

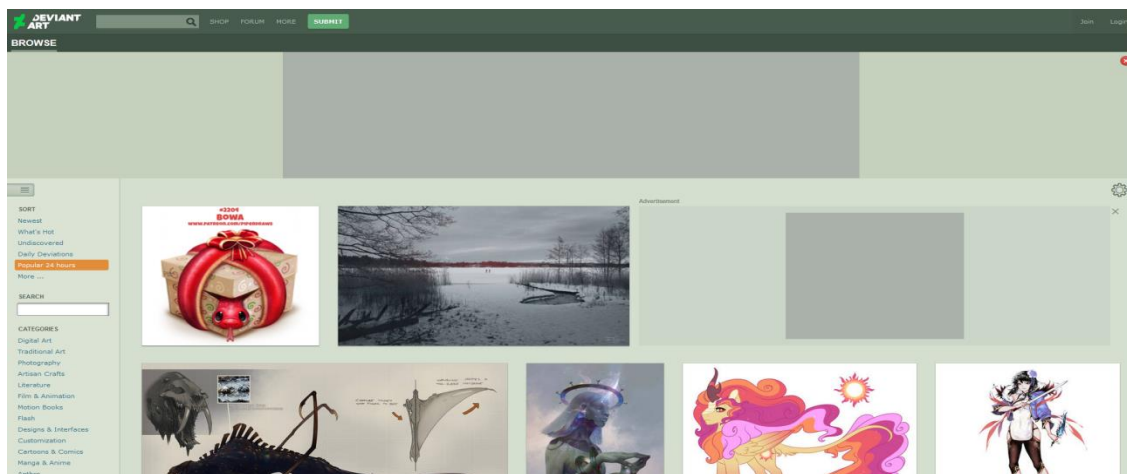
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Eng. 3780

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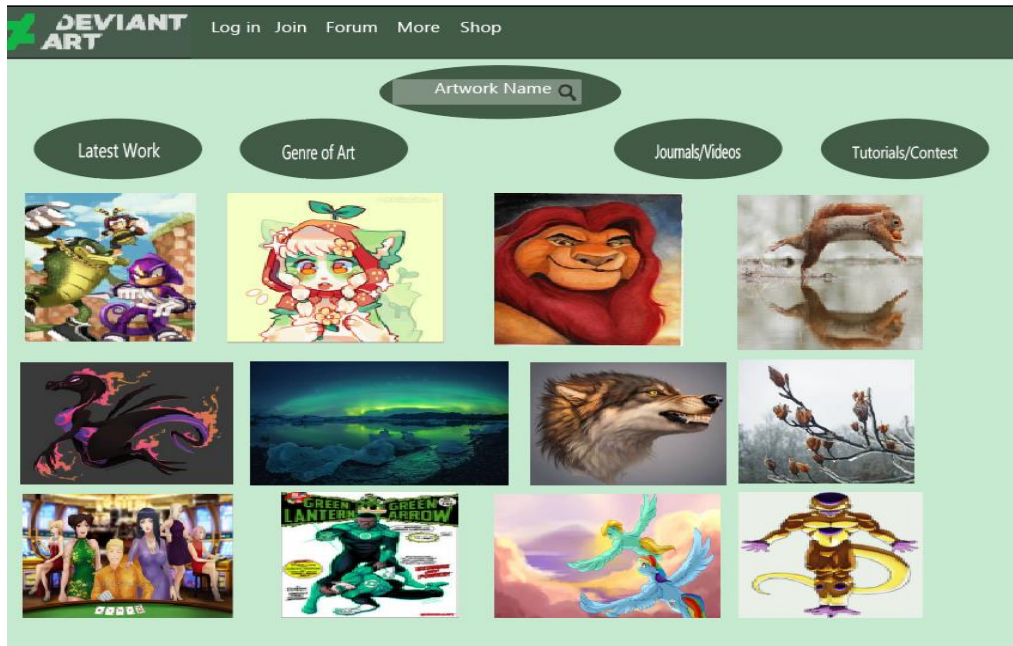
Deviant Art Webpage

Deviant Art is an art community website where members can interact with each other by uploading art, forums, and selling art. Since its creation in 2000, it has over 369 million images. For our iteration 1st iteration design we decided to focus on the homepage of the website.



