

DES 187

# Merchant Taylors Hall

## Website Development Process

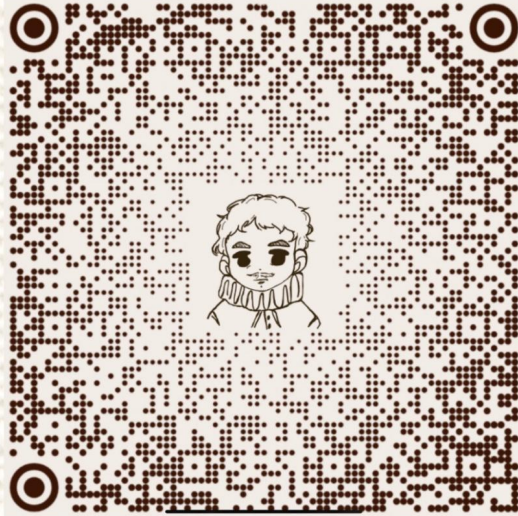
*John Waite*

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Haley, Alex, Veronica, Kaelynn, Aatifah, Naomi

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# Meet the Merchant Taylor's John Waite



A decorative border with ornate floral and scrollwork patterns in a light brown color, framing the central text. The border consists of a double-line frame with decorative corner and mid-point ornaments.

01

# Team Sketches

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Ideating different ideas for an interactive page

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# John Waite

1500-1605

- died of plague 1605
- sell goods on pavement (networking)
- secular courts → finer clothes
- Danish dialect spoken
- Danish features → blue eyes, blonde short, chunky



## Landing Page

Choose your character



Mary Knapton



Francis Beckwith



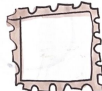
John Waite



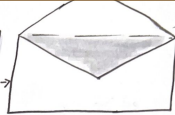
Ann Doughty



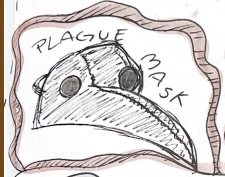
Simon Buckton



Alice Mellor



(click & open)



letter about his selling of goods on pavement (network)

Dear

Sincerely,  
John Waite



FLAGUE DEATH 1605

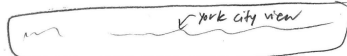


5 shoes

HOME ABOUT MEET



EXPLORING

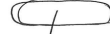


THE

MERCHANT



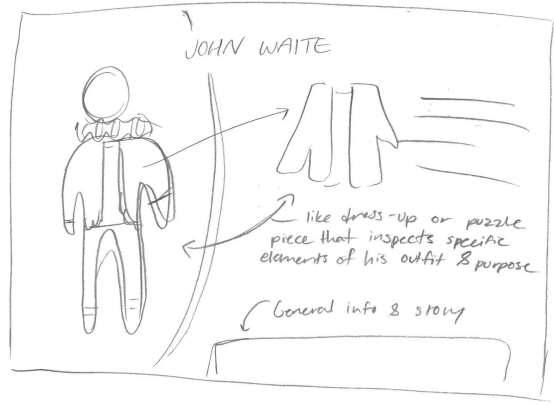
TAYLORS



button ... about? meet the merchants?

LANDING PAGE

CHARACTER PAGE



7/2

Letter Mockup

Dear John Waite,  
 Congratulations You've been accepted  
 as Merchant.

We believe that your skills  
 & dedication will contribute  
 significantly to the prosperity  
 & dynamism of York's  
 marketplace.

Please feel free to reach out to  
 the Merchant Guild office if  
 you have any questions or  
 require further assistance.

Once again, congratulations  
 on your acceptance. We  
 are excited to see the  
 positive impact you will  
 bring to York!

Sincerely,  
 Merchant Society

A decorative border with ornate floral and scrollwork patterns in a light brown color, framing the central text. The border consists of a double-line frame with decorative corner and mid-side elements.

