

GENERATOR

PROJECT 1 AT
GENERATOR



INDEX

INTRODUCTION

Projects

1. Generator

1.1 Wills India Fashion Week

1.2 Guyana Amazon Warriors

1. ABOUT GENERATOR

1.1.0 Brief

About WIFW

Project brief

Deliverables

1.1.1 Product Study

1.1.2 Secondary Research

1.1.3 Initial Wireframes

1.1.5 Output

1.2.0 BRIEF

About GAW

Project brief

Deliverables

1.2.1 Output

ABOUT GENERATOR

They are digital natives who pioneer a brand into an already existing digital culture.

Generator's purpose is to recognize a brand's energy and activate it, thereby connecting with an audience to aide the process of growing business.

ABOUT WILLS INDIA FASHION WEEK

Wills Lifestyle India Fashion Week Autumn Winter 2013

The Fashion Design Council of India (FDCI) is the 21st edition of the Wills Lifestyle India Fashion Week (WIFW) Autumn-Winter 2013, where 125 leading and young designers from across the country will congregate at New Delhi to forecast their predictions for the season.

WIFW is Asia's biggest fashion trade event held over a five-day period.

WIFW provides a platform for both established and upcoming talented designers to showcase their riveting collections.

In addition to facilitating the exchange of ideas and networking interactions between designers, buyers and affiliates, the event provides an enriching experience for everyone.

PROJECT BRIEF

To re-design the existing WILLS INDIA FASHION WEEK event website.

DELIVERABLES

1. Information Architecture
2. Visual Design



Autumn Winter
March 13 - 17, 2013

1.1.1
PRODUCT STUDY

Studied the website thoroughly to understand the existing structure.

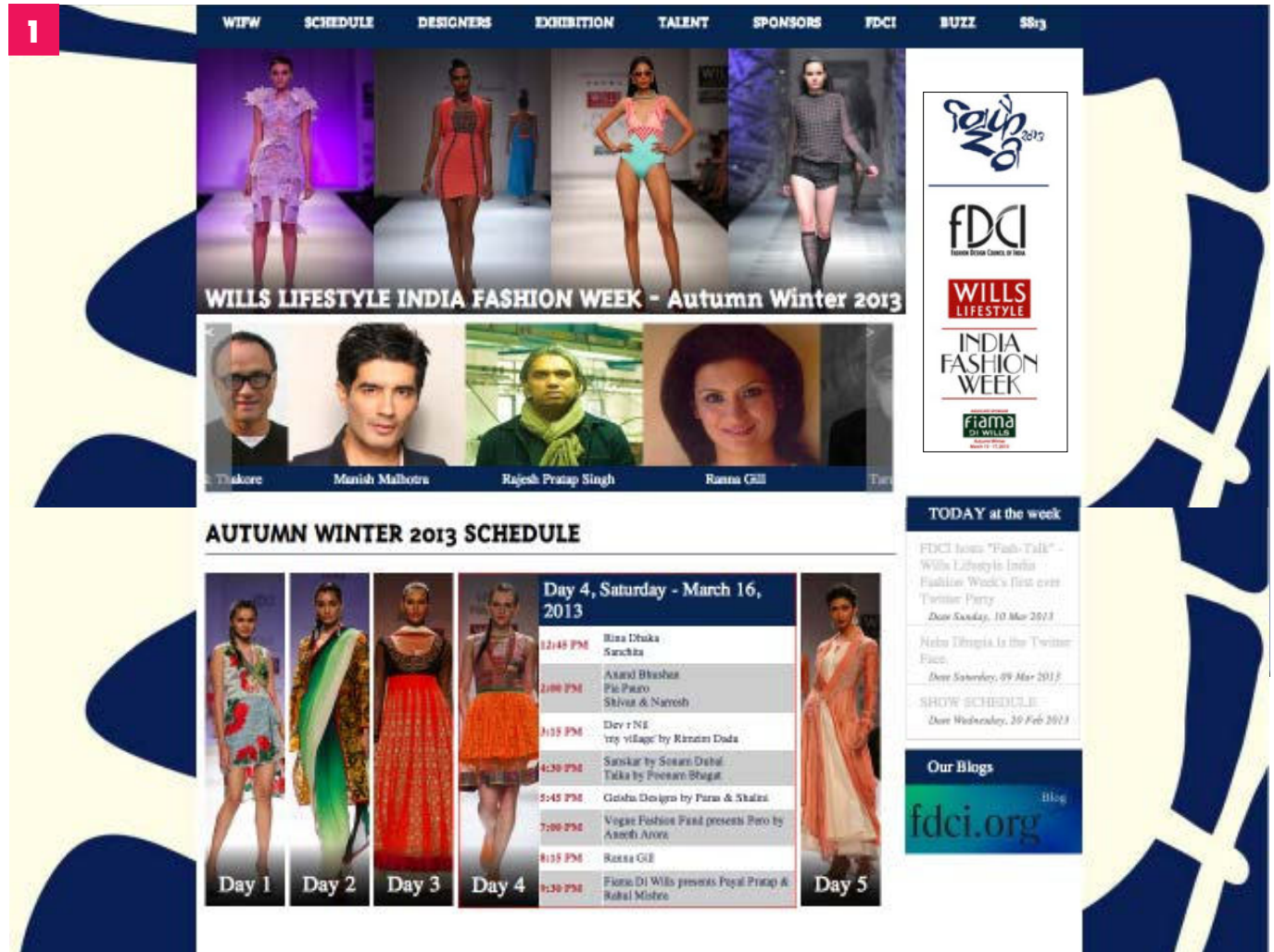
1. HOMEPAGE

The page looks cluttered visually.

Inappropriate feedback- The website doesn't inform user about the page they are on. User does not know the status of the page.

Buttons are inconsistent. It confuses users which results them to think that they ended up in the wrong spot.

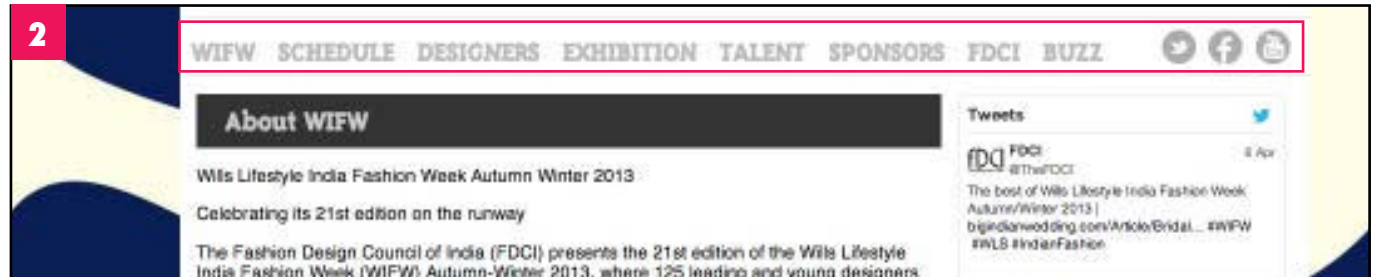
Information is not chunked properly.



2. INFORMATION ARCHITECTURE

Information is not grouped and is scattered in the navigation panel.

