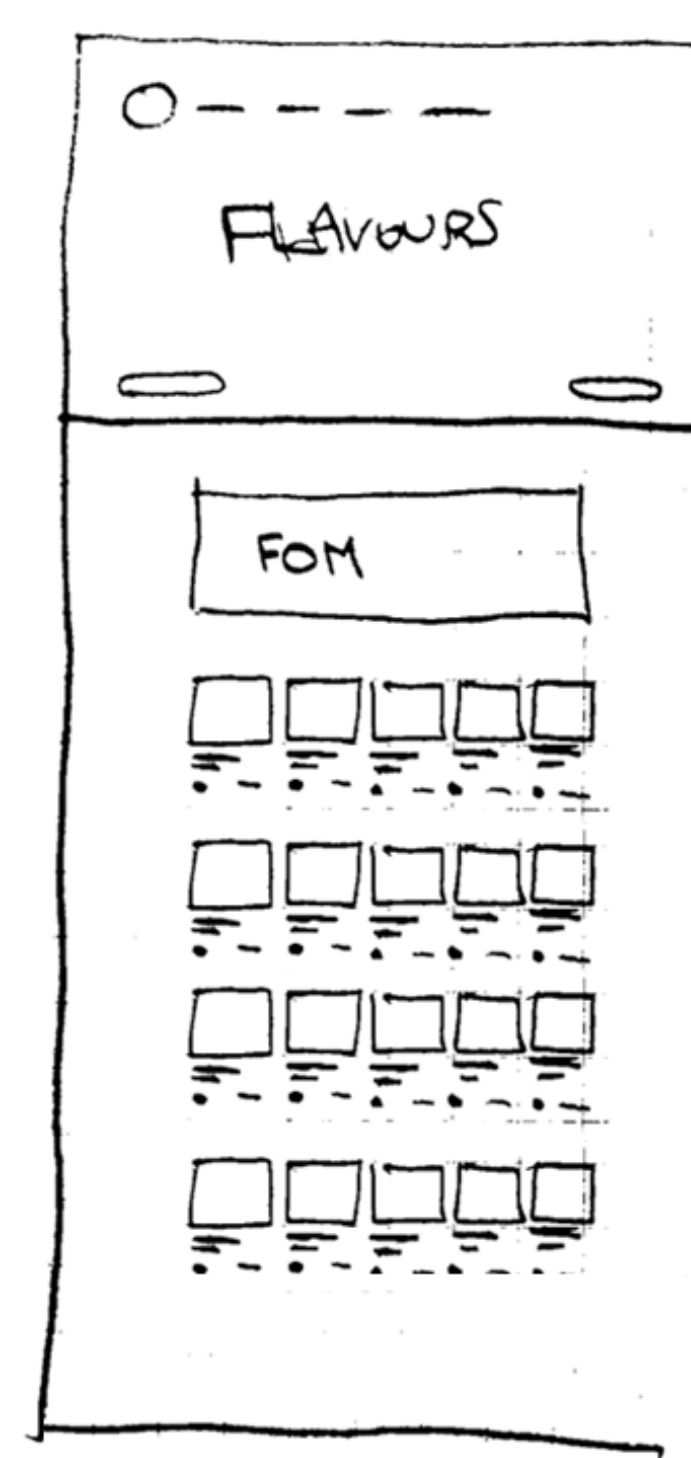
Locations



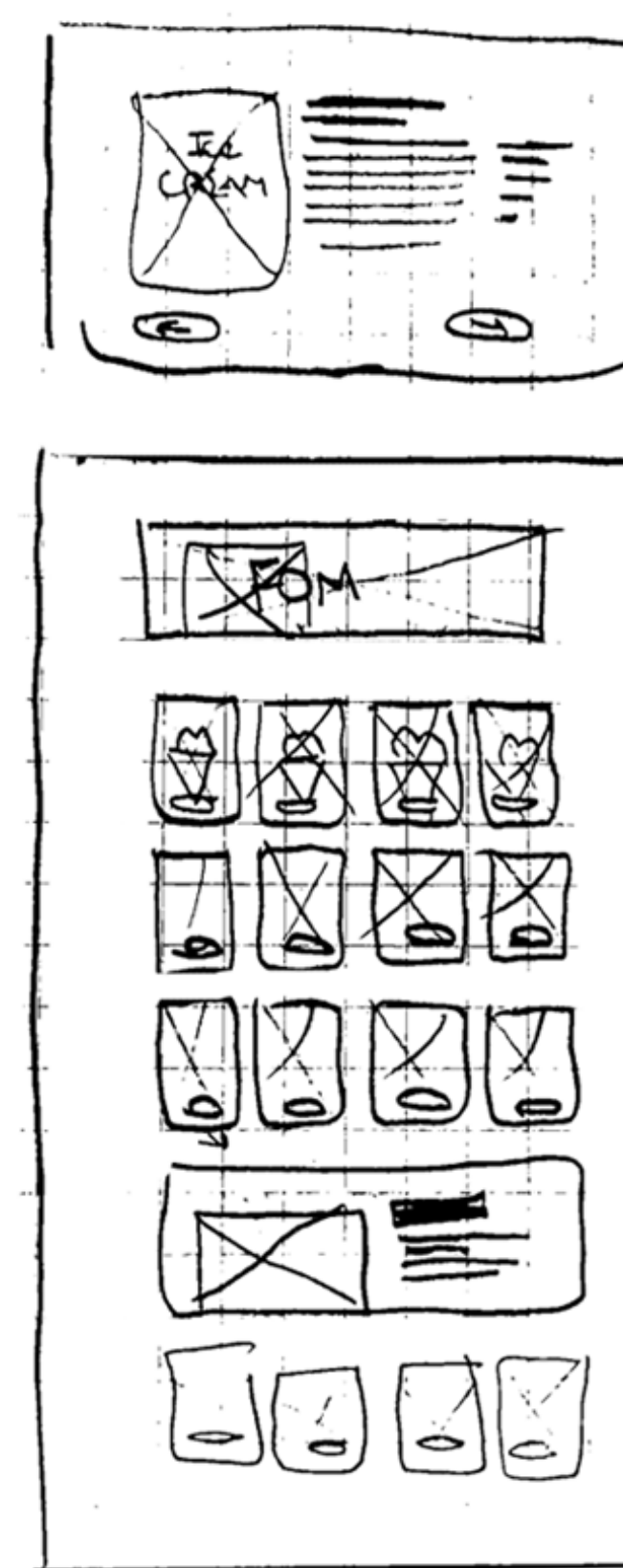
Club 31



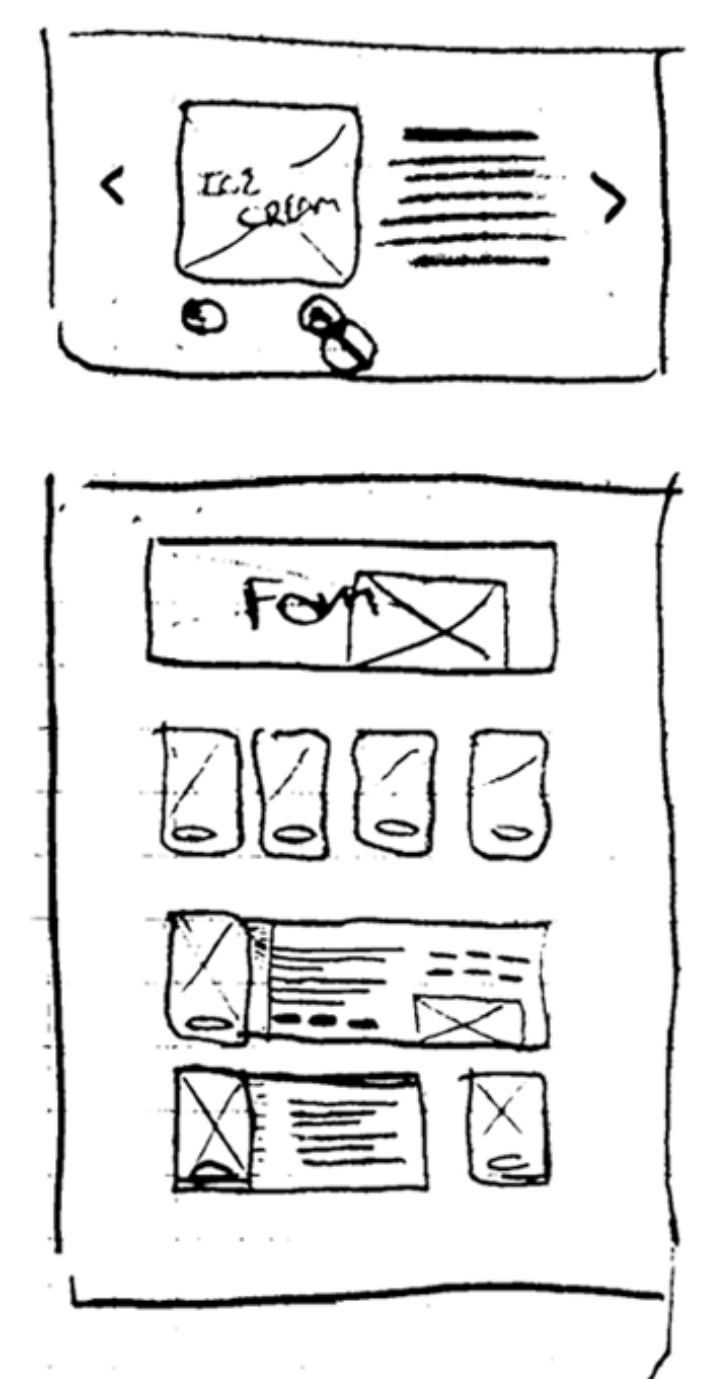
Flavours



