project::oregon bike
Oregon Bike Shop Website Redesign

Assignment ::

For the final project of this class, we will be creating a website for **Oregon Bike Shop**, a mechanic-owned bike shop in the heart of the Montavilla neighborhood in Portland, Oregon. They currently have a website, but it is very dated, crowded with disorganized information, and poor color and typography choices. They have limited existing branding (see logo, cycling shirts, and Instagram account) and owner-produced product photography. They need help.
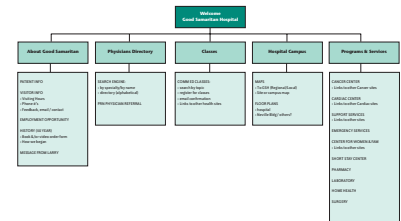
For this project, we will design multiple pages of the site, creating designs and interactions for both **desktop browsers** and for **mobile devices**. All of our design work will be done in **Figma Design**, both on the desktop and using their mobile app, resulting in a functional prototype of the website.

This is the final project for this class, and all our efforts in these last few weeks will be dedicated to completing the project successfully.

Components ::

There are several components of this project, all of which build toward the final design:

- **Research**—Locate 3–5 local bike shops and review their design and content. Try to stick to Oregon or the Pacific Northwest for better comparisons. Write a short paragraph about what works and doesn't work for just **two of those sites**, and include at least two screenshots from each and the site URL.

- **Information Architecture**—Review the current site content, Instagram page, and create an information architecture (specifically, the content and organization of the primary navigation) for the website. How you organize your version of the site, and what you label your pages is up to you. However, be sure to include a **Home page**, some sort of **products page**, and at least **three other pages**. Present your architecture as a simple site map. See notes regarding information architecture later in this handout.

- **Page Content and Tasks**—Determine what information will appear and what tasks will be available on the Home page of both the desktop and mobile sites, as well as your other site pages. For content, consider how much and what kind of text to include, and what sort of images or other media to use. For tasks, what are your *Calls to Action*? What do you want the user to do on each page? Document this information and include it with your project creative brief.

- **Sketches & Wireframes**—Draw by hand at least **four thumbnail sketches** of possible overall site layouts of the desktop home page, experimenting with different column and navigation solutions. In addition, draw **four thumbnail sketches** of the mobile home page. From those sketches, create **two wireframes** of the home page: One for desktop and one for mobile.

- **Final Visual Designs**—Create design solutions for both desktop and mobile browsers using the information created in the preview components as the basis. Again, from your information architecture, design the (01) Home page, (02) some sort of Products page, listing at least 15 of their bikes with the intent of selling them online, and (03, 04, 05) three other pages of the website, chosen from your site map. All pages (five in total) must be designed for both desktop and mobile.

Objectives ::

As you work on your designs, focus on the following areas:

- **Information Prioritization**—There is a lot of information that needs to be conveyed. Determine what is really important for your users and design that information to be clear and accessible.

- **Navigation**—Make the site easy and intuitive to navigate. Focus on both meeting the needs of potential users and the requirements of the client. Create content on the home page that drives the user further into the site.

- **Layout and Grids**—Use a 12-column, 16-column, or other grid to guide placement of your page content on the desktop. Experiment with different module sizes and flowline locations. For mobile, focus on a one-column design (maybe a 2-column in some instances) still including margins around the left and right sides.

- **Flexibility**—While width is controllable, the length of a page will always vary. For the mobile version, most viewers will view your site in portrait orientation with lots of scrolling.

- **Typography**—Focus on using typography to convey style, meaning and structure. Type must fit the medium and device it is being presented on.

Design Notes ::

As with our other projects, we will be using Figma Design to bring your design to life. Your design work should be completed in a single Figma file, utilizing multiple frames as needed.

- **Frames**—Use and many frames as you need create your website, all within a single Figma document.
    - For desktop, we will be targeting our standard screen size (MacBook Air 1280px × 832px), utilizing the familiar **1,110px** maximum-width column grids and as much height as needed.
    - For mobile, we will be targeting the **iPhone 13 & 14** screen size, utilizing **390 CSS pixels** maximum-width frames.

- Use a **phone header template** for all mobile pages. Example headers are provided with the project resources. Position it at the top of your header and set it so that *Position > Fixed (stay in place)* in Prototype mode.

- **Grid**—Use Figma's layout grid feature to establish a column grid for your frames. Don't just accept the default setting—find the right grid for your site and apply it to all of your frames. You must create and use a column grid for all pages, and be sure to customize the margins.

- **Fonts**—Only use typefaces found within Figma, which includes Google Fonts.

- **Assets & Styles**—Make good use of the Assets panel, using it to define website **components**, and Styles by defining **colors**, **text**, and **layout styles**. Include an **Assets Frame** to group together all of your reusable components.

