



9-10-2023

[BOOKSTORE WEBSITE DESIGN]

PRACTICE 6



MARTA FRANCÉS PINTADO
INTERFACES WEB DESIGN

Index

1. Color Palette: 2

2. Typography: 2

3. User Personas: 3

4. User Experience (UX): 3

5. User Needs: 4

6. Information Architecture 4

7. Content Strategy: 5

8. Usability Testing: 5

9. Accessibility Compliance: 6

10. Conclusion: 6

BIBLIOGRAPHY 8

1. Color Palette:

The feminism palette is primarily composed of the colours violet, green, white, yellow and pink.

Violet, mauve, lilac, purple, is the quintessential colour of the feminist movement. Its name in English, purple, relates it to purple, one of the most appreciated colours in antiquity. Royal or imperial purple is a dye between purplish red and purple. Today it is not known what its true shade was, ranging from various shades of red to violet. It was the most prestigious and expensive pigment among the Romans, reserved for their elite. Produced by the Phoenicians, it was obtained from a mollusc called *Murex brandaris*, from the substance it secretes when it feels threatened or is attacked. It has been calculated that 9,000 molluscs were needed to produce one gram, which is why it was a luxury item.

The white, on the other hand, has also been associated with feminism since the days of British suffragism. In their demonstrations they created a veritable white tide, wearing this colour in their attire as a sign of purity and pacifism.

Mimosa yellow, on the other hand, is perhaps the most gallant and flirtatious colour of feminism. Since 1946, it has been the colour par excellence of the Italian 8 March, the *giornata delle donne*. It is often attributed to the fact that the mimosa blooms at this time of year, that it is an accessible plant, that it grows even in the most inhospitable places and that it evokes gentleness but also vitality, strength and combat.

In 2017, the Women's March in Washington and other US cities were dyed a strong and striking pink against Donald Trump's policies. The protagonist of this pink tide was a beanie that was christened the Pussy Hat, in reference to one of Donald Trump's many derogatory remarks towards women.

These colours have been joined in recent years by the green of the Argentinean tide in defence of legal abortion. It is the colour that dyes the scarves of its supporters, a smooth, vital and strong green for a traditionally delicate garment, whose versatility has the effect of disrupting its weak connotations.

Finally, we must not overlook two other colours related to feminism, although by no means exclusive to this struggle. I am referring to red and black. Red so that we do not forget the socialist and communist origins of what is being celebrated on 8 March, the struggle of the female proletariat for their rights. And black because it is a (non) colour that is common in various women's struggles, given that they often take place only for mournful reasons. Black is the colour of Women in Black, the international women's peace movement.

So this will be my colour palette: purple, white, yellow, pink, green and black.

2. Typography:

Candara is usually seen as one of the less trendy sans serif fonts. It projects an open, easy-going attitude that can lend a memorable tone to your site and brand.

Letra del título <h1>: **LA LETRA SERÍA ASÍ <H1>.**
CANDARA 22

Y si tuviera que hacer otro título <h2>: **LA LETRA SERÍA ASÍ. CANDARA 16**

La letra del body: La letra sería así. Candara 11

Si tuviera que resaltar algo del body: **La letra sería así. Candara 12**

3. User Personas:

Characteristics: These are those born between 1981 and 1993. They have undergone the beginning of digitalisation, so they have the ability to multitask. They are also enterprising and determined with their goals. They are tech-savvy as they have grown up with the evolution of digitalisation. They are used to teleworking, change companies frequently, and often consult social networks.

Preferences and behaviours: They have a predilection for companies active on social networks, during the purchasing process they are social and share their experience. They have a preference for the visual and accessible, which is why they predominantly use mobile phones to browse the internet. Social networks have a great impact on their purchasing process.

The social network Facebook still predominates (77%), but we are starting to see more equality between other networks. It is followed by Youtube (73%), Instagram (69%) and Twitter (53%). This is one of the generations that spends the most time on social networks, as they have grown up in a digital environment. For them, they are another means of consumption, so advertising campaigns on these social networks can have a direct impact on the sales of your e-commerce. The main use of social networks is communication, sharing information and photos, as a means of entertainment.