Flavours 2.0



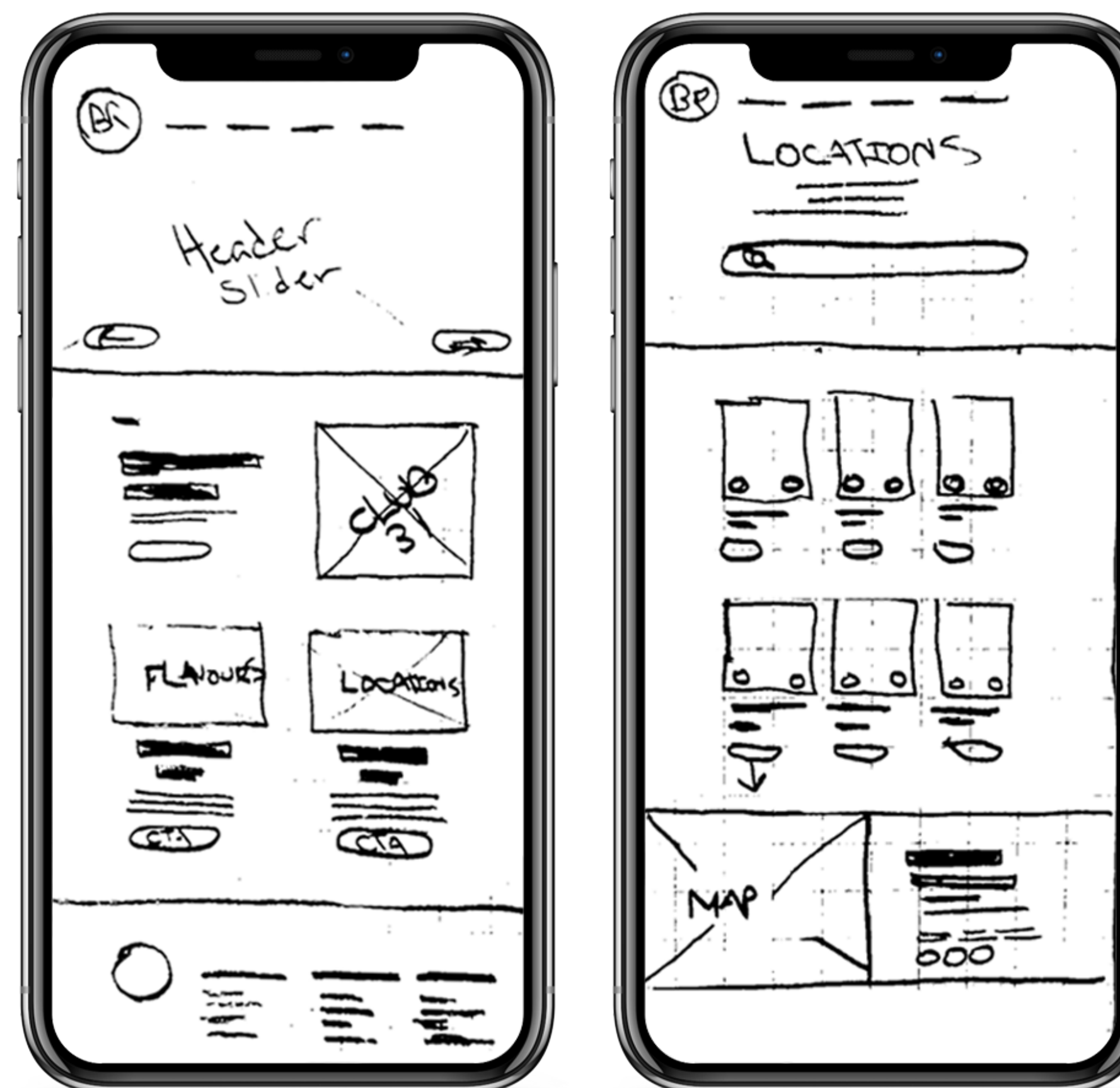
Flavours 3.0



Sketches

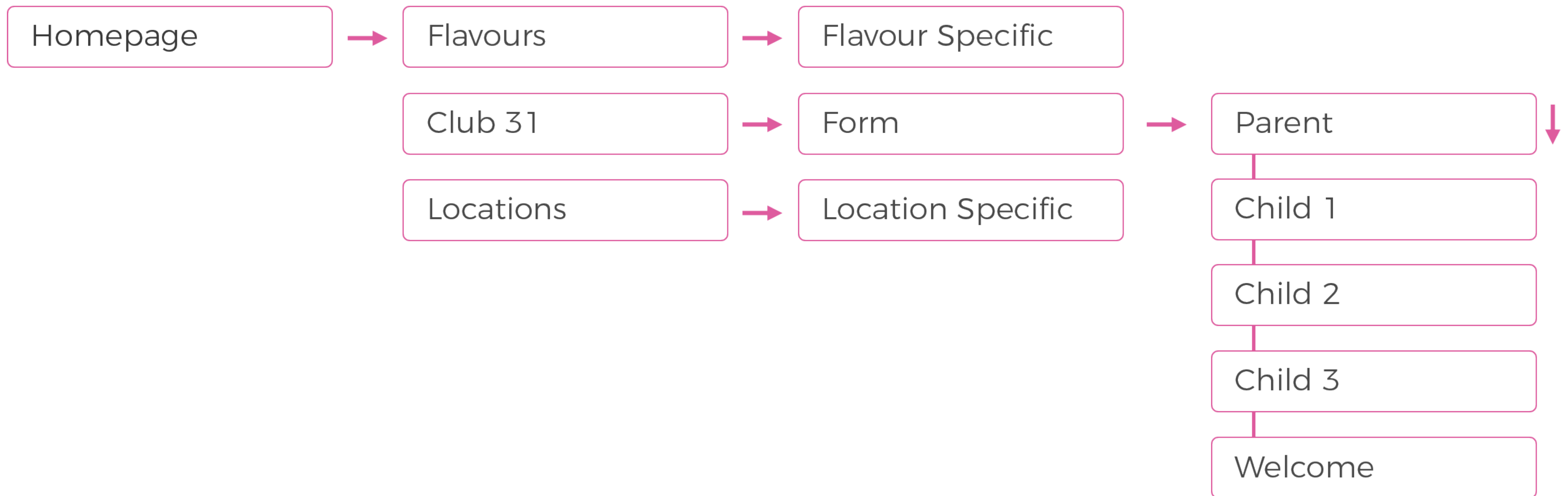
Problems while Testing Sketches using the POP APP

