



projects

https://nicolaspapathanasiou.com



ROLE Sole UI/UX Design and Coding.

DURATION One month.

TOOLS Photoshop, Illustrator, XD, Visual Studio Code.

BRIEF

Nicolas Papathanasiou is a freelance private chef based in Athens, Greece, collaborating with VIP clients and chef-hiring agencies, who has lived and worked in Athens, Mykonos and London.

BUSINESS GOALS & P.O.V

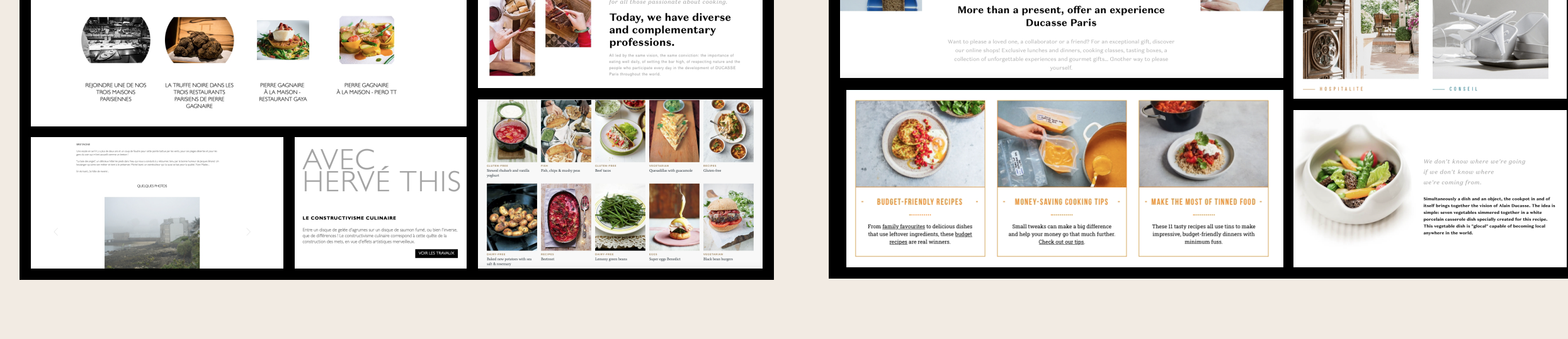
Mr. Papathanasiou's goals were to have his own website, sell his experience and knowledge framed with images of his work and profile, increase his visibility online, add credibility and build up his industry contacts. My personal point of view was to create his brand logo followed by a simple yet appealing website, fully optimised for search engines, that would engage users of different styles and budgets and get them excited about my client's projects.

RESEARCH & SOLUTION

Is it something new?

Searching online to hire a private chef in Greece, leads you mostly to websites of chef-hiring agencies, rather than private chefs' personal websites. I created two moodboards to review with Mr. Papathanasiou and help him understand how his competitors' websites look like in order to be functional. I was inspired by a few chefs that my customer admires.

Moodboards



Who is it for?

By designing user personas you are able to target your client's audience and find the right people to be testing later on through the process. Research and analysis of their age, gender, goals, background, behavior, habits, desires, pain points and more helps you show empathy and understand the users' needs.

USER PERSONA

Sarah Abdul

ABOUT
Sarah Abdul is a Freelance Fashion Designer based in Beirut. Ever since she was a child, she had to make stuff for her parents and close to her parents and cousins. She studied Fashion in Milan and learned the skills how to become a successful manager in the fashion industry. She loves cooking and making friends and family over on weekends to have fun and dinners.

NEEDS
Looking for an experienced private chef available during her family holidays in Mykonos, Greece.
Helps as a chef who can create a good atmosphere and offer a selection of healthy recipes.

FRUSTRATIONS
She doesn't want to spend money and time on agencies who hire private chefs.
There are too many personal websites of available private chefs in Lebanon.

VALUES
Efficiency, responsiveness and clear communication, work-life balance.

PERSONALITY
Creative, Organized, Observant, friendly, Passionate, Caring, Curious, independent.

