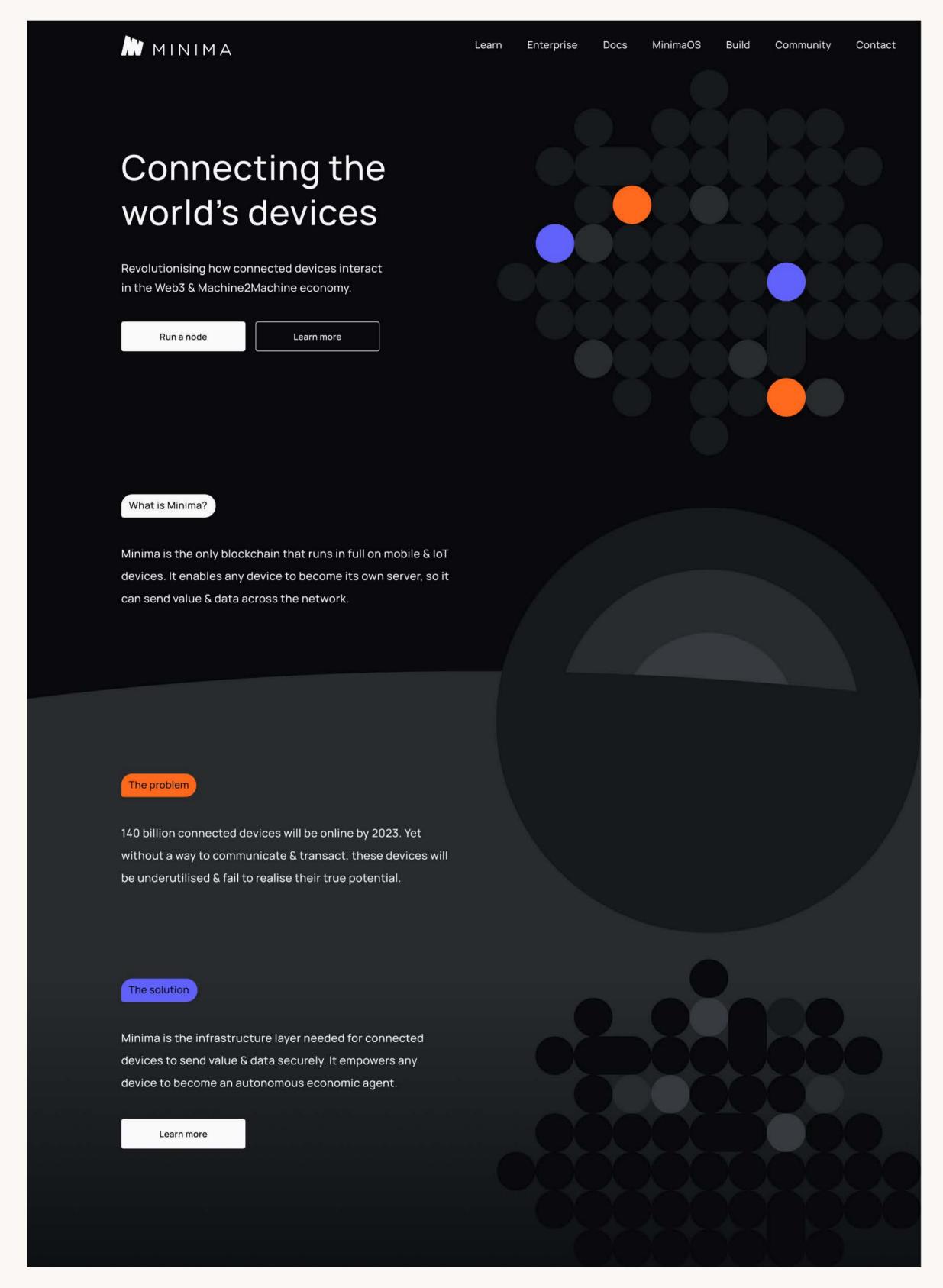
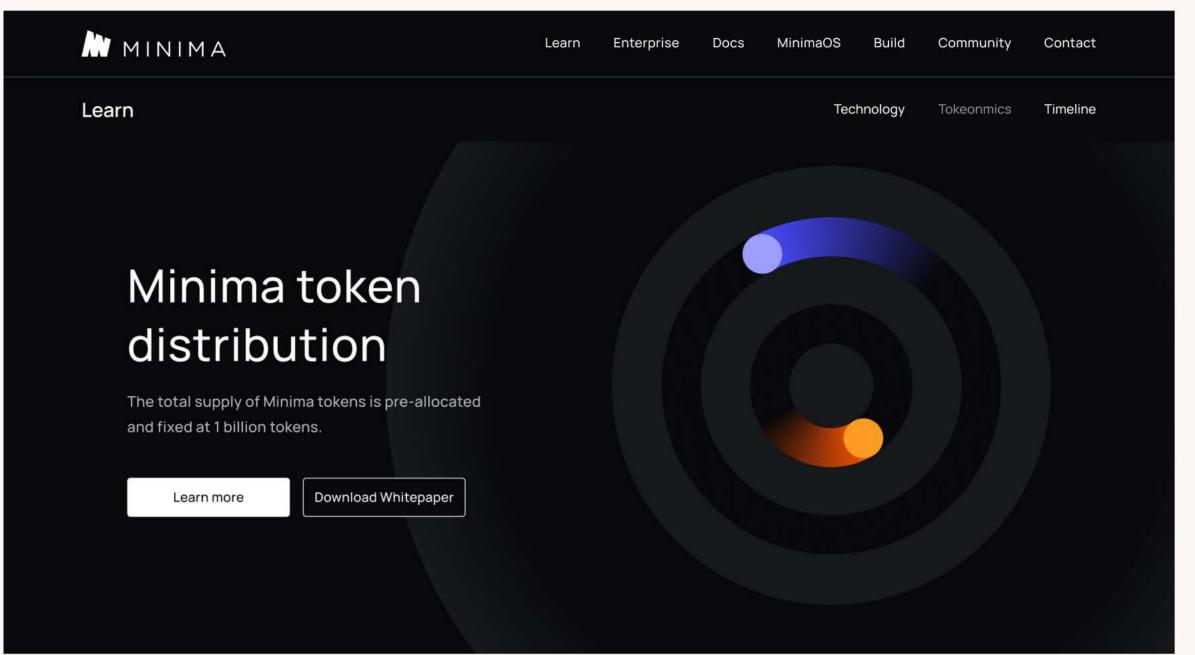
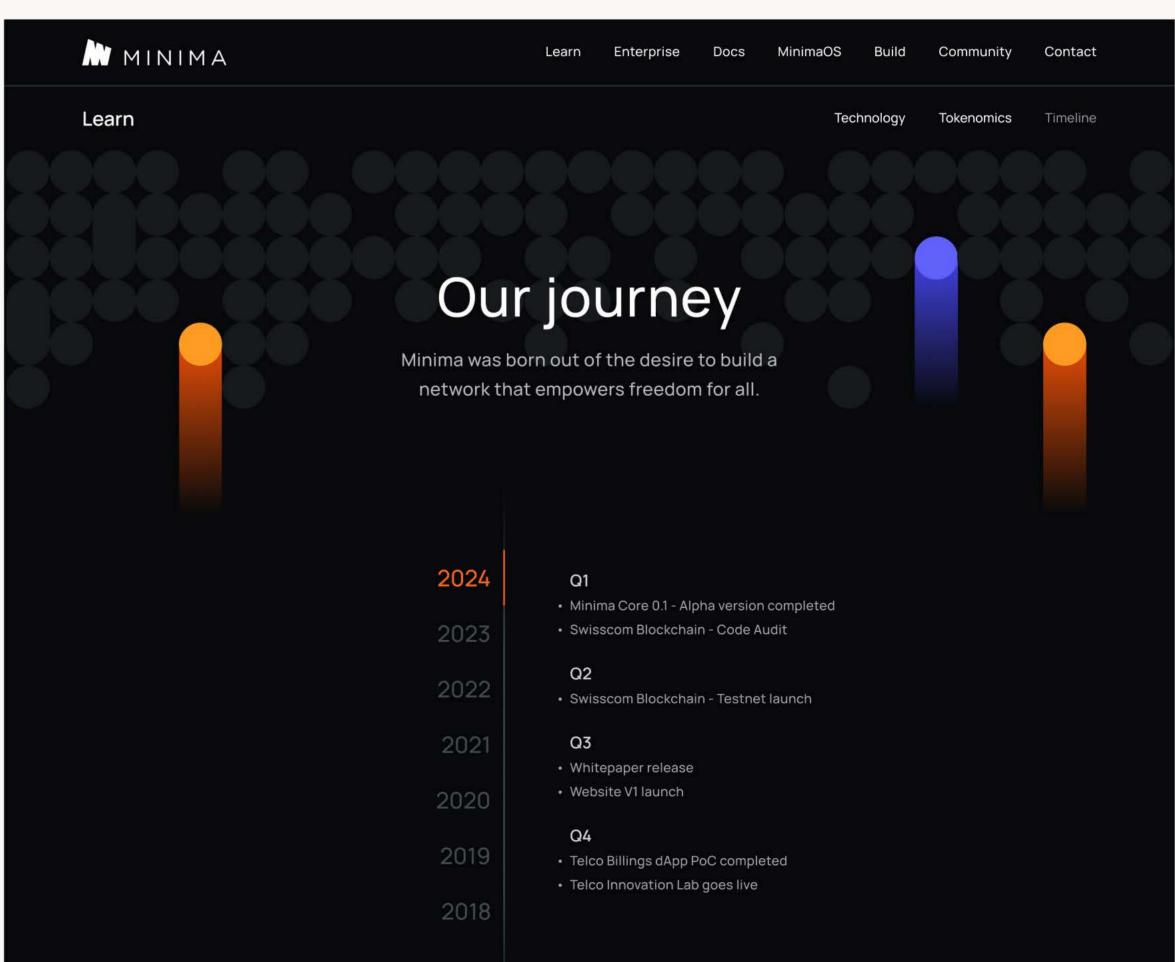
MINIMA WEBSITE