Generation Z/ Centennials:

Characteristics: They are the digital natives, born between 1994 and 2010. They have suffered the expansion of the Internet, the older ones are beginning to enter the labour market, but the vast majority are still studying. They have a high level of command of and adaptation to new technologies. They feel this technology as something fundamental in their daily lives. They communicate through social networks.

4. User Experience (UX):

Generation Y/ Millenials:

The device most used by this generation to make purchases is the telephone. They are big consumers of information and seek social responsibility. They opt for products that have gone viral or are recommended by their peers on social networks and they choose brands that share values with which they identify. For 67% of them, email marketing is an indispensable channel

[BOOKSTORE WEBSITE DESIGN]

for seeking information about purchases. They are highly predisposed to online shopping. While 18% also recognise it as a reason for brand loyalty to buy in a physical shop.

Generation Z/ Centennials:

The purchase of products is part of their daily lives, they are large consumers who are beginning to have purchasing power and above all, decision-making power in purchasing. They tend to spend money on services that require a social activity: dining in a restaurant, going out to discos... They make most of their purchases over the Internet and, more specifically, on their latest generation phones.

5. User Needs:

Intuitive navigation: Users should be able to move easily through the website. This means a clear layout and a logical navigation structure that leaves no room for confusion.

Book search: Users must be able to search for books efficiently using filters such as genre, author, subject, publication date and more. The search should be fast and accurate.

Shopping: The online shopping process will be facilitated, with shopping cart options, secure payment methods and a smooth checkout process, and we will be sure to provide information on shipping and return policy.

Access to reviews: Users may be interested in reading reviews before purchasing a book. You should be able to access reviews from users and reviewers, as well as allow users to leave their own reviews and ratings.

Keeping up to date: As readers want to keep up to date with the latest book releases, feminist-related events and relevant news, provide a regularly updated news section or blog and offer the option to subscribe to newsletters.

6. Information Architecture

Home page: This should include an introduction to the feminist bookshop, highlight important books and events as well as provide quick links to key sections of the site.

Key categories: Books should be organised into clear and meaningful categories. This could include sections such as "Historical Feminism", "Contemporary Feminist Literature", "Biographies of Inspirational Women", "Feminist Theory", among others.

Navigation menu: A simple navigation menu will be designed at the top or side of the site with links to the book categories, shopping cart, blog, reviews and any other relevant sections.

Book detail pages: Each book will have its own page with a detailed description, user reviews, author information and the ability to add it to the shopping cart.

Blog and news: A blog section will be kept up to date with articles related to feminism, literature and gender equality which will involve an organisation of articles by categories and dates.

[BOOKSTORE WEBSITE DESIGN]

Newsletter subscription: We will offer users the possibility to subscribe to a newsletter to receive updates on new releases, events and relevant content.

This organisation will provide users with an intuitive and satisfying experience, which will increase the likelihood that they will find and buy books that interest them.

7. Content Strategy:

Book listings: Lists of recommended books will be provided, clearly organised so that users can easily find what they are looking for, on feminist, gender and empowerment issues organised into categories such as historical feminism, contemporary feminist literature, biographies of inspirational women, among others.

Book descriptions: Detailed descriptions of each book will be provided highlighting their relevance and why readers should be interested in them.

Author profiles: Profiles of prominent authors who have contributed significantly to feminist literature will be created, including biographies, most influential works and interviews.

Reviews: Users will be encouraged to leave reviews and comments on books they have read. This can help other readers make informed choices and create a community around the bookshop.

Blog posts: An active blog will be maintained with articles that address issues related to feminism, literature, gender equality and other topics relevant to our audience. Blogs may include book reviews, author interviews, news and events related to feminism.

8. Usability Testing:

Methodology: Usability tests will be carried out with real users aged 20-40, preferably with an interest in feminist literature. Participants will be asked to perform specific tasks on the website, such as searching for a book, leaving a review or subscribing to the newsletter. This will allow us to observe their behaviour and collect their comments.

Frequency: Usability testing will be carried out during the development of the website to identify problems early, with regular post-launch testing, e.g. every 3-6 months, to make continuous improvements.

Key Performance Indicators: Key Performance Indicators (KPIs) related to usability will be established, such as task completion rate, time spent by users on the website and user satisfaction through post-test surveys. By analysing this data it will be possible to identify areas for improvement.

Continuous feedback: Constant feedback from users will be encouraged through comment forms and satisfaction surveys, thus providing effective feedback to make adjustments and improvements to the website.