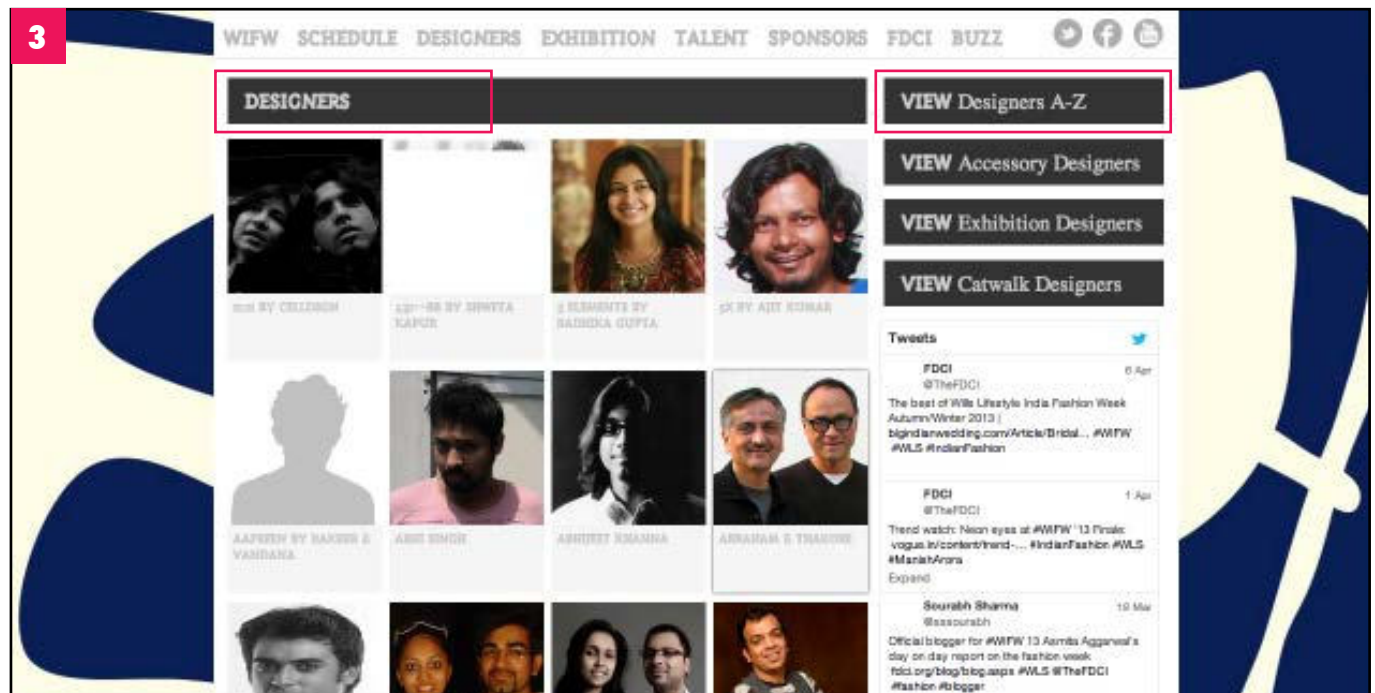
For example: About WIFW and About FDCI can come under ABOUT US tab.



3. DESIGNER'S PAGE

Gives a glimpse of Designer's profile. It also gives an option to filter and view designer's under different category.

- Status of the inside page is not clear to the users because there is no highlight of any sort.
- There are different categories of designer's which (appears on the right panel) is difficult to relate.
- Both the heading banner and the links on the right panel looks similar.
- Picture of the designer's in the boxes are stretched at few places which affects the visual design of the website.



4. SCHEDULE PAGE

The page brings together the Show and Events Schedules. It is for designers and manufacturers to keep them up-to-date on fashion weeks.

- Everything is not visible at once which results in long scrolling.

- Irrelevant information which increases the user's memory load. It's not easily retrievable.

4			
Day 1, Wednesday - March 13, 2013			
3:15 PM	Opening Show by Masaba for Satya Paul	MSA 1	Collection
4:30 PM	Ansikka - Kanika Saluja Choudhry Anupamaa by Anupama Dayal	MSA 2	Collection
5:45 PM	Siddhartha Tytler Vineet Bahl	MSA 1	Collection
7:00 PM	Nikasha Szrily	MSA 2	Collection
8:15 PM	Pankaj & Nidhi	MSA 1	Collection
9:30 PM	Namrata Joshipura	MSA 2	Collection
Day 2, Thursday - March 14, 2013			
2:00 PM	Bodicee by Rachika Sachdeva Paromita Banerjee Tanvi Kedia	MSA 2	Collection
3:15 PM	Hemant & Nandita Not So Serious by Pallavi Mohan	MSA 1	Collection
4:30 PM	Samant Chauhan Urvashi Kaur	MSA 2	Collection
5:45 PM	Tarun Tahillani	MSA 1	Collection
7:00 PM	Alpana & Neeraj Rishita by Arjun	MSA 2	Collection
8:30 PM	Sanskar by Sonam Dubal Talika by Poojam Shagat	MSA 2	Collection
9:45 PM	Celiba Designs by Paras & Shalini	MSA 1	Collection
7:00 PM	Vogue Fashion Fund presents Pero by Aneeth Arora	MSA 2	Collection
8:15 PM	Ranna Gill	MSA 1	Collection
9:30 PM	Fiana Di Wills presents Payal Pratap & Rahul Mishra	MSA 2	Collection
Day 5, Sunday - March 17, 2013			
11:15 PM	Chandraseni Singh Filora Meinalini Taurus by Dhruv - Pallavi	MSA 1	Collection
2:45 PM	Wyoho by Kiran & Meghna Pratima Pandey Vaishali S	MSA 1	Collection
4:15 PM	Charu Parashar Virtues by Viral, Ashish & Vikrant	MSA 1	Collection
6:00 PM	Nida Mahmood Bahana	MSA 1	Collection

1.1.1
PRODUCT STUDY

5. BUZZ PAGE

WIFW buzz page gives updates about the latest trends, celebrities, fashion designer's, models and parties through images, videos and articles.

- Everything is not visible at once which results in long scrolling.
- Everything is too organized, systematic and arranged.
- Video's have no description about the collection's and the designer's name.
- Visually the page looks really heavy and the dark blue colour in background draws the maximum attention.

The screenshot displays the '5 AT WIFW' section of a website. It features a grid of 12 small images, each with a caption identifying a celebrity or group of people. The captions include: KOMAL BOOD, KAVITA BHARTIA & NONITA KALRA, SUNIL SETHI POSE WITH SHOBHANA & SRYAM BHARTIA, PAYAL KAPOOR, KAVITA BHARTIA & SHALINI PASSI, RAUL CHANDRA & NIDA MASHOOD, SUNIL SETHI & VIJENDER SINGH, FERDZ GURJAL ALONG WITH SUNIL SETHI, and SABANA AZMI MANISH MALHOTRA AND PARINEETI CHOPRA AT THE POST SHOW CONFERENCE. To the right of the grid is a 'DAILY FASHION' section with a featured article titled 'Cultural (R)Evolution' and a 'Tweets' section showing social media posts from users like @TheFDCl and @AnikaChandhok.

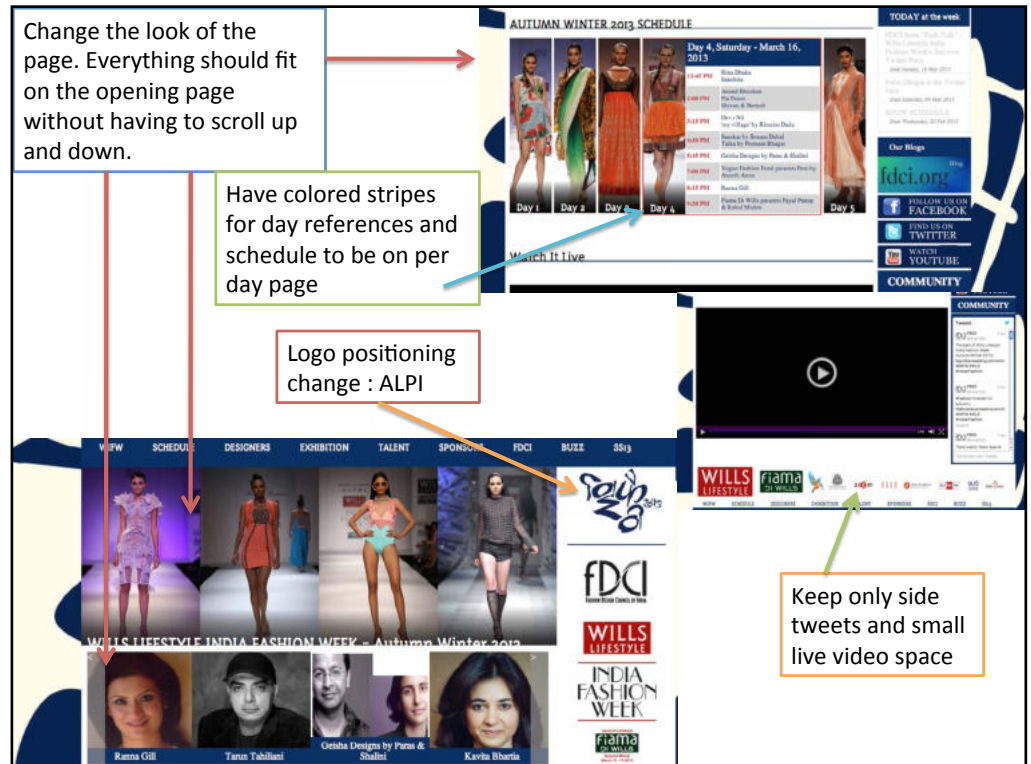
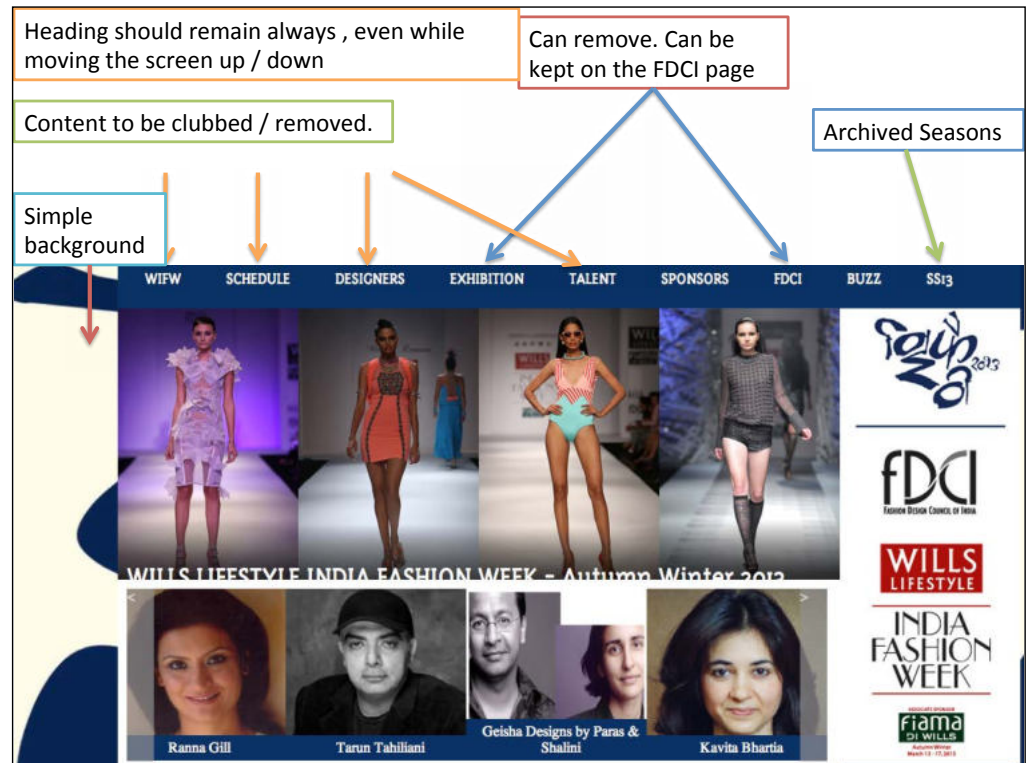
The screenshot shows a 'VIDEO GALLERY' page for 'THE WILLS LIFESTYLE VIP LOUNGE'. The page is dated 'Day 5, Wednesday - October 10, 2012'. It features a video player with two video thumbnails showing a fashion show. The left sidebar contains a large blue and white abstract graphic. The video player interface includes a play button, a progress bar, and a volume icon.

