



IES RIBERA DE CASTILLA

Web Interfaces Design

Interview

Title: Web Design Interview and Cost Estimation



Presented by:
Unai Benito Sánchez

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1. Idea.

The idea is to design a webpage of a computer accessories online store, to which customers can access and search for any type of accessory they need.

It is very useful because it is common for people to damage the cables they use on their daily routine, or they need a hard disk to store data...

In resume, they can find whatever they need.

2. Design, architecture and accessibility.

The design has a cyberpunk style, which with its aesthetics reminds (and represents) technology, the objective of this is for the customer to be clear about the environment they are in, which is a technology store.

The font used for the "title" of the article will be "Tomorrow Bold", which is a clean and clear font, and the one used for the prices will be "Bicubik".

Tomorrow Bold:

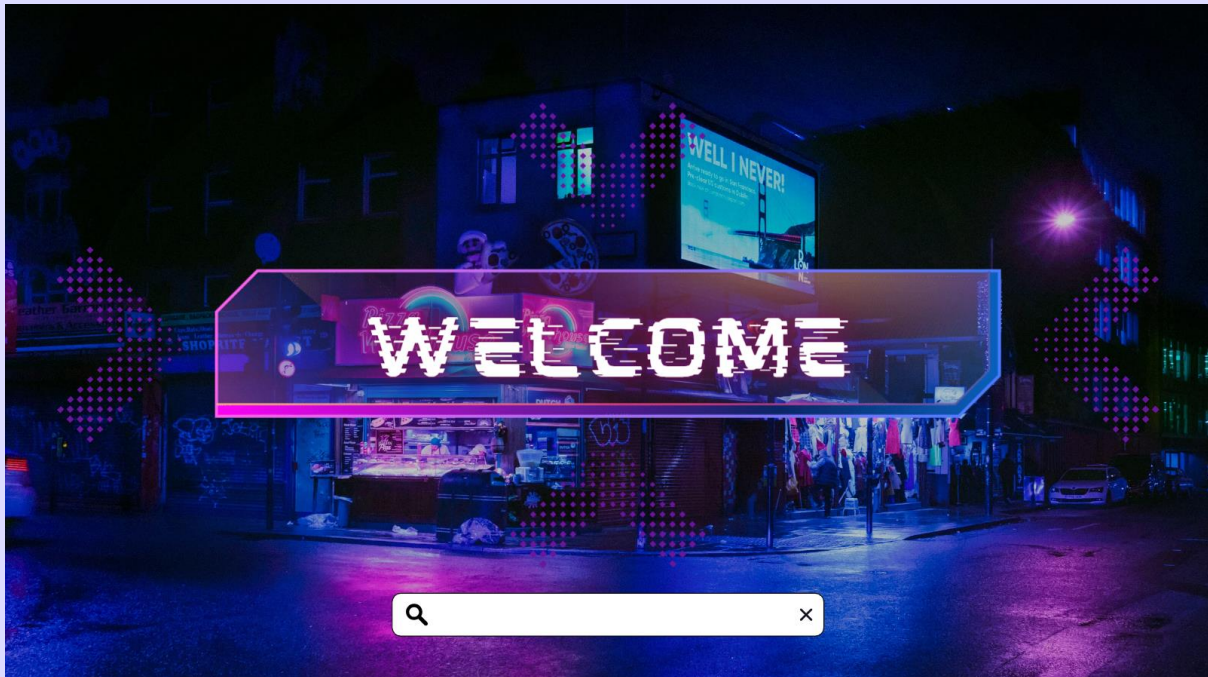
A sample of the 'Tomorrow Bold' font, showing the word 'Tomorrow Bold' in a large, bold, black, sans-serif typeface on a white background.