- > Sign-up form is too long
- > Products section is too condensed
- > Was not sure if product page would be its own page or if the section should expand on click
- > Needed to rethink locations page - Did not flow

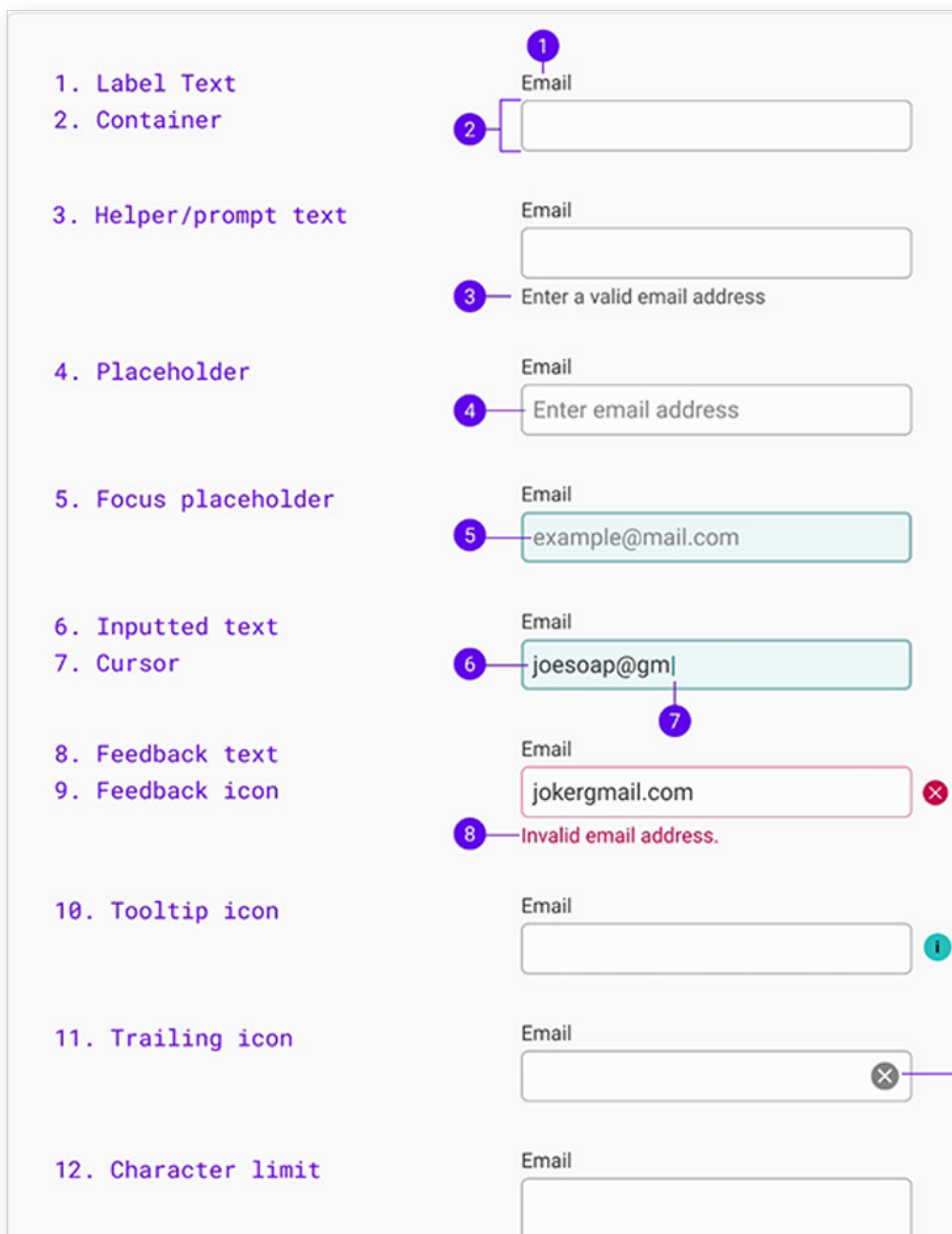
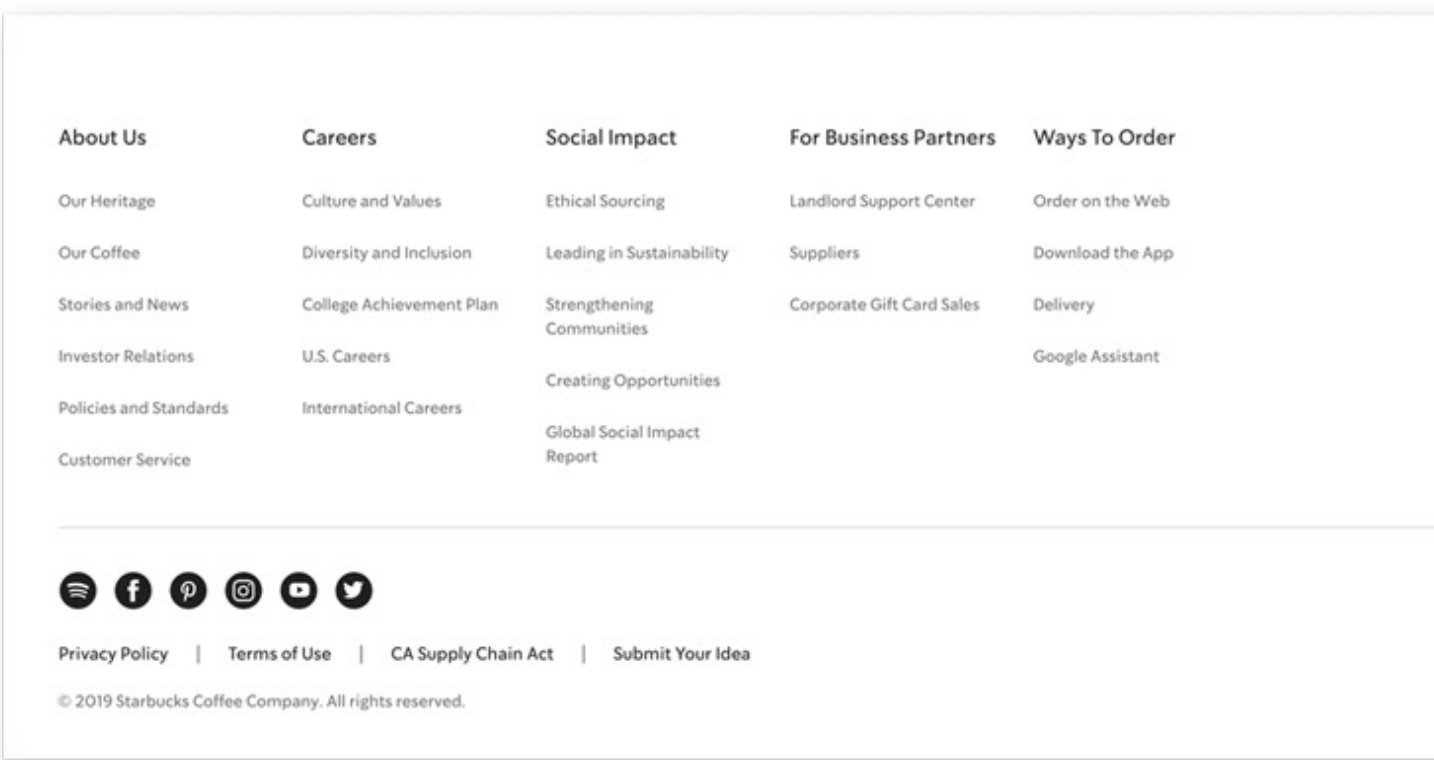
