Web Interface Design

Bookstore Website Design

Angela
Alonso Moro

2º DAW

Content

Project

This website belongs to a Spanish bookstore specialized in all the life stages between pregnancy to adolescence, The Baby's Bible Bookstore. In this establishment you could find the solution to all of your parenting doubts, by books, workshops or attending to our talks where we bring experts to solve the most voted topic on our monthly survey.

User persona

The average age at which Spanish women become mothers for the first time is between 35 and 39 years old.

According to the Childhood and Future study, only 7% of fathers are equally or more involved than mothers in parenting. For this reason, the main user persona of this page will be a woman between 35 - 40 years old who is a mother, or about to become one, looking for information about childcare and parenting.

Experts denominated this age group as millennials, a digital native generation with the highest rate of superior education and used to manage several sources of information at the same time. They seek social recognition and require continuous feedback to make decisions.

These characteristics are very relevant when it comes to establishing the design of the page. This generation is quite conditioned by the feedback of others, so positive opinions should be shown to condition their behavior and incline them towards the action we are looking for them to take.

Taking these observations into account, our users will need a browser to find the books, talks or workshops that are relevant to their current information needs. To do this, it is necessary to establish a good pattern of keywords and classification of the information contained in the web, so that the results shown correspond to what the user wants to obtain. This point will be discussed later in the section content structure.

Considering that our target users have an advanced handling of digital tools, in principle it is not necessary to make an extra effort in adaptability. Even so, it is very likely that another user profile, who has children in their immediate environment, will look for information on our website. Therefore, we must not forget to establish a simple design, with a legible font and a well-ordered and structured information, which facilitates its navigation.

Color psychology and typography

The colors commonly related to the children's theme are pink and blue, because of their strong connection with the genre. In this case, as it is a specialized bookstore, I will make a page of minimalist and sober style, which is associated with this movement where utility prevails over aesthetics. Since it is a website where the main user persona are mothers, I will do something very functional, where usability and agility in finding the information they are looking for are key.

000000	**B49A88**	**FFFFFF**
Black	Beaver	White
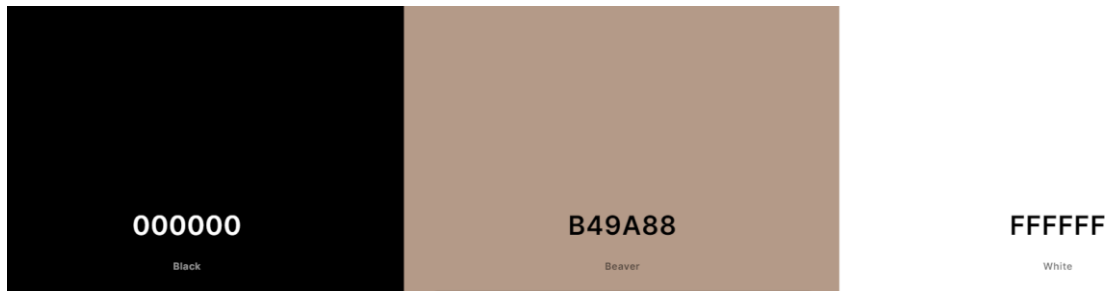
Source: coolors.co

The colors I choose for the website are:

Brown

It is a color that evokes nature, warmth and lack of artificiality. It is the primary color of the page.

White

It is the color of good and perfection, as well as a "non-color" according to the minimalist doctrine.

Black

It is a "non-color" used as a contrast to white and brown.

I have chosen these colors to differentiate the website from other parenting websites, which are designed in blue, pink or green. By using a minimalist style, the content will stand out above the form, contrary to what happens in websites related to children's themes, which are usually crowded with content and brighter colors and give a feeling of overwhelm.

The objective is that the page transmits calm, order and makes sense, differentiating it from the chaos that reigns in the rest of the children's pages. The branding of the bookstore is based on transmitting a sense of control over any topic related to childhood.

For the typography I will use Nunito regular a sans serif, rounded in a medium to big size, to facilitate its legibility as much as possible. I have chosen a sans serif for the informative text as they are good for display on screens, label printing and packaging.

