

WEEK 11 - INFO DESIGN

HCC 629



SUBMITTED BY

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-Grids

Identify and explain the overall issue(s) with the current grid structure.

I found a problem with the design of the TECH tab on our website. Right now, it uses a column grid layout. While it's useful to have different types of information separated into columns, this layout makes the page very long. People have to scroll a lot to see everything, which can be annoying and frustrating. According to our theory lecture in Week 11 of HCC629 - Information Design, it's better to manage width than height because screen widths are limited. We're considering switching to a modular form grid design to improve this.

Identify and explain which grid system* would apply better and why.

The modular grid system works best for the website because it organizes the page into rows and columns like a checkerboard. This layout lets us place content in individual spaces, making the website look tidy and well-arranged [HCC629-wk11]. This method not only enhances the user's ability to navigate through the webpage but also helps to capture their attention effectively. By implementing this approach, users can seamlessly explore the content on the webpage while remaining engaged and focused.

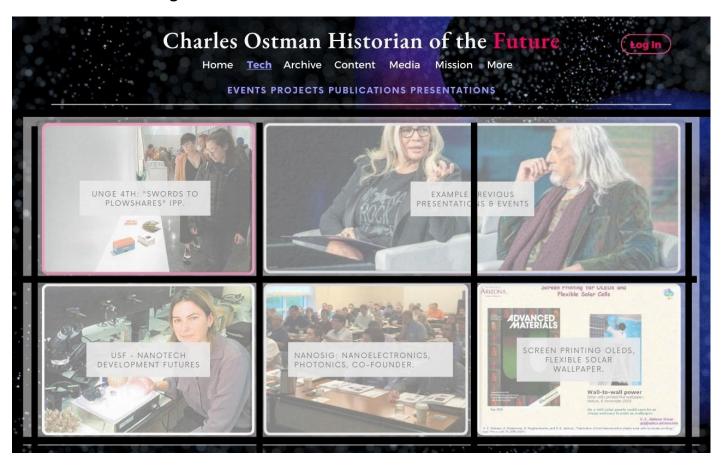
Initial Design:



Redesign:



Redesign the page with the new grid system. Must include a grid template overlay to demonstrate how the grid fits :



Redesigning the Card When Hovered Over:



Explain how and why the new grid system is better than what was there before.

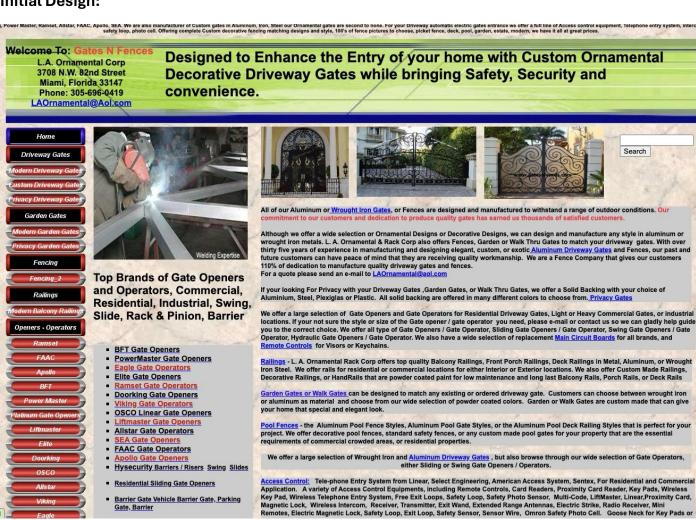
This new modular grid system is an improvement because it stops us from having to scroll a long way down the page. Instead of having all the content in one long line, it spreads out across the page, making everything easier to find and the page more comfortable to look at. In addition to the images, I have added captions that are overlaid on the images themselves. Whenever the user hovers over each image, a helpful description pops up, providing context and information about the image or the linked PDF. This will make it easier for the user to understand the content of the image and its relevance to the page. Moreover, I have also included a 'read more' button, which will direct the user to additional information and resources related to the image or topic. This will help the user to get a better grip on the topic and find more stuff that he/she might be interested in.

-Navigation

Identify and explain at least one issue with navigation in the current site.

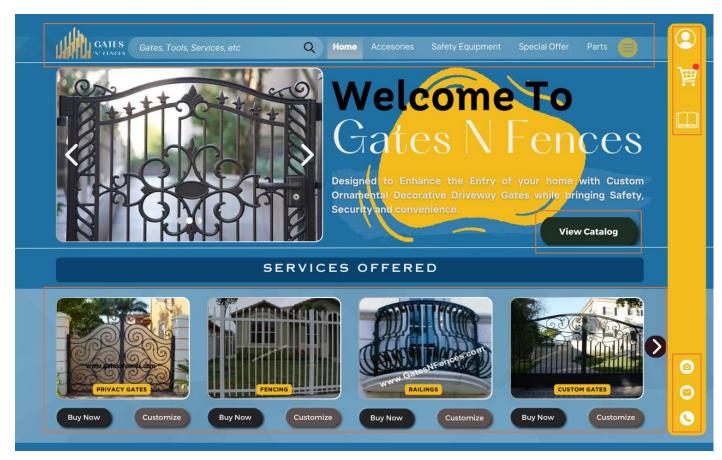
When it comes to navigating through the "Gates N Fences" website, users might feel overwhelmed and disoriented due to its cluttered design. The homepage is packed with numerous links, images, and text blocks that lack clear organization, which makes it challenging for users to identify the primary navigation elements quickly. As a result, users can end up feeling confused and frustrated while trying to locate specific products or information efficiently. To improve the overall user experience, we need to implement a more intuitive design with improved categorization and a streamlined layout. A smoother navigation experience would allow users to access the information they need quickly and easily without feeling lost or overwhelmed.

Initial Design:



Redesign:

Barrier Gate Vehicle Barrier Gate, Parking Gate, Barrier



New Drop-Down Menu:



Explain how AND why the new navigation is better than what was there before.

The new navigation design improves clarity and accessibility. The redesigned header with distinct categories such as "Home," "Accessories," "Safety Equipment," and "Special Offer" allows users to quickly understand where to click for what they need. The addition of a search bar offers a direct way to find specific items. Additionally, the use of clear and colourful call-to-action buttons such as "View Catalog" simplifies the user's decision-making process. This intuitive layout ensures that visitors can navigate the site with less effort, making for a more user-friendly experience. I have added a new drop-down menu to allow users to explore more options easily. Additionally, there is an easy-to-use search box for quick finds. There are also subtle features like the ability to find products through images for users who are looking for a specific design they have seen. The design also includes feedback[HCC629-wk3] to help users navigate the website, such as highlighting the current page when a button or home page tab is selected.

References:

- Kleinsmith, A. (2024). Week 11 Lecture Slides (pg. 49). [HCC 629], [UMBC].
- Kleinsmith, A. (2024). Week 3 Lecture Slides (pg. 25). [HCC 629], [UMBC].