USER PERSONA

David Andreou

ABOUT
David is a Recruiting Manager for an Agency that hires private chefs, based in Athens, Greece. David is a hard working person with strong networking and social skills. That's because he is juggling a wide range of responsibilities that see many different calls on a daily basis. He is passionate about food and enjoys having outdoor meetings with colleagues and friends.

NEEDS
Looking for an experienced chef who is able to work for different clients and prepare meals in the clients' home kitchens, based on their needs and preferences.

FRUSTRATIONS
Many chefs do not meet the requirements of job description.
Chefs who are particularly can be difficult to work with.
Highly trained experienced chefs will charge a lot more than less experienced chefs do.

VALUES
Confidence, Attention to detail, Multitasking, Time management, Patience.

PERSONALITY
Serious, Analytical, Active, Ambitious, Organized, Team player, Empathetic, Chilly.

Solution

Upon consultation with Mr. Papathanasiou on how the website will function and look like, we agreed on designing a single-page website with a simple layout, responsive on different devices such as desktop, tablet and mobile. The home page should be easy to navigate and allow the user to view the content by scrolling up and down and/ or using the navigation menu at the top of the page.

How long will it take & how much will it cost?

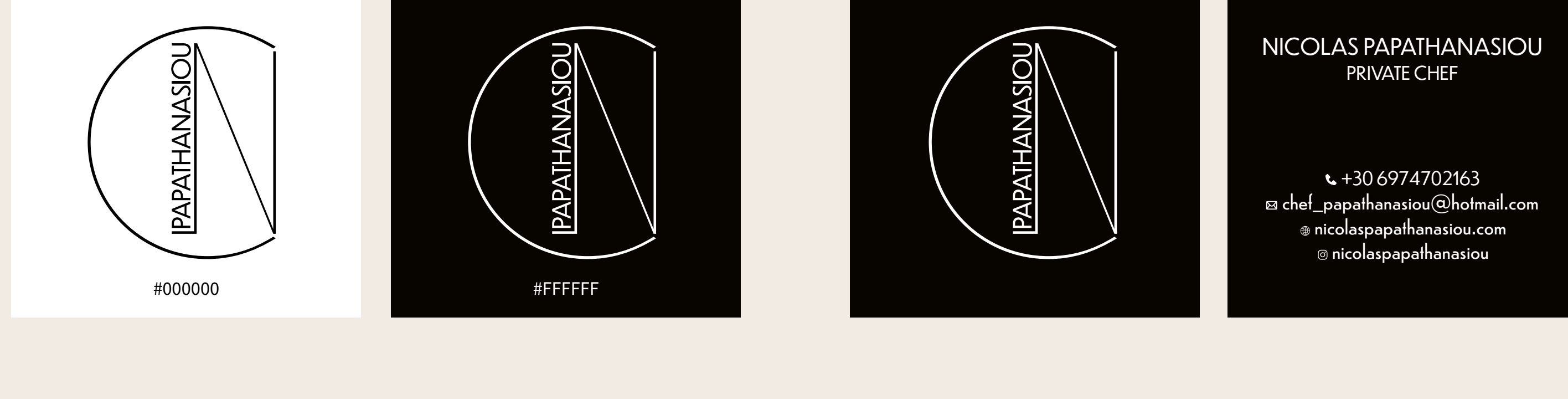
The more important the deadline is, the clearer the time and feedback requirements should be. Also, the cost of a project should be discussed early in the project life cycle to avoid any misunderstandings or awkward interactions. I remain disciplined and send my client a revised project schedule and updated budget every week.

BRANDING, PROTOTYPING & TESTING

Previous to building the final visual elements, I design hand-drawn or digital low-fidelity wireframes to map out the main features and navigation, followed by high-fidelity mockups that simulate final end results before development. Prototyping gives me the ability to test the layout content, the functionality of a page and its usability on different devices, and to gauge how the user would interact with the interface.

