Orange

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September 2021

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01 Visual Identity

Character

Moodboard

UI inspiration

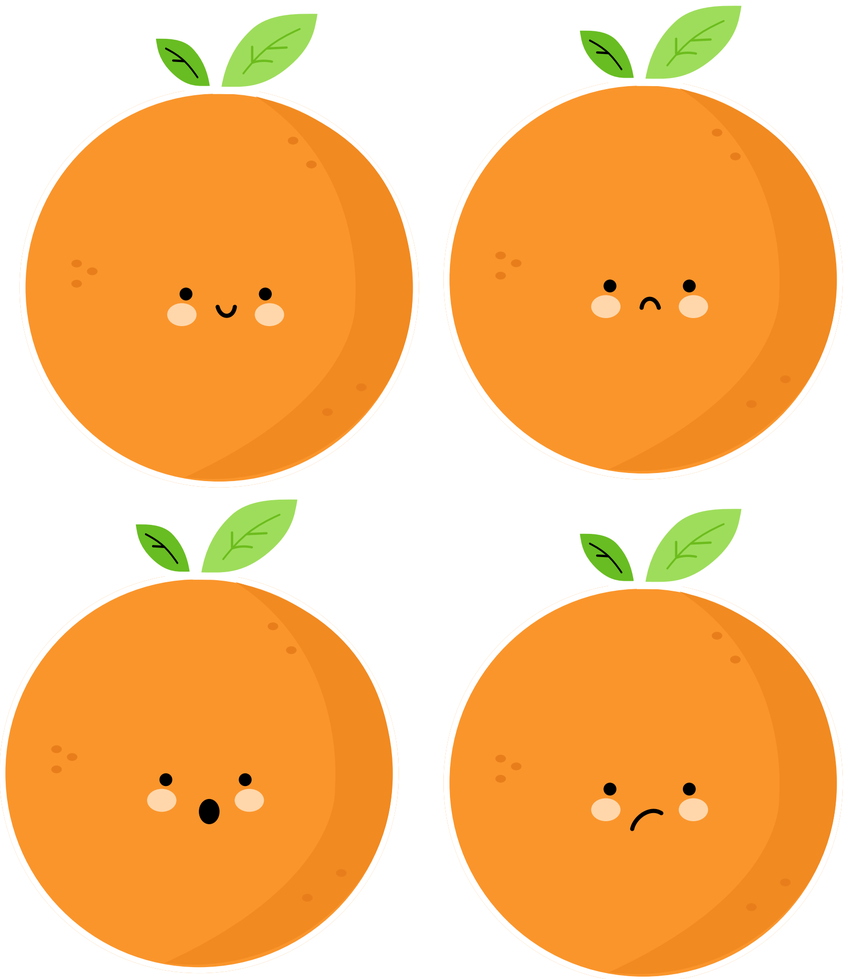
Colors

Typography

“Orangy” Character

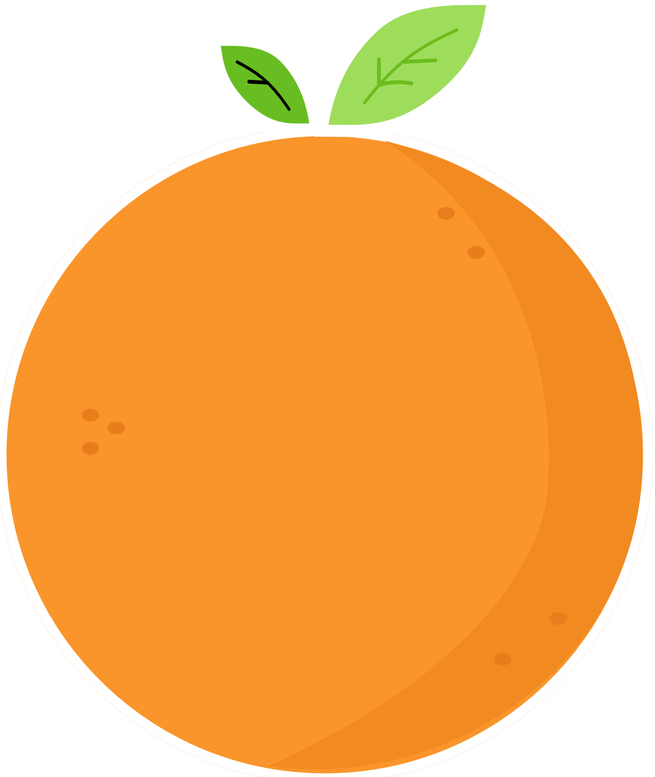
Orangy is one of the characters that will help students learn easily. It will teach the students how to work with the app in the first place. Will appear on the report cards and help students understand what is happening.

Reaching the user end goal, when you don’t speak the same language with your users, may be hard. So helping users understand with the “international language of cartoons”, can make your application usable all around the world.