Interactivity ::

A major goal of this project is to develop a **working prototype** of our website (both desktop and mobile versions). When done, you should be able to view and navigate the entire website using the Figma Design app on your desktop and mobile phone. We will be making extensive use of Figma's **Prototyping mode**, creating links between frames and adding simple animations and other actions that respond to user input. Some of the interactive requirements of this project include:

- **Navigation**—Your menus must function correctly in Figma Prototype mode—both desktop and mobile. This likely will include some sort of hamburger menu.

- **Desktop Preview**—Use the desktop preview often to test your work on a computer. If you find it helpful, you can export your designs as PNG images and view them in a browser as we did with the first two projects in this class.

- **Mobile Preview**—Use the Figma app on your mobile device to test and review your design work. This is how we will critique our projects, and it is also a tool I will use to grade your work.

Resources ::
You may use any of the content available on the existing website and Instagram pages, including text and photographs, and content that you create yourself. While there is an existing website, there is still some work to be done to generate the content for the site pages. Doing your competitive research should have provided some ideas of what content to include.

Additionally, you can use photographs found from other sources. Be sure that the copyright of the image or text allows you to use it, and document where you got the image or text from. If you use content from other sources, include a PDF list or where things came from (media/text used and URL) to hand-in at the final due date.

Resources provided include:

- Oregon Bike Shop website: http://oregonbikeshop.com/
- Oregon Bike Shop Instagram page: https://www.instagram.com/oregonbikeshop/
- Photographs provided by the client, plus any photograph published by the client to Instagram.
- A logo grabbed from their website.

Information Architecture ::
While this site desperately needs updates, there actually is not very much content on the site overall; it's basically a single-page site. However, there is at least some content for at least a few pages. Here is a suggested take on options/ideas for the primary navigation—feel free to adjust/adapt as needed:

- Home page
- Used Bikes (with possible categories)
- *Service*
- *OBS Racing Team*
- *Testimonials*
- *About*
- *Contact*
- *Social media*

Elements of User Experience ::

	Surface	You are responsible for the final design, layout, imagery, color, and typography choices. Design must align with the overall feel and image of the company.
	Skeleton	You are responsible for the skeleton, defining how the site will be navigated, where and when task will be available to users, and how content and functionality is arranged.
	Structure	You are responsible for the structure, defining the information architecture of the site. While you can plan for a large site, only five pages of the site map need to be designed.
	Scope	You are responsible for setting the scope of the project, identifying what tasks you expect users to complete, and what specific information they are looking for.
	Strategy	Design a website to improve the overall visual design, customer experience, usability and information organization and timeliness. Website must include both desktop and mobile-optimized versions.

Key Dates ::
At the beginning of class on the dates listed below, the following items are due:

Thursday, March 6th, 2025 Week 09	40 points	Your **competitor site research**, **information architecture**, and **Home page content** and **tasks list** are due. Save these items in a single PDF document to be turned to your class shared Google Drive folder. These are the Strategy & Scope phase documents.
Tuesday, March 11th, 2025 Week 10	20 points	**Round One** of your designs of the **home page and products** page for both desktop and mobile browsers is due. This will be critiqued in class. In addition, your **hand-drawn sketches & wireframes** for both desktop and mobile sites are due. Place digital versions of these in your class shared Google Drive folder. We will also be testing your mobile designs on actual devices. Be sure to have your design saved to the cloud in order to generate a sharable link.
Thursday, March 18th, 2025 Finals Week	140 points	Your **final designs** for both desktop and mobile browsers are due, including designs for the home page and four other site pages.

Requirements ::
Your competitor site research, information architecture, and Home page content and tasks list are due on **Thursday, March 6th, 2025** (Week 09) at the beginning of class. Name the file `lastname_oregon_bike_shop_cb.pdf`.

We will be doing one round of revisions for this project. Your initial **home page** and **product page designs** is due at the beginning of class for critique on **Tuesday, March 11th, 2025** (Week 10). Note that the remaining page designs are not due until the final due date. You must be present at the critique to receive full credit.

In Canvas, paste a link to your Figma design file on the day of the project critique. When you begin revisions to your design, save your current design in the "Version History". To do this, select Figma menu > File > Save to version history… (Command-Option-S), title it "Round One Design" and click save. Continue work on your Figma file, making revisions as needed. You do not need to turn in a new link to Canvas for the final project due date.

For the project critique, place the native Figma file (.fig) and the exported PNG images of your interface design in a folder named `lastname_oregon_bike_shop_v1`, and copy that folder to your shared Drop Box on Google Drive for this class. This is in addition to the project documentation listed above. Place them all in the project folder to turn-in at the beginning of class on the **first project critique date**.

Revisions to your site design, based on feedback from the class critique, are due at **10:00 AM on Tuesday, March 18th, 2025** (Finals Week). At least five pages of the site map must be completed and part of your Figma file. All interactions must be complete, including hover states and prototype links and animations. Name the folder containing your files (the saved .fig files and exported PNG images) `lastname_oregon_bike_shop_v2`.

Be prepared to discuss and present your designs with the rest of the class.

This project is worth 200 points.