

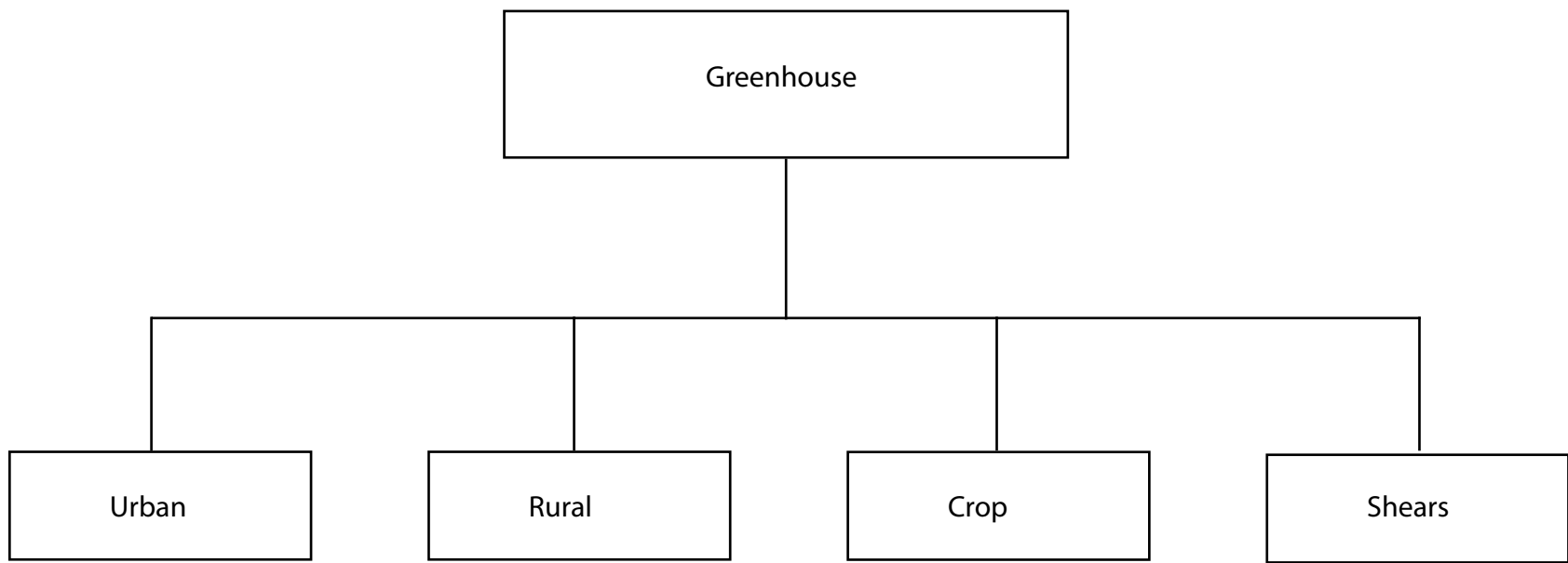
Grounded



By David Bruley

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TOPIC Gardening
TITLE Grounded
SLOGAN Be self reliant. Be a gardener. Be grounded

OBJECTIVE

Grounded is owned by a gardening/ greenhouse company. The purpose of the site is to bring traffic to their store and experience the knowledgeable and friendly staff. It will get the user excited about gardening and what can be done with just some dirt and seeds.

PROJECT SUMMARY

Grounded is web-based magazine that is about gardening. It teaches how to garden in small spaces or large spaces. It gives how-to's on the whole process, from composting to trimming.

WEBSITE

GREENHOUSE (HOME)

1. A snip of the articles
2. Tip of the month
3. Fun facts

URBAN (PATIO)

1. Tips on how to make do with little space
2. Tools for gardening in small places
3. Visitor submitted photos of urban gardens

ADVERTISEMENT: POTTED: Making pots for your porch.

RURAL (BACKYARD)

1. Common gardening techniques
2. Small recipe for using your garden
3. Photos of well-designed backyards

ADVERTISEMENT: Bugged: Pesticides



WEEDING (REVIEWS)

1. Review of the month for equipment
 2. Tips on what you use the tool for
 3. What you can use if you don't have that item
- ADVERTISEMENT: The Right Path: Masonry work, patios, grills, stone paths

CROP (WHAT'S GROWING)

1. Detailed information about the plant for the month
 2. Watering tips for the plant
 3. Photos of the plant of the month
- ADVERTISEMENT: Couped: Organic Fertilizer

PRIMARY AUDIENCE:

New home owners; People just moving in to a new place wanting to spruce up their backyard or live with a smaller footprint

PERSONA:

MARY JANE

Mary Jane is a retired lady tending to her houseplants and her outdoor garden. This has been her hobby since she has retired. She is always looking to get the scoop on what's new with gardening and maybe some tips she didn't know. She also writes in regularly about her thoughts on the articles.

