FAQ COMPONENT

Mobile, Tablet, Desktop

.faq-container { }

.question { }   .question-container { }

What is an example of an answer?   ▲   .faq-arrow { }

This is an example of an answer that might be present on the FAQ page. It's not much but it's honest work.
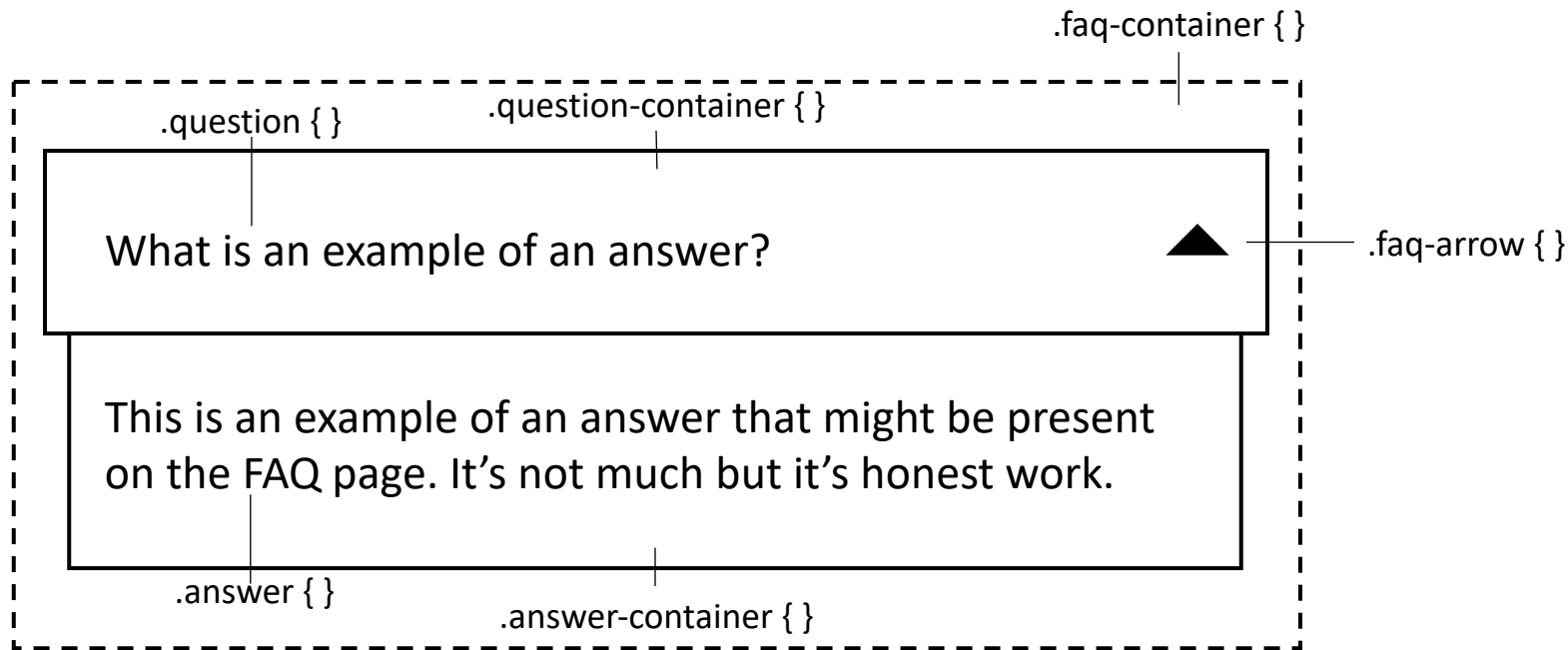
.answer { }   .answer-container { }

Law used: This component uses Miller's Law. It was designed so that the answer is not visible until the user clicks on the question. This way, the content is organized into smaller chunks to help users process and understand it more easily. This component also uses the Law of Uniform Connectedness. The arrow and the design of the answer container make it easy to understand that the answer relates only to the question above it.