1.1.1
PRODUCT STUDY

CLIENT REQUIREMENTS

Following were the changes that the client wants to incorporate:

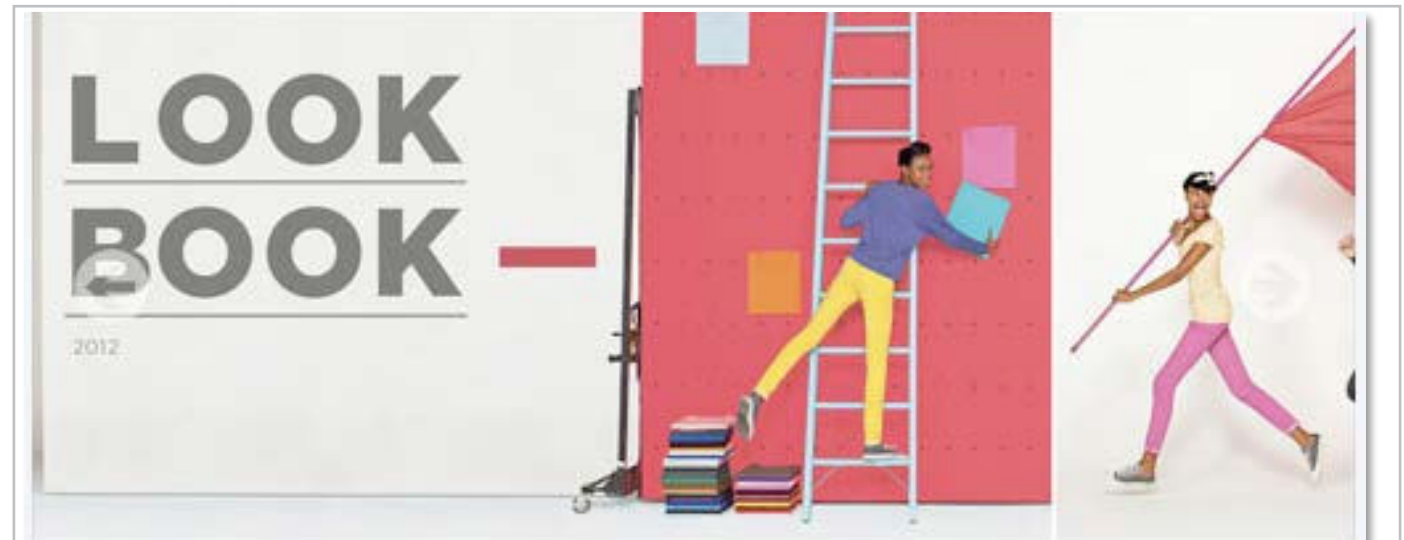
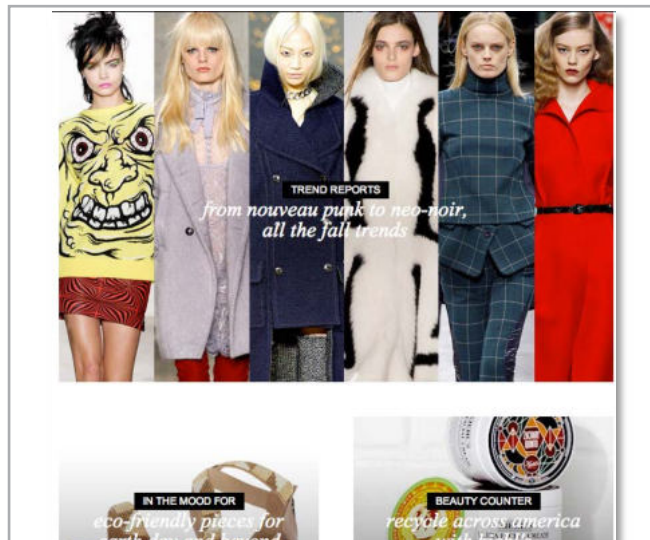
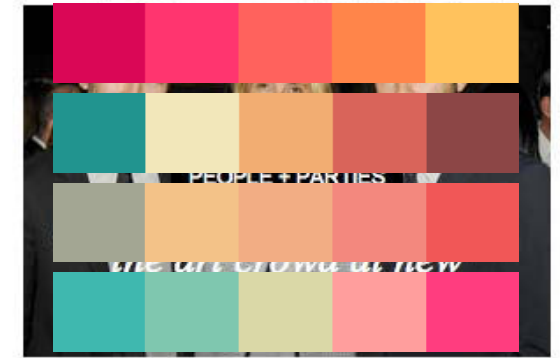
- Heading should remain always , even while moving the screen up / down.
- Content to be clubbed / removed.
- Simple background
- Change the look of the page. Everything should fit on the opening page without having to scroll up and down.
- Have coloured stripes for day references and schedule to be on per day page.
- Change the position of the logo.
- Keep only side tweets and small live video space.
- Similar page for participants / buzz can be worked out.
- Content for Homepage: WIFW, Participants: Designers , Talent, Tweets, Live TV : all day / shows / relevant, Buzz: Blogs , video blogs , fashion coverage , media coverage , trends , spotted, Sponsors, Archives: previous seasons, Contest details below day dashes, Daily magazine, Youtube: all show videos ,current season and previous seasons.