MINIMA

2023

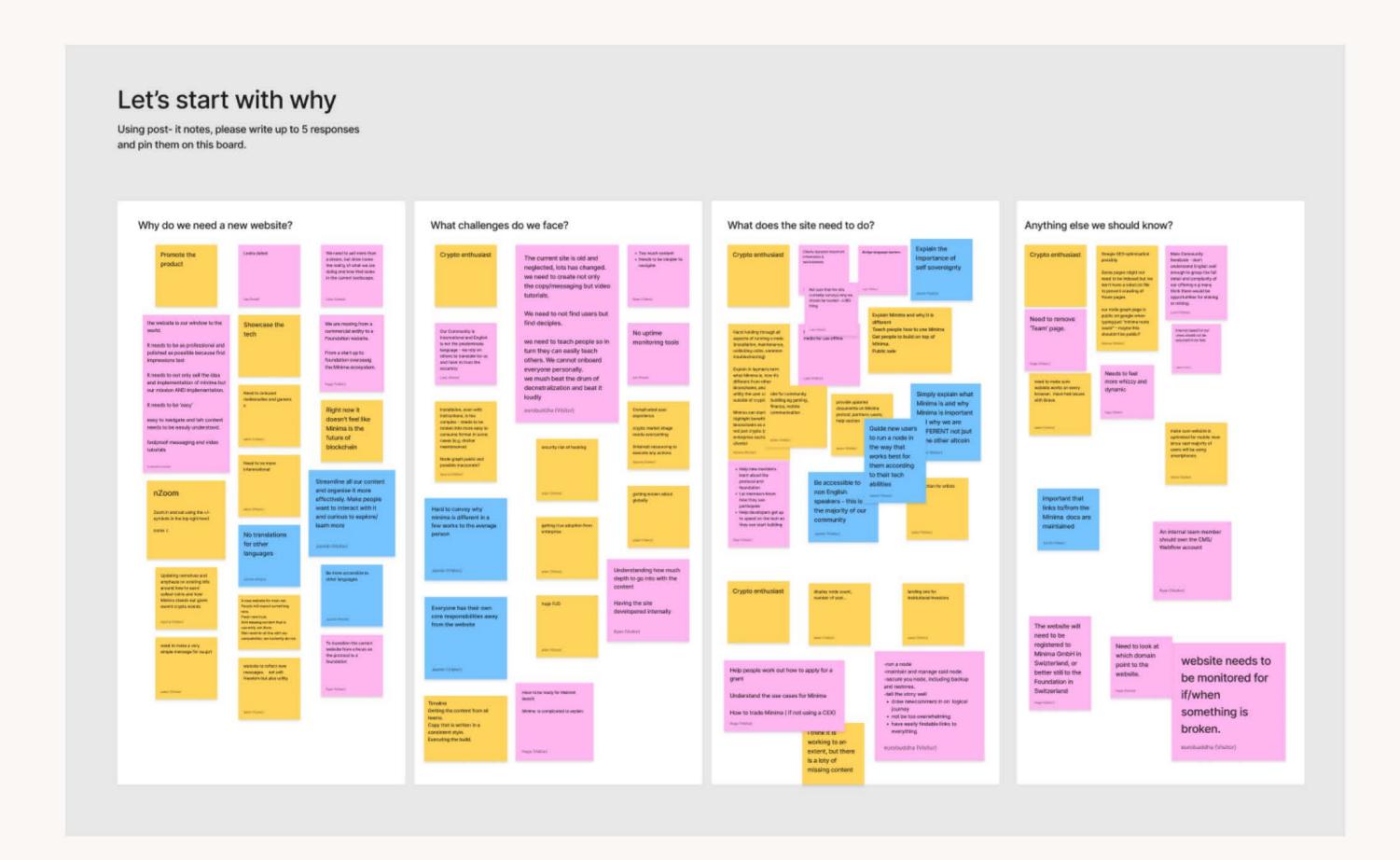


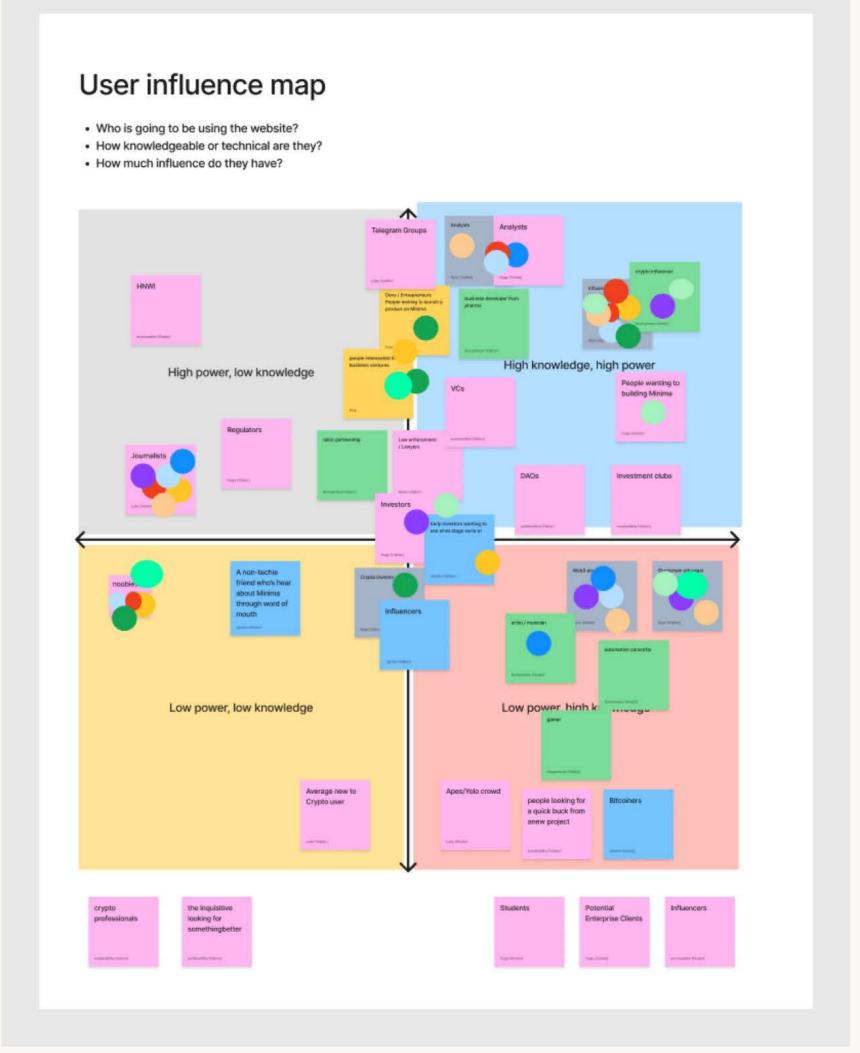




FOCUS GROUP

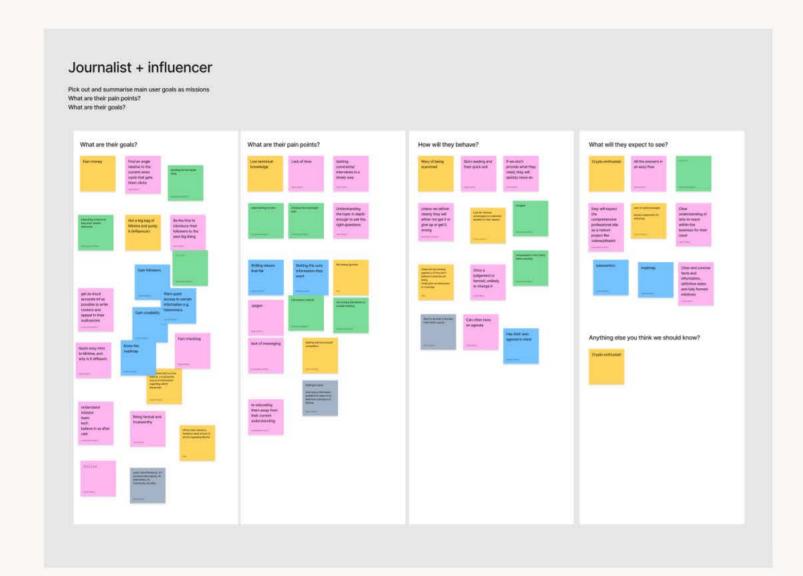
Conducting a focus group with leadership staff, stakeholders and community members to identify the purpose and target audience of the Minima website. This was a collaborative task conducted in FigJam.