What elements to include

If you are searching for a app with the name orange you want to see both the color and the fruit.
Our app icon will always be up against dozens of other apps, whether a user is browsing the app store or scrolling through their home screens. Create an orange icon that's instantly recognizable on search listing pages and a user's screen can help them find our app easier.
Using vibrant colors as orange will help my app stand out both against the other apps a user has installed and against his or her background image. and now for making my app and the website consistent I am going to keep the icon one of the focus points of the design and the website.



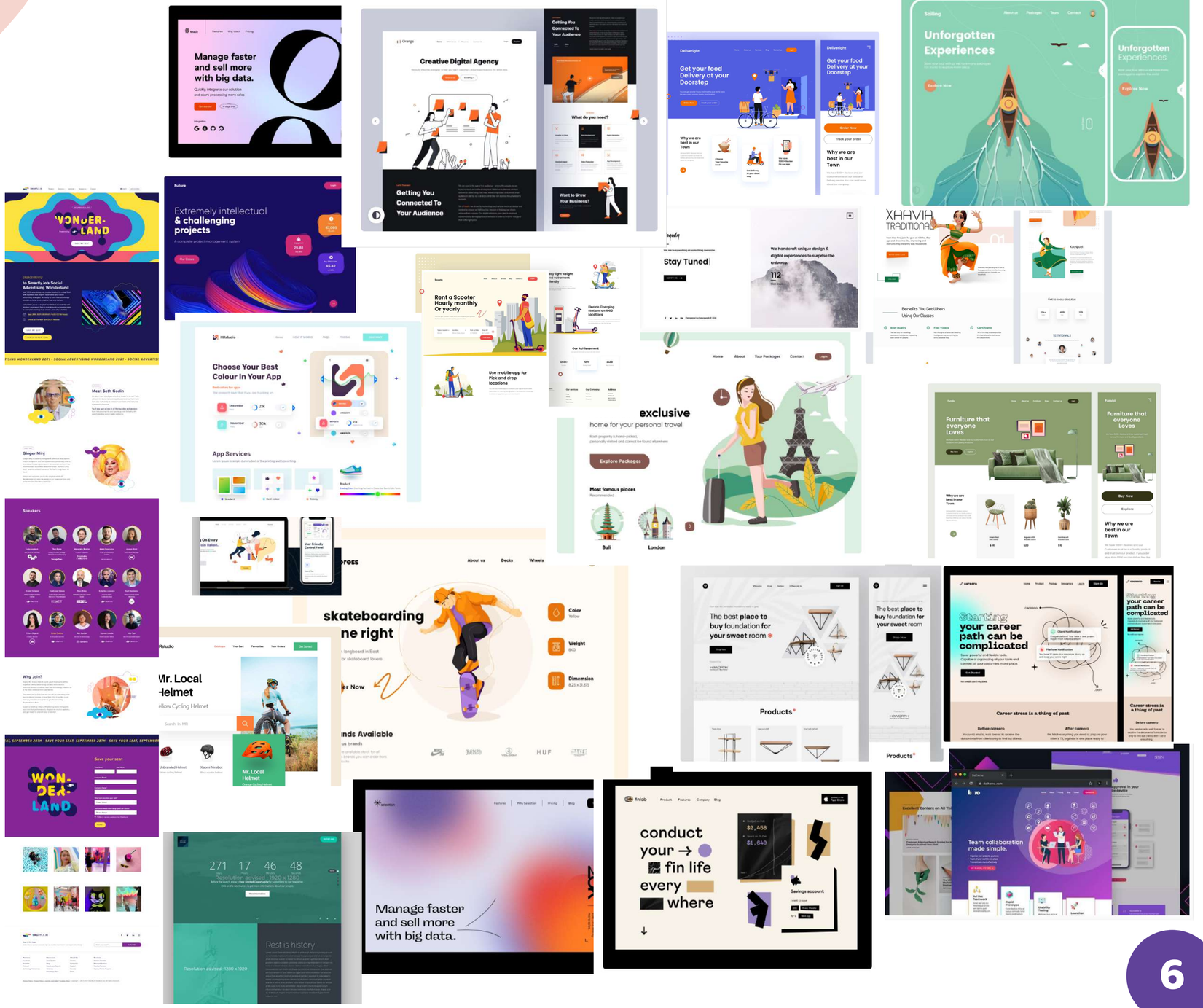
Moodboard

The photos are giving the feeling of being happy and colorful.They want to show you how kids are joyful and the bright colors remind you of being a child one more time.

I want to reflect how kids will feel after using this application. and how will they feel after learning.

UI Inspirations

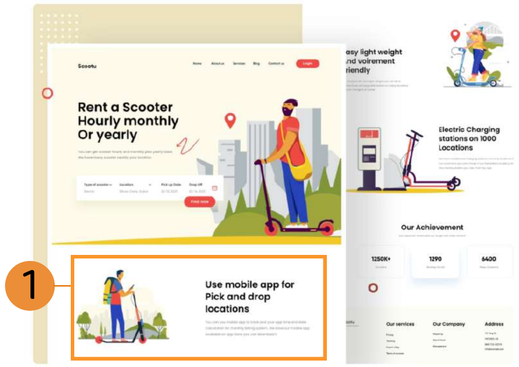
There are some examples of how can we do the landing page of Orange brand website. Most of the Sites have a responsive design and a colorful and similar vibe as my application.

