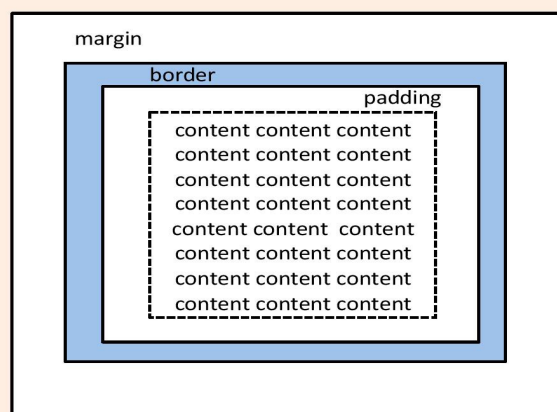- Were am I?
- Where can I go?
- What is here?

It is a really good way of beginning if you are not familiar with building websites and good way of providing that usability for your users. Now, we've laid out our website, is a bit of a grid structure, so I'd like to talk a little bit about that.

If you think back to the first part of this course. Remember the idea of the box model. So CSS all the elements in a web page can be thought of as a box, a rectangular box. Take the idea of that box model and expand it and we're gonna think of our page as just a series of boxes. So when we think about where am I and where can I go, then underneath we've just got the content in a series of boxes.
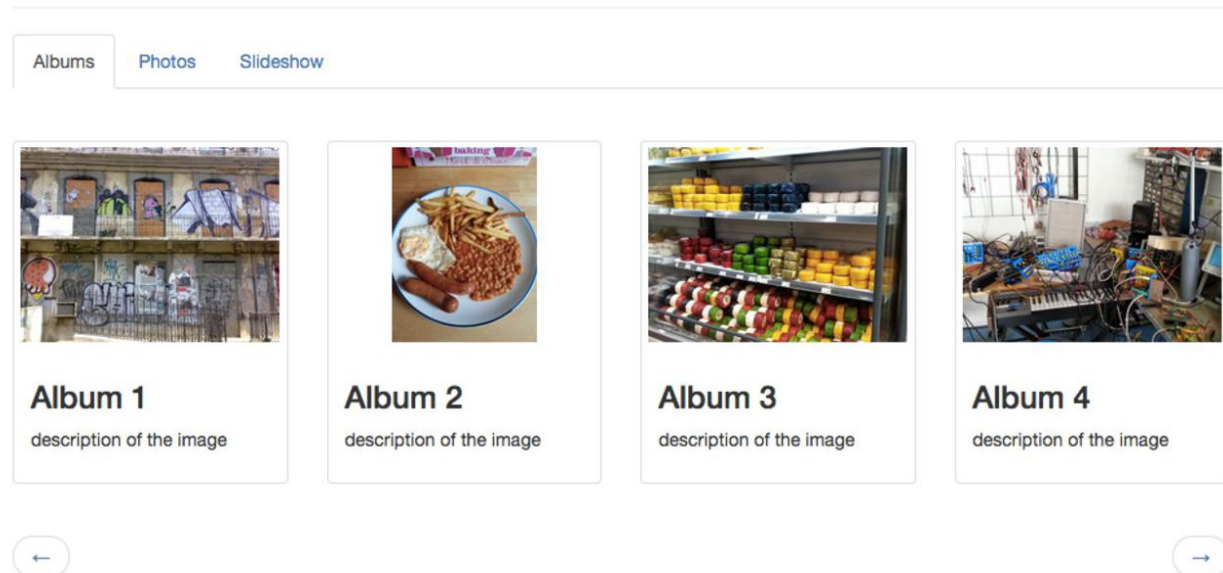