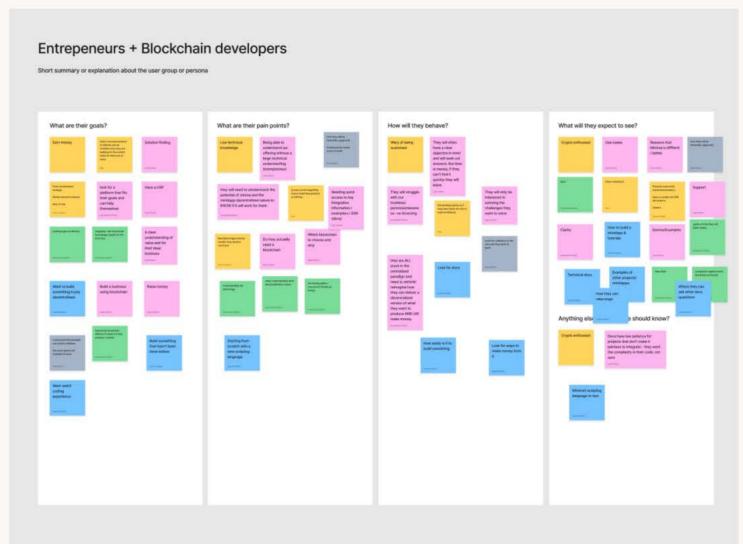


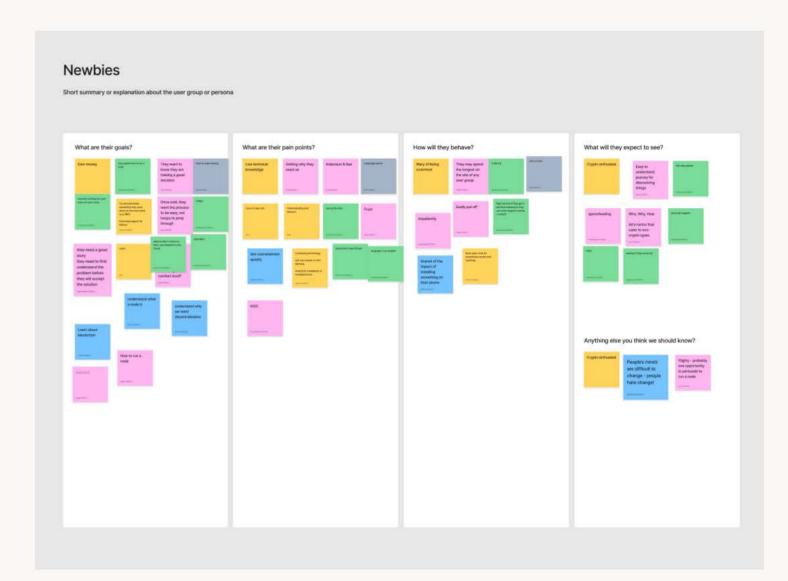


USER ANALYSIS ↓ Id

Identifying the goals, pain points, behaviour and expectations of the three user groups identified in the focus group.