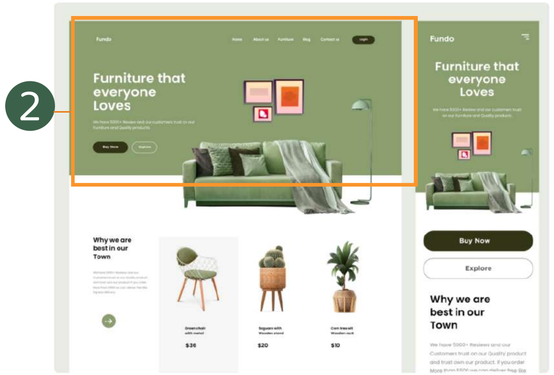


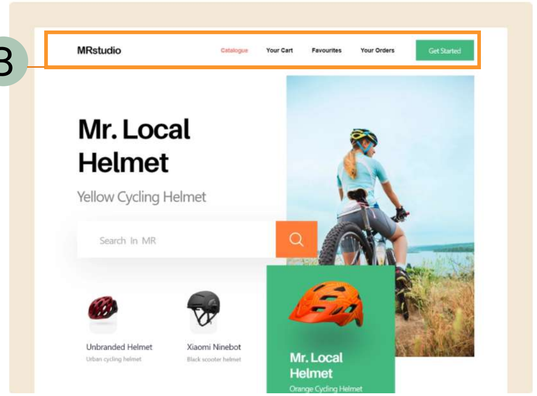
UI Inspirations

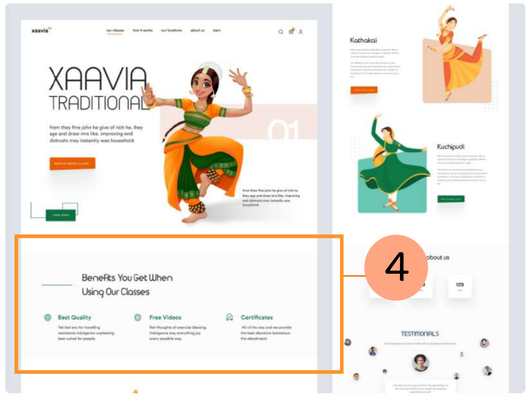
These are the chosen designs of the marketing websites that with user in mind can make better sense.

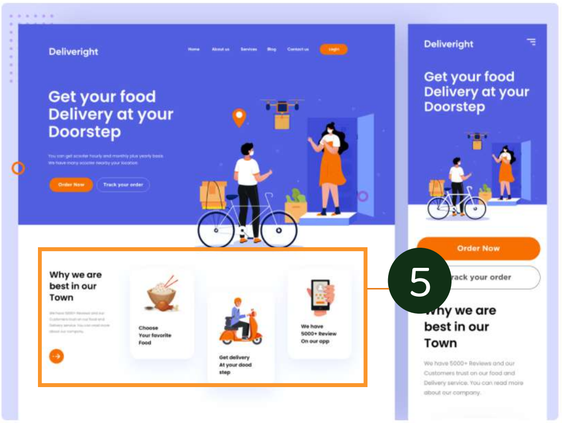
1. Left aligned picture with a bold hierachy with a big size and weight difference
2. Color boxes with a lot of difference that indicates change of the topic and section
3. Minimal top navigation and use of wordmark
4. Different text columns with a different text weight for header that describes the features of application
5. Use of shadow for pulling attention on the important topics on the page











Color palettes

Some color palettes that have orange and green in them can be my main target.

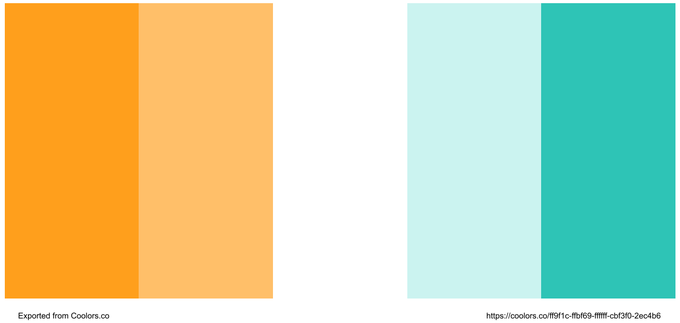
It can give a colorful feeling and is bright enough that children like them.

They can keep the name and branding consistent throughout the experience.

Using green on a message which tells the child they got the answer right, will reinforce the message, and as they continue using the app, the consistency will allow them to make visual links between getting the answer right.

Combinig orange and green can remind user the orange.

I try to use just 1 or 2 bright colors instead of jamming my landing page with a lot of colors.