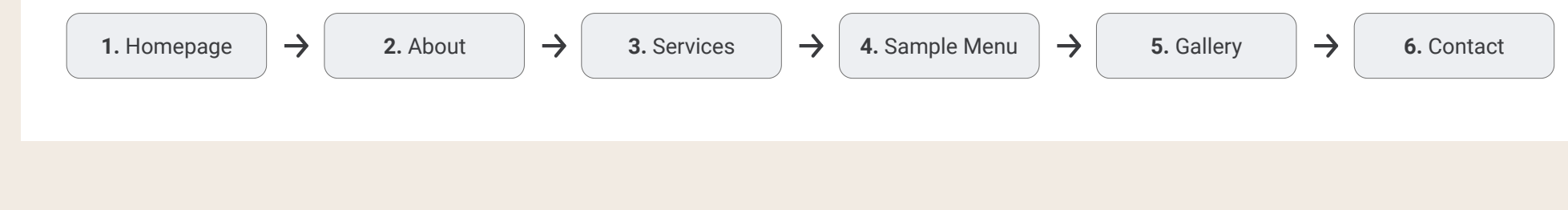
Brand Logo

My customer suggested using only black and white colors, a non-serif font (preferably with a light weight), and to connect the logo with his full name (Nicolas Papathanasiou) and the word chef (capital C). Dunbar Low Book is the font that I chose for creating the logo.