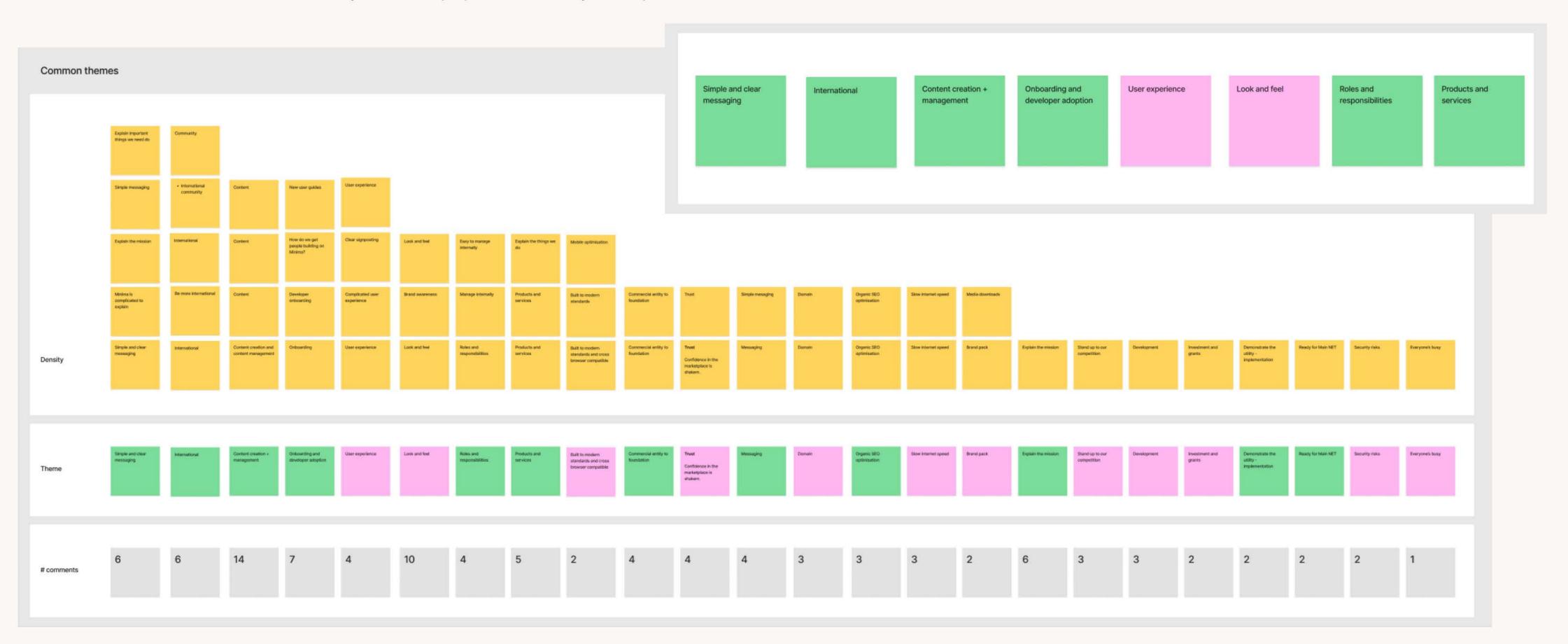




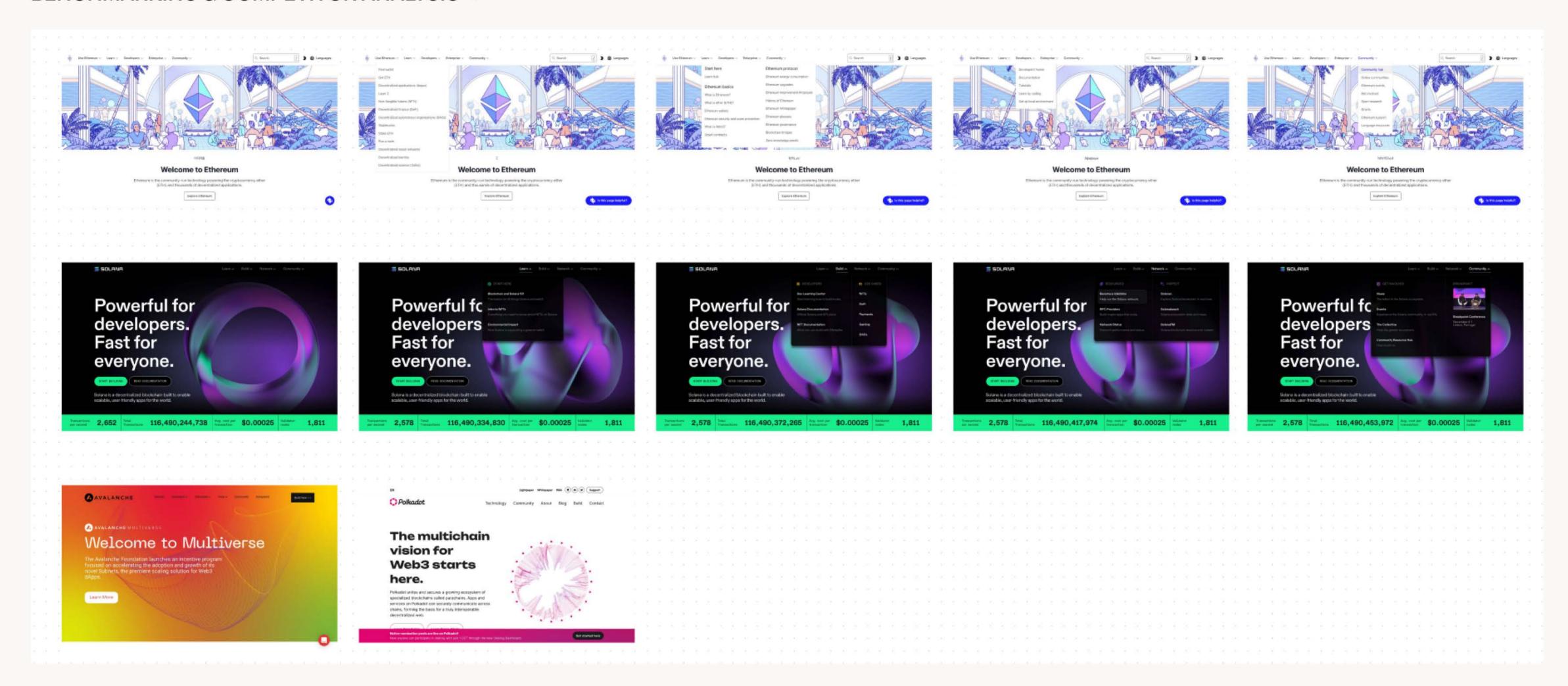


COMMON THEMES ↓

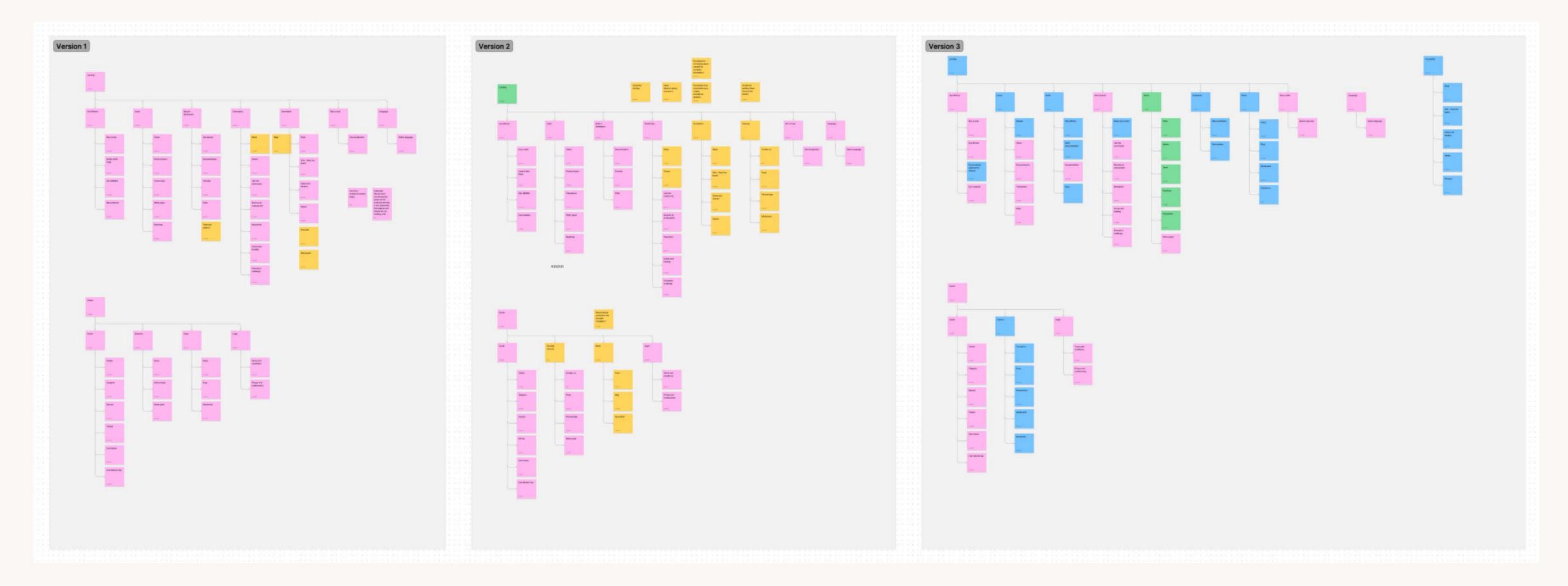
By categorising the topic of all comments from the focus group and recording the density of each topic, we can identify the importance of certain themes.



