## 

Swapfig redesign brief

February 2016

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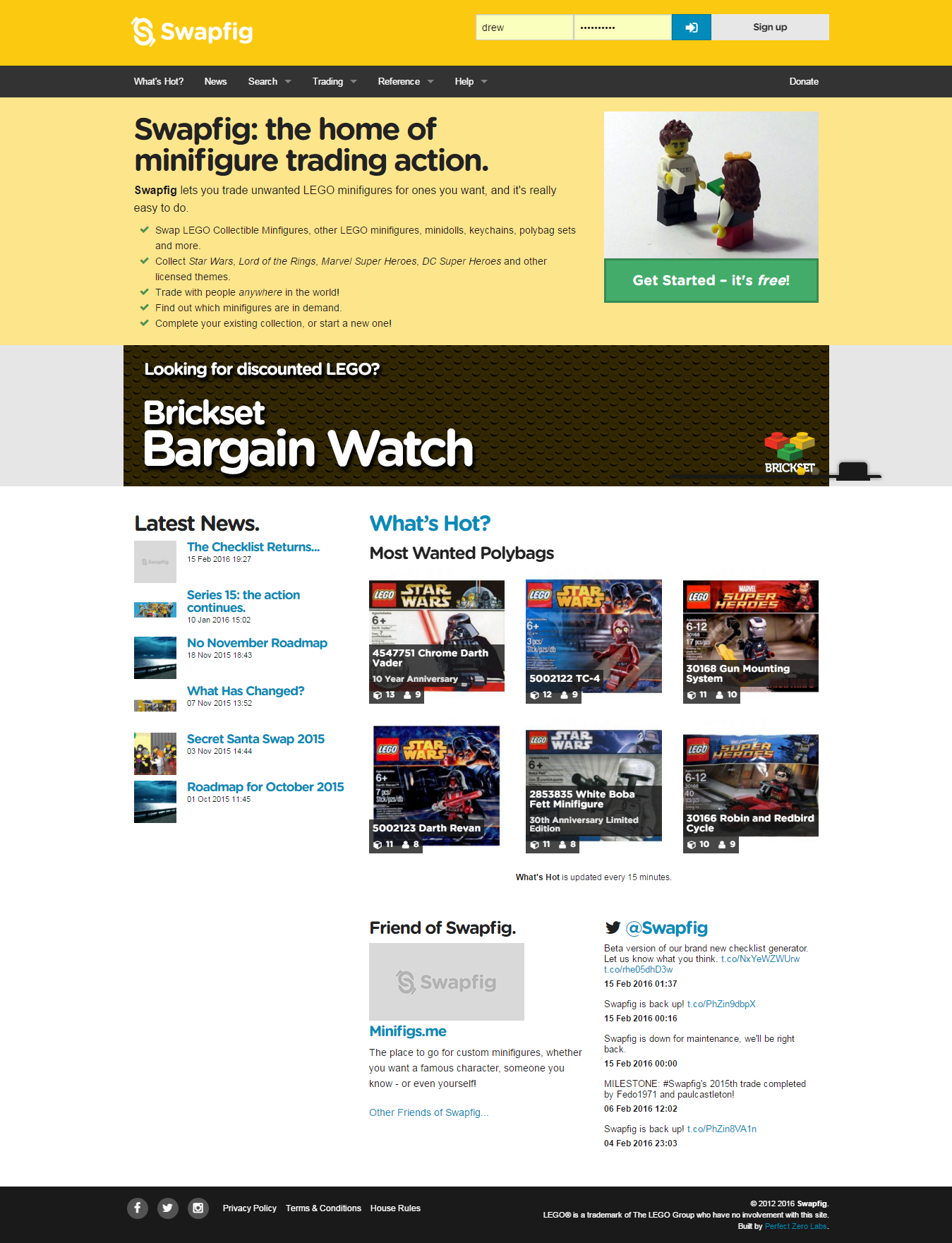
## The Basics

### About Swapfig

**Swapfig** (<http://swapfig.com>) is a minifigure trading/swapping site. People interested in trading/swapping minifigures can use the site to find other people to trade with and make trades, as well as maintain an inventory of items they have to trade.

Swapfig was launched in 2013 and currently has over 2,000 users, with a number of them being active traders. To date Swapfig has reached over 2,000 completed trades/swaps.

Swapfig’s target audience is anyone interested in starting or maintaining a collection of minifigures/sets, age 16+.



**Purpose of the redesign**  
Swapfig was successfully crowdfunded for a new design back in 2013, as my design skills are severely lacking. It has taken until now to get the ball rolling, as there were features that were necessary to implement before planning could begin.

As well as giving Swapfig a more professional appearance, the intention for the redesign is to attract more people (outside of the online LEGO community) to the site, and to the concept of trading/swapping items as an alternative to buying and selling. It is also important to be able to showcase the site and give it exposure.

Though Swapfig’s current focus is on LEGO, there is no affiliation with or involvement from the LEGO Group, and there is scope for the site to expand to include other miniatures.

## Pages to be designed

### Home page (guest)

The primary goal of the home page is to encourage people to register (or log in) to the site, if they are interested in the concept of trading/swapping LEGO minifigures.

### Home page (logged in)

Very similar to the guest version of the home page, except with a checklist and other details at the top of the page instead of the site introduction.

### Registration page

Swapfig has a relatively simple registration process.

### Login page

As well as logging in, users will be able to register or reset their password from this page.