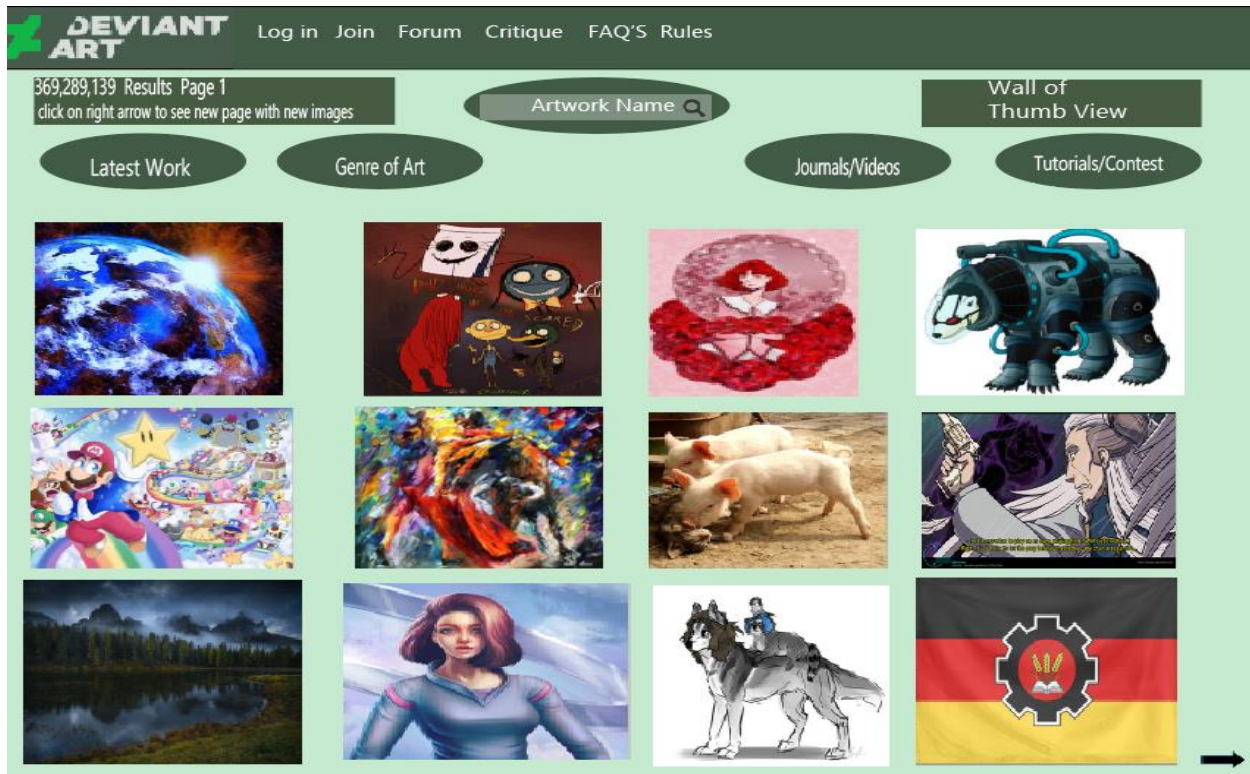
The original website included an abundance of information with endless search results. From the top down the original homepage has a pane which that has a light green font for five tabs and a search bar on the left side of the page. Below is a chunk of space reserved for ads. Under the space for ads, there is a menu on the left side of the page which has sorting filters, a search bar, and twenty categories. The photos on the rest of the page are never-ending. A user can keep scrolling down the page while the side menu stays the same. We decided that there were three main things we would change on the page; the top pane, the menu on the left side, and the ad space that barely loads. We wanted to focus on, consistent design, website flexibility, and recognizable information. Using our observations from our representative usability test and Nielsen Heuristic evaluation for user interface we re-created the Deviant Art webpage.

Mockup Iteration



This iteration was our way of revamping Deviant art. Based on our feedback from the usability test of this website. We wanted to create a sleek and minimalist design. The very first thing we did was pick vibrant colors that resembled the original website and fix the text on the website by changing the font and color to improve readability. The next thing we did was remove one of the search bars and then moved it down towards the top center of the page. This was to avoid any confusion with two similar features, and we wanted to make it clear that the user can search Artwork by name, so the user would just search for a subject (i.e. animals).

Final Iteration



We went back on to the Deviant Art website to see what options we can add to the homepage that existed originally but did not think unaccustomed users were aware of. We created five new tabs for the website that we felt categorize content on the website best without making information hard for the users to find. We revamped the scrolling navigation system by implemented sideways navigation. Users will start on the homepage and simply click to bottom arrow to navigate to the next page and see images that way. Then we created categories from four options below the search bar to accelerate the searching process. Our wall of Thumb feature was our take of showing how the website could look like on a mobile device such as a tablet or I-pad where the user might not have access to a large screen or decent Wi-Fi connection they can speed search through pictures or search regularly.