I will use Alice for titles, a typography inspired in the Lewis Carrol novel, with soft and rounded features that remember the handwriting lettering while is stylish and sophisticated.

I have chosen a rounded and soft font to transmit a sense of warmth, approachability, and friendliness. These typefaces are suitable for social media and to establish a personal connection with our audience.

Content structure

The structure of the information will follow the form of an inverted pyramid. This means that the most valuable data will be placed in the first paragraphs, leaving the least relevant for the end.

I will establish a double classification. The first one according to the stage of the child's growth:

- Pregnancy
- From 0 to 12 months

- From 1 to 2 years
- From 3 to 4 years old
- From 5 to 7 years old
- From 8 to 12 years old
- From 13 to 17 years old

This division by years corresponds to the different stages that children go through during their cognitive development and is established on the basis of different psychological factors.

The second classification will be made within the previous one, separating the information into books, blog articles, magazines, workshops, etc.

In the index, the top header will contain a bar with the logo on the left, followed by the menu with the primary classification and a call to action with the login.

The front page of the website will consist of a browser with a filter to search based on age, type of resource searched and price.

The next section will consist of stickys with skipped images that will lead to the different sections of the web. Between them there will be a call to action to subscribe to the newsletter, through which you can participate in the survey to choose the theme of the next talk session and receive interesting news related to the world of children and youth.

Pregnancy

Explore the early signs of pregnancy or seek guidance on prenatal care with our experts.

EXPLORE

0 - 12 months

Care in the first months of your child's life has a very important impact on his future development.
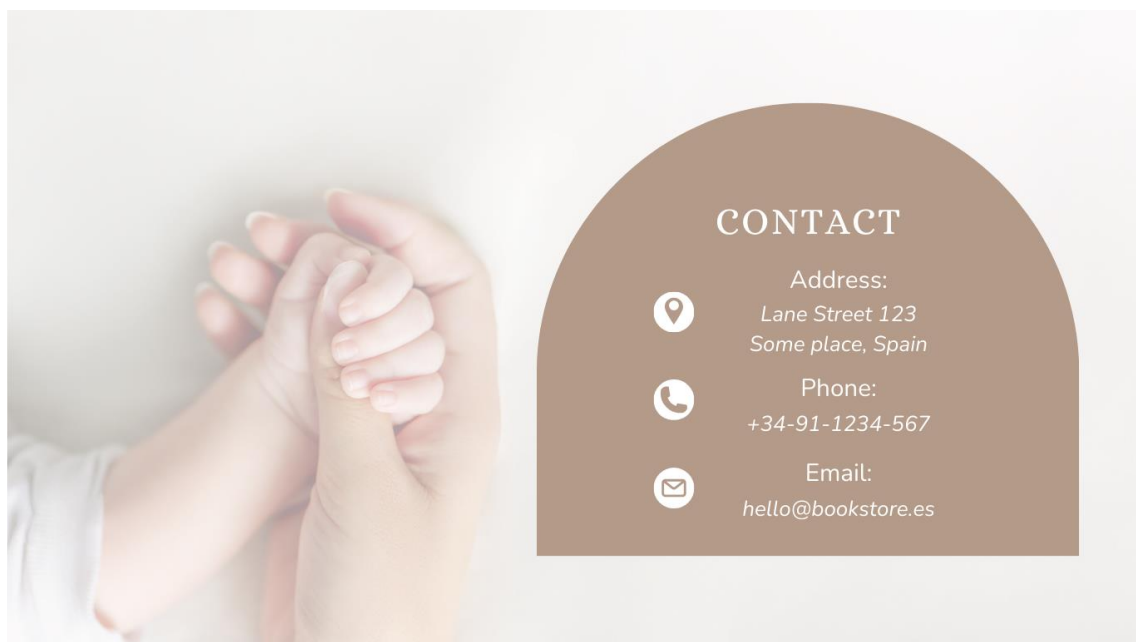
FIND OUT WHY

Subscribe to our newsletter

Find out the latest news on recommended reading, new articles available and participate in the selection of topics for our monthly talks.