9. Accessibility Compliance:

Inclusive web design is based on two key concepts: accessibility and inclusiveness. Accessibility refers to making a website usable by all people, regardless of their abilities. Inclusivity involves creating a design that is accessible to everyone.

To achieve inclusive design, it is essential to consider usability and user experience by organising information strategically. This includes highlighting calls to action and buttons for easy navigation. In addition, it is crucial to implement a methodology that ensures that most users can access and enjoy the website.

Universal design aims to create a single design solution that works for all people without the need for specific adaptations, while accessibility focuses on specific settings, such as the Web Content Accessibility Guidelines (WCAG).

To improve readability, choose fonts that are easy to read, maintain adequate spacing between lines and letters, and ensure good contrast between background and text.

A clean, minimalist design that follows a logical order for presenting information is essential. Before starting the design, elements such as typeface, colours, photographic and illustrative styles, textures and appearance of buttons should be defined.

In addition, it is important to consider the use of alt tags on images, as they are not only relevant for SEO, but are also read by screen readers and are displayed when images cannot be loaded or viewed due to technical problems or visual impairments.

Using semantic HTML not only benefits search engines and code maintenance, but also helps accessibility software to understand the structure of the website by recognising elements such as headings, paragraphs, links and buttons.

Colour contrast is vital; tools such as Spectrum allow you to check how the web is viewed by people with different types of vision, such as normative vision or colour deficiencies.

10. Conclusion:

This design plan for the feminist bookshop has focused on a strategy that puts the user at the centre of all decisions. We have taken into account the needs and preferences of our two main user groups: Generation Y/Millennials and Generation Z/Centennials, who are looking for an intuitive and engaging online shopping experience.

Our colour palette, which includes purple, white, yellow, pink, green and black, reflects the feminist identity of the bookstore and draws on the rich symbolism of these colours in the feminist movement.

The choice of the Candara font has been made to ensure a clear and pleasant reading experience, and has been adapted to different text sizes and styles to address readability needs throughout the site.

We have carefully defined the information architecture, with a logical navigation structure and clear categories that allow users to easily find the books and content they wish to explore.

[BOOKSTORE WEBSITE DESIGN]

Our content strategy focuses on providing detailed information on books, author profiles, reviews and blog posts relevant to feminist audiences. This is presented in an engaging way and promoted through social media and newsletters to keep users up to date.

In addition, we have focused our usability testing on Generation Y/Millennials and Generation Z/Centennials, ensuring that the website is intuitive and satisfying for these demographics.

In short, this design plan is committed to creating an attractive, functional and accessible online bookstore that meets the needs of an audience committed to feminism and feminist literature, providing them with an exceptional and enriching online experience.

BIBLIOGRAPHY

- <https://blog.kolau.com/es/5-estrategias-de-marketing-para-librerias/>. (s.f.).
- <https://jesuspoveda.com/blog/publicidad-para-librerias/>. (s.f.).
- <https://tutobasico.com/preferencias-diseno-segun-edad/>. (s.f.).
- <https://universoabierto.org/2021/03/31/el-diseno-de-la-experiencia-del-usuario-ux-en-las-bibliotecas/>. (s.f.).
- <https://universomeraki.com/diseno-web-inclusivo-socialmente-responsable/>. (s.f.).
- <https://wildwindmarketing.com/2018/06/21/generar-contenidos-de-acuerdo-a-la-edad-de-tu-publico-objetivo/>. (s.f.).
- <https://www.dreamhost.com/blog/es/fuentes-seguras-web/>. (s.f.).
- <https://www.federacioneditores.org/lectura-y-compra-de-libros-2021.pdf>. (s.f.).
- <https://www.iebschool.com/blog/guia-experiencia-usuario-marketing-digital/>. (s.f.).
- <https://www.iebschool.com/blog/que-es-el-test-a-b-analitica-usabilidad/>. (s.f.).
- <https://www.insales.com/blogs/universidad/como-abrir-una-libreria-online>. (s.f.).
- <https://www.m-arteyculturavisual.com/2023/03/08/los-colores-del-feminismo/>. (s.f.).
- <https://www.palbin.com/es/blog/p1009-que-edad-tienen-tus-compradores-plan-de-marketing-digital.html>. (s.f.).