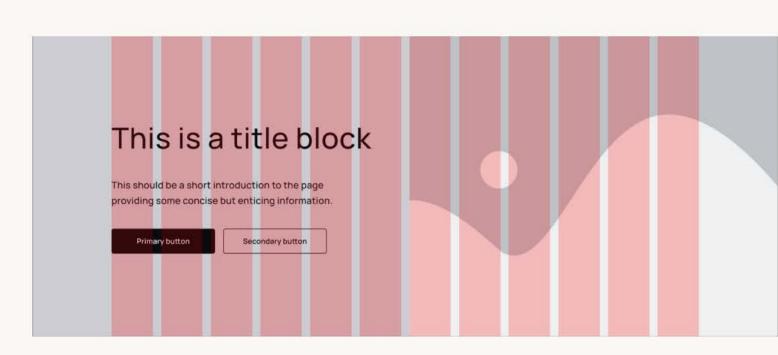
BENCHMARKING & COMPETITOR ANALYSIS ↓

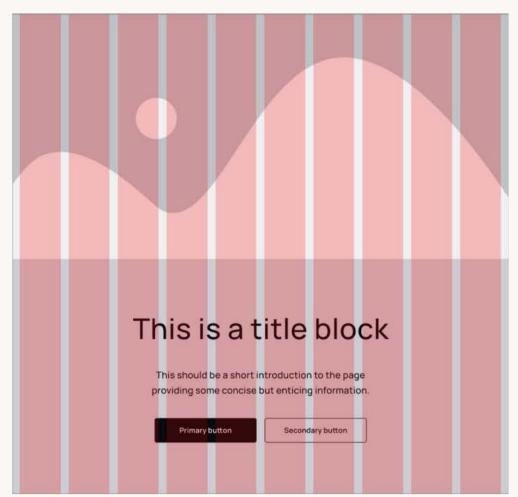


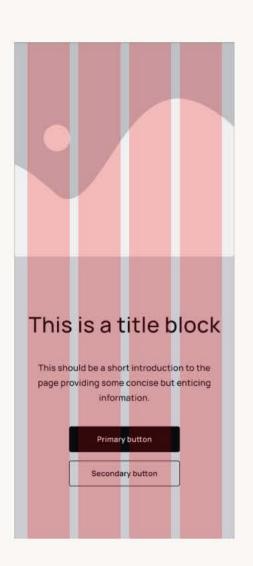
SITE NAVIGATION PLANNING ↓



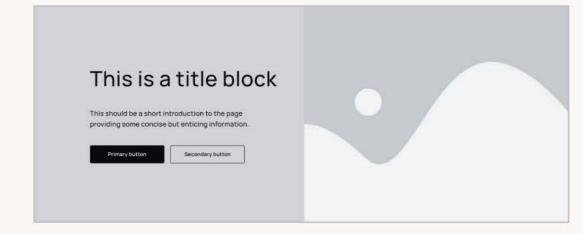
COLUMN GRID LAYOUT ↓

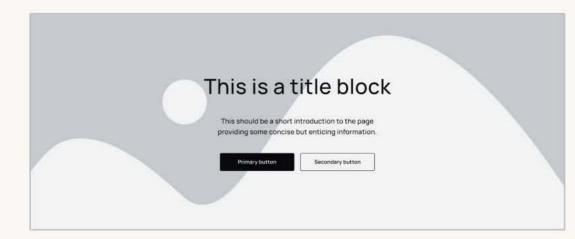


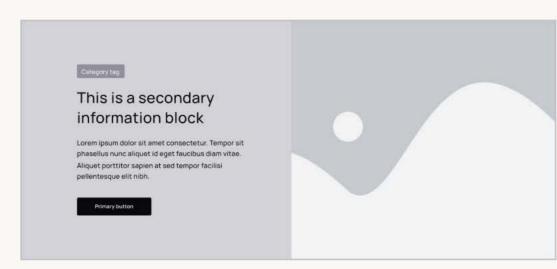


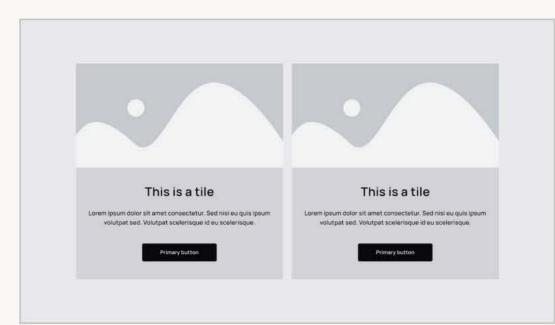


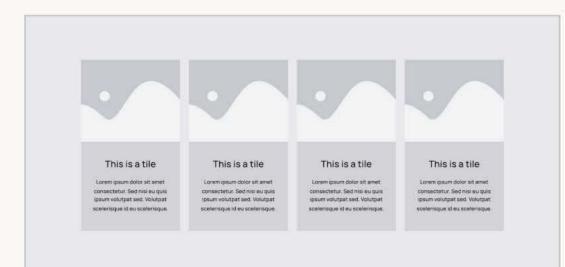
DESKTOP PATTERNS ↓



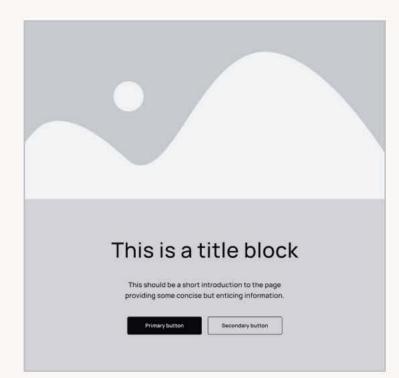


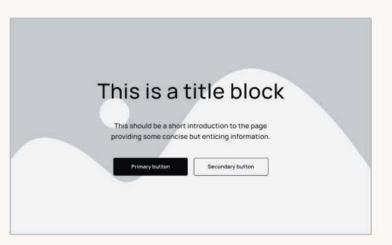


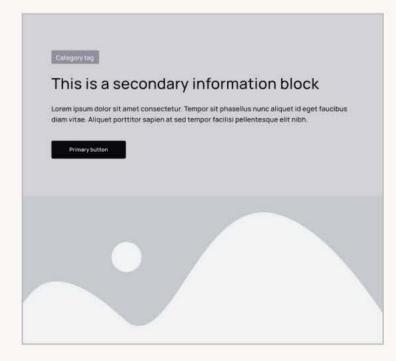


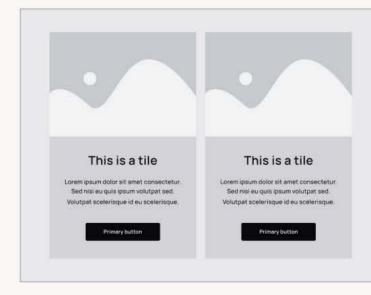


TABLET ↓



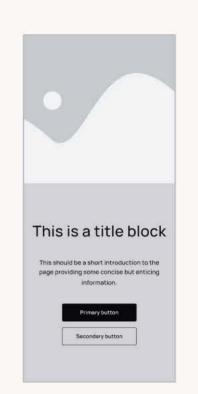


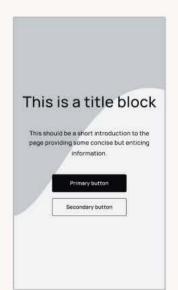




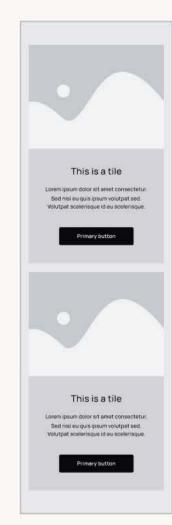


MOBILE ↓









TYPOGRAPHY ↓

Heading 1

Medium, 56/72

Heading 2

Medium, 40/54

Heading 3

Semibold, 32/48

Heading 4

Medium, 24/36

Heading 5

Medium, 18/30