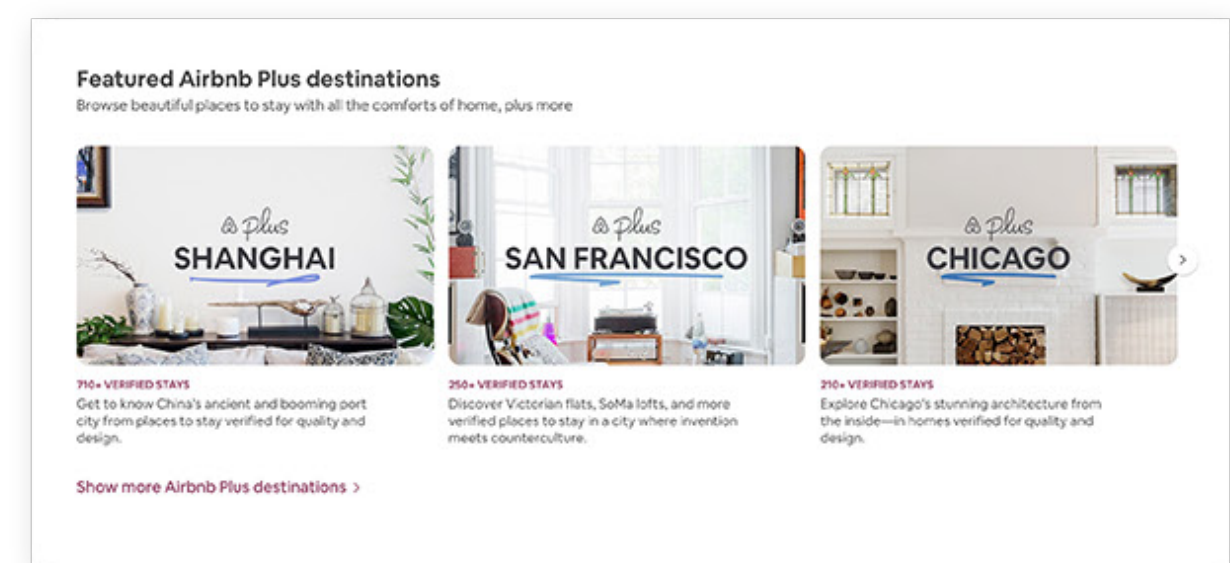
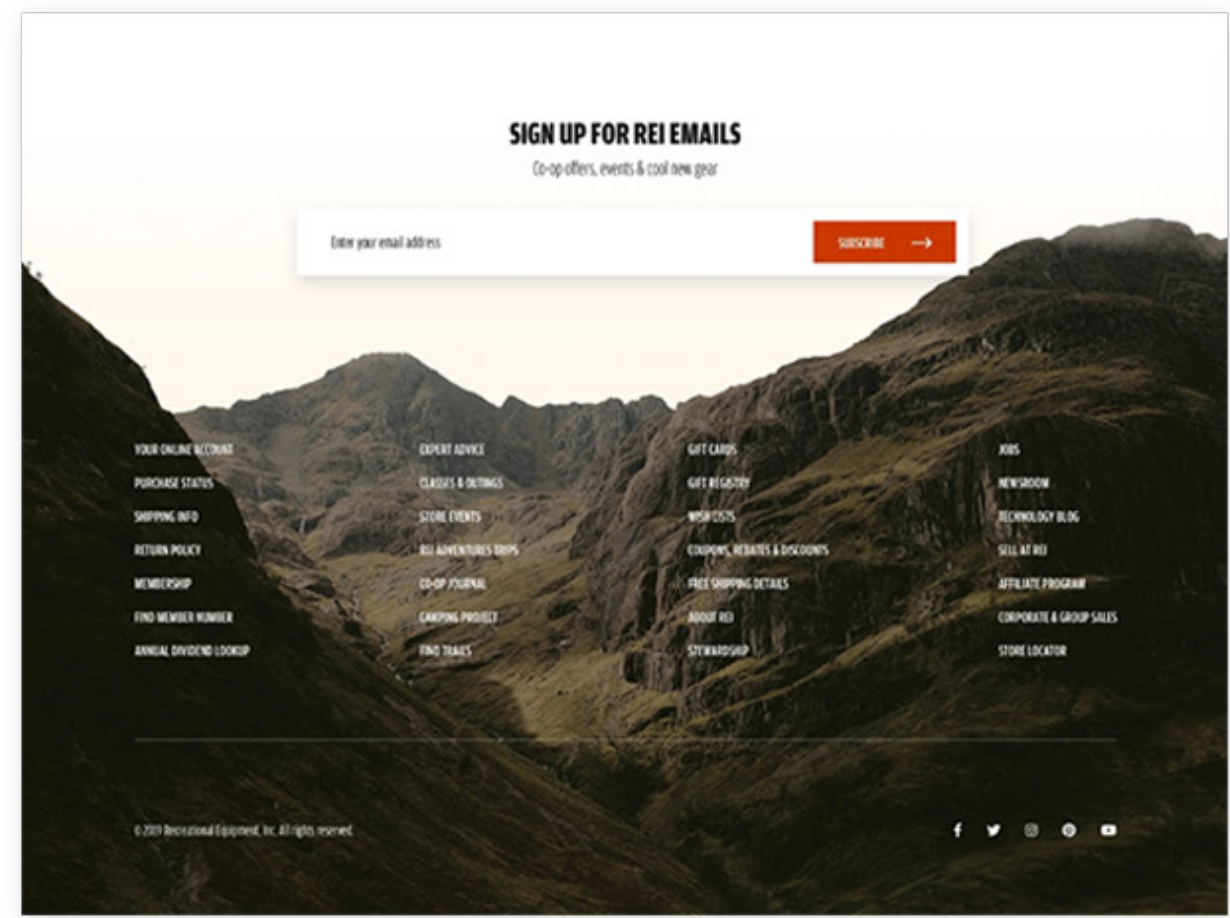
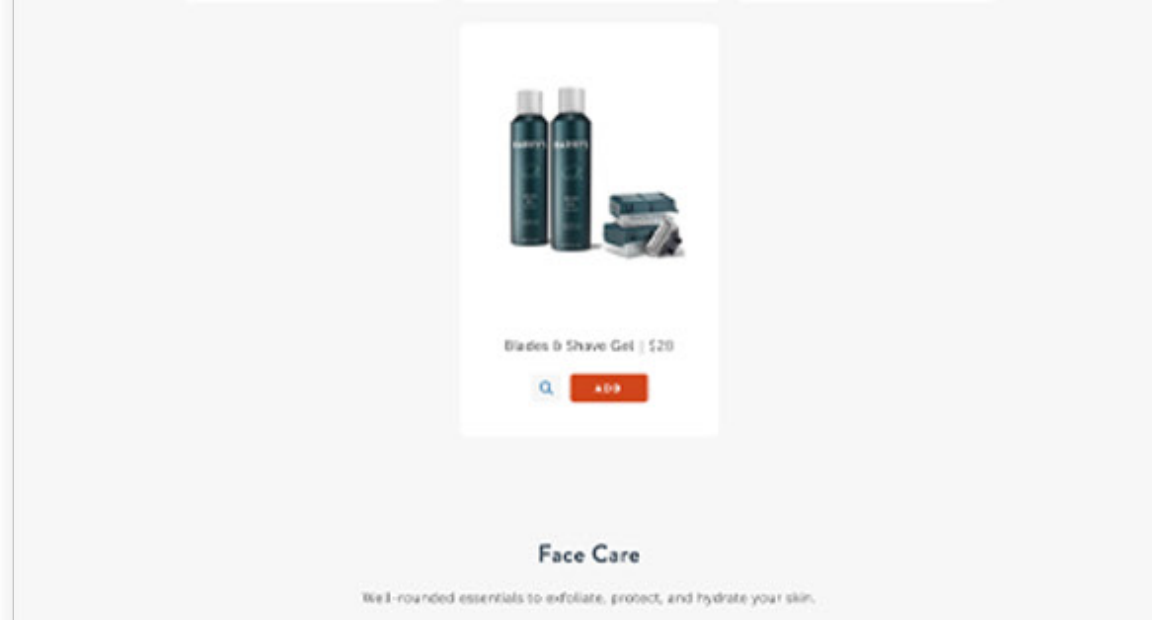
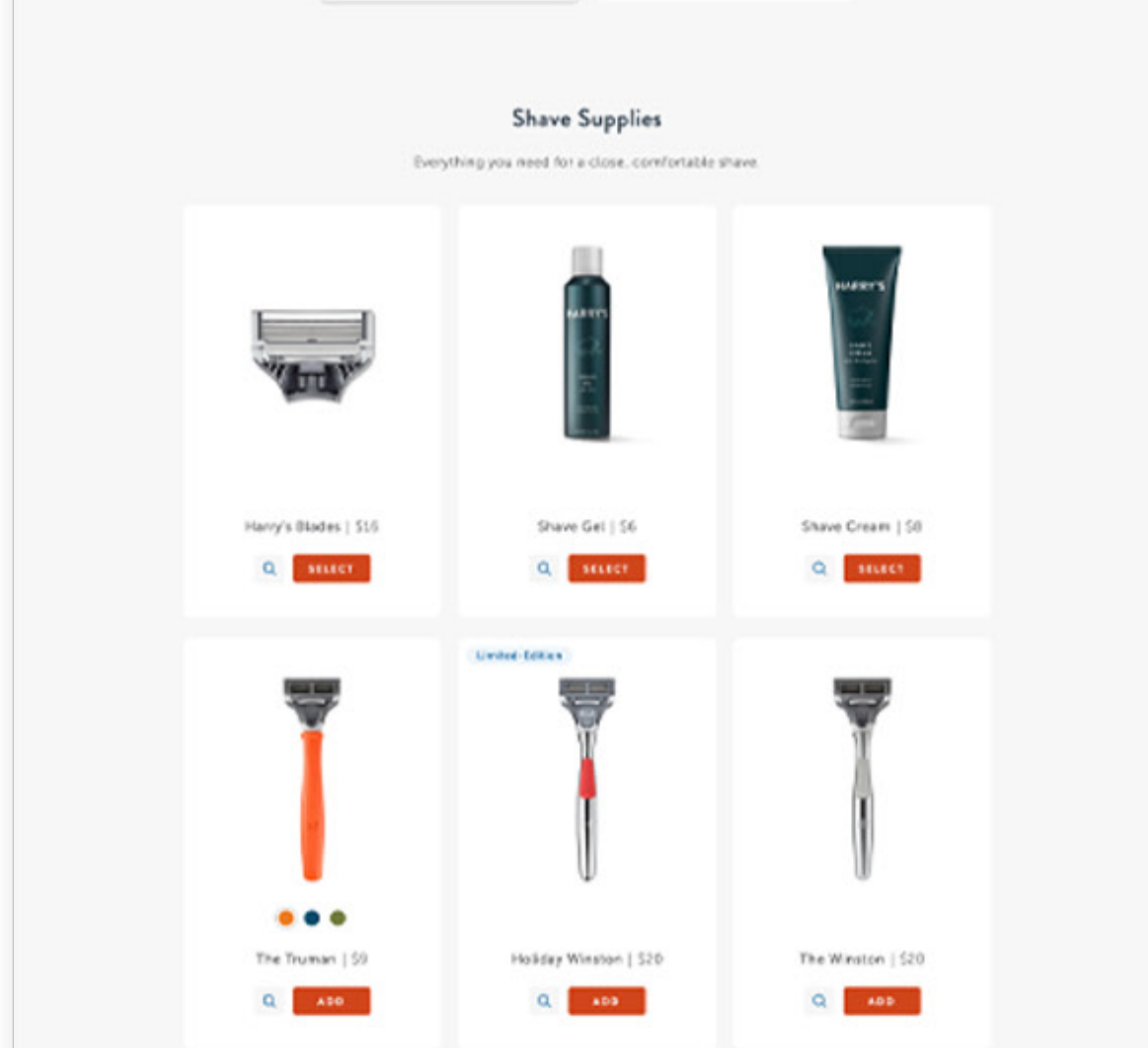