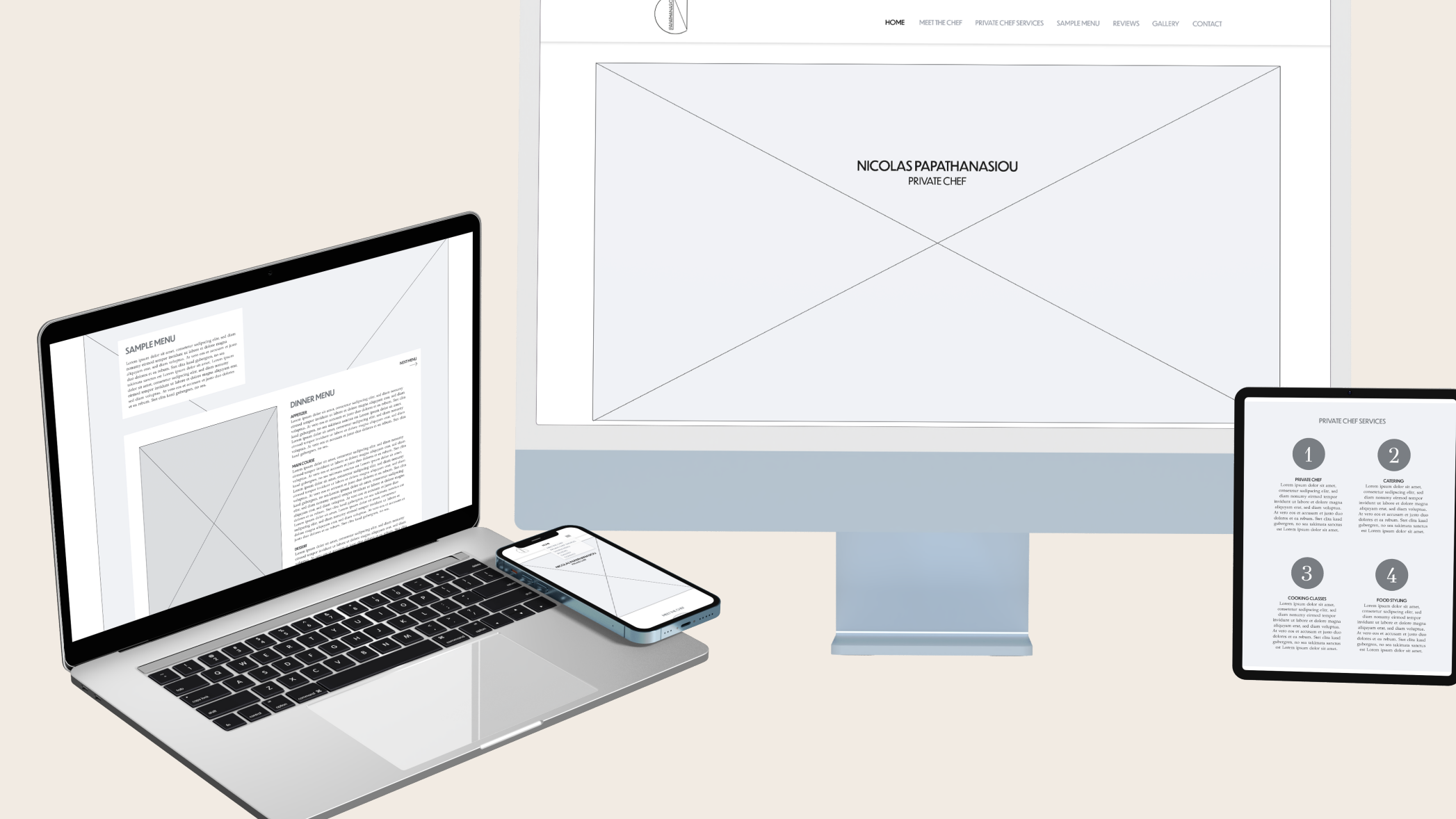
Task flow

The task flow is a linear, step by step, diagram that allows me to consider how one piece of content connects to the next. These connections form the paths that users travel to arrive at their endpoint. The following steps of the diagram refer to the navigation menu and the flow of the website.