Paragraph

Medium, 16/28

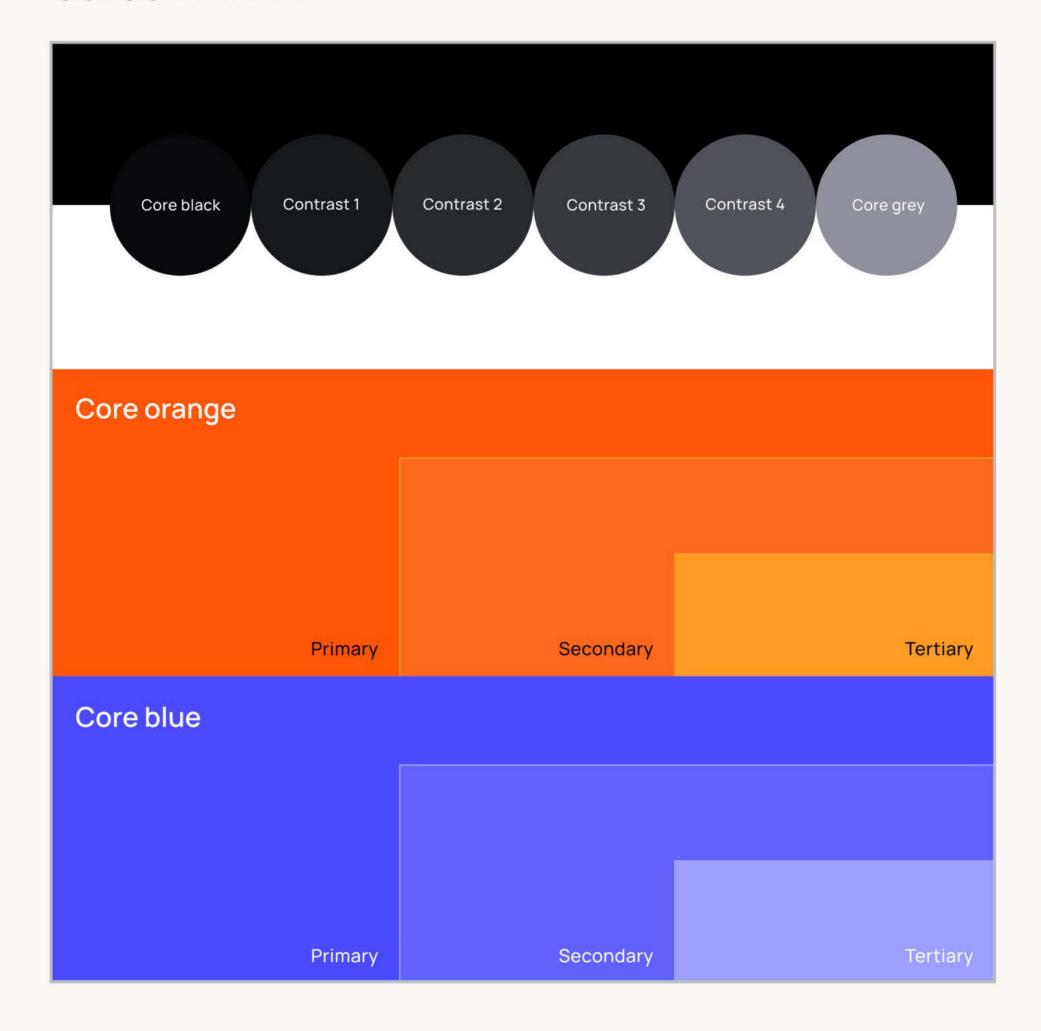
Small paragraph

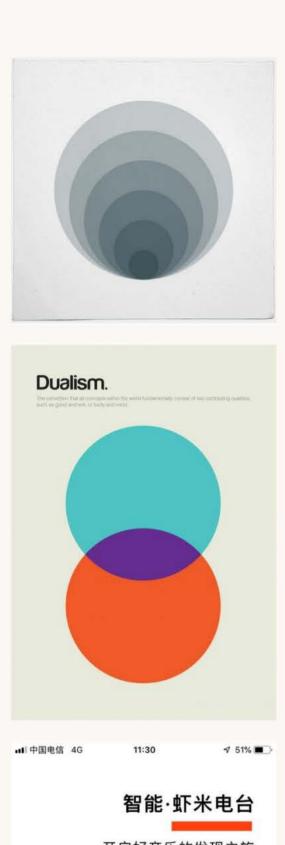
Medium, 14/24

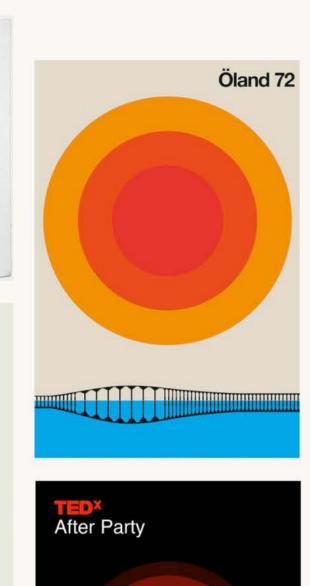
Button

Semibold, 14/24

COLOUR PALETTE ↓









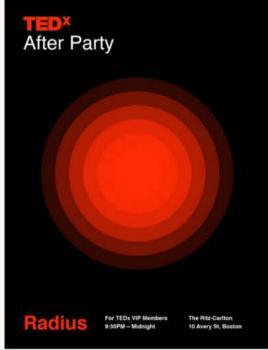




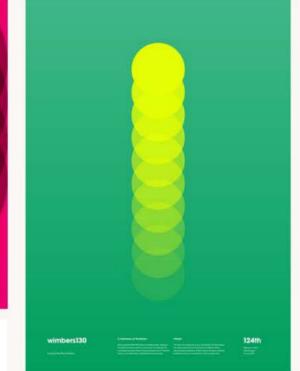


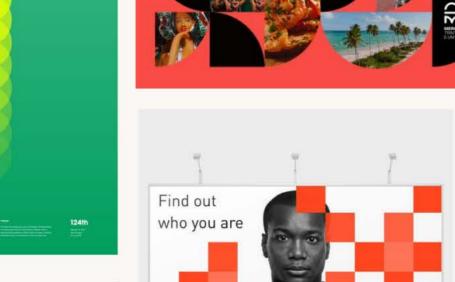


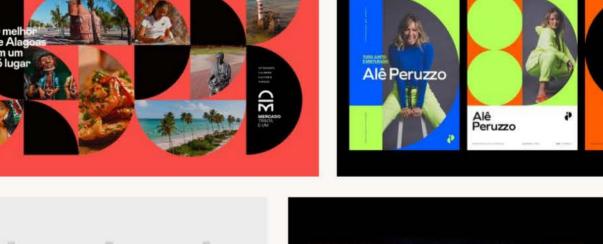




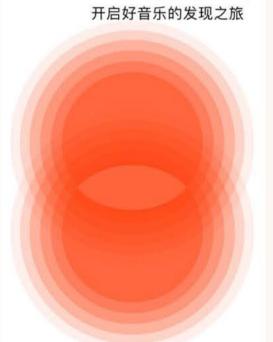






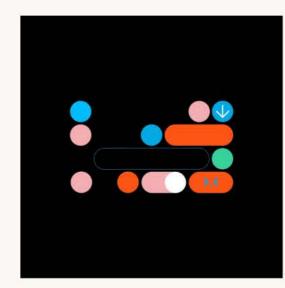


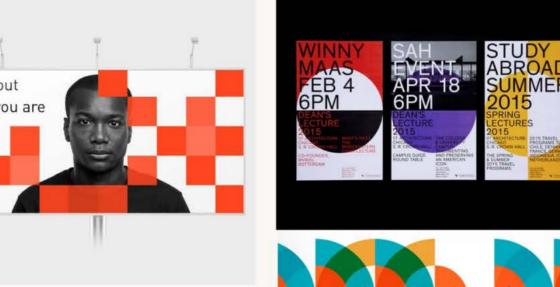




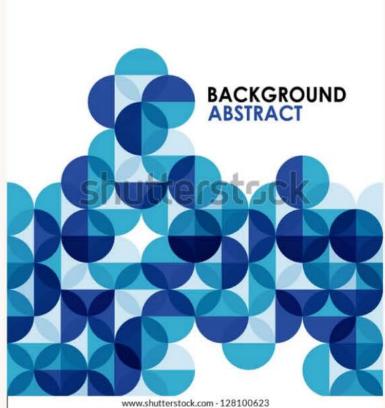




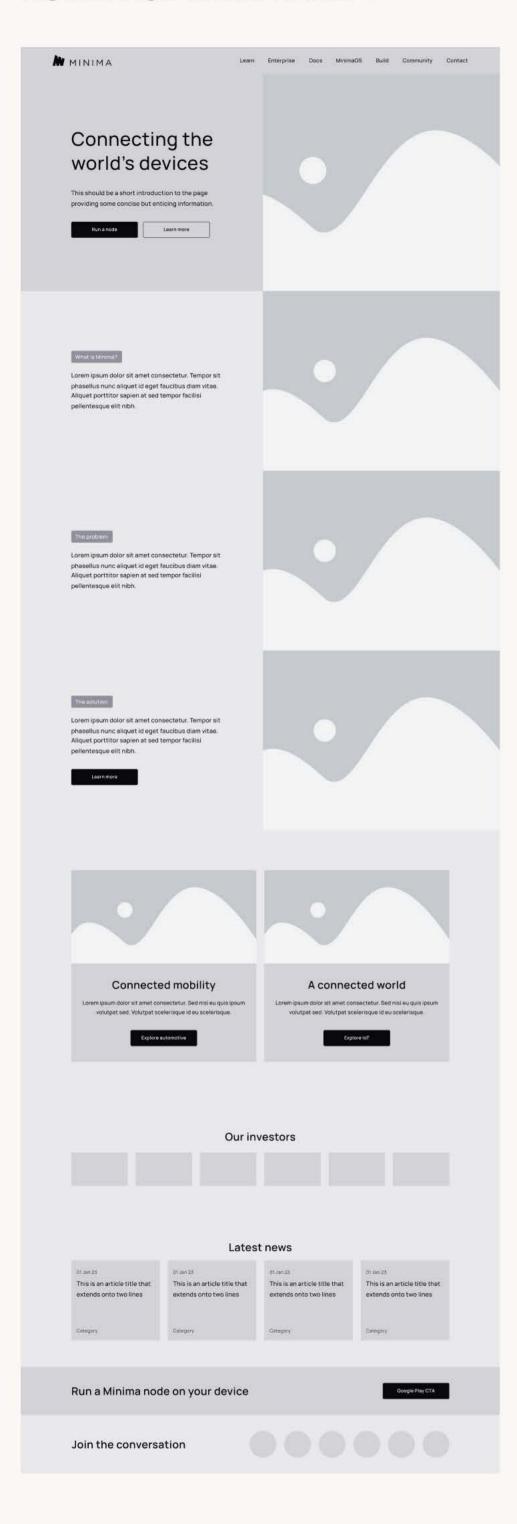




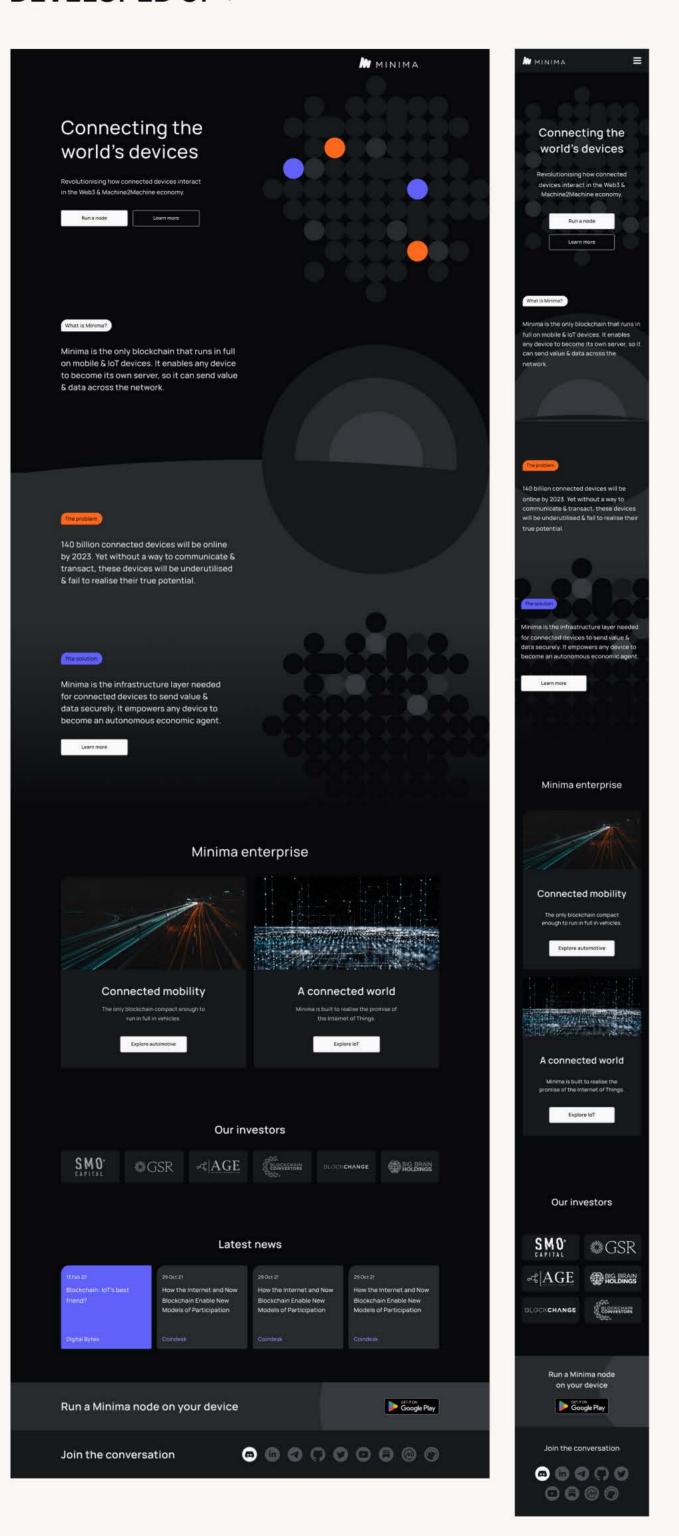




HOMEPAGE WIREFRAME ↓



DEVELOPED UI ↓



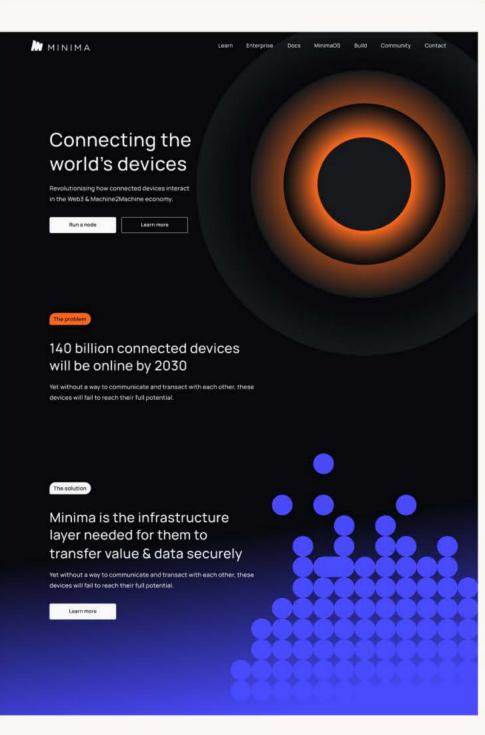
DESIGN EXPLORATION ↓

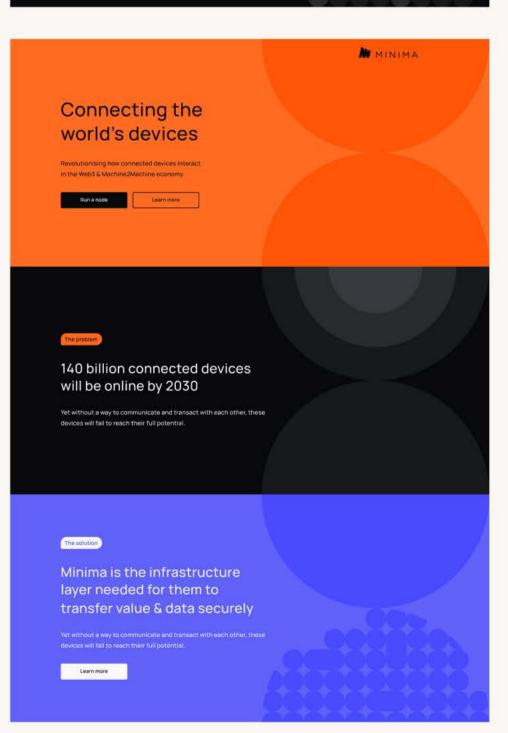
Applying Minima 2023 brand to the homepage wireframe. Includes planning animated elements.