Why/expected UX: This component was created to help the user find answers to any questions they might have. They will look through the list of questions and click on ones they are interested in to reveal the answer. This way, they only have to see the answers they are actually looking for rather than all of them at once.
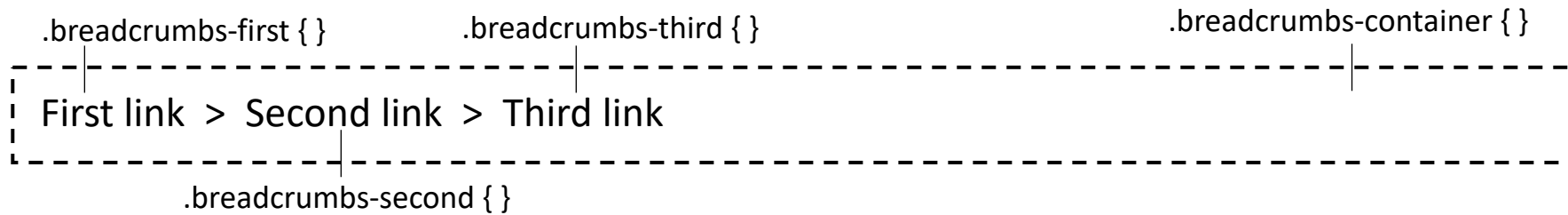
Goal from creative brief: To increase monthly customers for the client by 5% by the end of January 2022. (If they get answers to their questions, they will be much more likely to visit the store.)
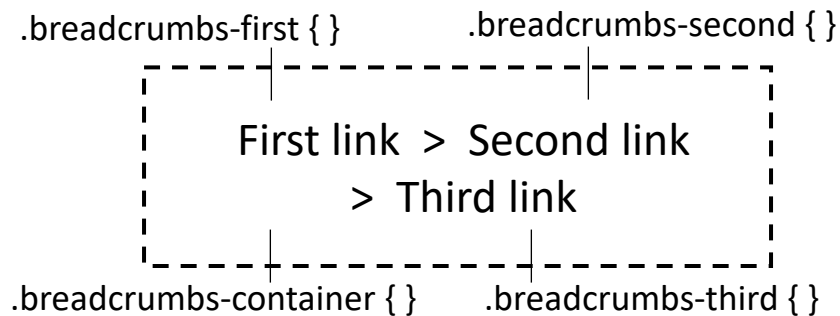
/* FAQ COMPONENT */

```
.faq { }
.faq-container { }
.question-container { }
.question { }
.faq-arrow { }
.answer-container { }
.answer { }
```

BREADCRUMBS COMPONENT

Tablet, Desktop

.breadcrumbs-first { }   .breadcrumbs-third { }   .breadcrumbs-container { }

First link > Second link > Third link

.breadcrumbs-second { }

Mobile

.breadcrumbs-first { }   .breadcrumbs-second { }

First link > Second link
> Third link

.breadcrumbs-container { }   .breadcrumbs-third { }

/* BREADCRUMBS COMPONENT */

```
.breadcrumbs { }
.breadcrumbs-container { }
.breadcrumbs-first { }
.breadcrumbs-second { }
.breadcrumbs-third { }
```

Law used: This component uses Hick's Law. It is designed to avoid overwhelming users by highlighting recommended options that they may be interested in.

