

WEEK 5 MODELS, METAPHORS & GULFS

HCC629

by

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Part 1 : Conceptual and Mental Models

New Conceptual Model for the Safeway Website

Home Page: A Fresh Welcome [1st Page Redesign]

Visual Feast: When you visit the site, it's like walking into a store where someone says hi to you. The homepage bursts with colour and freshness, akin to the vibrant produce section at the front of a store. Navigation is front and center, guiding shoppers to start their journey with ease.

Specials and Promotions: Eye-catching Deals [2nd Page Redesign]

Vibrant Ads: The first thing you see after the homepage are the special deals, kind of like items on sale at the store entrance. Rotating banners grab attention with seasonal specials and featured categories. Deals are not just listed but visually celebrated, enticing shoppers to take advantage of savings.

Product Exploration: Virtual Shelf Browsing [3rd Page Redesign]

Organized Chaos: Like the organized yet bustling shelves of a store, product listings are neatly arranged for easy browsing.

Interactive Shelves: Shoppers virtually 'pick up' items to view more details, mirroring the tactile experience of shopping.

Customer Connection: Digital Engagement

Review Highlights: Testimonials and ratings are prominently displayed, fostering a community feel.

Responsive Design: Every click and interaction feels responsive and immediate, like the feedback from a friendly nod or smile from store staff.

By enhancing these details, the website's design aligns closely with a shopper's mental model of a grocery store, creating a familiar and engaging online shopping experience.

Metaphors

Home Page: The Store's Welcome Mat

Greeter at the Door: The homepage is like being greeted by someone friendly when you walk into a store, with bright pictures and helpful signs pointing you to good things to buy.

Product Pages: The Shelves You Know

Fruit Stand: The sections with fruits and vegetables are like those fresh stands you see at the market, full of colour and choices.

Bakery Window: The bakery area is like peeking into a bakery window, where you can almost smell the bread just by looking at the pictures.

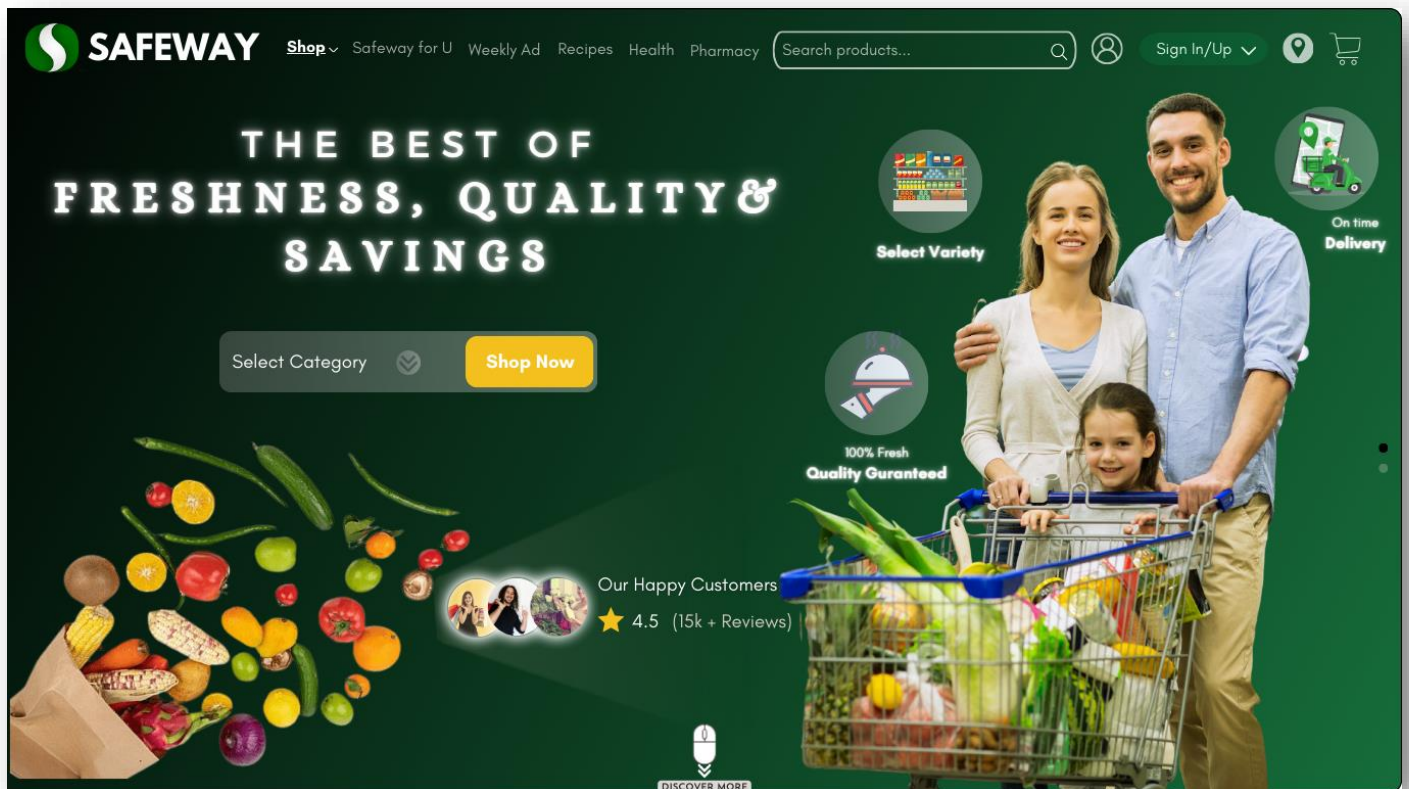
Specials and Promotions: The Store's Bulletin