Bicubik:

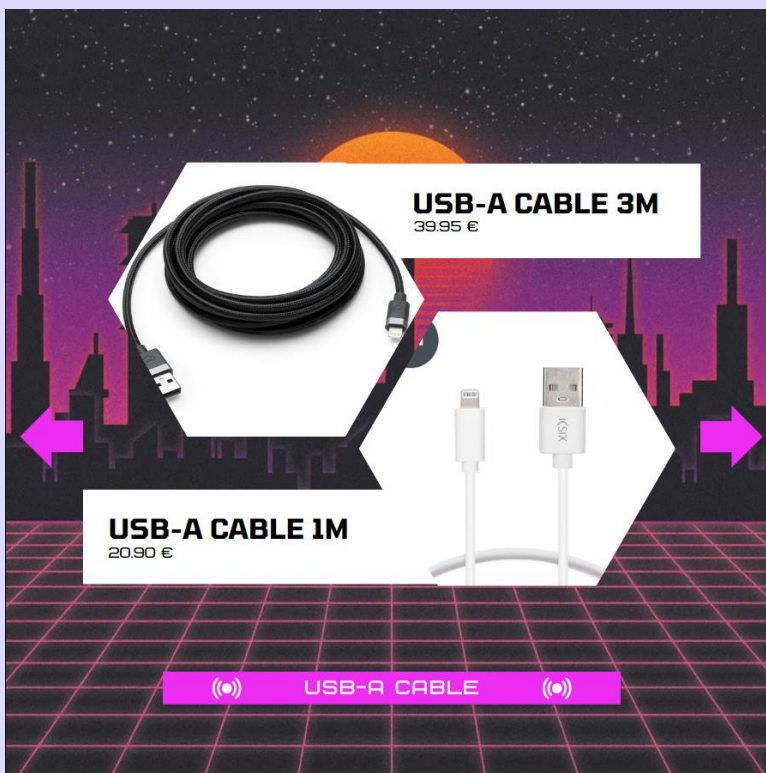
A sample of the 'Bicubik' font, showing the word 'BICUBIK' in a large, bold, black, sans-serif typeface on a white background.

When you enter the page, you will see a welcome menu in which it will say welcome and a search bar will appear underneath, in which you can type what you

are looking for (for example, if you type "hard disk" you will see all the articles that are classified as such).



When you search for something, you will see the items of that type, with arrows on the sides to move forward to see more or backward to see the previous ones and at the bottom you will see a bar in which is written what you have searched for.



When you click on an article, a window will appear in which you will see the rating given by other users (in stars) and you will see at the bottom of the screen the option to "add to cart".



When you access the cart, you will see the items you have added and you will see the total price and an option to "pay", in which you will be shown the available payment methods.

ITEMS ADDED TO THE CART



USB-A CABLE 3M

39.95 €



TOTAL PRICE: 39.95 €

PAY

3. User persona.

It's an easy-to-use page where all you have to do is search for what you want and you will see the articles that match what you are looking for.

The target would be mainly people between 16 and 74 years old, which tends to be the age range that uses technology the most nowadays (93.9% of the population within that age range).

Within this potential customer group, would be above all, students, since they are the ones who most use technology to do class work, study the notes of the subjects, programming...

4. Content.

Here you can find any kind of technology accessory, from cables, to headphones, hard disks... everything you may need in your daily life or in your work or study needs.

5. Conclusion.

In conclusion, the concept of creating a computer accessories online store with a cyberpunk-inspired design is not only visually appealing but also strategically aligned with the tech-centric theme.

The design and architecture of the webpage, implementing features such as keyboard navigation, text alternatives for images, and readable fonts, wants to make it easier to navigate on the web.

The user persona, focusing on individuals between 16 and 74 years old, particularly students, makes you see how much technology is implemented in today's society.

In terms of content, the online store stands out as a one-stop-shop for all technology accessory needs, from cables and headphones to hard disks. This positions the store as a valuable resource for both daily life and academic or professional pursuits.

This online store is technologically immersive, visually engaging design and also inclusive and accommodating to a broad demographic group.

Bibliography

- Canva (used to create the little preview of the elements from the page):
<https://www.canva.com>
- Fonts
 - o Tomorrow: <https://www.ffonts.net/Tomorrow-Bold.font>
 - o Bicubik: <https://www.ffonts.net/Bicubik.font>
- Age range: https://ine.es/en/prensa/tich_2021_en.pdf
- Used to search the cables:
 - o Apple: <https://www.apple.com/es/>
 - o Leroy Merlin: <https://www.leroymerlin.es>