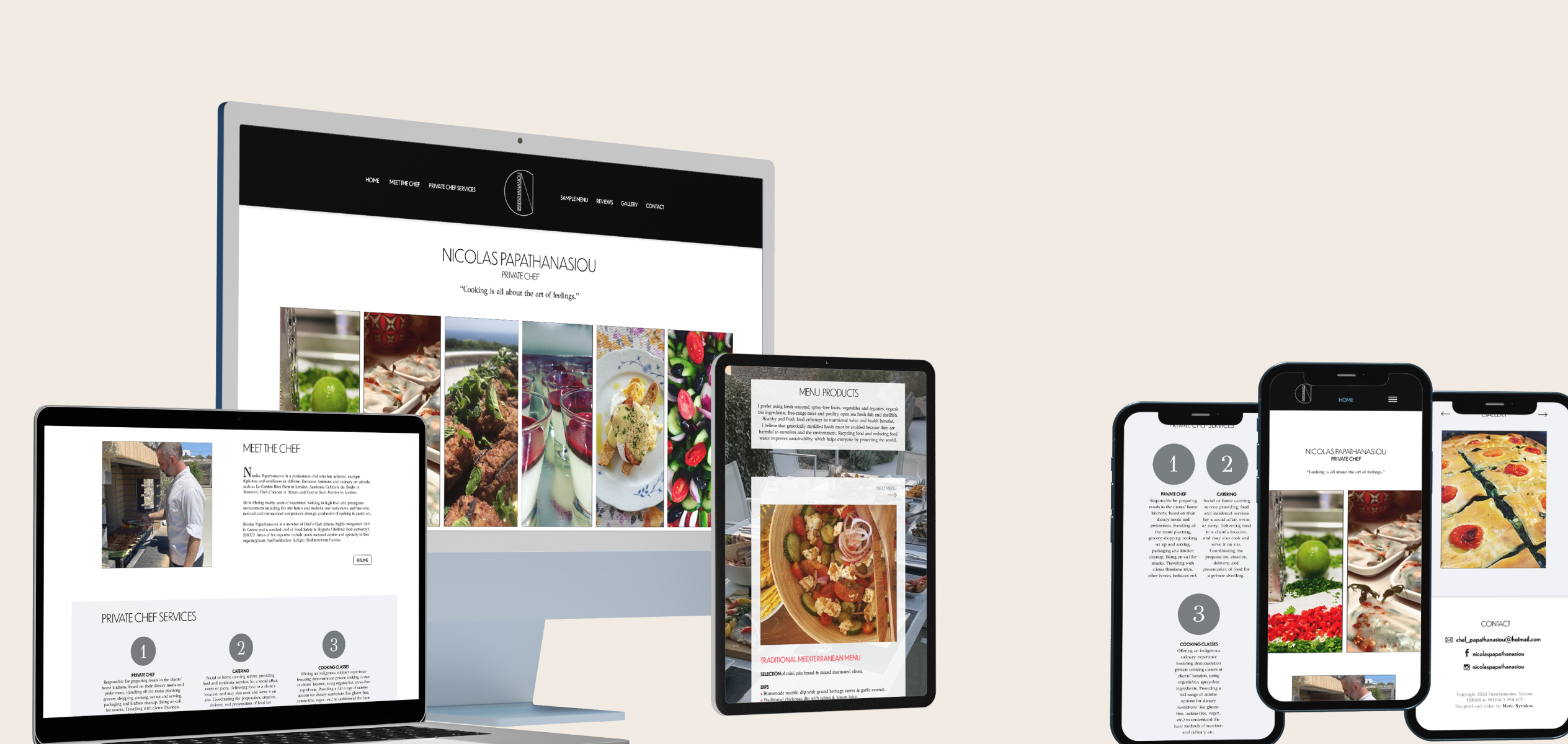
Low-fidelity wireframes

At the beginning of the process my goal is not picking up the colors but to make sure the functionality is right. Wireframes help me communicate with my clients, understand what feels intuitive for the user, and create products that are comfortable and easy to use. I usually create wireframes for three different devices such as desktop, tablet and mobile. Depending on the product, the clients' needs and the user's journey, sometimes only two different wireframes are made, one for mobile and one for desktop.