### Profile page

This has been a particularly challenging page to visualise, but the aim is for Swapfig users to want to point people to their profile pages on the site. This page currently makes use of vertical tabs to divide the content.

### Placeholder page

This will be used as a foundation for building the other pages on the site.

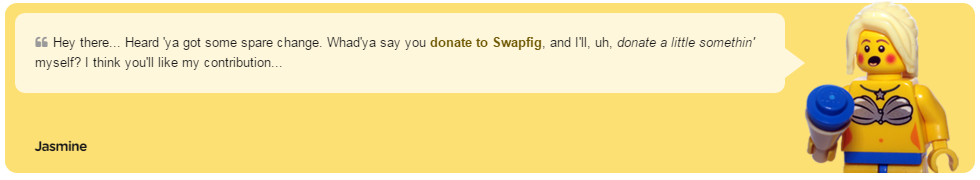
### Placeholder admin page

The admin area will have a simpler interface, but should have a different colour scheme to the front facing site.

## Additional elements

### Blocked advert placeholder

Swapfig is ad-supported, so a notice (such as this one) is displayed whenever an ad blocker is used:



Clicking anywhere on this placeholder will take the user to the donate page.

### Icons representing item types

These must be either single or dual colour icons, and will be used throughout the site to represent the different item types that can be traded on Swapfig.

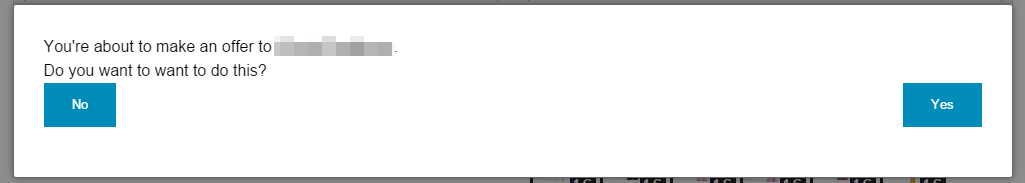
|  |  |
| --- | --- |
| **Collectible Minifigures** Minifigures sold in blind bags. | Image result for lego collectible minifiguresImage result for lego collectible minifiguresImage result for lego collectible minifigures |
| **Minifigures** Minifigures sold as part of larger LEGO sets, usually yellow coloured. | Image result for lego minifigureImage result for lego minifigure |
| **License Minifigures** Minifigures from third party licenses (eg. Star Wars, Marvel/DC Super Heroes, Lord of the Rings). | Image result for lego minifigureImage result for lego minifigureImage result for lego minifigure |
| **Minidolls** Minifigures from the LEGO Friends/Elves/Disney Princesses themes. | Image result for lego mini dolls |
| **Keychains** Keychains with a minifigure, part or small build attached. | Image result for lego keychainImage result for lego keychain |
| **Polybag sets** Sets that come in plastic bags as opposed to boxes. | Image result for lego polybagImage result for lego polybag |
| **Grand Opening sets** Sets given away as part of LEGO retail store grand openings. | Image result for lego grand opening setImage result for lego grand opening set |
| **Parts** Individual LEGO parts. | Image result for lego parts |

### Additional colours

Similar to Bootstrap and other CSS frameworks, different colours will be required to represent states for UI elements and notifications. These would be used in addition to the main site colours.

* Default (nondescript)
* Primary
* Success
* Warning
* Error
* Information.

### Dialogues and notifications

**Example of a dialogue box**

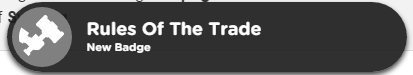
**Example of a “growl” style notification**



These are displayed at the top of the screen. They come in five varieties:

* Default (nondescript)
* Success
* Warning
* Error
* Information.

**Example of a badge notification**



These are displayed at the bottom of the screen when a user earns a badge (achievement).

### UI elements

* Text fields (single line and multiline)
* Dropdown fields
* Checkboxes and radio buttons
* Toggle switch
* Horizontal slider
* Buttons
  + Single button
  + Horizontal button group
  + Pressed state
  + Disabled state
* Tabbed interface
  + Horizontal tabs
  + Vertical tabs
* Table data.

## Requirements

|  |
| --- |
| *For the preliminary stage, I would like designs for the following (from which I will pick a winner):*   * *Home page (guest)* * *UI elements*   + *text field*   + *select field*   + *checkboxes*   + *switch* * *Placeholder page.* |

### Existing branding

|  |  |  |
| --- | --- | --- |
|  |  |  |
| **Swapfig Yellow** #FBC90F |  | **Swapfig Grey** #1A1A1A |

### Fonts/Founts

The font/fount used in the logo is **Gotham Rounded Bold**.  
The font/fount used for headings is also **Gotham Rounded Bold**, but with -0.06em letter spacing.

Suggestions are welcome for the font/fount used for copy.

### Browser sizes

The site will be viewed on mobile devices as well as desktop/laptop computers. These are the top ten screen resolutions based on Swapfig’s analytics.

As a general rule the site layout should have a maximum width of 1200px.

## Inspiration

Swapfig is similar in function to these trading/swapping sites:

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

<http://swap.minifiguresseries.com>

Examples of site designs:  
<http://www.squarespace.com/>

<https://squareup.com/global/en/register>

<https://www.giftrocket.com/>  
<http://fitforaframe.com>

<https://teamtreehouse.com>

<http://www.toydesignserved.com>

Profile pages:  
<https://dribbble.com/shots/809475-Education-platform-profile-page>

<https://dribbble.com/shots/715555-User-Profile-Music>

<http://i.stack.imgur.com/D0SUf.png>