

MAJOR PROJECT: CRIT 2

Commodity

25 Jan 2017

Helen Ng



Phase 2 : Planning

Twitter Description

An illustrated guide to help locals and visitors explore London's diverse landscape of architecture.

(100 characters)



Phase 2 : Planning

Target Audience

- Men and women
- Aged between 18-45
- Interested in architecture or the city
- For those based in London or looking to visit



Phase 2 : Planning

User research

- More images
- Curated content on homepage to help explore the site
- Prefer content divided into clear sections
- History, 'did you know', transport info, related architecture/style
- Animations would inspire them to look at other listings
- Other features such as a 'been there' list or ratings for architecture

Phase 2 : Planning

User Personas



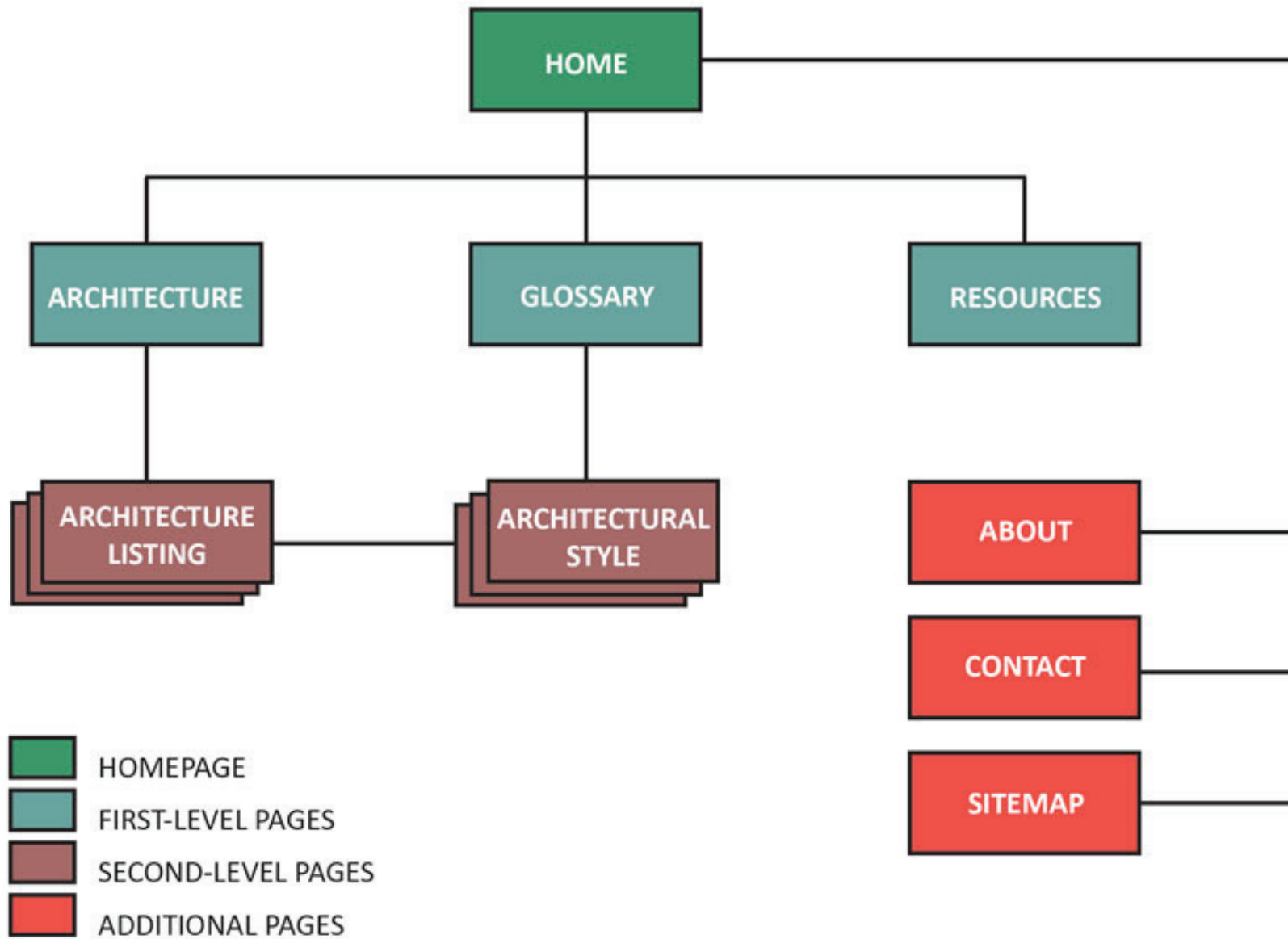
DAN, 18
University Student



EMILIA, 26
Press Officer



PAUL, 40
Teacher





Phase 2 : Planning