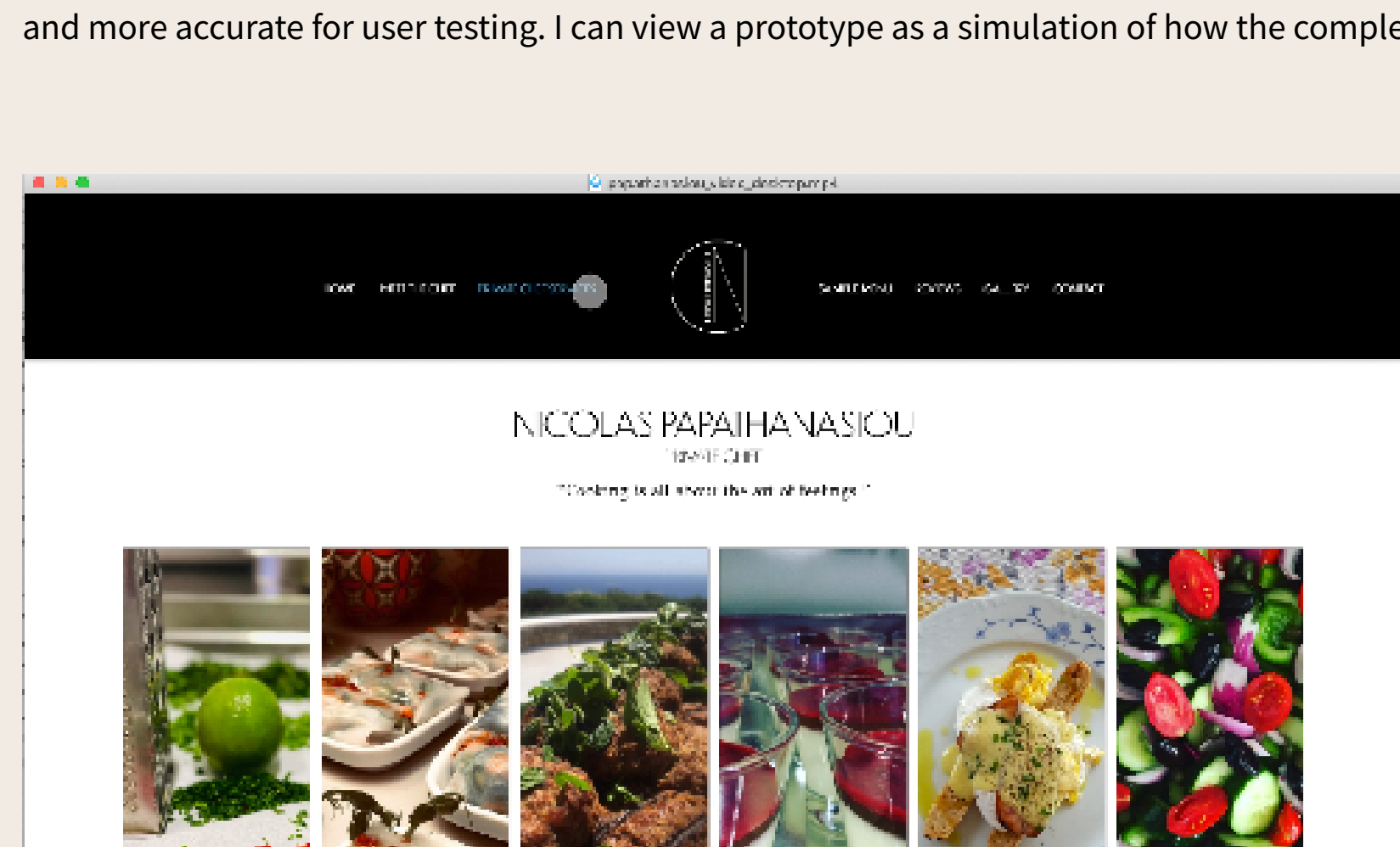
High-fidelity Mockups

During the transition from wireframes into the final design I create mockups that capture the full look and feel of a product and provide an essential opportunity for feedback in the advanced stages of visual design. They normally include all the branding, copy, colors, logos, fonts, and graphics that will be part of the final product.