1.1.2
SECONDARY RESEARCH

INSPIRATION

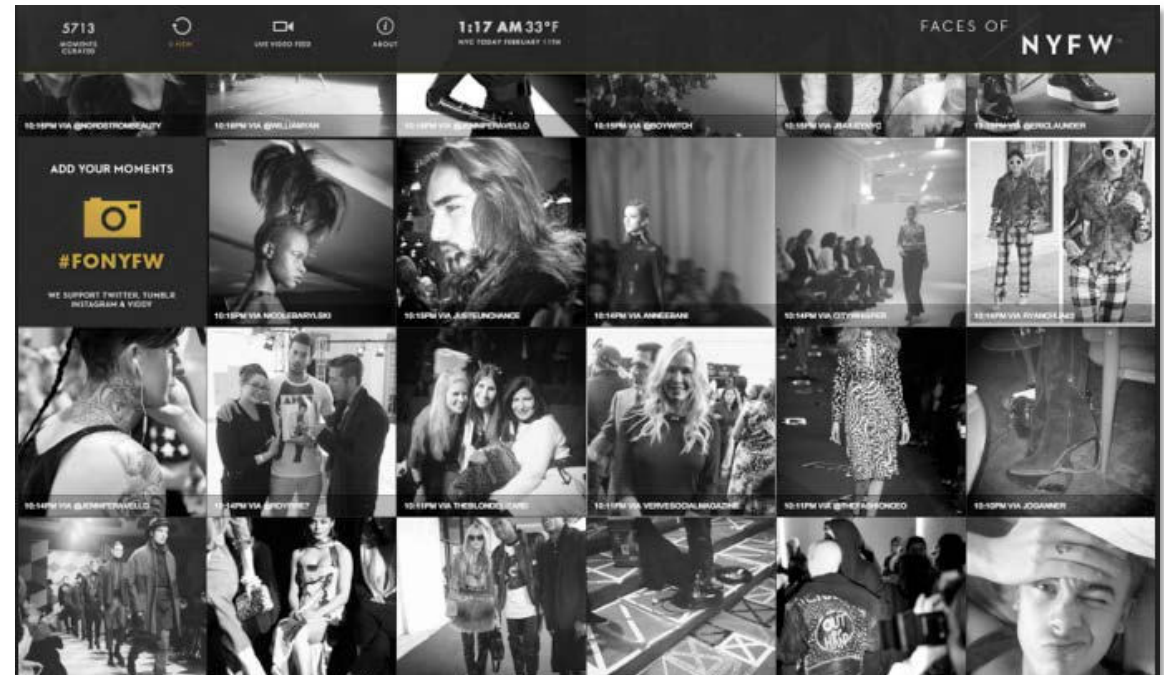
- Idea is to be clean , simple and arty in layout.
- Colour Scheme of the website should follow theme of the event i.e.; neon blue, pink, yellow.
- Headings to be highlighted with coloured strips or the font can be coloured.



1.1.2 SECONDARY RESEARCH

INSPIRATION

- Cloud of images with text on coloured strip on mouse-hover for BUZZ and HOMEPAGE.
- Arrangement of images in square grid which makes the whole composition look simple, elegant yet complex.
- Images in layout keeps changing and on mouse-hover becomes coloured.
- Navigation of both the website is user-friendly and clear.

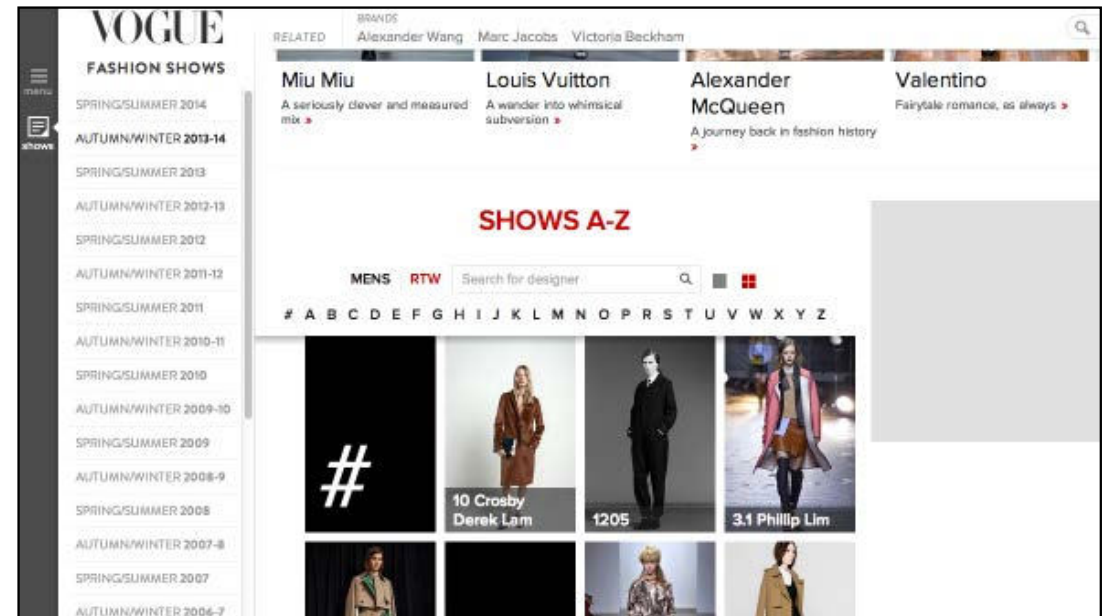
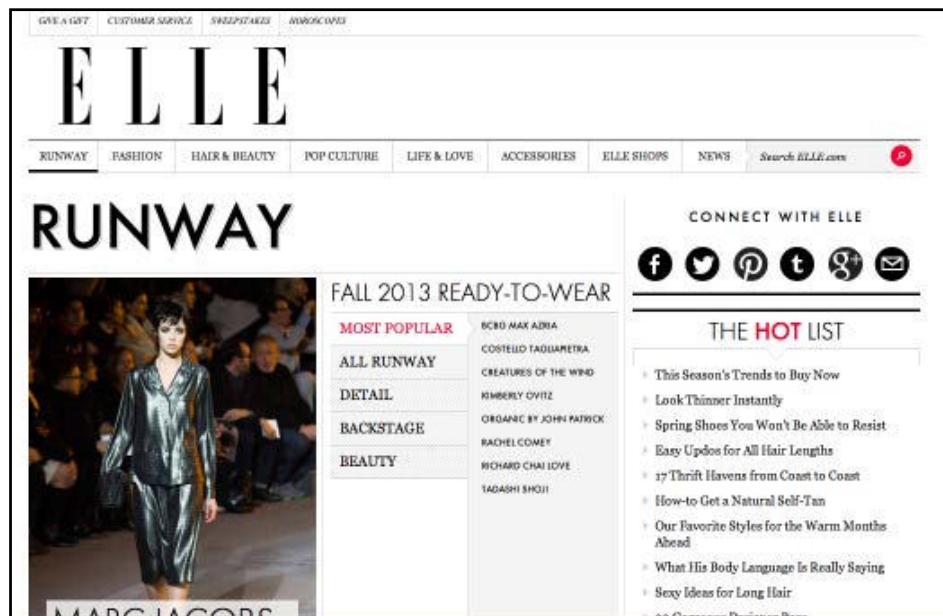
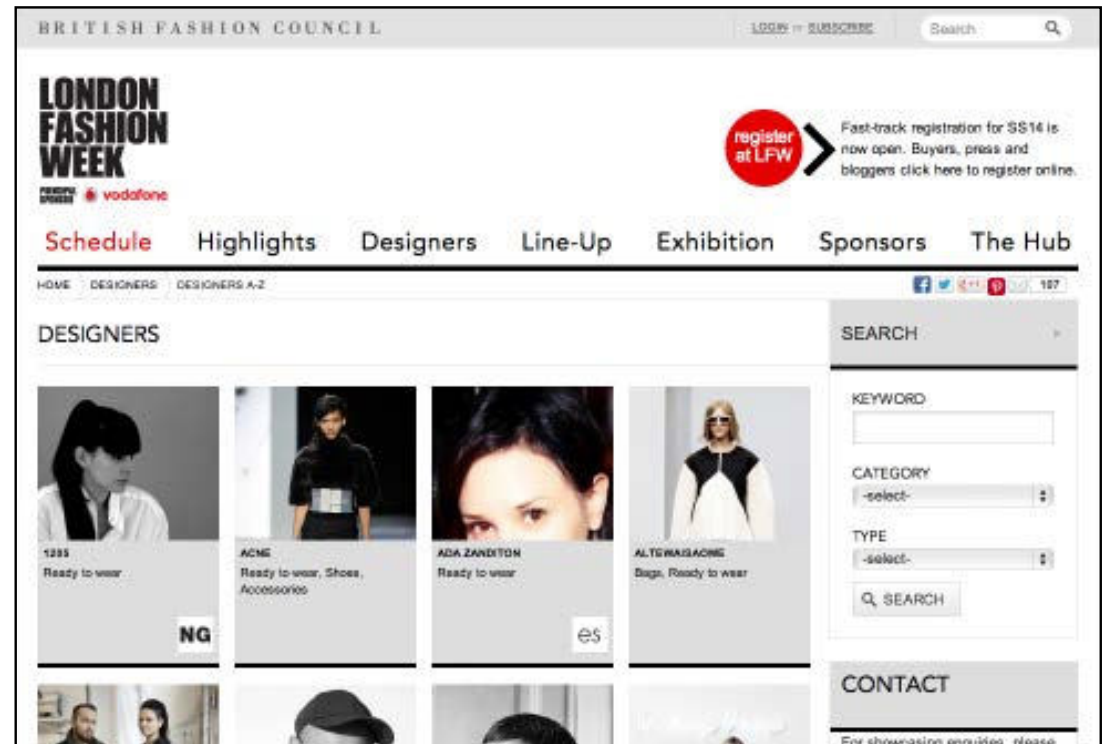