JOHN

John is 20 years old, grew up in the country and had a garden there with his parents. When he moved out he missed the fresh vegetables so decided to start growing his own. He didn't know where to start so he did a search online and found this online magazine.

BETH

Beth is 30 years old and is looking to really reduce her footprint so started to grow her own patio garden. She first came to look at



the magazine to find a better way to do compost. She found it really helpful so now she visits regularly.

DESIGN SUMMARY:

COLORS

I am only using 3 colors. For the logo I'm using a vibrant green because new growth and healthy plants are always a vibrant green. For the background I'm using an eggshell color because it's neutral and goes really nice with the green without being too distracting. For the text I picked a nice, dark, web safe slate. It is still really easy on the eyes and adds an extra pop to the site.

For the design of the site we have a banner with the logo placed inside and a layered, illustrated scene of a garden or backyard. For the design we have a green pot that fades down and into the background at the bottom. We will keep all the advertisement close to the top because companies will pay more money for a better spot. The font we chose is Comic Sans. The reason we went with this is because it's fun and playful and that what we want this site to have. Gardening is a hobby so we felt why not.

DESIGN

PRECEPTION/TONE

Fun, clean, inspiring.

FONTS

Function Pro Book, Function Pro Medium, Function Pro Light, Chantilly Light Arial, Helvetica, sans-serif



Header

Greenhouse Urban Rural Crop Shears

What's under the surface

Photo relating to article

Piece of the article

Piece of the article

Photo relating to article

Photo relating to article

Piece of the article

Piece of the article

Photo relating to article

Tip of the month

Fun Facts

Footer

About us

Form for newsletter



Header

Greenhouse Urban Rural Crop Shears

Dealing with small space

Helpful compact tools

Readers Submitted Photo

Readers Submitted Photo

Readers Submitted Photo

Potted Advertisement

Footer



Header

Greenhouse Urban Rural Crop Shears

Home Grown Recipe

The Right Path
Advertisement

Readers
Submitted
Photo

Readers
Submitted
Photo

Common Gardening Techniques

Footer



Header

Greenhouse Urban Rural Crop Shears

Detailed info on the Plant of the Month

Couped
Advertisement



Watering Tips

Footer



Header

Greenhouse Urban Rural Crop Shears

Monthly Review of Equipment

Tips on the Tool

Alternate Use

Footer





be self
reliant

be a
gardener

be G^oounded

GREENHOUSE URBAN RURAL SHEARS CROP

be self
reliant

be a
gardener

be G^oounded



After reading through the paper really quick I had time to sit down with some of the people from the review group and asked them a few questions about their responses in the other section. Their responses were a little slim so I just wanted some clarification on those responses. Once I had a stronger understanding for what they were looking for I decided that I was going to make some of those changes that they suggested.

First I went through and reread all the questions that we had jotted down for them to answer on a scale of 1-10. I looked at everything that was under a 3 and went to work from there. The first one I came across was “[do] your eyes move easily through the site”. This was marked as a “2” from a scale of 1-5 just like all of our questions. 1 being rough 5 being smooth.

I looked through some of the areas that were rearranged some of my pages. For instance; on my crop page I had my recipe split between 2 columns. Although they are clearly marked I can see that it could be a bit confusing and not flow easy, so I moved them to 1 column and moved over my herb facts section to the other. That way it balanced it out a bit. I put that on the bottom and watering facts on the top because the herb facts has a picture with it and made the page balance way off and top heavy with images.

Being that was the only “2” on the page I started to work on some of the “3’s”. The first one was at the top of the page with “the overall design aesthetically pleasing.” I looked at my rural page and thought it looked a little bland and boring so I found some good pictures to add to the article to spruce it up a bit. I also added a survey on the side to see what the audience likes. With the pictures I didn’t carry over the theme of the green border to all of the pictures. Such as the main article picture and the diagram of the compost. I felt that putting the border on the article header picture would be too much and adding it to the diagram would make it look like less of the article.