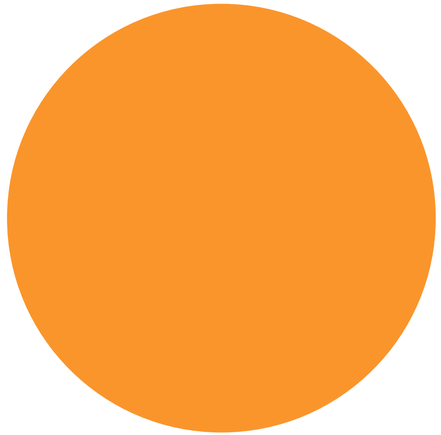


Color palettes

Data shows that since each channel has a distinct audience, it often makes sense to invest in both mobile and desktop to ensure everyone has positive user experiences.

After having more insights on the types of people visiting marketing websites I found out that parents tend to visit the website as opposed to kids like to work with applications in the cellphone.

That is why we are eliminating most of the colors and keep it simple because we are targeting the parents in the website.



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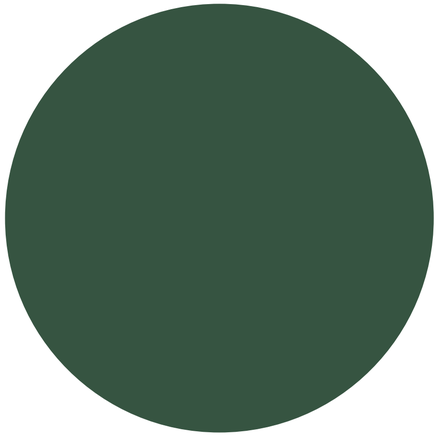

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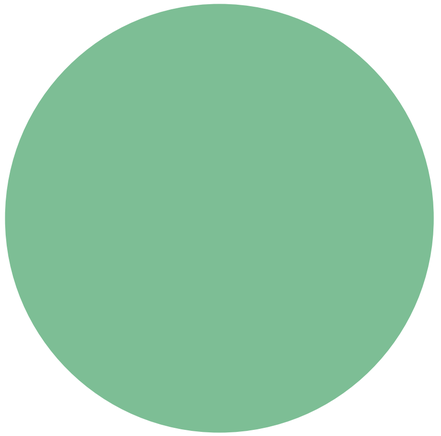

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Typography

As I pointed before with having orange icon the main element of our application we are going to choose the typography as round as possible.

And as children are our main users the font should be readable to help the young learners understand the content better.

As Baloo and Fredoka One are 2 fonts that are round and readble we are going to use them in our marketing website and mobile landing page too.