1.1.2
SECONDARY RESEARCH

SIMILAR WEBSITES

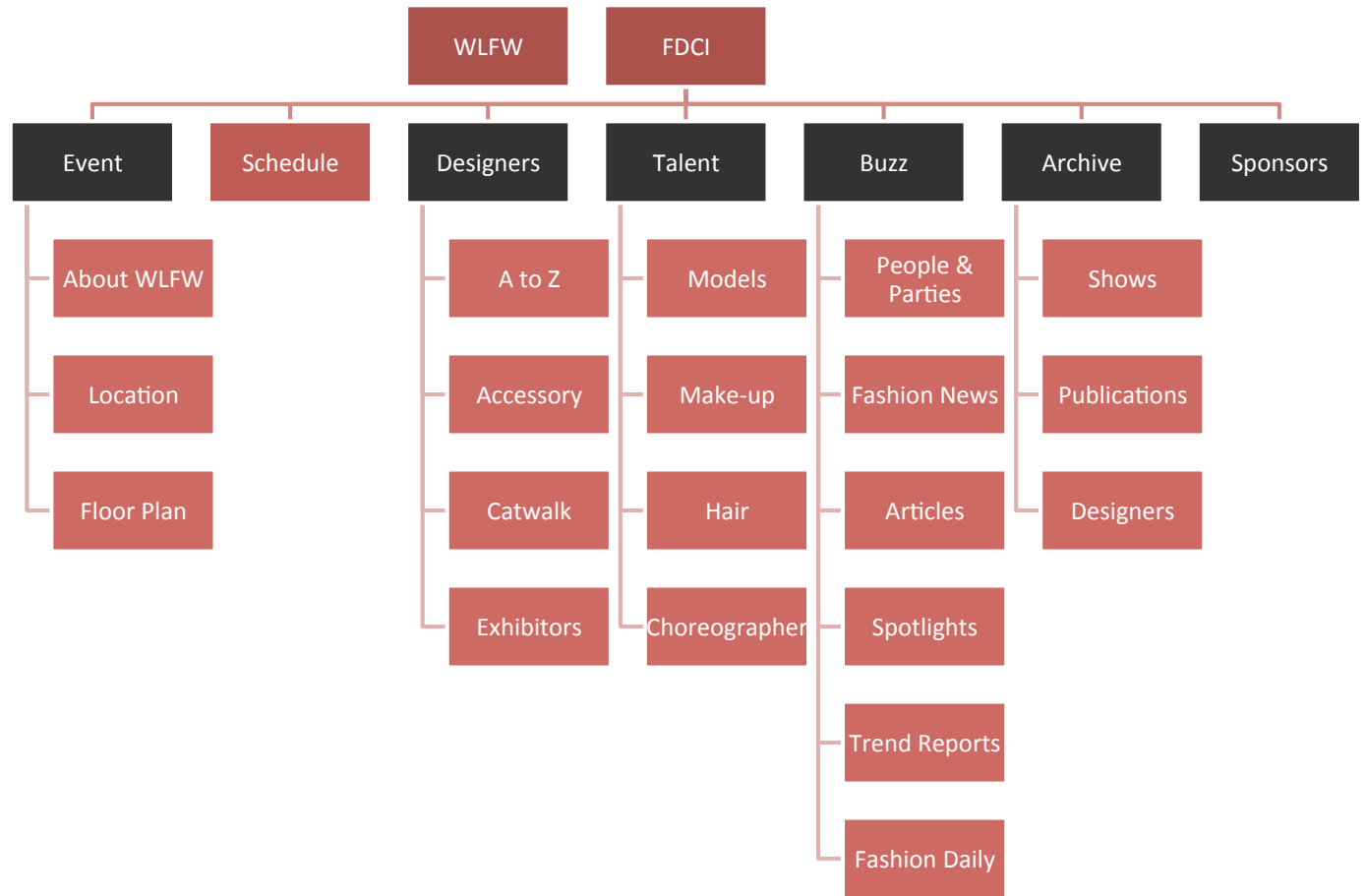
- Studied websites of similar category to understand the information architecture and interactions within all the pages.

- Drew inferences from the maximum number of comparisons which was done across the different sections of the websites.



1.1.3
INFORMATION ARCHITECTURE

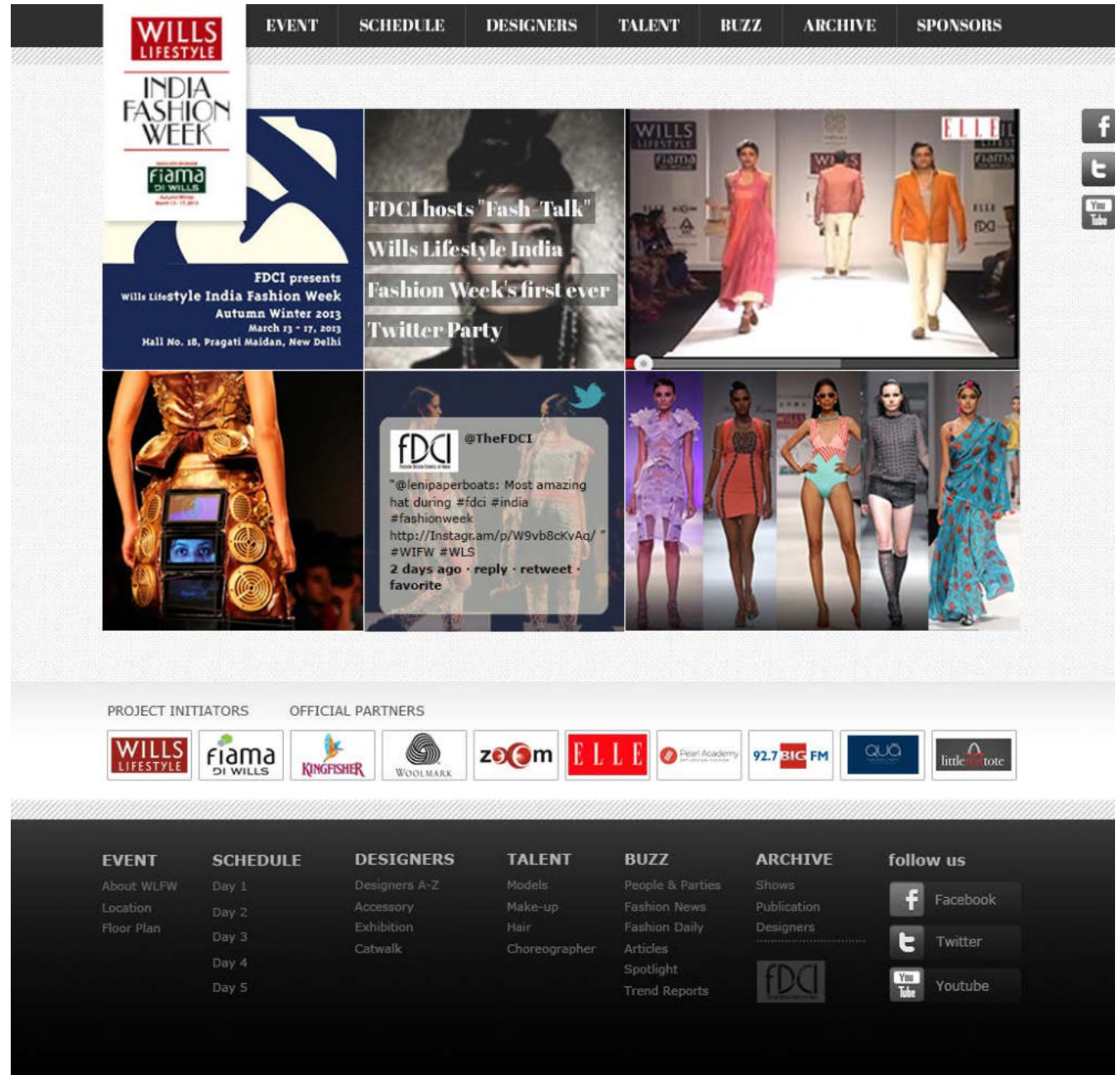
Re-grouped the categories and organized the content of the website so that the navigation becomes easier.



HOMEPAGE

VERSION 1

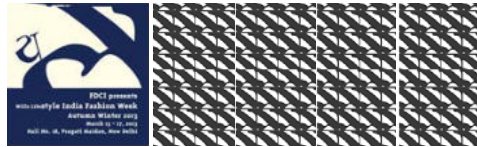
- FDCI logo is not visible as it is under the main navigation logo banner.
- More information and images can be added in the main body.
- Sponsor's Panel- Main sponsors are not highlighted because all the logo's are of same size.