JOIN NOW

At the bottom of the page there will be all ways of contacting the bookstore.

CONTACT

Address:
Lane Street 123
Some place, Spain

Phone:
+34-91-1234-567

Email:
hello@bookstore.es

In the footer will be located, again from left to right, the logo, which will have below it a brief description of the page; the main menu followed by the legal pages; the social media icons and

the call to action to subscribe to newsletter and the contact. Finally, below all this, you will find the Copyright followed by the year in which the website was created.
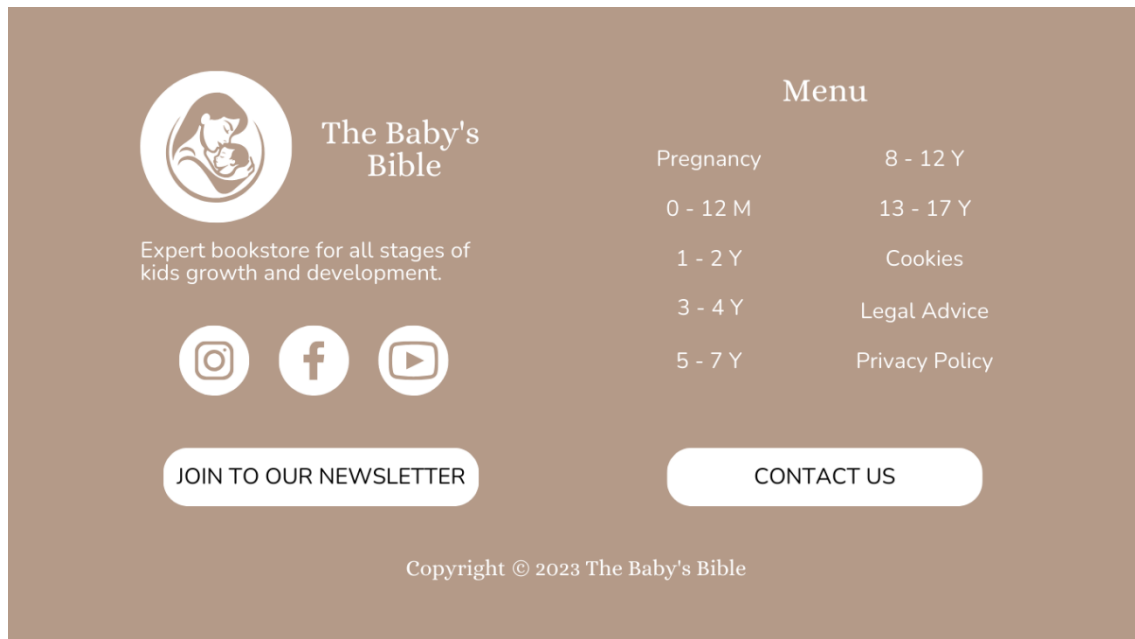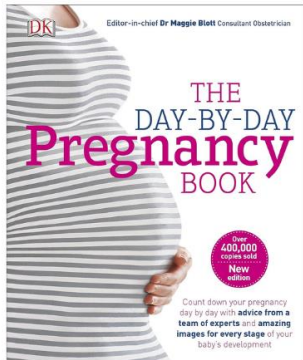

In every section you have another browser to search the information related to the topic of the page you are located. Also, you have a preselection of results based on established filters, the ones below the search bar.

PREGNANCY   0 - 12 M   1 - 2 Y   3 - 4 Y   5 - 7 Y   8 - 12 Y   13 - 17 Y   LOGIN

Results

The Day-by-Day Pregnancy Book

★★★★★ 1,725 ratings

As your due date approaches, this baby development book explores all the options available for your labour and birth so you can make the right choice with confidence, and also breaks down your delivery and the first 12 hours after childbirth.

pregnancy childbirth labour birth

BUY NOW

In the results pages you obtain the items related to your search, with the ratings and comments of other users, a brief resume, the keywords and a call to action to buy the product, join the workshop or read the article.