Website

Heading 1

Heading 2

Heading 3

Heading 4

Content body normal

Content body emphasis

Mobile

Heading mobile 1

Heading mobile 2

Heading mobile 3

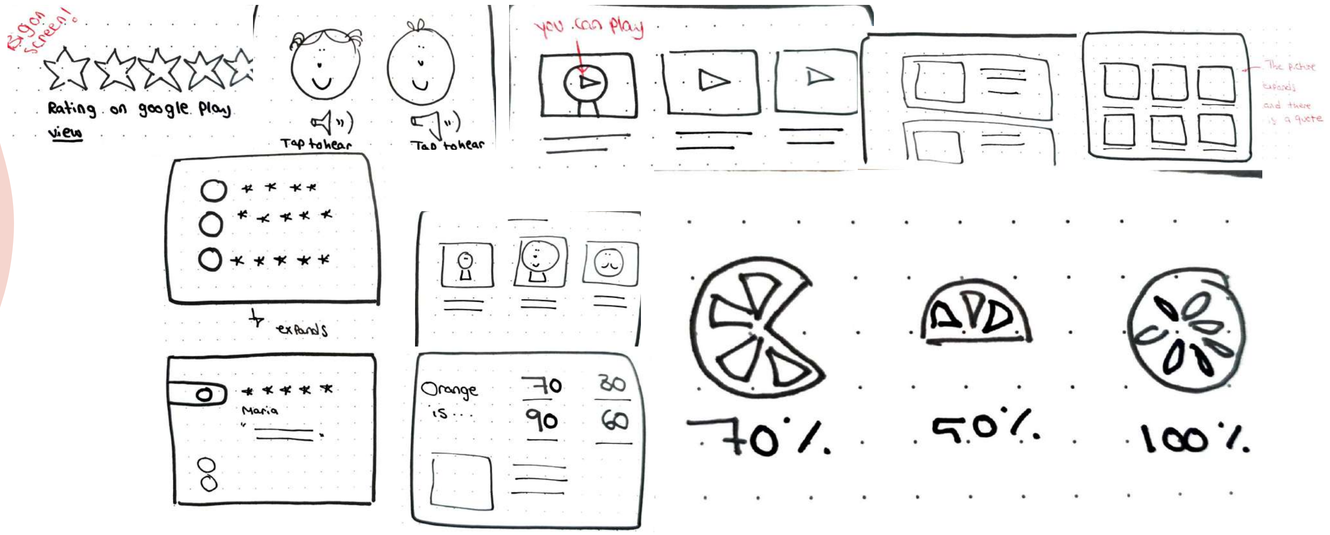
02 Sketches

Exploratory Sketches

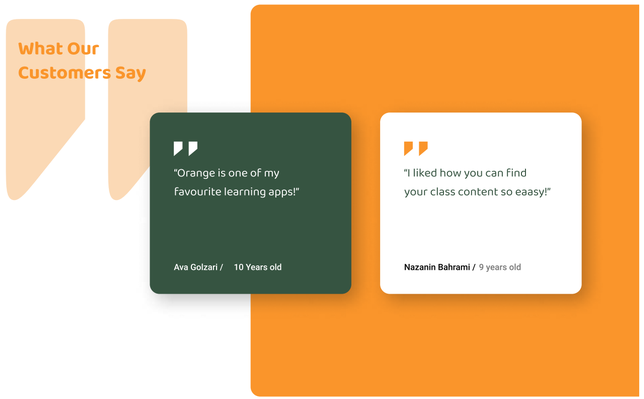
I have done some sketches to explore the ideas around the web design.

There are some ways to put the testemonial layout that ended in the last picture.

Testemonial Modul

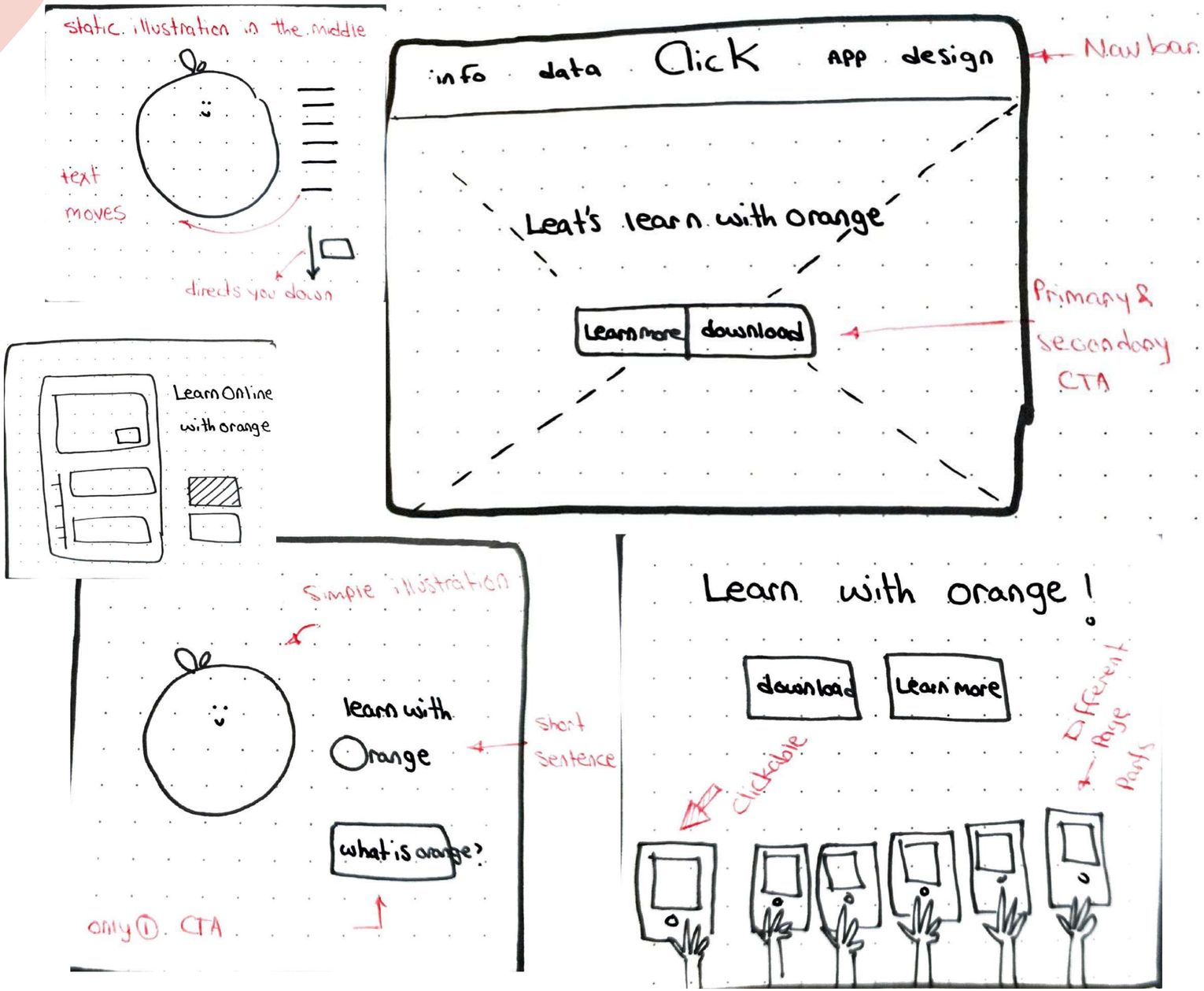


The end result



Exploratory Sketches

These are some ideas of the main layout of the marketing website.