HOMEPAGE

VERSION 2

- Background pattern has been derived from the FDCI logo.

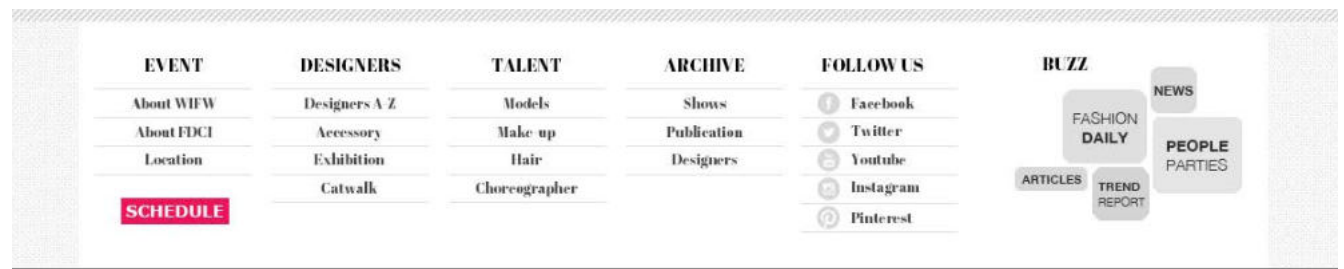
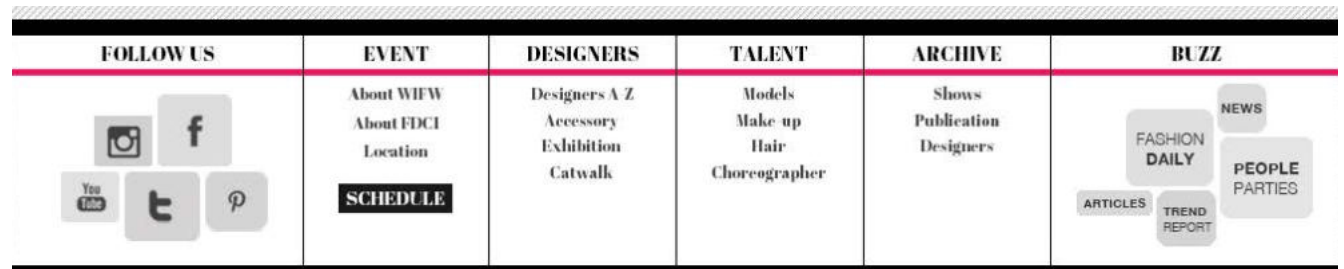
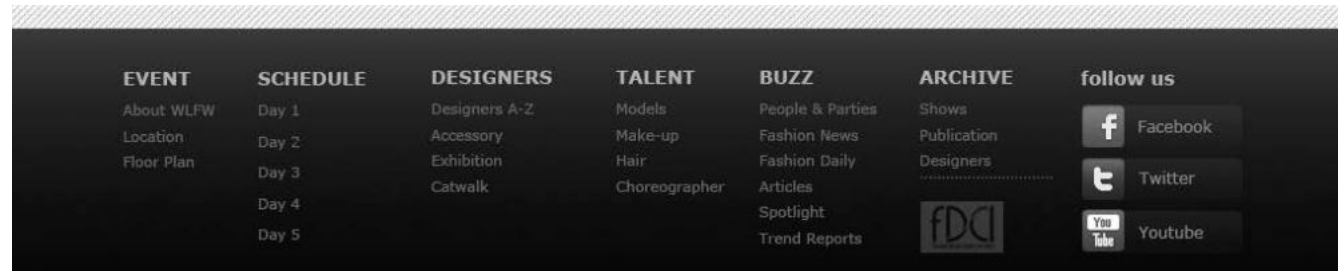


- It looks too cluttered and heavy because of black pattern in the background.

BOTTOM PANEL

Different variations for the Bottom panel of the site as the client wanted it to be interesting yet simple.

Highlighted the important most tab while balancing the other social media icons and the content.



HOMEPAGE

FINAL OUTPUT

- The final design is clean, consistent and arty with all the necessary content.

The screenshot displays the homepage of the FDCI India Fashion Week website. At the top, a navigation menu includes 'EVENT', 'DESIGNERS', 'TALENT', 'BUZZ', 'ARCHIVE', and 'SPONSORS', with a search icon on the right. Below the menu, there are several content blocks: a vertical banner for 'WILLS LIFESTYLE INDIA FASHION WEEK', a featured article about 'GI LALLA and GILTOOH', a social media tweet from '@TheFDCI' with a red Twitter icon, and a 'CONCEPT NOTE by KARTIKEYA AND ISHA'. The bottom of the page features a row of sponsor logos including WILLS LIFESTYLE, fiamo DI WILLS, BLENDRERS PRIDE, zoom, ELLE, india times, and The Lalit. A footer section contains a grid of links for 'EVENT', 'DESIGNERS', 'TALENT', 'ARCHIVE', and 'FOLLOW US', along with a 'BUZZ' section for 'NEWS', 'FASHION DAILY', 'PEOPLE PARTIES', 'ARTICLES', and 'TREND REPORT'.

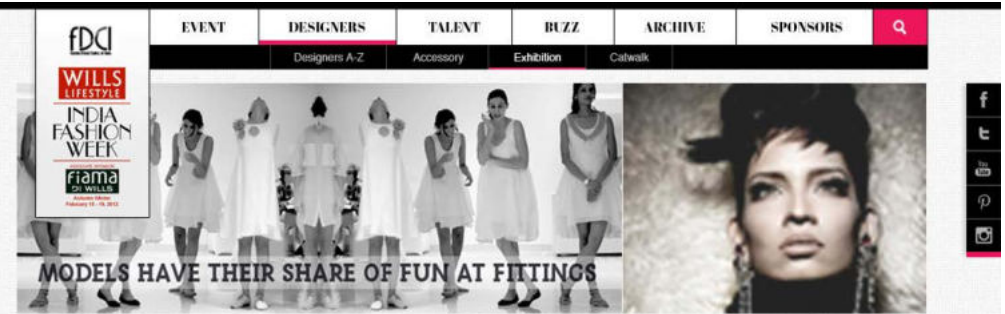
FASHION SHOW SCHEDULE

All the event days are integrated in one page itself which reduces the cognitive load and makes it simpler for the user to find the information.

User's can carry the calendar with them during the event as it's handy and printable.

Important Designer's are highlighted through colour coding according to their respective category.