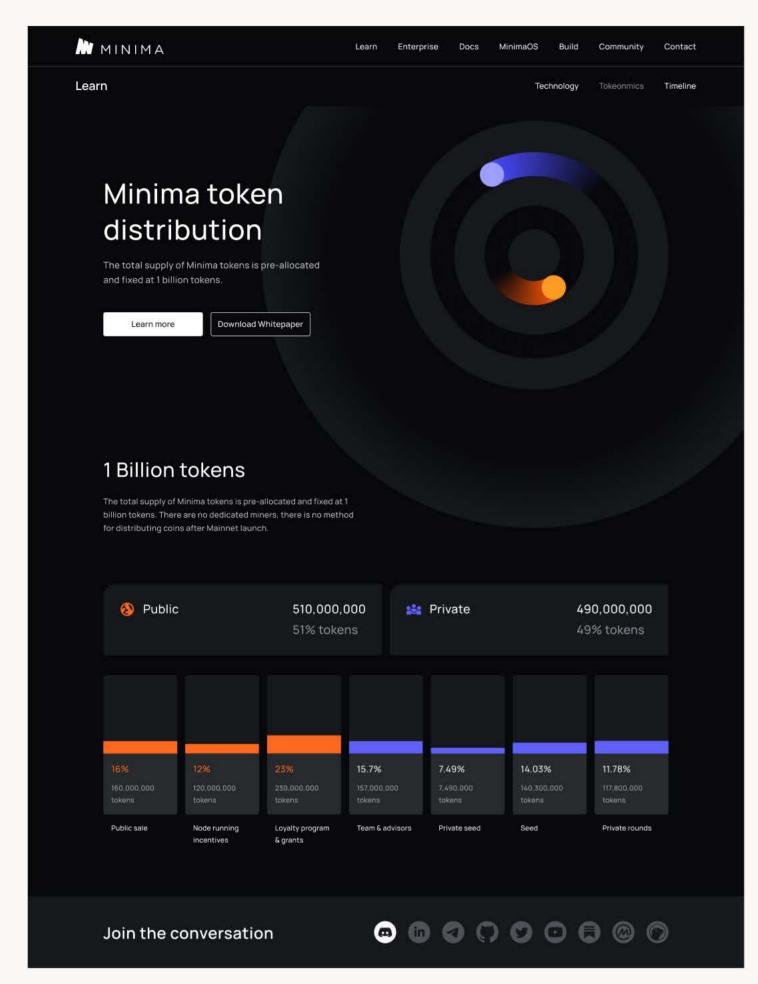


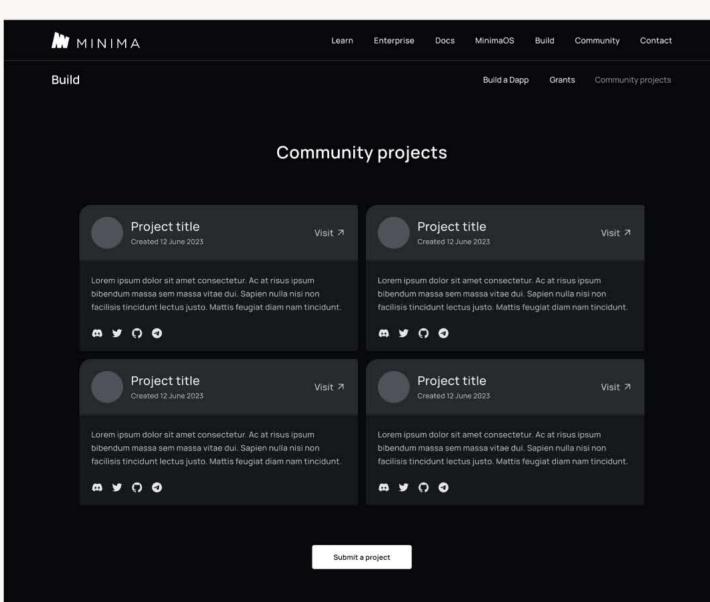
2023

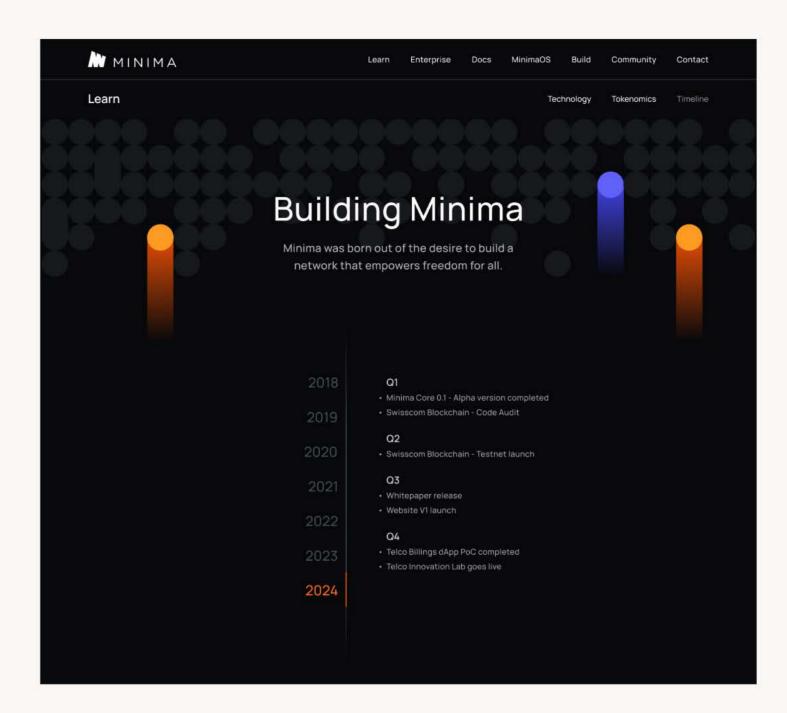


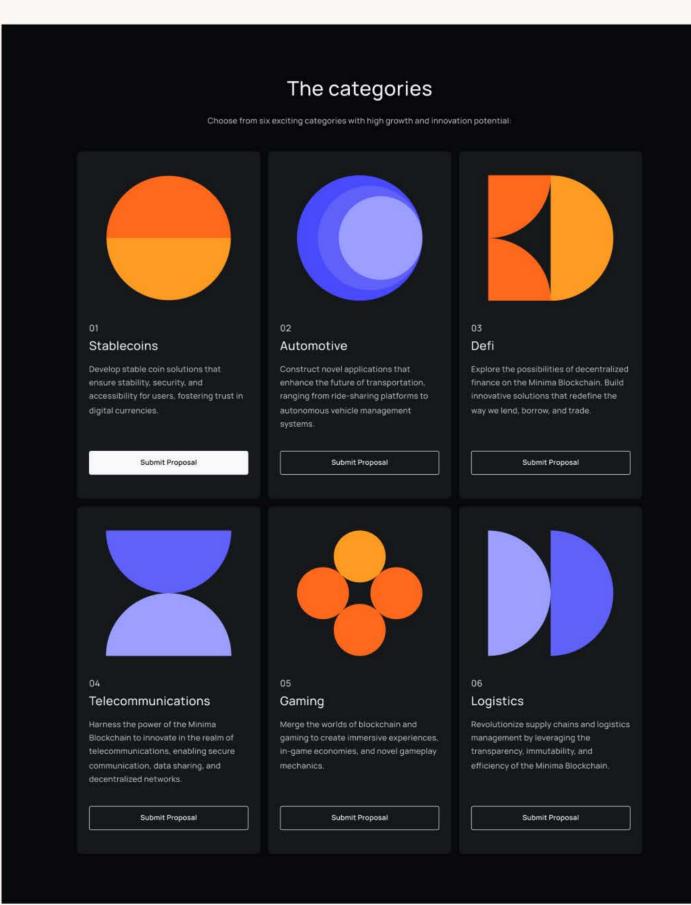


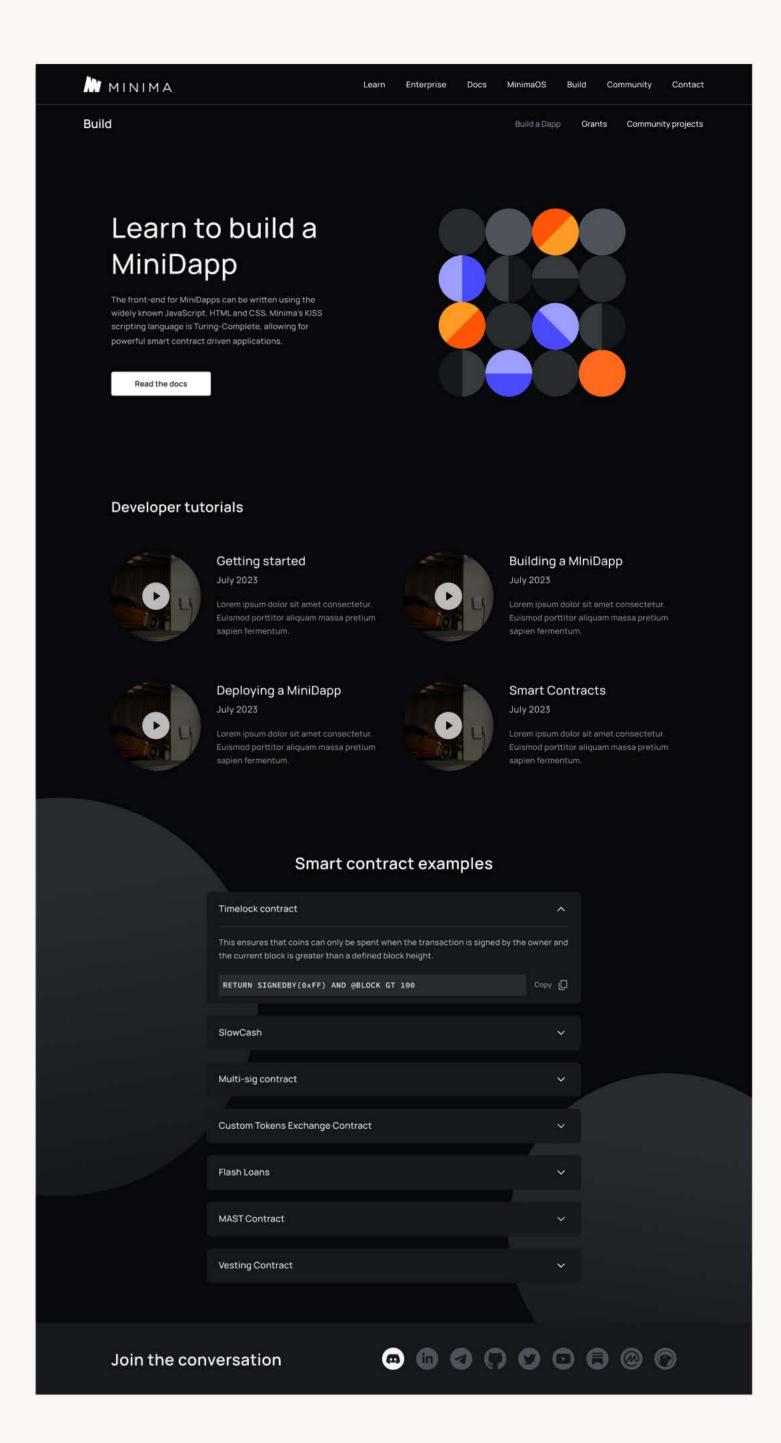
SITE PAGES ↓



