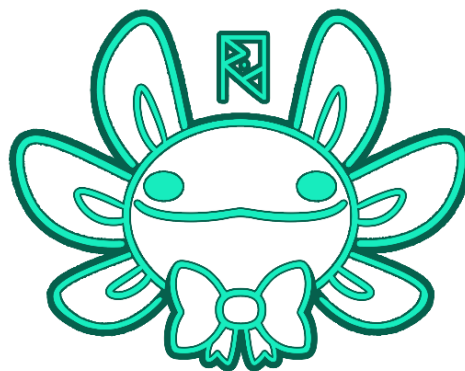


1. Graphic Interface Planning: Bookstore Website Design

Diseño de Interfaces Web - Bilingüe



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1. Appearance

My bookstore is focused on manga. That's why its colour palette would be mainly black and white, as if it were the pages of a manga. I would also use orange or yellow to emphasize certain parts of the page, because these colours are associated with enthusiasm and happiness. (Color Psychology) Also they are great colours to capture the attention of the clients, especially when the rest of the page is just black and white.

The site uses fonts without serif to give the page a more informal look to attract teenagers and young adults. (The fundamentals of font psychology)

2. Structure

The site opens on a main page with information about the latest manga releases with pictures of the covers and a few lines of information on each one. In this main page you can also see which books are popular and are being sold the most at the moment. You can click on the books to see more information or buy them.

In the header there would be a search bar that allows you to search books by title or author. There would also be a button that opens a menu where you can choose to see all the books or filter them by genre. This would help people find the book they're looking for or discover a new series they might be interested in. Finally, there would be a shopping cart shaped button to see which books you have selected and buy them.

In the footer there would be links to read basic information about the page such as FAQ, refunds, contact methods and such.

When you click on a book you can see the cover, basic information about the book including the title, the author and a brief summary. There would also be a few buttons to send the book to the shopping cart or order it in case it's not available at the moment. On the bottom you can see the book's rating and other buyer's reviews of the book. Underneath this there would be two sections, one dedicated to books from the same author and another one for books that are somewhat similar to the one you were looking at.

3. Audience

As said before, the target audience of the website would be teenagers and young adults, which is the main group of people interested in this kind of literature.

These people are usually quite familiar with other websites so it shouldn't be hard for them to understand how the page works. Still, the website would have a very simple design, as described before, in case older or younger people want to visit it.

There would also be an accessibility button in the header next to the menu. When you click it you go to a page where you can change some aspects of the page to adapt it to people who may have trouble with them, such as a few colour blind modes so the colours are distinguishable, an option to change the size of the text and the buttons, activate a narrator or change the display of the website between vertical or horizontal. (WCAG, s.f.)

4. Usability

The website would be tried out by a few people to see if they have any issues with it. After that, and once the web is operating online there would be slight changes to the page monitoring how they affect the user's engage.

5. Conclusion

This site would have a warm colour palette to evoke positive feelings.

It would have a main page and a few ramifications to better filter the information and individual pages for each book and author. It is easy to find specific information without having to go through too many windows.

The page focuses on a young audience but also has options to accommodate older people or people with disabilities.

Finally, it would be on constant development to improve its performance.

6. Bibliography

Here are the resources I used to elaborate this PDF.

Color Psychology. (s.f.). Obtenido de Color Psychology: <https://www.colorpsychology.org/>

The fundamentals of font psychology. (s.f.). Obtenido de The fundamentals of font psychology: <https://99designs.com/blog/tips/font-psychology/>

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