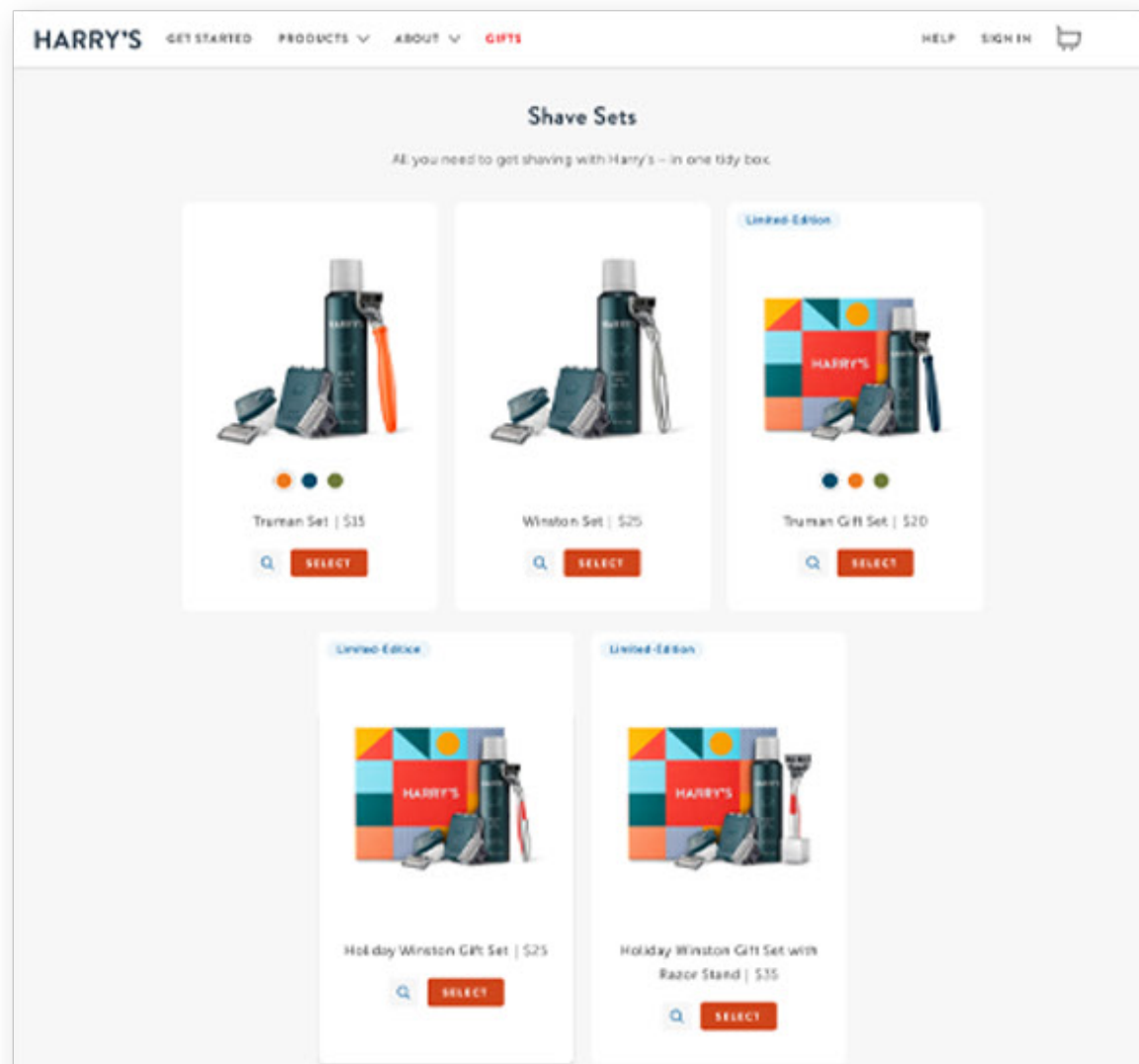
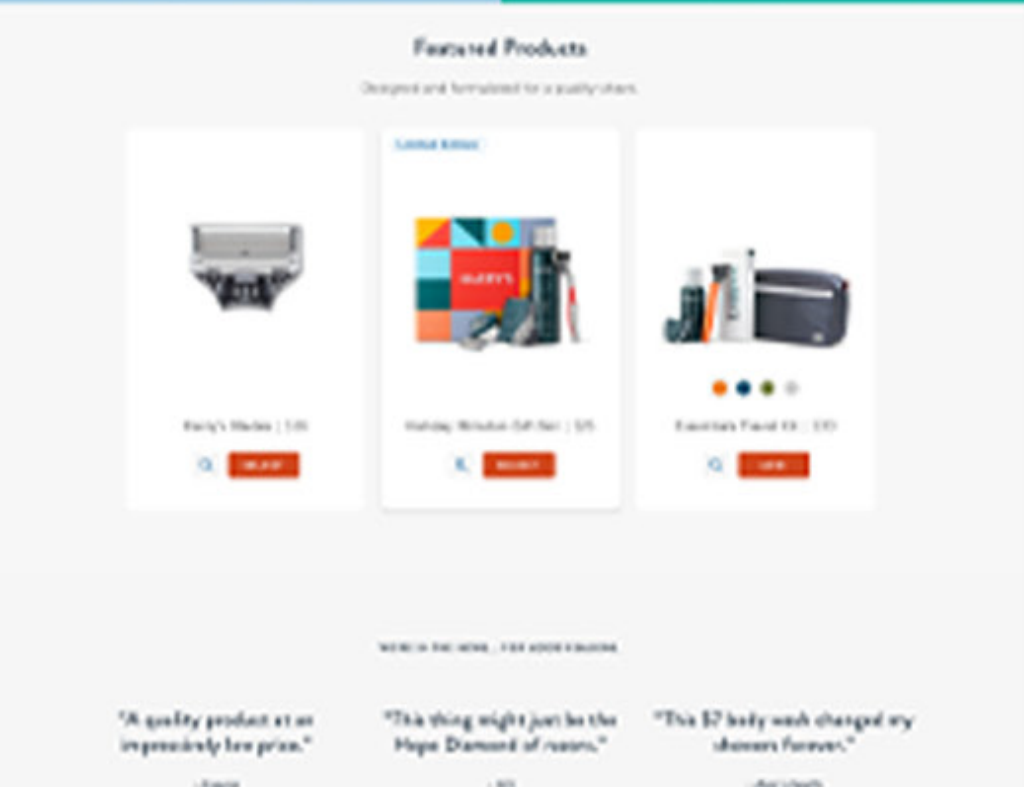
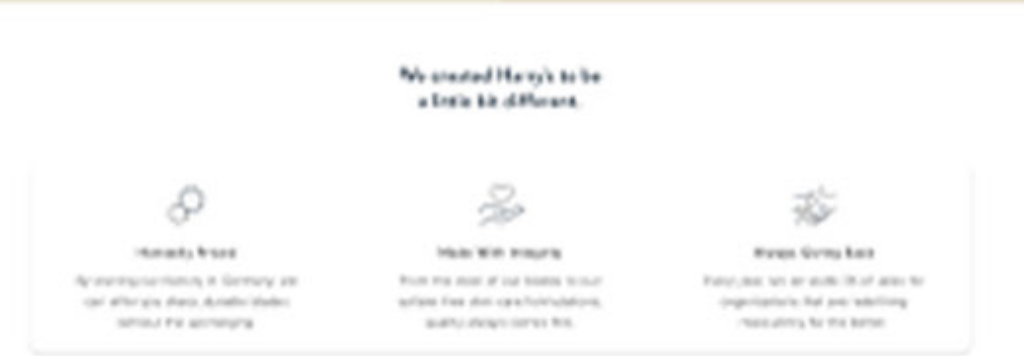
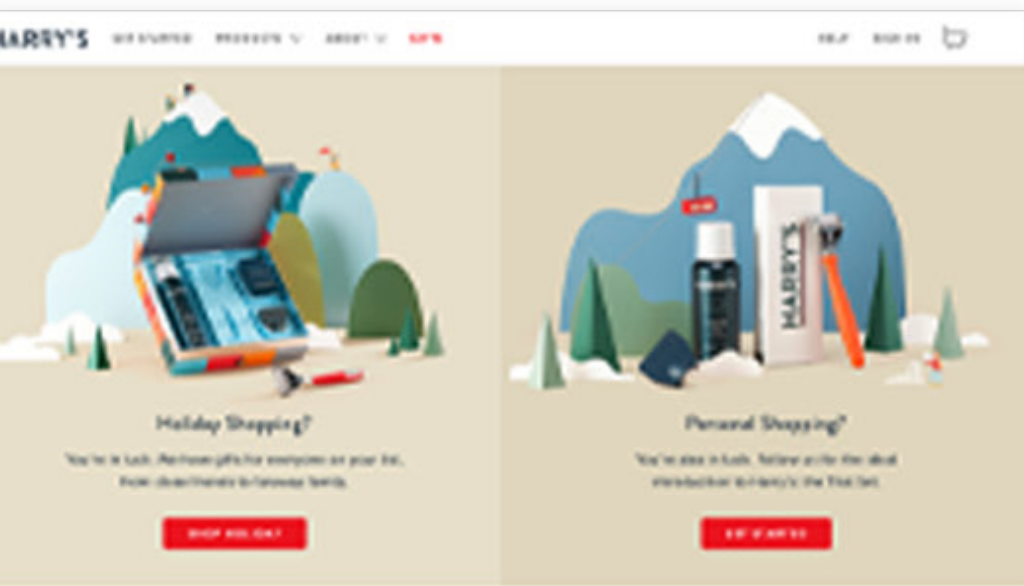