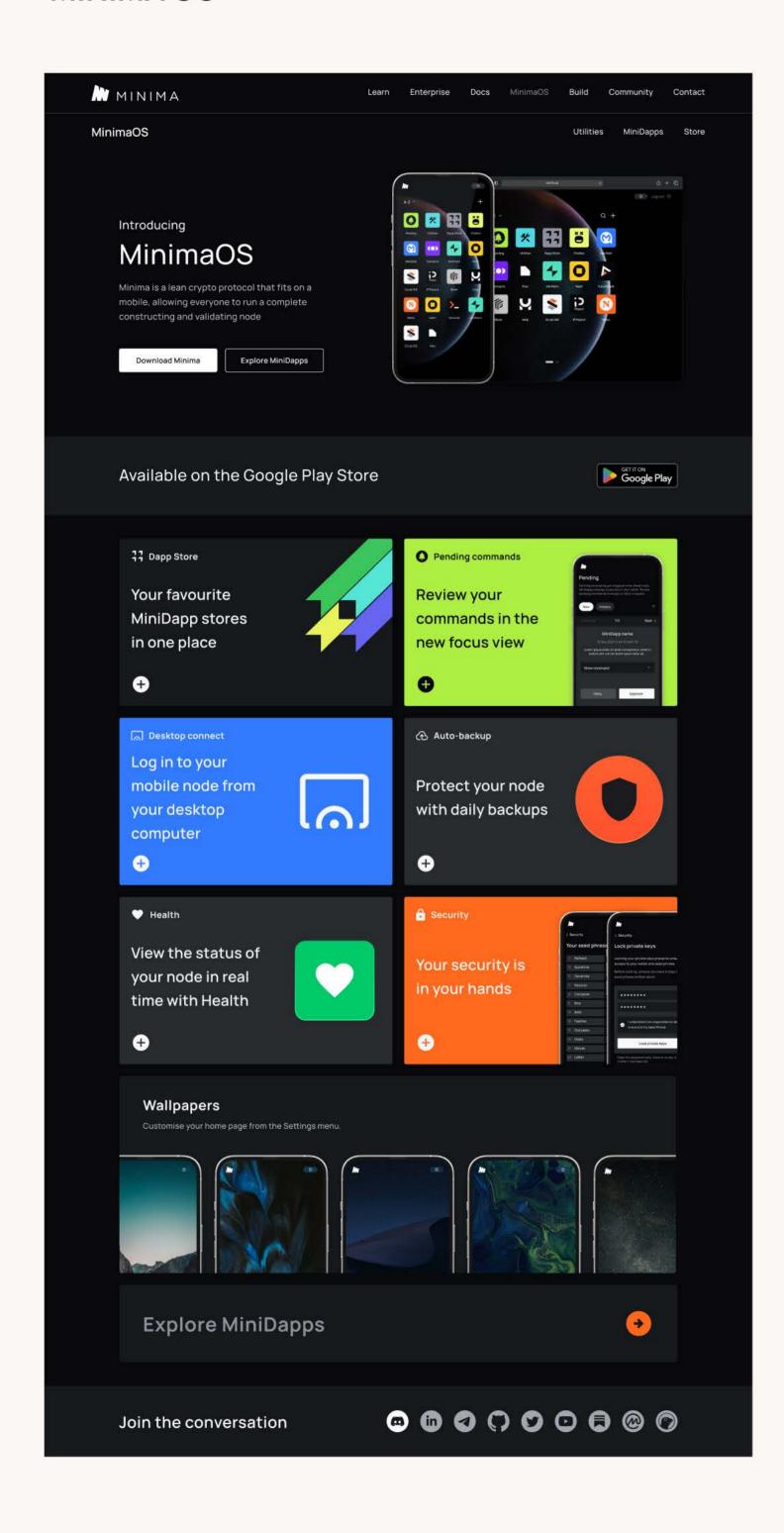


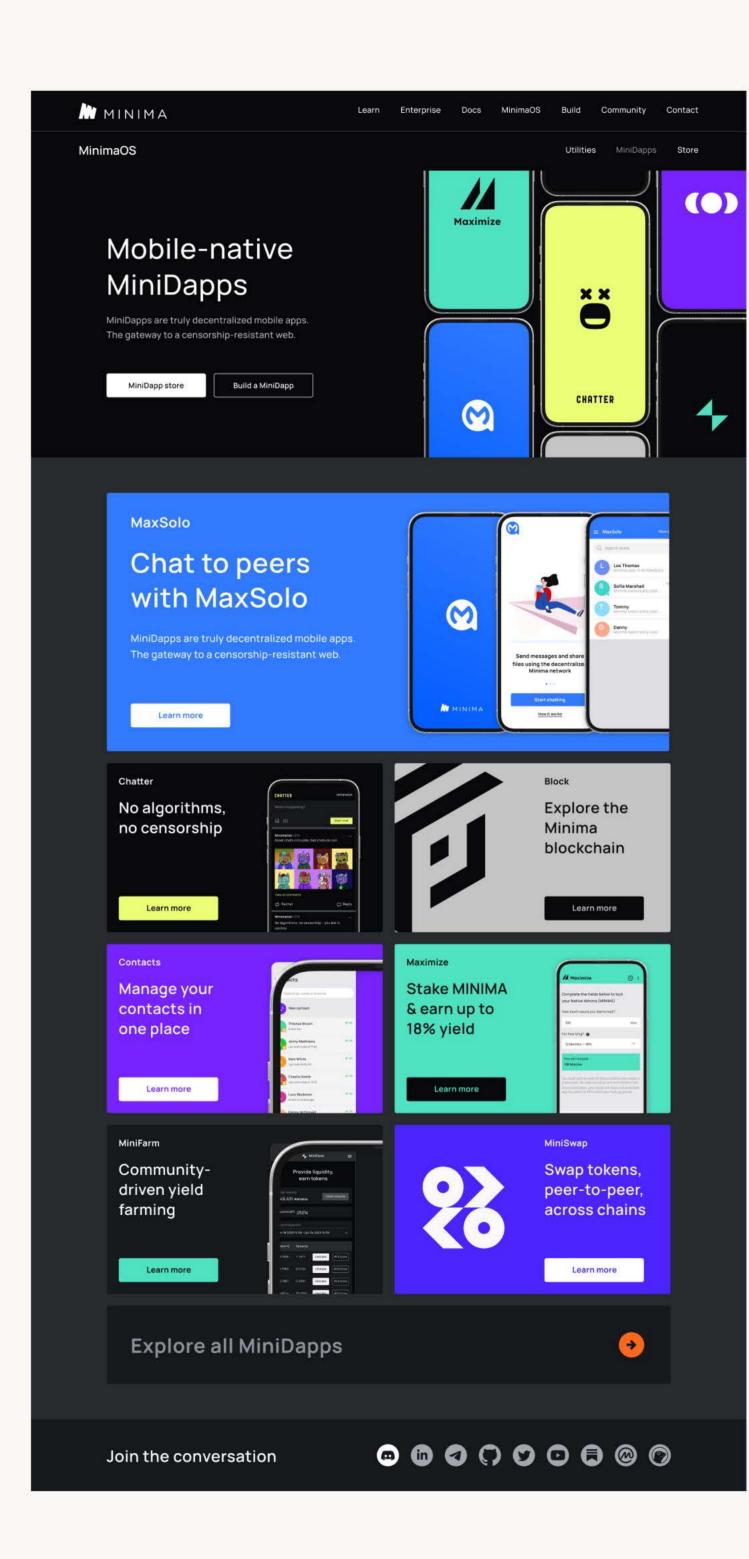


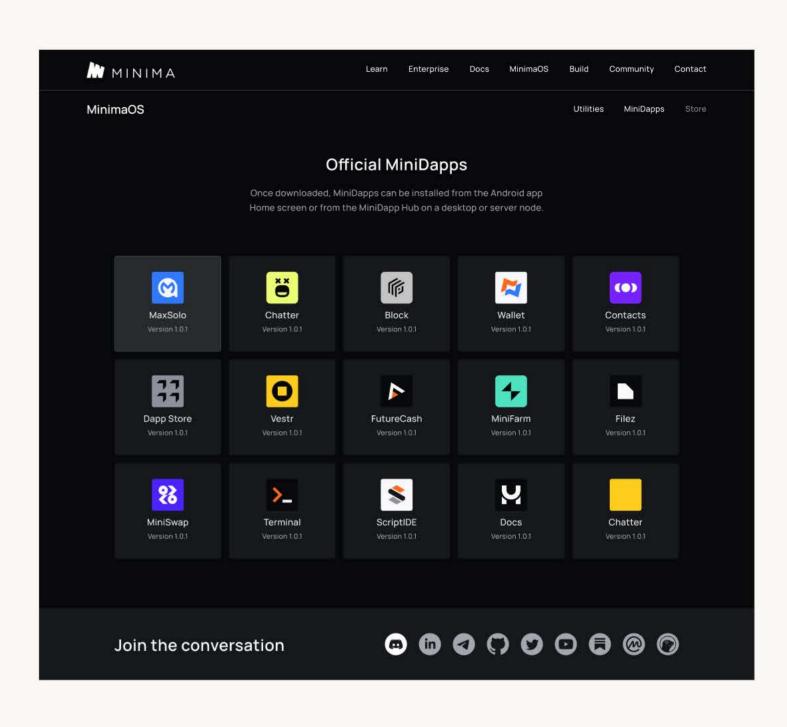


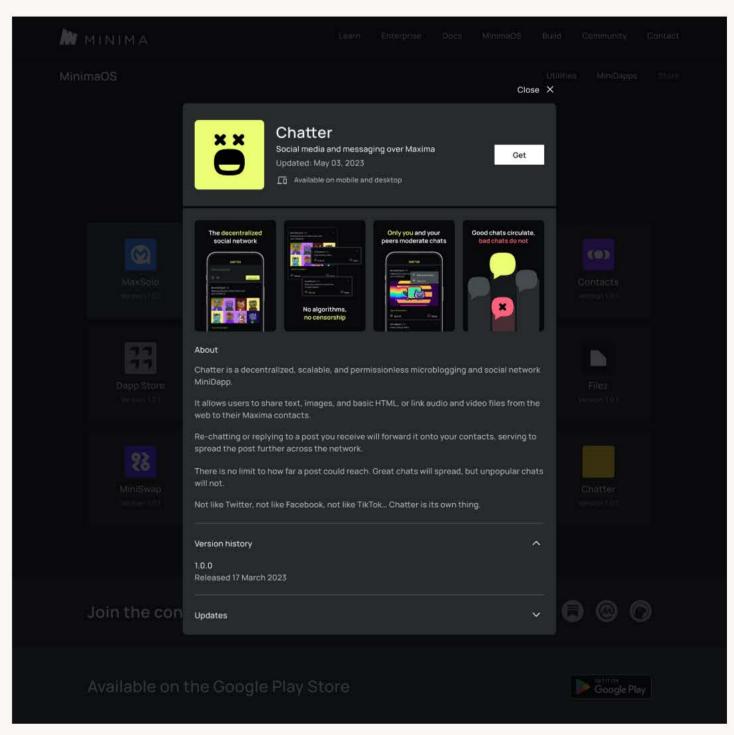


MINIMA OS ↓









SET TO LAUNCH 2023

MINIMA WEBSITE