Usability and accessibility

To test the usability of the page, several versions will be used with different texts and button positions at a time in an AB testing. The number of clicks received by the call to action will be evaluated and compared every three to six months (depending on the number of visitors) and the design with the best results will be defined. Also, another key performance factor will be taken on count like time spend on the page, number of visits, the path that the users go through to find the information they search etc. All this information will be obtained through Google Analytics and it should be analyzed to reach valuable conclusions relevant for the design.

The design will follow the standards in web design:

- The logo will return to the main page when the user clicks on it.
- The Login page will display a new page where the user could enter in their user information or create an account if is not registered through a link. This link will lead to a new page where the user must introduce his personal data and the information to log in the next time.
- The browser has filters to make a more specific search, filtering by author, age, price range…
- In the sticky section the pictures and the button will open the desire page.
- There will be a hover effect to point out where the user is going to click.
- The address, phone and email information are responsive elements that lead the user to the action when he clicks on them.
- The links on plain text will be displayed on brown so their resalt over the rest of the text.

The calls to action in the result pages will be located on the right to facilitate doing click, making easy for the user to follow the path we planned to make the sell.

Following the WCAG standards I will make the following adjust to make the web accessible:

- Adding alternative text for any no-text content and titles, allowing it to be changed into other forms like braille, speech, symbols…
- Add captions to video and audio.
- Create content that can be displayed in different ways without losing information or structure.
- Error detection and letting users correct their mistakes.
- Giving clear instructions in the less words possible so that is easy to complete forms.
- Use fonts easy to read that allow users with visual problems augmented it.

Conclusion

The key decisions in the design of the website are:

- Colors: transmit clam, warmth, control and differentiate the website from the competitors.
- Typography: rounded in a medium to big size, to facilitate its legibility as much as possible.
- Content structure: ordering the information by years and format allow users to find more easy the information they need. Following the inverted pyramid in the redaction of text give them the most relevant information in the beginning enriching it for the users that want more information and are willing to read.
- Calls to action: for make the navigation more dynamic, guiding the users to the paths we designed.
- Copywriting: using appealing text for caption the user attention and give them the right information.
- Images: that transmit sensations linked to the topic and make easy to identify what they are looking for.
- Adaptability: any disabled user can access the information on the website thanks to its adapted design.
- Testing: it is important to measure the results obtained and keep the website updated and up to date with the trends and changes in the way our buyer persona consumes and buy content. We must collect and analyze the most relevant data to improve the design in performance and results in terms of sales, visits and positioning.

Everything in the design revolves around our buyer persona, the mothers, adapting the content to any other type of user that may visit the website.

Bibliography

- EpData (2018) *Maternidad y Paternidad, datos y estadísticas*. Available at: https://www.epdata.es/datos/maternidad-paternidad-datos-estadisticas/222 (Accessed: 06 October 2023).
- España, E. (2016) *5 Características de los Millennials En El Mundo Laboral blog edenred*, *Edenred*. Available at: https://www.edenred.es/blog/caracteristicas-de-los-millennials/ (Accessed: 07 October 2023).
- Heller, E. and Mielke, C.J. (2020) *Psicología del color: Cómo actúan los colores sobre los sentimientos y la razón*. Barcelona: Gustavo Gili.
- MQP, P., Por and Mqp (2020) *Sólo el 7% de los padres se implica igual o más que la madre en la crianza de los hijos*, *Toda la información sobre tu bebé y tus hijos*. Available at: https://masquepadres.com/noticias/solo-el-7-de-los-padres-se-implica-igual-o-mas-que-la-madre-en-la-crianza-de-los-hijos/ (Accessed: 06 October 2023).
- Svaiko, G. (2023) *Font psychology: Here's everything you need to know about fonts*, *Designmodo*. Available at: https://designmodo.com/font-psychology/#emotional-impact-of-fonts (Accessed: 09 October 2023).
- *Web content accessibility guidelines (WCAG) 2.1 W3C*. Available at: https://www.w3.org/TR/WCAG21/ (Accessed: 09 October 2023).