Today's Specials: It's like there's a chalkboard that shows you what's on special today, so you know the best deals right away.

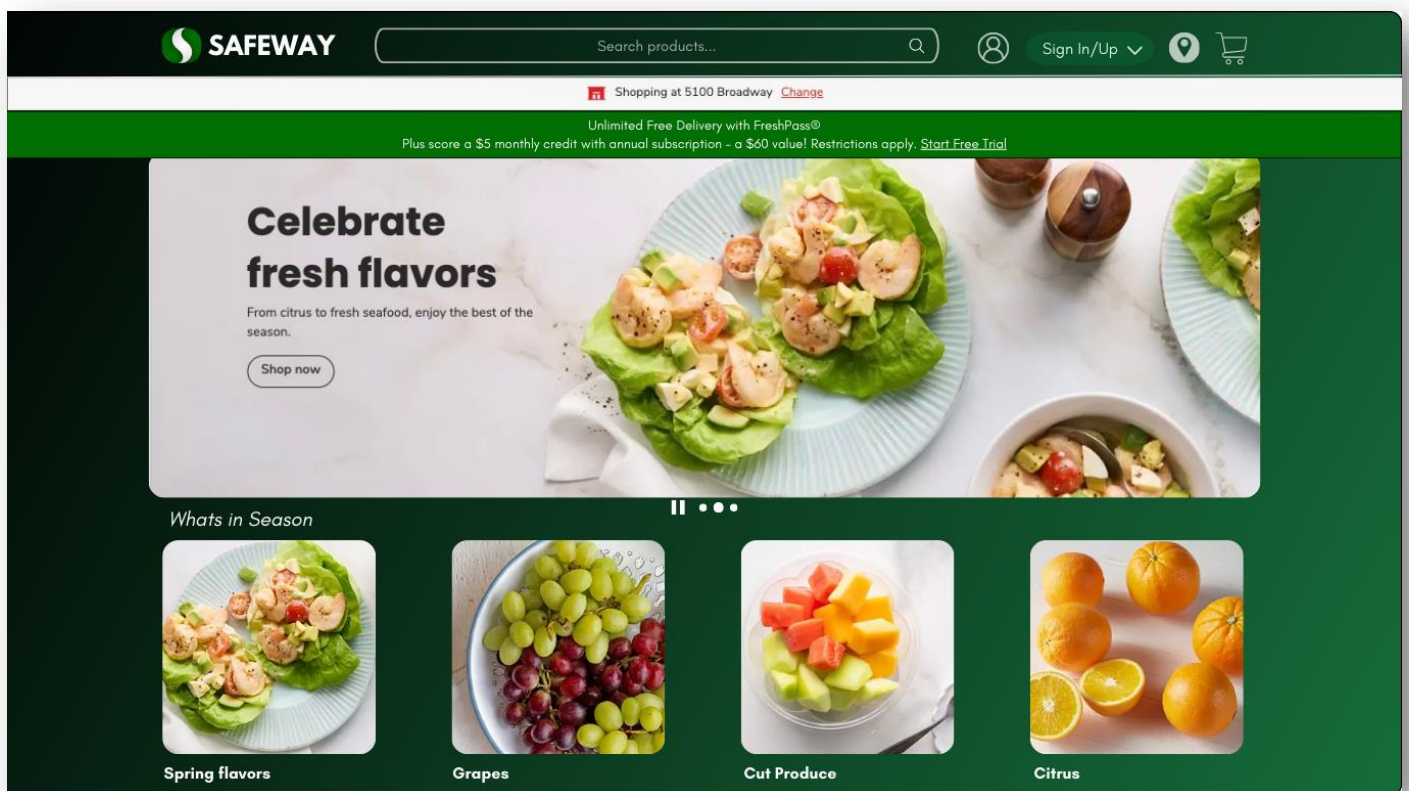
Season's Picks: The website has a section that feels like a farmer telling you what's fresh and good to buy right now.

The website is designed to make online shopping feel as familiar and cozy as going to your local grocery store, with clear signs and friendly tips to help you find your way.

HOMEPAGE REDESIGN



2nd Page Redesign



3rd Page Redesign