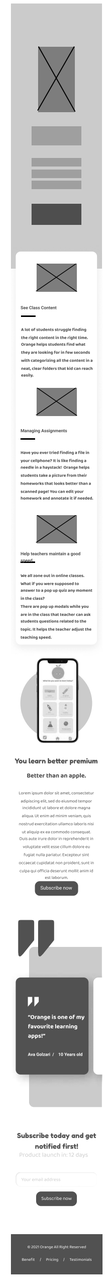
03 Wireframe

Wireframe

Responsive web content diagrams

Wireframe

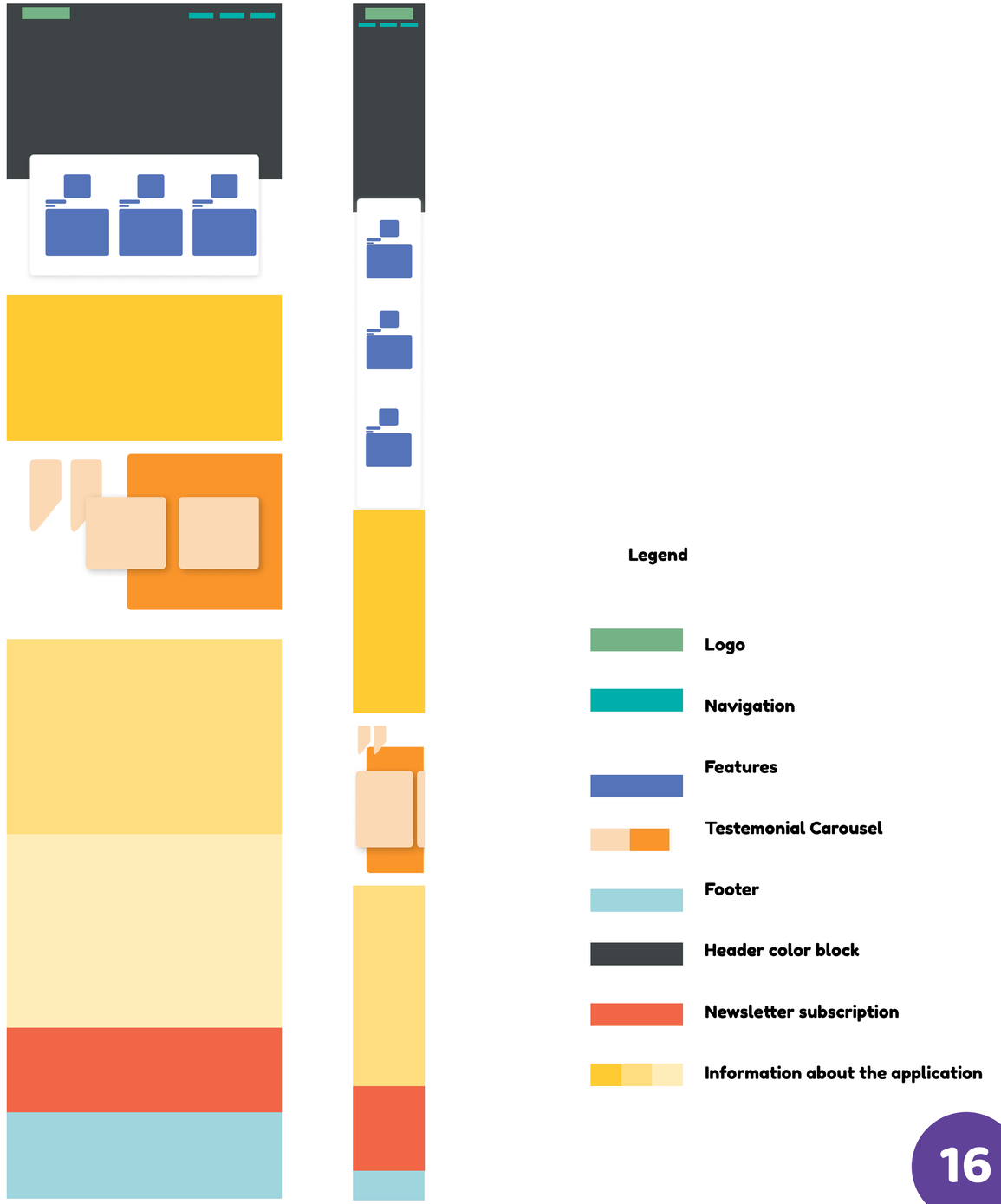
Having a simple layout will lower the mental load of a parent that is very busy taking care of their children. That is why I have focused on the white space and clear buttons all through the website.



Responsive web content diagrams

Responsive web content diagrams helped me to easily distinguish between different blocks of content.

Clear breakpoints were outlined
which were then followed through in the HI-FI layouts. .