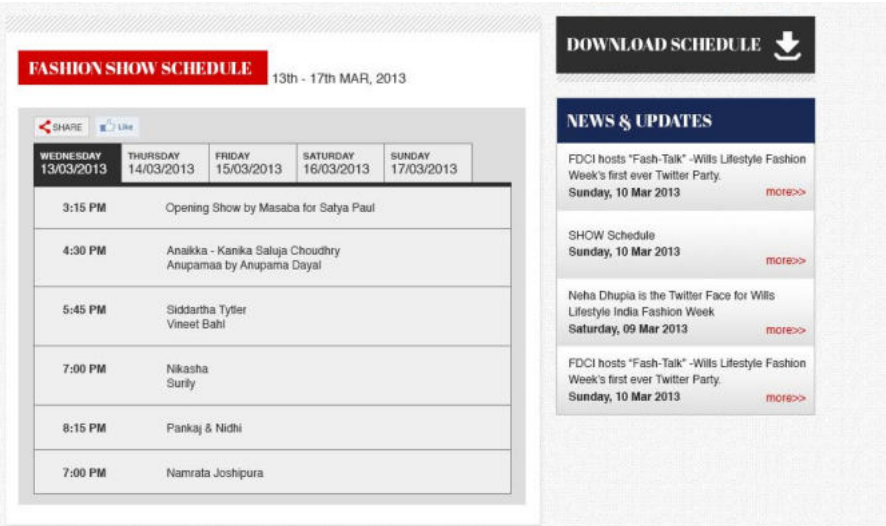
1



FASHION SHOW SCHEDULE 13th - 17th MAR, 2013

	Day 1 WEDNESDAY 13/03/2013	Day 2 THURSDAY 14/03/2013	Day 3 FRIDAY 15/03/2013	Day 4 SATURDAY 16/03/2013	Day 5 SUNDAY 17/03/2013
12:45 PM				Rina Dhaka Sanchita	
1:15 PM					Chandrani Singh Filora Mirnalini Taurus by Dhruv - Pallavi
2:00 PM	Bodice-Ruchika Sachdeva Paromita Banerjee Tanvi Kedia	Ekru by Ekta Jaipuria & Ruchira Kandhari Rajdeep Ranawat Sonia Jetlesy	Anand Bhushan Pia Pauro Shivan & Narresh		
2:45 PM					Myoto by Kran & Megha Pratima Pandey Vaishali S
3:15 PM	Opening Show by Masaba for Satya Paul	Hemant & Nandita Not So Serious-Pallavi	Joy Mitra Preeti S Kapoor Soltee-SulakshanaMohan	Dev r Nil 'my village' -Rimzim Dadu	
4:15 PM					Charu Parashar Virtues by Viral, Ashish & Vikran
4:30 PM	Anaikka - Kanika Saluja Choudhry Anupamaa-Anupama Dayal	Samant Chauhan Urvashi Kaur	Mynah's Reynu Taandon	Sanskar by Sonam Dubal Talka by Poonam Bhagat	
5:45 PM	Siddhartha Tytler Vineet Bahi	Tarun Tahiliani	Kavita Bhatia Kiran Uttam Ghosh	Geisha Designs by Paras & Shalini	
6:00 PM	Nida Mahmood Fehane				
7:00 PM	Nikasha Surlly	Alpana & Neeraj Rishita by Arjun	Development Commissioner Handloom, Ministry of Textiles presents Abraham & Thakore	Vogue Fashion Fund pres- ents Pero by Aneeth Arora	
8:15 PM	Pankaj & Nidhi	Shantanu & Nikhil	The Woolmark Company presents Rajesh Pratap Singh	Ranna Gill	
9:30 PM	Namrata Josphipura	Anju Modi	Manish Malhotra	Fiama Di Wilts presents Payal Pratap & Rahul Mishra	Wilts Lifestyle Grand Finale by Manish Arora

2



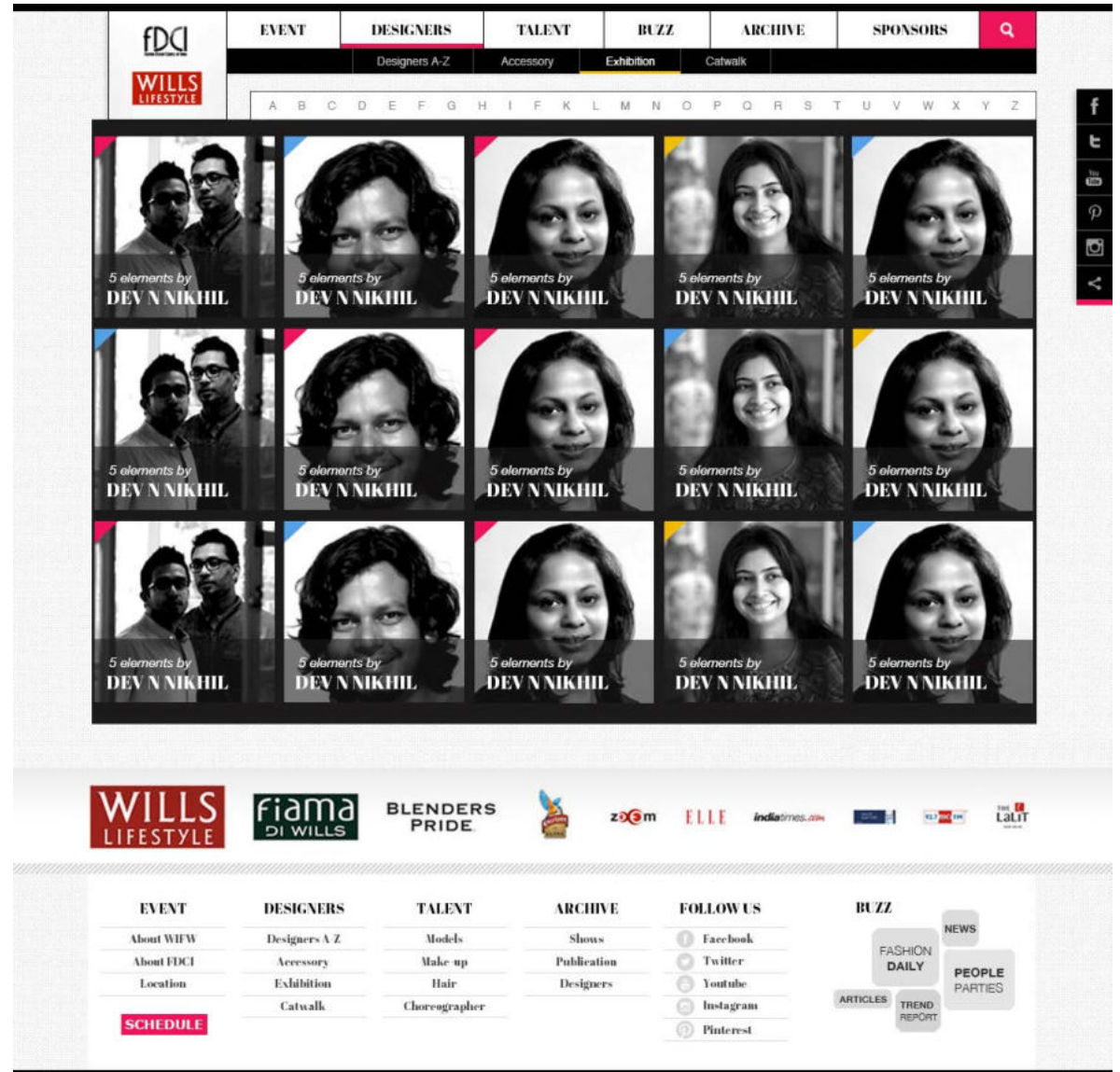
DESIGNER'S PAGE

- Colour coding for the designers under different category.

- Exhibition Designer
- Accessory Designer
- Catwalk Designer

- Designer's can be filtered according to there respective fields.

- Following are the 3 different variations to select the category.



DESIGNER'S PROFILE PAGE

- This page gives detailed description about the designer's background, their respective collection and the contact details of the buyers and media.

The screenshot shows the FDCI India Fashion Week website. At the top, there is a navigation bar with categories: EVENT, DESIGNERS (highlighted), TALENT, BUZZ, ARCHIVE, and SPONSORS. Below this is a sub-navigation bar for Designers A-Z, Accessory, Exhibition, and Catwalk. The main header features a banner with models in white dresses and the text "MODELS HAVE THEIR SHARE OF FUN AT FITTINGS".

The profile page for **DEV N NIKHIL**, an Accessory Designer, is displayed. It includes a photo of the designer, a "BACKGROUND" section mentioning his work for stars like Michael and Jermaine Jackson, and a "COLLECTION" section for his SS 13 line, which features intricate chikankari. The page also lists a "SCHEDULE" for 19 February 2013 (12:00am - 01:00pm), "CONTACT DETAILS", "BUYERS CONTACT" (Sujata Malhotra), and "MEDIA CONTACT" (Pareena Thaper / Mehak Chhabra).

On the right side of the profile, there is a "COLLECTION" gallery showing a model in a yellow and pink saree. Below the main profile, there is a row of logos for sponsors including WILLS LIFESTYLE, fiama DI WILLS, BLENDERS PRIDE, zom, ELLE, indiaimes.com, and The Lalit.

At the bottom of the page, there is a footer with navigation links for EVENT, DESIGNERS, TALENT, ARCHIVE, and FOLLOW US (Facebook, Twitter, Youtube, Instagram, Pinterest). There is also a "BUZZ" section with links for NEWS, FASHION DAILY, PEOPLE PARTIES, ARTICLES, and TREND REPORT.

1

This is a simplified version of the designer's profile page. It features a header with the name **DEV N NIKHIL** and the title "Accessory Designer". Below this is a "BACKGROUND" section with a photo of the designer and text describing his work. A "COLLECTION" section follows, mentioning his SS 13 collection. To the right, there is a "CONTACTDETAILS" section with "BUYERS CONTACT" and "MEDIA CONTACT" information. At the bottom, there is a "SCHEDULE" section for 19 February 2013. The page also includes a photo of a model in a colorful, patterned dress and a row of small thumbnail images.

ABOUT CPLT20

The Caribbean Premier League is a T20 tournament that will showcase the talent of the Caribbean to the world. The best cricketers that the West Indies has to offer playing alongside their international counterparts

Unique carnival atmosphere of the Caribbean combined with some of the world's leading T20 cricketers. 6 teams, 6 countries, 24 matches.



ABOUT GUYANA AMAZON WARRIORS

Guyana is probably best known for its pristine amazon rainforest, and so it is no surprise that team Guyana will go by the moniker Guyana Amazon Warriors.