02

# Content Development

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Research and writing

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# Research

- 5 different items to learn more about John Waite
  - Acceptance Letter
    - Details John Waite's history of becoming a merchant taylor
  - Clothing
    - Highlights the type of clothes John created
  - Gravestone
    - Highlights John Waite's death during the plague
  - Map
    - Interactive map of York
  - Watch
    - Timeline of John Waite in the context of Merchant Taylor Hall's history

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03

# Aesthetic

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Determining interface aesthetics

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# Color Palette & Typography



*Beth Ellen*

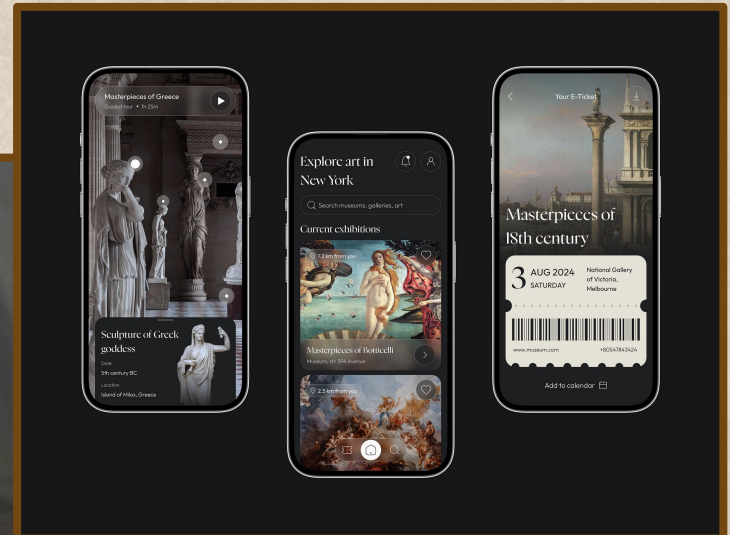
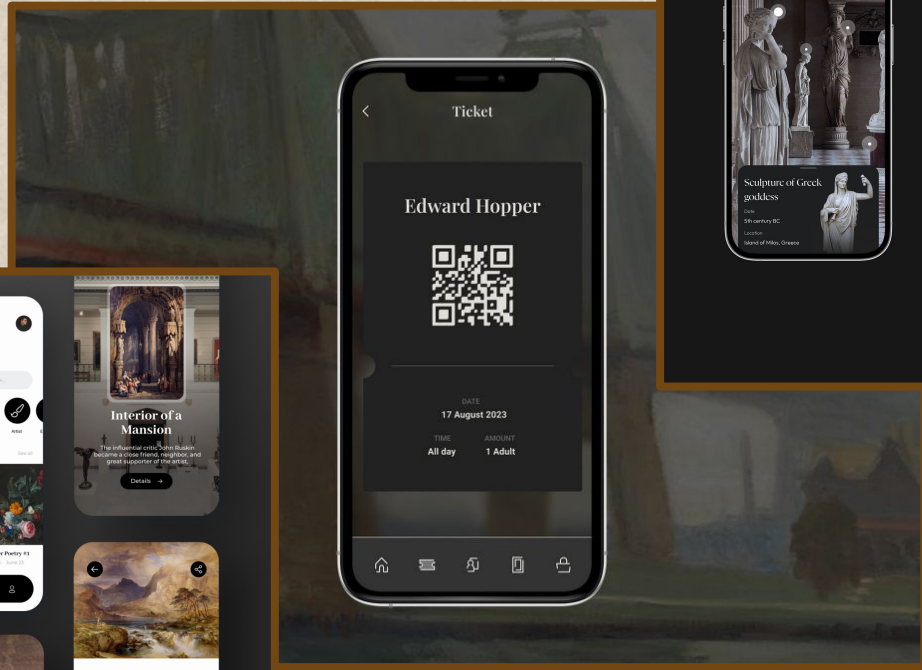
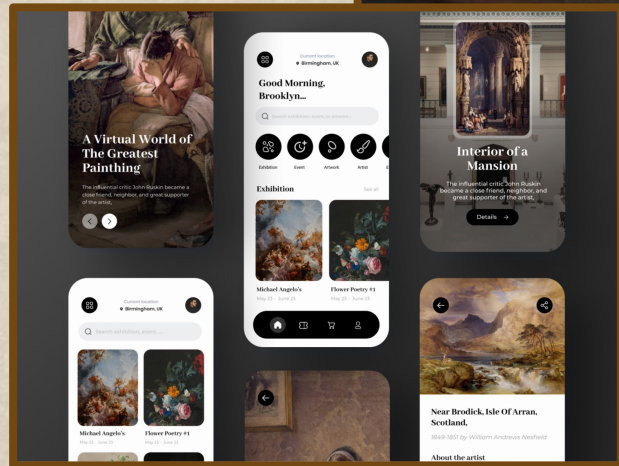
*ABCDEFGHIJKLMN OPQRSTU  
VWXYZ*