Website Map

Baskin Robbins Website Map



Inspiration

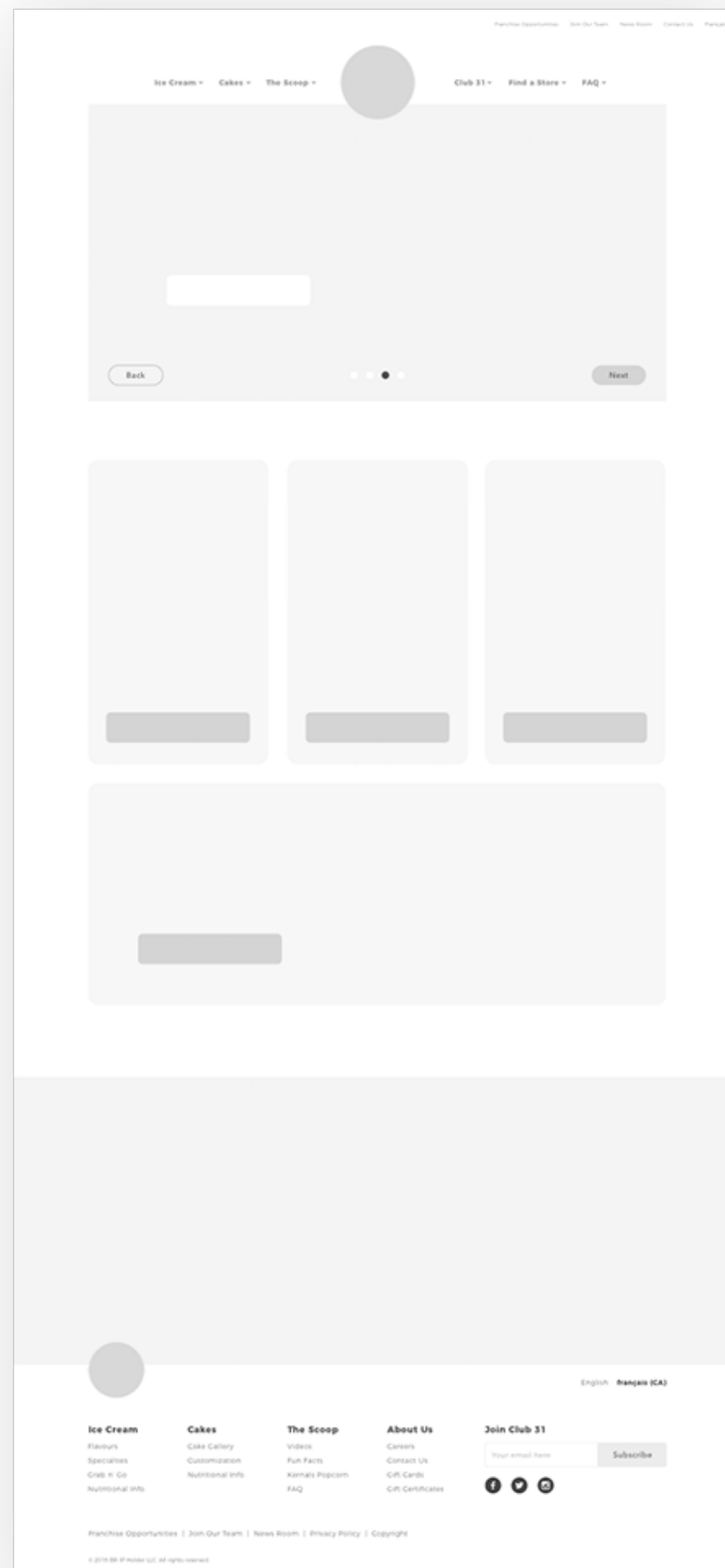


Wireframes/Demo

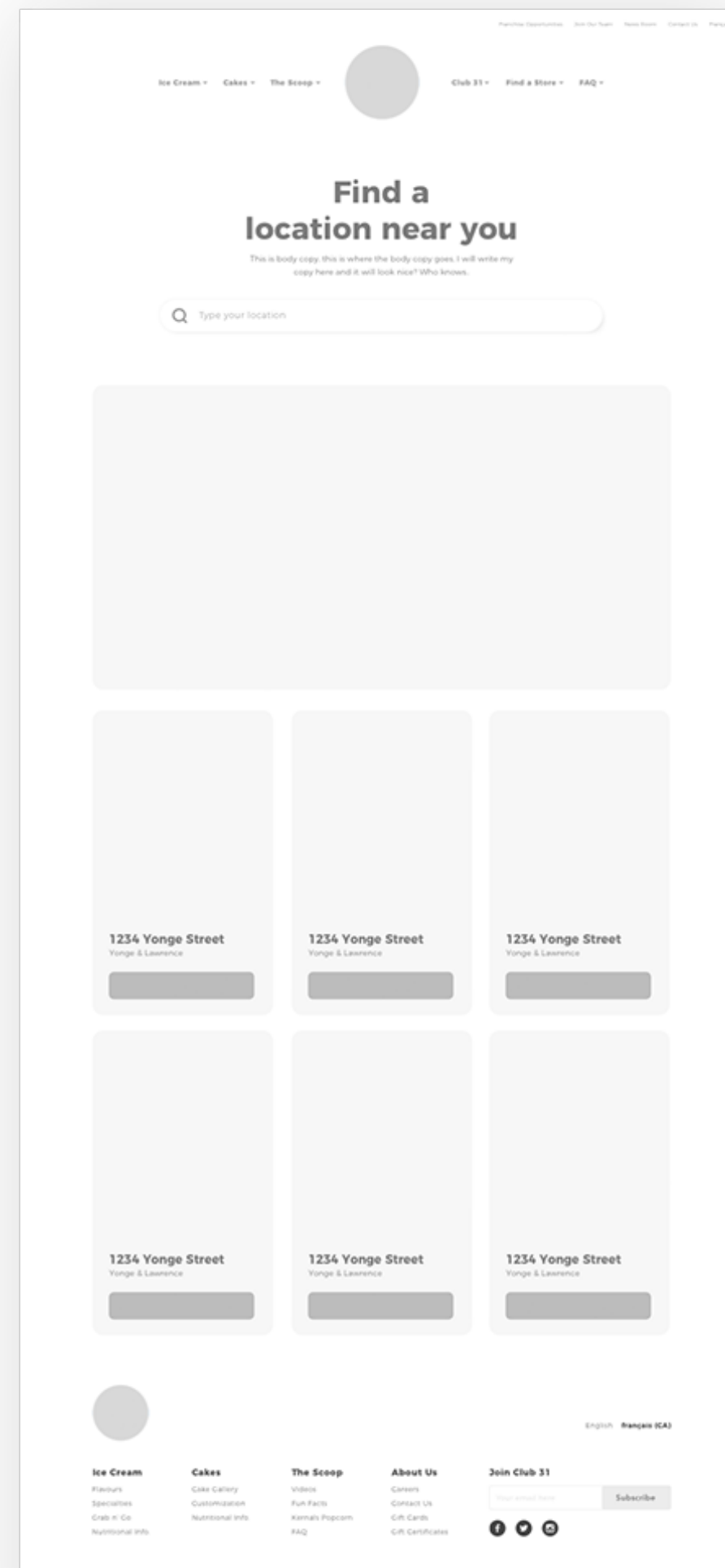
Wireframes

Low-fidelity wireframes

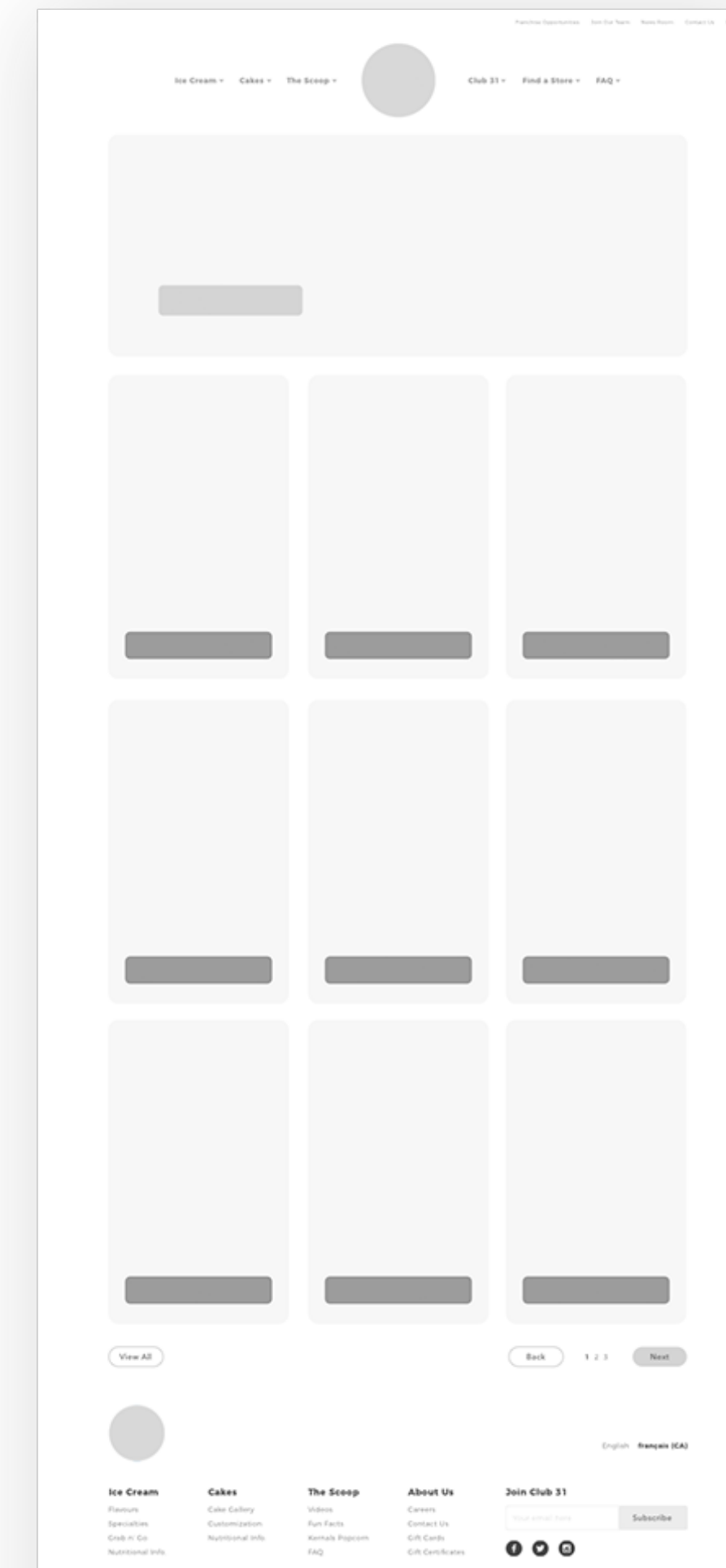
Homepage



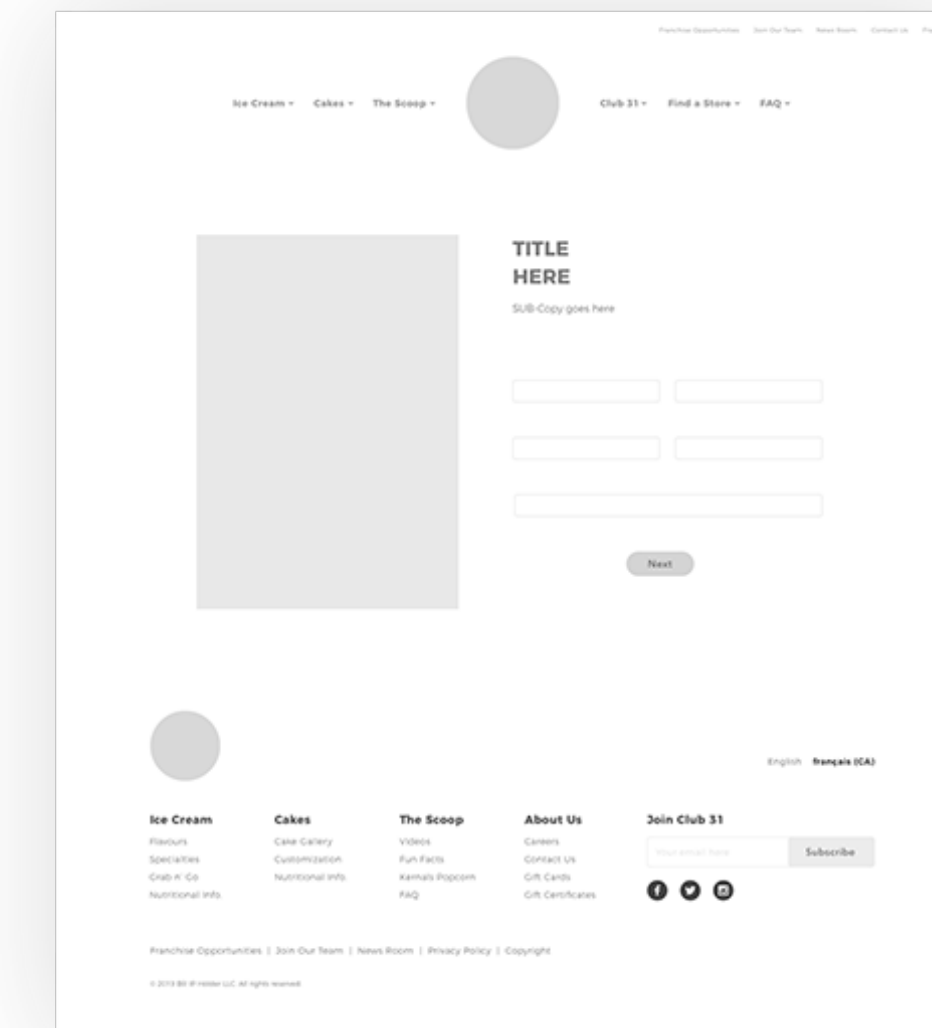
Locations



Flavours



Club 31





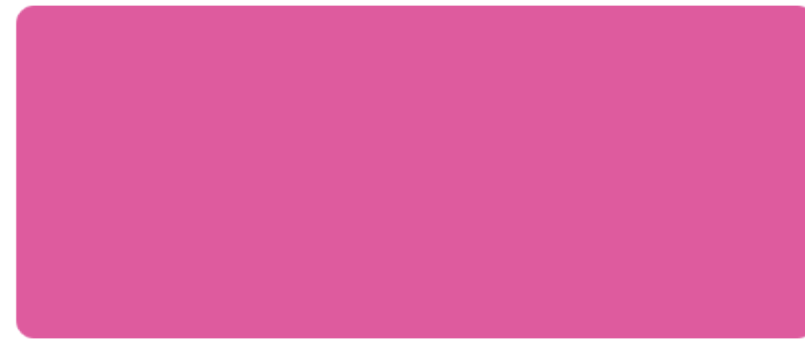
Full Demo



Mobile Demo

Style Guideline

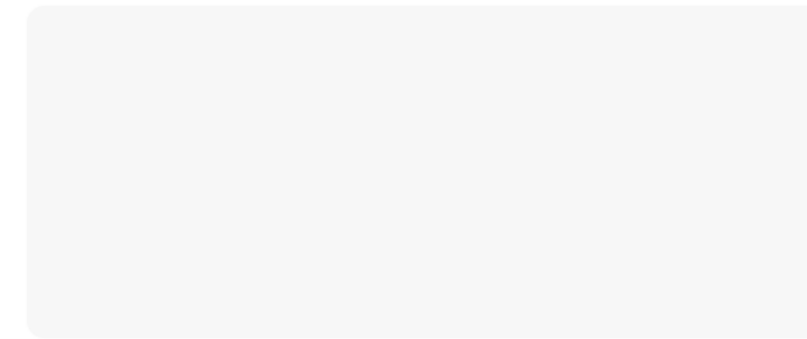
Colours



#DE5B9E



#005EA6



#F7F7F7



#202020

Typography

TITLE

Montserrat Bold 60

SUB-HEADER

Montserrat Bold 33

BODY

Montserrat light 16

CAPTION

Roboto Regular 14

Buttons

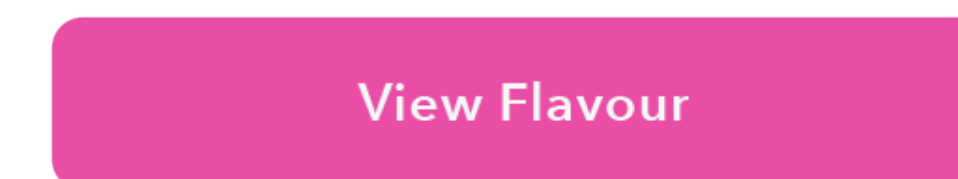
MAIN BUTTON

Avenir DemiBold 16



MAIN BUTTON HOVER

Avenir DemiBold 16



MENU BUTTON MAIN

Avenir DemiBold 16



MENU BUTTON HOVER/NEXT

Avenir DemiBold 16



Learning Outcomes

Learning Outcomes

What I learned throughout the process

Coming from a design background, I already knew a lot about typography, Visual Design, and colour theory.

In this User Interface course I learned about creating an end-to-end experience and how typography, visual design, colour and prototyping all work towards bringing that experience together.

My main goal was to learn more about the software programs used in the industry and the process of bringing your designs to the finished experience.

How would I progress my idea, given the resources

After this course I will continue to refine the sketch files. I would like to input all of my own creative into the website replacing all the original banners, images and icons.

I will also continue to work on the mobile experience, finishing converting all pages to mobile size.