The team logo was created using the shapes within the national flag to create arrows and represent the dynamism of the team and its warrior spirit.

PROJECT BRIEF

To design visuals for GUYANA AMAZON WARRIORS using grungy effect with the carnival theme.

DELIVERABLES

1. Visual Design



1.2.1
GUYANA AMAZON WARRIORS

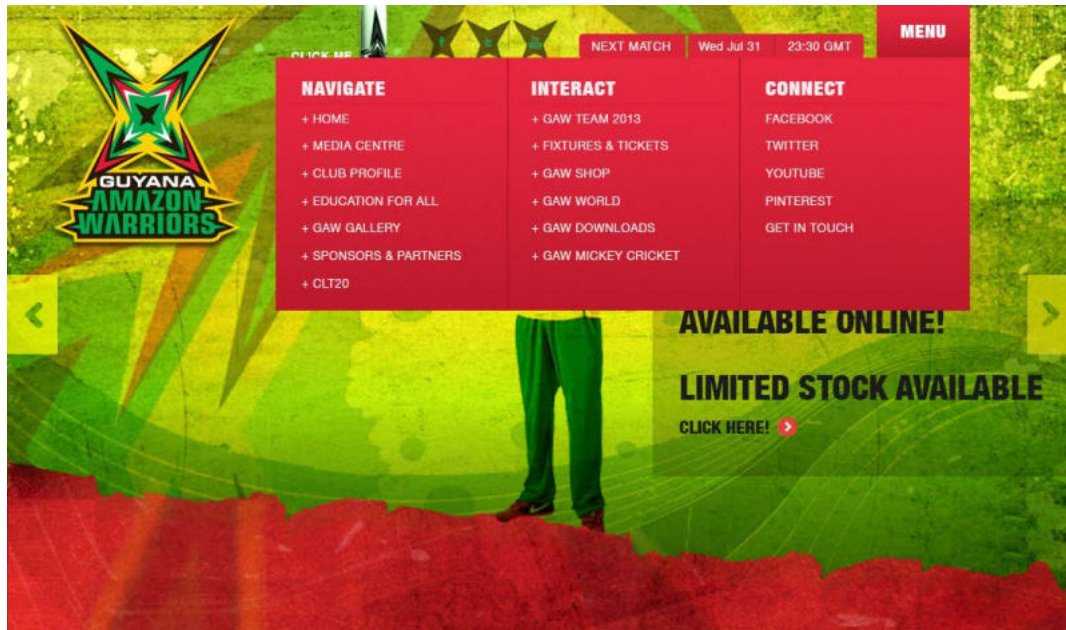
HOMEPAGE

- Colour scheme of the website is derived from the logo of Guyana Warriors.



- Theme of the website is inspired from beach, waves, carnival and party. Grungy texture with paint splashes adds to the feel and look of the website.

- Following is the Drop-down for the navigation.



1.2.1
GUYANA AMAZON WARRIORS

PLAYER'S PAGE

The page gives a glimpse of the players playing for Guyana Amazon Warriors.

The screenshot shows the player page for the Guyana Amazon Warriors. At the top, there is a navigation bar with 'HOME' and 'PLAYERS' tabs, a search bar, and a 'MENU' button. The main content area features a grid of player portraits, each labeled 'MOHAMMED HAFEEZ'. A central portrait is replaced by the team's logo. To the left of the grid is a sidebar with expandable sections: '+ PLAYERS', '+ SUPPORT STAFF', '+ TEAM STATS', and '+ PLAYER ARCHIVE'. Below the grid, there are social media sharing buttons for Like (1.6k), Send, Tweet (41), +1 (28), and Share. A comments section shows 593 comments, with one visible comment from Mahesh Rao Khotare, Secretary of the Village Panchayat at Government Of Maharashtra, India, suggesting a playing XI: SACHIN TENDULKAR, PRAGYAN OJHA, and MUNAF PATEL. The bottom of the page features a footer with logos for Principal Sponsor (Videocon), Associate Sponsor (DHFL, Bridgestone), and Official Partners (Coca-Cola, DDB, VideoCC).

PLAYER'S PROFILE PAGE

T20 STATISTICS

CLICK ME 12862

Share Like Rigned Ranade, Ayush Kapur and 3,237,448 others like this.

NEXT MATCH Wed Jul 31 23:30 GMT

MENU

HOME PLAYERS Search

+ PLAYERS
 + SUPPORT STAFF
 + TEAM STATS
 + PLAYER ARCHIVE

GUYANA AMAZON WARRIORS Select Player

MOHAMMED HAFEEZ

DETAILS
 BATTING
 Right Hand Bat
 BOWLING
 Left Arm Medium

IPL 6 STATS
 MATCHES PLAYED- 1
 RUNS SCORED- NIL
 WICKETS TAKEN- 1

CONNECT WITH FACEBOOK

T20 CARRER STATS PLAYER BIO

BOWLING STATISTICS

	MAT	INN	WKTS	BBI	A/E	ECO	S/R	4W	5W
GAW CAREER	-	-	-	-	-	-	-	-	-
T20 DOMESTIC	2	1	2	1/46	65	9.28	42	0	0
T20 INTERNATIONAL	-	-	-	-	-	-	-	-	-

BATTING STATISTICS

	MAT	INN	WKTS	BBI	A/E	ECO	S/R	4W	5W
GAW CAREER	-	-	-	-	-	-	-	-	-
T20 DOMESTIC	2	1	2	1/46	65	9.28	42	0	0
T20 INTERNATIONAL	-	-	-	-	-	-	-	-	-

PLAYER'S BIO

CLICK ME 12862

Share Like Rigned Ranade, Ayush Kapur and 3,237,448 others like this.

NEXT MATCH Wed Jul 31 23:30 GMT

MENU

HOME PLAYERS Search

+ PLAYERS
 + SUPPORT STAFF
 + TEAM STATS
 + PLAYER ARCHIVE

GUYANA AMAZON WARRIORS Select Player

MOHAMMED HAFEEZ

DETAILS
 BATTING
 Right Hand Bat
 BOWLING
 Left Arm Medium

IPL 6 STATS
 MATCHES PLAYED- 1
 RUNS SCORED- NIL
 WICKETS TAKEN- 1

CONNECT WITH FACEBOOK

T20 CARRER STATS PLAYER BIO

TEAMS Pakistan, Faisalabad, Faisalabad Wolves, Kolkata Knight Riders, Sargodha, Sui Gas Corporation of Pakistan

AGE 32
 PLAYING ROLE Allrounder
 BATTING STYLE Right-hand bat
 BOWLING STYLE Right-arm offbreak
 COUNTRY Pakistan
 FRANCHISE TEAM Guyana

OVER the past three seasons, Mohammad Hafeez has cemented his place as one of the world's most efficient all-rounders in all formats of the game.

A technically gifted, stroke-filled opening batsman, his under-rated off-spin bowling has also come to the fore, using the new ball to good effect at times and making life particularly miserable for left-handers (they count for 25 out of 34 'test wickets and more than half his one-day scalps).

TEAMS Pakistan, Faisalabad, Faisalabad Wolves, Kolkata Knight Riders, Sargodha, Sui Gas Corporation of Pakistan

OVER the past three seasons, Mohammad Hafeez has cemented his place as one of the world's most efficient all-rounders in all formats of the game.

A technically gifted, stroke-filled opening batsman, his under-rated off-spin bowling has also come to the fore, using the new ball to good effect at times and making life particularly miserable for left-handers (they count for 25 out of 34 'test wickets and more than half his one-day scalps).

A technically gifted, stroke-filled opening batsman, his under-rated off-spin bowling has also come to the fore, using the new ball to good effect at times and making life particularly miserable for left-handers (they count for 25 out of 34 'test wickets and more than half his one-day scalps).

TAKEAWAY

Understanding of the product is crucial.

Working in a team efficiently and proposing your concepts is important.

Ability of convincing and explaining your ideas is equally challenging.

Creating a impact, which forces the viewer to think about the features of the product without explaining it.

Understanding the language of programmers and explaining them the design is a difficult task yet important.

BIBLIOGRAPHY

<http://www.willslifestyleindiafashionweek.com/index/index.php>

<http://www.vogue.com/fashion-week/>

<http://www.londonfashionweek.co.uk/>

<http://www.elle.com/fashion/fashion-week/>

<http://lakmefashionweek.co.in/>

<https://kuler.adobe.com/>

<http://www.mbfashionweek.com/>

<http://www.moma.org/>

<http://www.nngroup.com/articles/ten-usability-heuristics/>

<http://www.mumbaiindians.com/>

<https://www.facebook.com/CarnivalT20>

<http://www.cplt20.com>

<https://www.facebook.com/GuyanaAmazonWarriors?fref=ts>