And we know this is way that people can look at websites,so if we think back, here's our album that we're going to make. So we have four boxes here representing four albums. And they're all laid out in a row. Now the nice thing about the grid layout and the idea of using boxes is that it's very fluid and responsive. So we can mix things up, we can lay things out. In this box format.
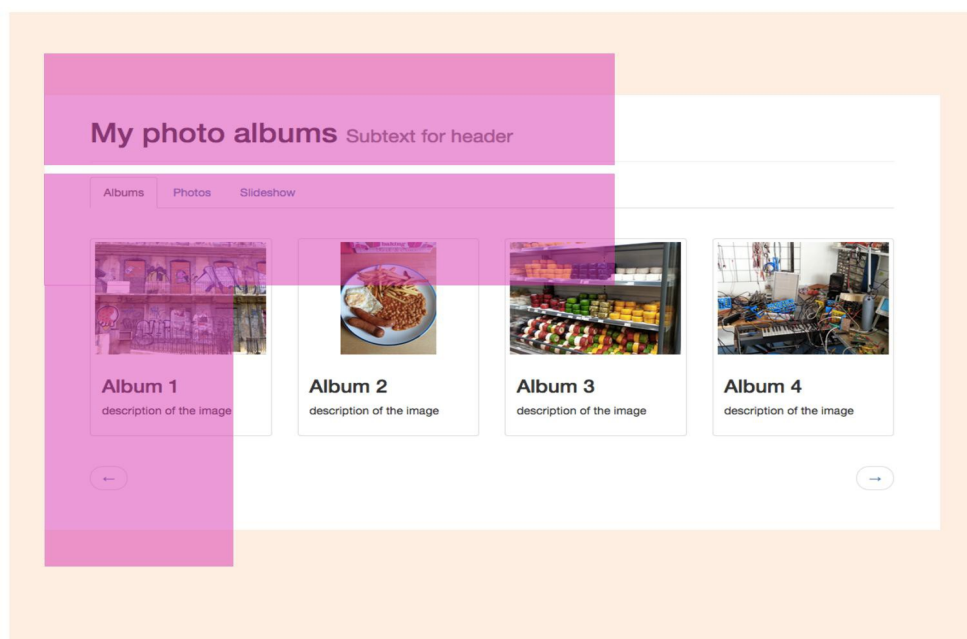
Here's that F shaped scaling pattern again of what people see in websites. And you can see we've captured those elements of branding of navigation, but also, because we've got the content in boxes you find that people are actually, look at those boxes as well. It draws the eye in. So we know from other eye tracking experiments that,that also happens. That people look for specific areas for content that have white space around them. So that's what we have here for our page. So as I was saying, the really nice thing about the grid layout is that you can break it down into separate components.
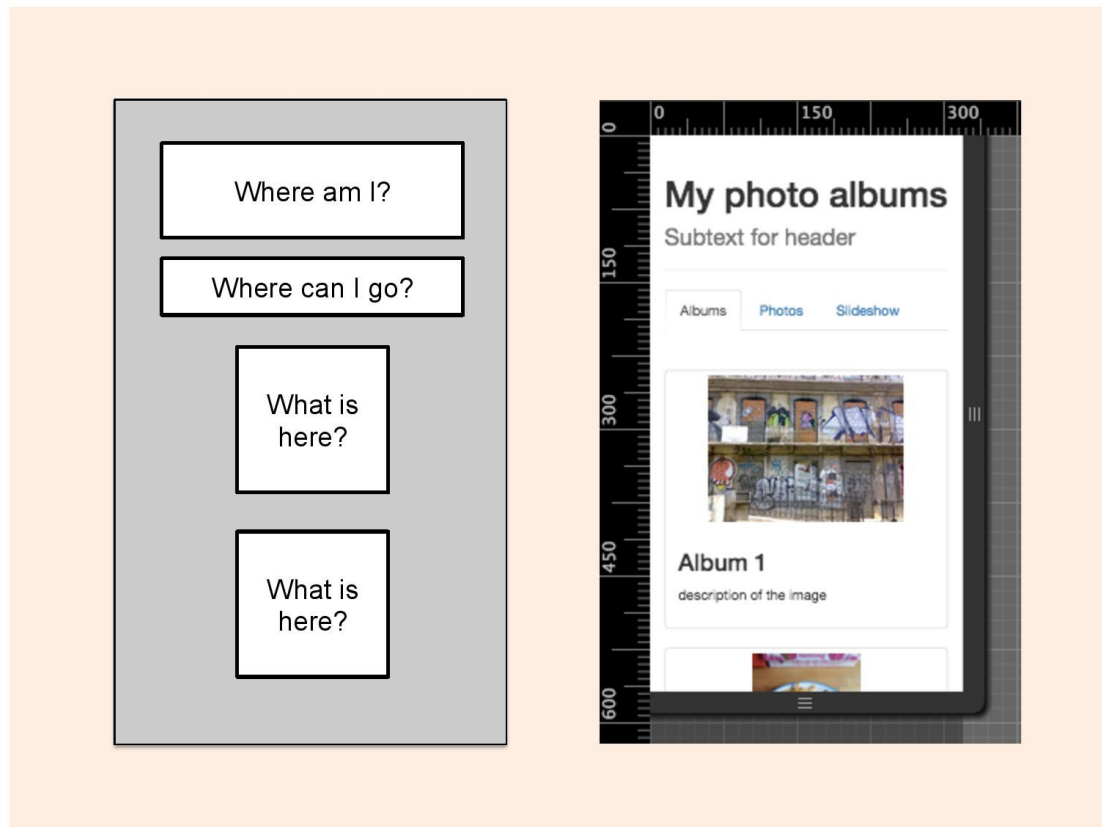


So this is our mobile version roughly off the site that we're trying to build. And you can see here that we kept the similar bits at the top, the Where am I. So letting the user know what page they're on. The Where can I go, which is our link that you see here. And the only difference between the mobile version and the full version is that these boxes become responsive and fluid and we can move them around. And in this case they all fall one below the other so that you can scroll through and see them each in turn. The things you need to ask when you're putting your content onto your website. Can the user find the content that they want? And you need to make it really clear, and so that's why we see things like careful use of white space, careful use of borders and height lines, to make sure that we're highlighting the information that the user needs. So this grid structure is really useful. It's very effective because it's modular and because we can move these components around. So we must check that the user can find what they want, and we've done that here by spacing out nicely. Plenty of white space, borders that draw the eye in, and clear labels for each section.

- Every section on your web page needs to tell a story so think about what your users looking at and think what will catch their attention and draw their eye.