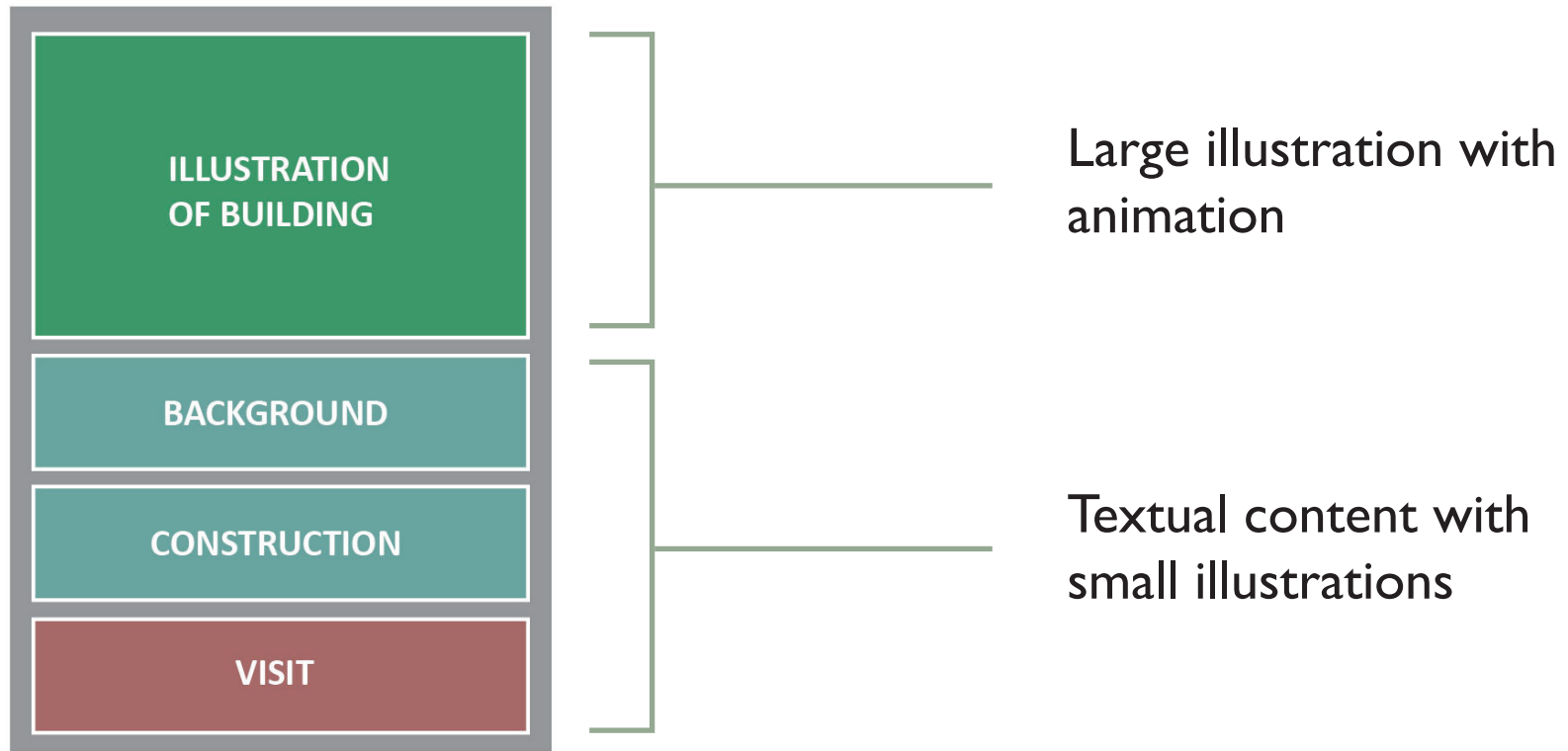
Section I: Architecture

Main landing page:

- list all architecture listings
- search/filter function
- filter by: style, century, area, type

Phase 2 : Planning

Section I: Architecture



Phase 2 : Planning

Section 2: Glossary

GLOSSARY

ART DECO

INTERNATIONAL
STYLE

POST-MODERNISM

BAROQUE

MODERNISM

ROMAN

BRUTALISM

NEO-CLASSICISM

ROMANESQUE

CONTEMPORARY

PALLADIANISM

RENAISSANCE

GOTHIC

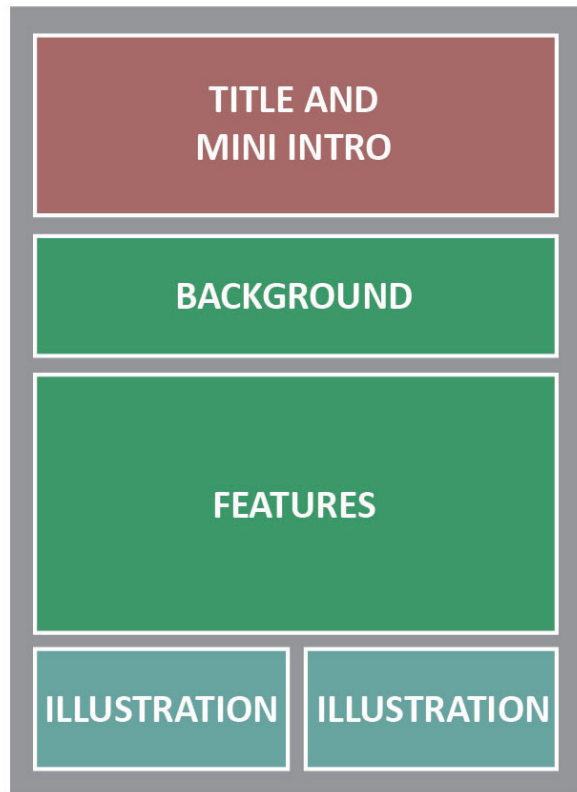
PICTURESQUE

VICTORIAN

each listing links through
to more info

Phase 2 : Planning

Section 2: Glossary



Pages will also link to architecture listings of that style



Phase 2 : Planning

Other pages

- Resources — list of online and text, and also walking tours
- About — the site and project
- Contact — for users to get in touch with feedback or suggestions
- Sitemap — all pages on the site arranged in alphabetical order



Phase 2 : Planning

Content: Textual

- Main content will sit on second-level pages
- Divided clearly into sections with clear and consistent headings
- Provide original and interesting content
- Informative but friendly tone
- Trustworthy source for architectural information



Phase 2 : Planning

Content: Imagery

- All illustrations
- 3 main types:
 - depiction of buildings
 - decorative
 - icons
- Consistent with feel of the site and tone of textual content



Phase 2 : Planning

Accessibility

- WCAG 2.0 standards
- progressive enhancement
- fallback images for animated illustrations and optimised SVGs
- clear, concise, readable content
- responsive, fast-performing



Phase 2 : Planning

Schedule

- Feb 5 — Collate, research, refine lists
- Apr 2 — Research and write content for all glossary pages
- Apr 23 — Research and write content for all architectural listings
- May 21 — Create all illustrations for site
- May 28 — Finish all site content