04 HI-FI versions

Version 1

Version 2

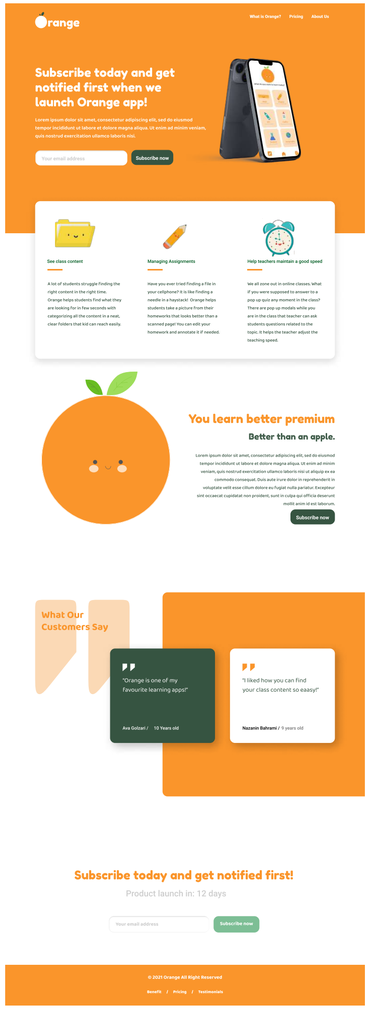
Version 3

Version 1

After looking at a lot of landing pages I have made 2 different versions for my marketing website.

The first version That you can see here is a simple page targeting busy parents with a very simple layout.

All busy grown ups can find what they want here.



You can see the prototype of version 1 here:

Web:

https://www.figma.com/proto/gI8fEK5hznZaBn7KrQubWO/Orange-Responsive-web-design?node-id=480%3A204&scaling=min-zoom&page-id=0%3A1

Mobile:

https://www.figma.com/proto/gI8fEK5hznZaBn7KrQubWO/Orange-Responsive-web-design?node-id=480%3A522&scaling=min-zoom&page-id=0%3A1

Version 2

Second version is a gamified version of the marketing website.

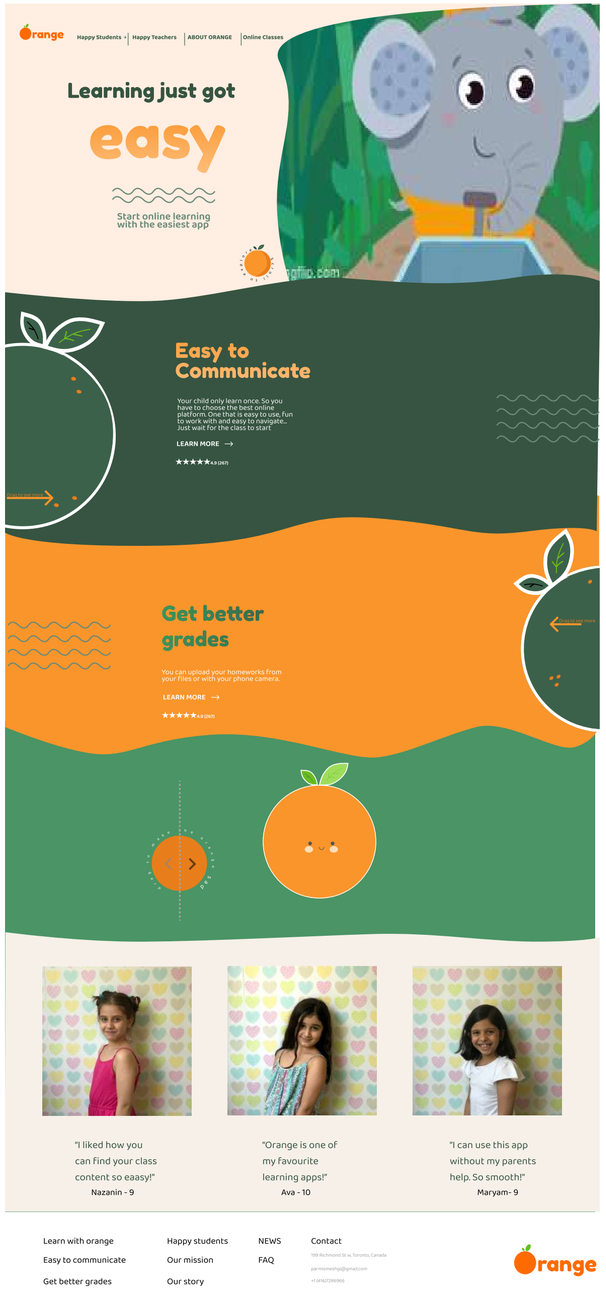
With having some easter eggs and some transitions it targets kids.

