

Fired Bowl world ceramics website creation

This website is designed for a ceramics creator to help him sell his products. The type of user that would interact with his website will mostly be older customers, which implies an easy website navigation. The client is asking for "a friendly and easy to use e-commerce site". Moreover, he asks "clean lines and big images". All those criteria as been taken into account to create the mockup of the website. In this report, we will first take a look at general aspects concerning the website. Then we will detail each page and their specificities.

1. General aspect

1.1 Navigation bar

The navigation bar has been created in a simple and usual design at the top of the window. This bar is in each page and fixed at the top of the screen. This simple and fixed position allow a quick understanding of the bar purpose by the user. In this bar the user have a simple access to all the available pages. Moreover, animations and design were created to clearly show which page is active and which link the user is hovering with the mouse. This is a conventional design.

1.2 Footer

The footer is at the bottom of all the pages to give the user access to useful information and actions. This footer contains a sitemap, links to the social media (Facebook and Instagram), contact information and newsletter subscription.

The design is simple and the font is big enough to give users a friendly interaction and an easy view of important information.

1.3 Background and Colors

The colors of this website where select to give accessibility to a large number of users. The main colors of text and backgrounds are derivatives of black, white, and brown to give a real contrast and easy distinction of text against background. Few colors where added as pictures of the ceramics gives already a large palette of colors to the website. The background and panels in white derivatives put forward

the content like text and images, moreover, shadows can be used to give even more relief. Accessibility

1.4 Accessibility

In the coding part of this website, a work will be achieved to give a good accessibility to handicapped users. To make this website more accessible, the fonts, contrasts and colors are adapted to all types of disabilities. Moreover, a work is done as coding in html giving alternative content on images, a logical hierarchy of the content and a good coding style.

1.5 Animations

All clickable items have shadows or distinct sign to understand their purpose. Moreover on computer, a hover animation is added to give a more friendly experience. Some scrolling animations are also used to guide the user through the movement of the page and help him focus on the wanted content.

1.6 Responsivity

The content of the page is always adapted to the size of the screen. Moreover on smaller screens as smartphones the design is automatically changed to give a simpler navigation on those screen. The main modifications done are in the navigation and the columns. Indeed, links of the navigation bar are toggled in a list menu and all the content displayed in multiple columns are merged into a single column. Those adaptations allow an ergonomic use of the available space.

2. Pages descriptions

2.1 Home

This is the landing page for the user. The aim of this page is to give a quick and friendly overview of the website content, moreover, it should attract and redirect the user to the type of product he wants. A big colored picture is here to give a pleasant first feeling. Texts and buttons are highlighted on this picture to attract the focus of the client. When the button is clicked or when the screen is scrolled, the different types of products allow the user to find the good type of product and redirect him.

2.2 Products

This page contains all the products sold. Its aim is to give a simple overview of all the products. The filters always available on the left of the screen allow the customer to find the wanted item. If the user used a link from the home page, then products are already sorted. No descriptions and names were added in this first view to give an aesthetic view of the products. When a product is clicked, the description, the name and a "add to cart" button appear near the image. The canvas for this product is enlarged and the content is scrolled to make the user understand what just happened. When a product is opened, the user can close it (using the close button), enlarge the image (clicking on it) and add the product to its shopping cart (using the button).

2.3 About us

This page contains information about the ceramics creator, information about products creation, terms of conditions and delivery terms. This page is really simple in terms of design to give an efficient overview of the information to the user. To avoid a page with text only and make it more friendly, an image and a video are merged to the text.

2.4 Contact

This page gives the ability to the user to find contact information of the creator and contact him. Hence, a map and the address were added at the top of this page. The other part of this page is the contact form which allow the customer to contact the creator from the website. The design has to be really friendly as this page can have a decisive role in the customer experience (as this form is often used as a last option in case of a problem).