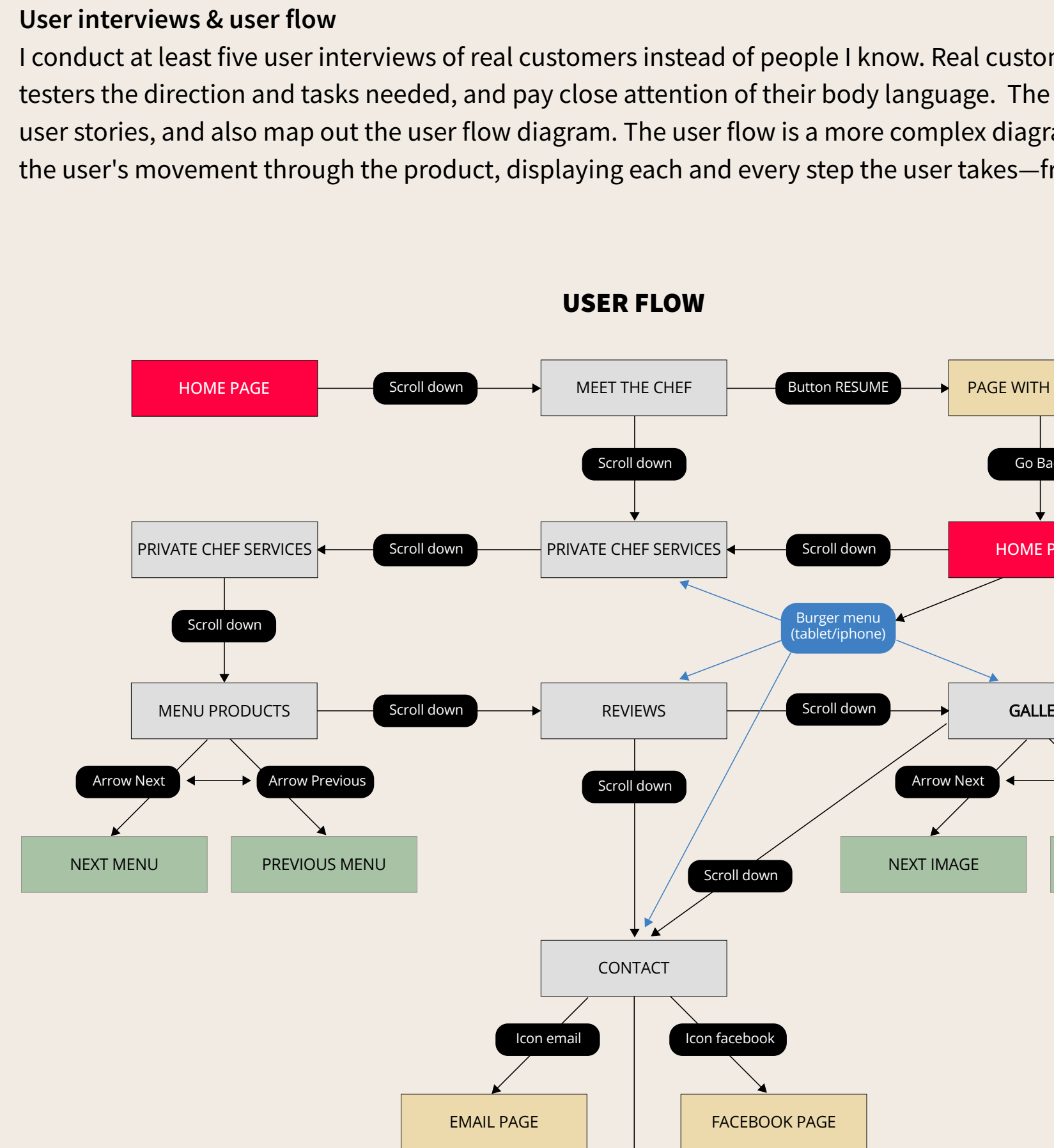
Testing

Instead of simply thinking about problems and bugs in terms of functionality, high-fidelity mockups let me focus on issues from a usability perspective, they are clickable, interactive and more accurate for user testing. I can view a prototype as a simulation of how the completed product would look and work.



User interviews & user flow

I conduct at least five user interviews of real customers instead of people I know. Real customers won't hold back on how they feel. Instead of trying to over-explain things, I give my testers the direction and tasks needed, and pay close attention of their body language. The feedback I get from the testers help me confirm and revise my possible solutions and user stories, and also map out the user flow diagram. The user flow is a more complex diagram than task flow and allows me to find dead ends and how the user interacts. It lays out the user's movement through the product, displaying each and every step the user takes—from entry point right through to the final interaction.



ITERATING & BUILDING THE FINAL VISUAL DESIGN

A few or multiple iterations might be needed until the project is approved. I select and edit the final photos, spell-check the text, review fonts, colors, styles, space and layout. Next I prepare, gather and export all the material for the web-development. The website's main colors are black, white and grey. Blue, red, brown and green are used to distinguish the different menus. Dunbar Low (as in the logo) is the font used for titles and GFS Didot Regular is the font used for body text.

TYPOGRAPHY

DUNBAR LOW MEDIUM

DUNBAR LOW REGULAR

DUNBAR LOW BOOK

DUNBAR LOW LIGHT

GFS Didot REGULAR

Body

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18pt

H0 CHEF SERVICES 72pt

H1 CHEF SERVICES 48pt

H2 CHEF SERVICES 32pt

H3 CHEF SERVICES 24pt

H4 CHEF SERVICES 18pt

H5 CHEF SERVICES 16pt

Color Palette

Brand

719B6D #FF0040 #58A0C4 #956064

Greyscale

#FFFFFF #EEEEEE #333333 #000000

Components

PREVIOUS MENU NEXT MENU

RESUME RESUME

ICONS

Social f t e f e

Menu ≡ X

DEVELOPMENT

Even when the website is ready for development, some more iterations might be needed when coding so the projects will be functional when launched online. As a designer, I can also code, however for complex products I work in close collaboration with more experienced developers up until the finish line and beyond, aiming to improve the website's position in search results pages (SEO).

Post-project testing & results

A post-project testing is an important tool that I can use to analyze the design process and to make suggestions for future projects. I am able to review and plan results with the actual results and use this information to identify areas of improvement and compare expected outcomes vs. actual outcomes and to understand whether I completed or exceeded the identified objectives.