The Colors and the dragging and change of layout has clearly made this layout kid friendly but hard to navigate

You can see the prototype of version 2 here:

Web:

https://www.figma.com/proto/gI8fEK5hznZaBn7KrQubWO/Orange-Responsive-web-design?node-id=480%3A4540&scaling=min-zoom&page-id=480%3A4299&starting-point-node-id=480%3A4304&show-proto-sidebar=1



Movie loading in the first part

You can drag to change the layout and content

You can drag to change the layout and content

You can drag to make the orange sad or happy

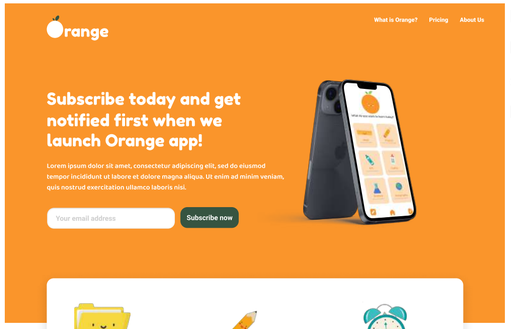
Real pictures help kids believe the statements easier

Version 3- Web

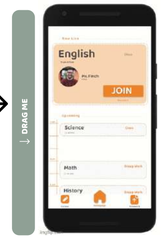
After a few feedbacks and testing I have decided to make a combination of two first versions.

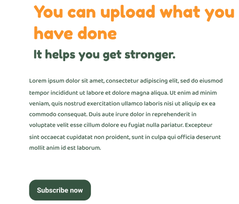
The layout of the website has a single color and the information provided is very to the point BUT if you want to spend more time on the app you see although it is simple and minimal you can see more content if you closely look at it!

This will make this a good choice both for parents and children .



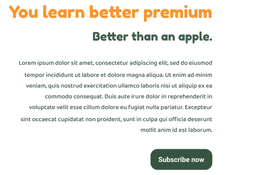
Keeping the branding with an orange background





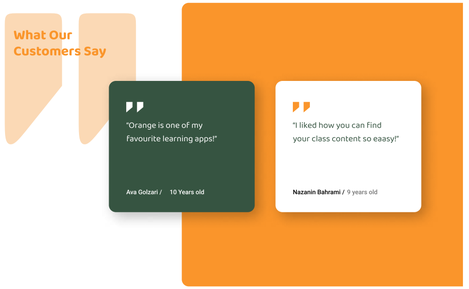
You see a mockup GIF about uploading here and if you drag you see a different mockup

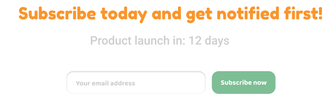
You see a different page when dragging



A child friendly feature

White space for tired grown up eyes





Putting a GIF in the footer to make something very boring fun for kids

You can see the prototype of version 3 here:

Web:

https://www.figma.com/proto/gI8fEK5hznZaBn7KrQubWO/Orange-Responsive-web-design?node-id=541%3A2190&starting-point-node-id=541%3A2190

Version 3- Mobile

The cellphone layout though is simple. I don't want to include all the animations and gifs there. If a mom is searching for an app in her cellphone it means she didn't have enough time to look at it at her PC so you don't want to waste her time with some additional information provided.

I keep the simple layout from version 1 for this page too.

You can see the prototype of version 3 here:

Mobile:

https://www.figma.com/proto/gI8fEK5hznZaBn7KrQubWO/Orange-Responsive-web-design?node-id=556%3A888&scaling=min-zoom&page-id=540%3A1689&starting-point-node-id=541%3A2190

05 Next steps

Next steps

After making the app itself(that focuses on kid education) and the marketing website (that its main goal is to communicate fast with busy parents) we will make the learning website.

Having a multi platform learning way helps all the children access the education wether they have access to mobile or web.

06 Appendix

Appendix

Final Web Prototype

https://www.figma.com/proto/gI8fEK5hznZaBn7KrQubWO/Orange-Responsive-web-design?node-id=541%3A2190&scaling=min-zoom&page-id=540%3A1689&starting-point-node-id=541%3A2190

Final Mobile Protoype

https://www.figma.com/proto/gI8fEK5hznZaBn7KrQubWO/Orange-Responsive-web-design?node-id=556%3A888&scaling=min-zoom&page-id=540%3A1689&starting-point-node-id=541%3A2190

The Presentation Deck

https://www.figma.com/file/gI8fEK5hznZaBn7KrQubWO/Orange-Responsive-web-design?node-id=535%3A1385

Moodboard

https://www.figma.com/file/gI8fEK5hznZaBn7KrQubWO/Orange-Responsive-web-design?node-id=528%3A1215

Appendix

Version 1 Prototype- Web

https://www.figma.com/proto/gI8fEK5hznZaBn7KrQubWO/Orange-Responsive-web-design?node-id=480%3A204&scaling=min-zoom&page-id=0%3A1

Version 1 Prototype- Mobile

https://www.figma.com/proto/gI8fEK5hznZaBn7KrQubWO/Orange-Responsive-web-design?node-id=480%3A522&scaling=min-zoom&page-id=0%3A1

Version 2 Prototype- Web

https://www.figma.com/proto/gI8fEK5hznZaBn7KrQubWO/Orange-Responsive-web-design?node-id=480%3A4304&scaling=min-zoom&page-id=480%3A4299&starting-point-node-id=480%3A4304&show-proto-sidebar=1

Thank you!

Did you know I can make short decks too? SUPRISE!