*abcdefghijklmnopqrstuvwxyz*

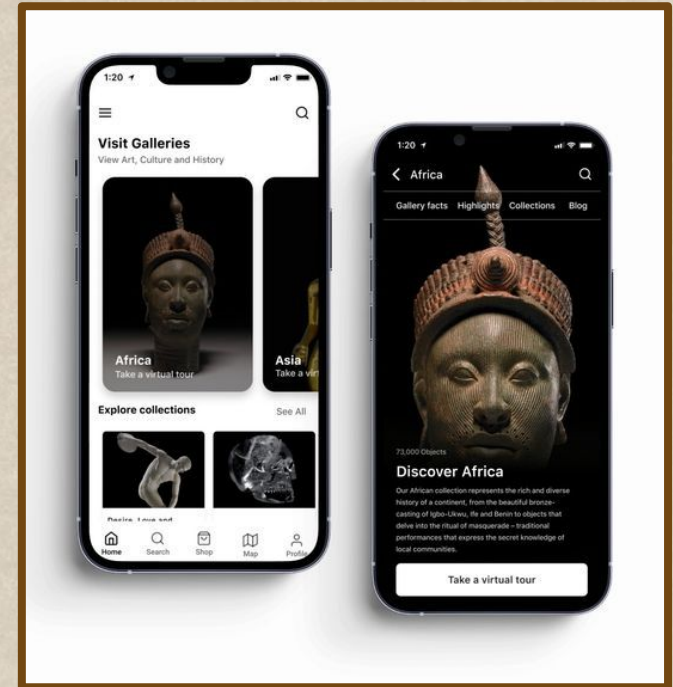
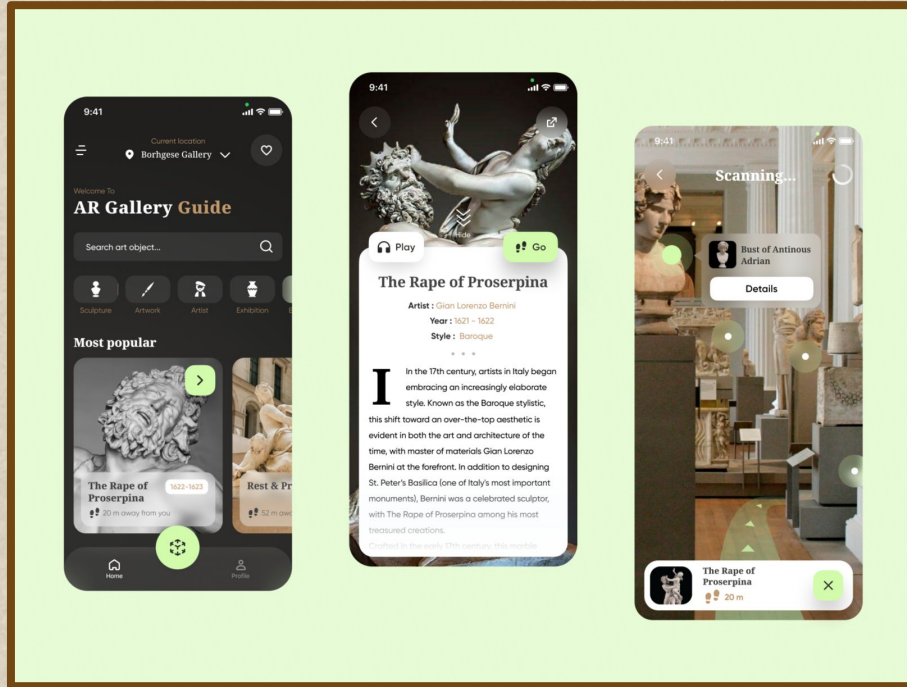
Questrial


ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Mood Boards



# Mood Boards



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04

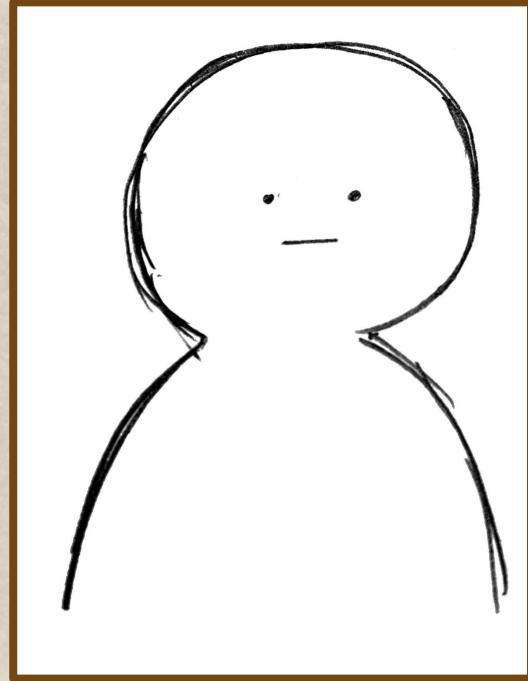
# Figma Prototype

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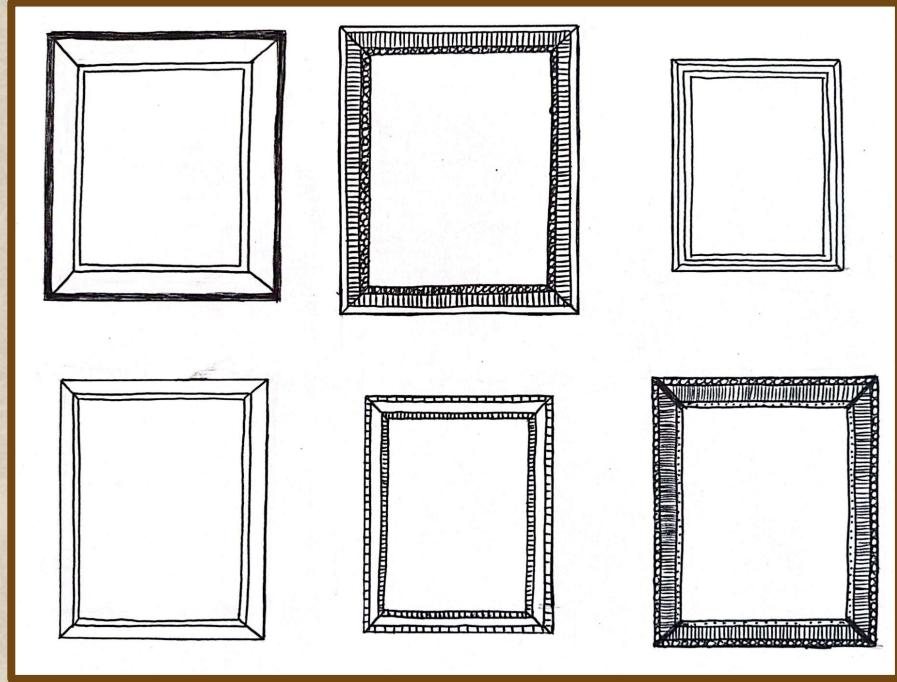
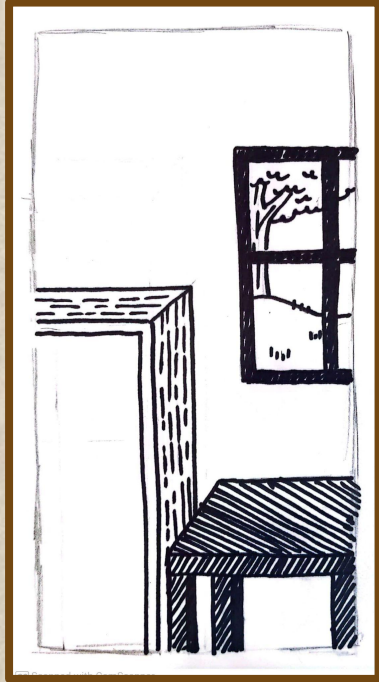
Piecing it together

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# Visual Components



# Visual Components



A decorative border with floral and scrollwork elements surrounds the central text. The border consists of a double-line frame with ornate corner and mid-side flourishes in a light brown color.

**Thanks!**