I came across the one that asks “[Are] the font sizes consistent and easy to read”. That was ranked a “3” so I bumped up the font size from 16px to 18px and the quote box to 20px. Doing this made it a little harder to flow through the text so I added a small margin to the top of the paragraph and moved my line height down a bit.

After fixing some of those issues I looked at the comments.



The first one is stating that when you click on a link it takes you to the center of the page. After some investigation I found out it was my form in my footer and took off auto focus and that solved that issue.

They suggested that I change my links in greenhouse in the articles to green instead of blue and decided I would give it a try. After doing so I agreed and left the links as a green.

They suggested that I use smaller images on the homepage of the site but I disagreed on this one. I really like having those large images. I feel they do what I intended for them to do and that is to bring you attention there first. No one wants to see a big block of text so I put nice pictures in there.

A couple of the comments were directed to the post that I had made for site about how it looks out of place up top and to bring it down. I took some of that idea, which was to fix the problem with it looking out of place, and went ahead and got rid of it completely. This left me with a problem though. Now you don't know what page your on. So I took the nav menu and used that same green from the "more" link to mark what page you were on.

They also stated that the boxes in the footer have rounded corners but that doesn't carry on throughout the site. I noticed the same thing and was thinking that beings it was separated from the rest of the site that it would be fine but after giving it some thought I decided to get rid of the rounded corners on the border but I did keep them on the text are just because it looks so good.

The comments stated that the menu was too small and should be aligned to the rest of the site but I liked the small menu because that is in style and for the alignment I couldn't do because I have the header outside of the body and the body is margin right/left auto. So instead what I did was bring in that navigation a bit and aligned it with the end of Grounded.

I looked over the tip of the month padding issue but they found it and I fixed that quickly. Glad they caught that.

The last comment mentioned that I should do something about the middle box on the main page and how it was smaller and made the alignment be thrown off. I looked for what they were saying but couldn't see what they were talking about.

I got a lot out of this and feel like I made the necessary changes without compromising what I was going for.



Site Name:								
Designer's Name:								
Reviewer's Name:								
Date:								
Initial Impressions	The overall design aesthetically pleasing	Unattractive	1	2	3	4	5	Attractive
					<input type="radio"/>			
Design and layout	The site is well organized and consistent	Confusing	1	2	3	4	5	Well Structured
						<input type="radio"/>		
Grid	There is a consistent grid from page to page	Inconsistent	1	2	3	4	5	Consistent
					<input type="radio"/>			
Purpose	The site's purpose is clear within a few seconds of landing on the site	Unclear	1	2	3	4	5	Clear
							<input type="radio"/>	
Main Navigation	Labeling system is clear and easy to find. The links are consistent from page to page	Confusing	1	2	3	4	5	Clear
						<input type="radio"/>		
Footer	The footer content is consistent with the content of the rest of the site	Inconsistent	1	2	3	4	5	Consistent
							<input type="radio"/>	



Flow	Your eyes move easily through the site	Rough	1	2	3	4	5	Smooth
				○				
Ease of use	It is easy to locate all important elements	Difficult	1	2	3	4	5	Easy
						○		
Load Time	The site loads quickly	Slow	1	2	3	4	5	Quick
						○		
Technology	The site has obvious no script errors	Many Errors	1	2	3	4	5	No Errors
						○		
Links	The links clearly indicate where they lead and are valid and active	Never	1	2	3	4	5	Absolutely
						○		
Colors	Colors are astatically pleasing, harmonious, appropriate for the subject matter	Unappealing	1	2	3	4	5	Beautiful
					○			
Logo	The design is appropriate for the site	Inappropriate	1	2	3	4	5	Appropriate
					○			
Fonts Choice	The typography complements the site's style	Clashes	1	2	3	4	5	Complements

Legibility	The fonts sizes are consistent and easy to read	Illegible	1	2	③	4	5	Legible
Graphics/Photos	Graphics related to the purpose of the site and are of high quality	Disagree	1	2	3	4	⑤	Agree
Advertisements	The ads relate to the audience	Never	1	2	3	4	⑤	Absolutely
Copy	The copy relates to the purpose of the site and is broken into small, readable chunks	Never	1	2	③	4	5	Absolutely
What is your overall Impression of the site after completing the above questions?								
What problems did you encounter:								
Other Comments:								

