Activity

Website: análisis y wireframe

1. Introduction

We are going to learn some basic guiding principles to improve usability and accesibility of web sites. We will also analyze some web sites to check if they implement these guidelines. Finally, we will design a prototype (mockup) of a web site following those guidelines.
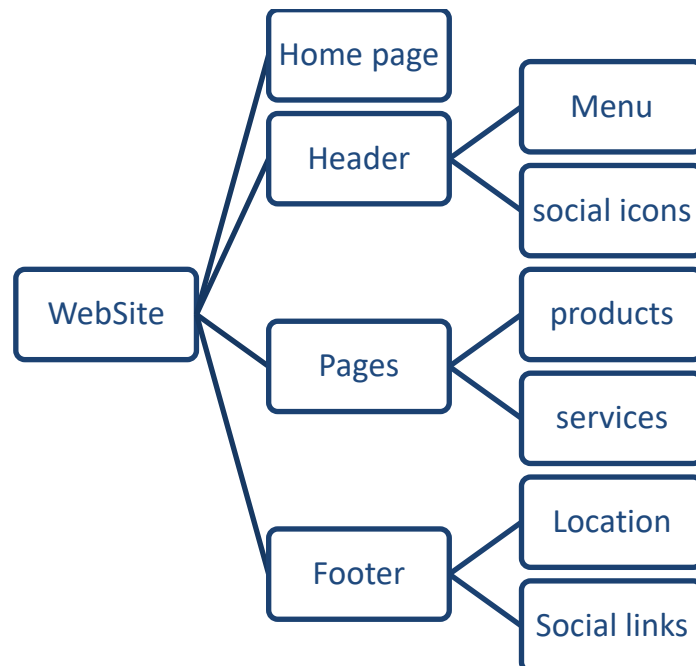
2. Learning goals

- Learn some key features about web usability and accesibility.
- Structure web pages in a correct way.
- Create web prototypes using paper and digital tools.
- Learn how to use a professional tool to build prototypes.

3. Tasks

3.1 Mind map

Visualize your ideas with the help of a mind map

Ej:

3.3 Prototyping

Students will choose a **free theme** for a website (restaurant, school, store,…). They will prepare **two mockups** of the website: one in **paper** and the other one **digital** (using balsamiq, moqups or other). Students must try to follow the roles of UX, usability and accesibility show in class. Students must try to develop style guide: colors, fonts, icons… and a navigation map

The mockups must show:

- Sketches (less detail)
- Wireframes (more detail)
- Use of color, list of colors
- Use of typograph, list of Fonts
- Use of icons
- Navigaton
- Interactions

Summary

The student has designed all the pages of the website.
Each page only shows the appropriate elements of the list.
All the student members are satisfied with the results.

Minimun set of pages to design

- Home page
- Product / service list page
- Product / service detail page
- Sign-up / sign-in form page
- Location & contact information page
- Contact form page

Minimun set of elements to display

- Logo
- Site name (company name, service name,…)
- Page title
- Navigation menu
- Telephone and address info
- Home link
- Important info (sales, notifications,…)
- Login link