Why/expected UX: This component was created to help the user understand where they are on the site in relation to the higher-level pages. This way, if they are on a page for a chair, for example, they could use the breadcrumbs to navigate to the "furniture" page to see other types of furniture.
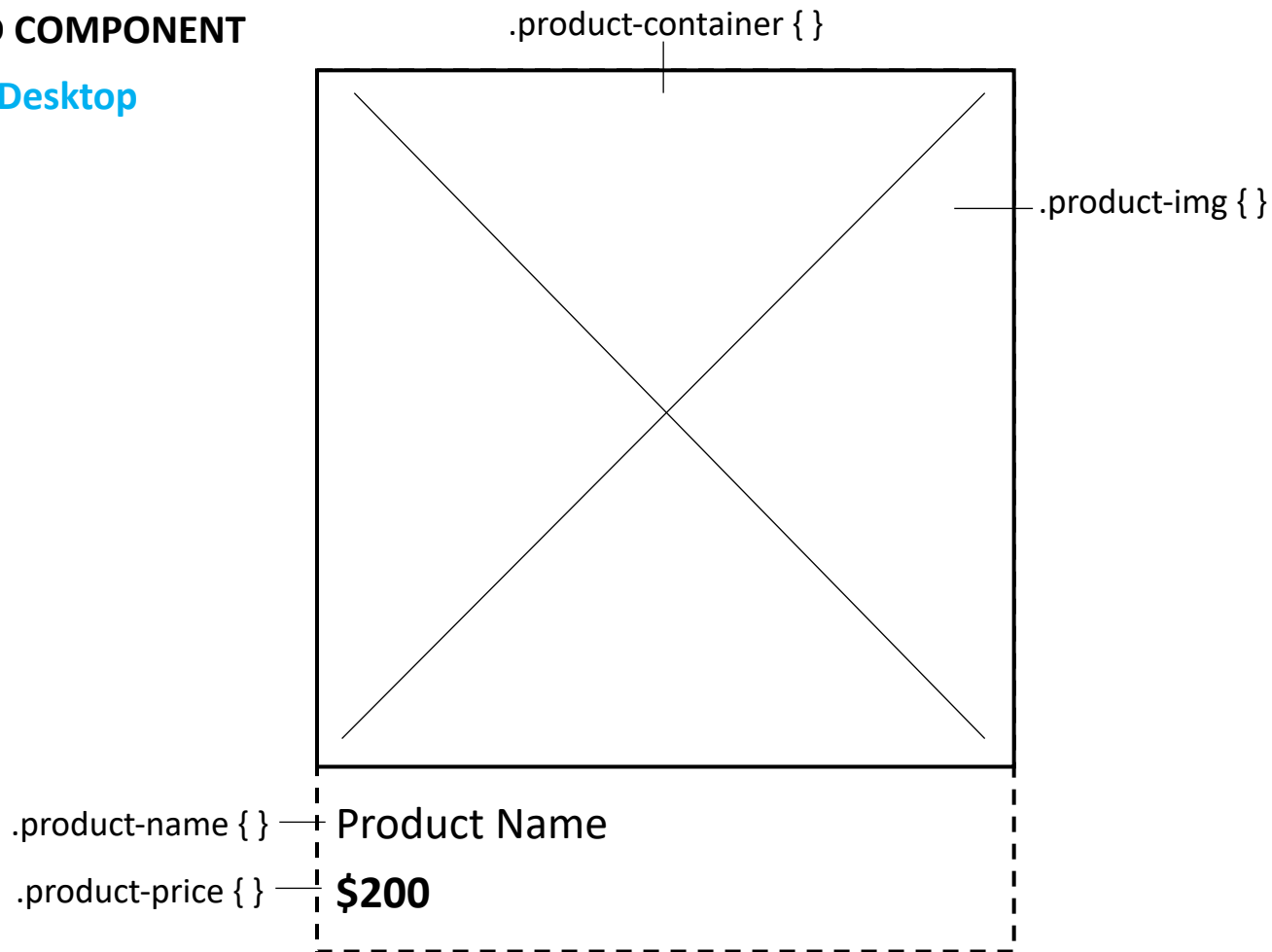
Goal from creative brief: To increase monthly customers for the client by 5% by the end of January 2022. (Breadcrumbs will make it easier for people to shop online, which will increase customers in the long term.)

PRODUCT CARD COMPONENT

Mobile, Tablet, Desktop

.product-container { }

.product-img { }

.product-name { } → Product Name

.product-price { } → **$200**

Law used: This component uses Jakob's law. This product card was designed to be very similar to what other online shopping sites use so that the user is not confused in any way.

Why/expected UX: This component was created to display to the user a product that is for sale on the site. They will be able to scroll through the product cards and quickly see the name, price, and a picture for each one. Then, they can click on the one they like.
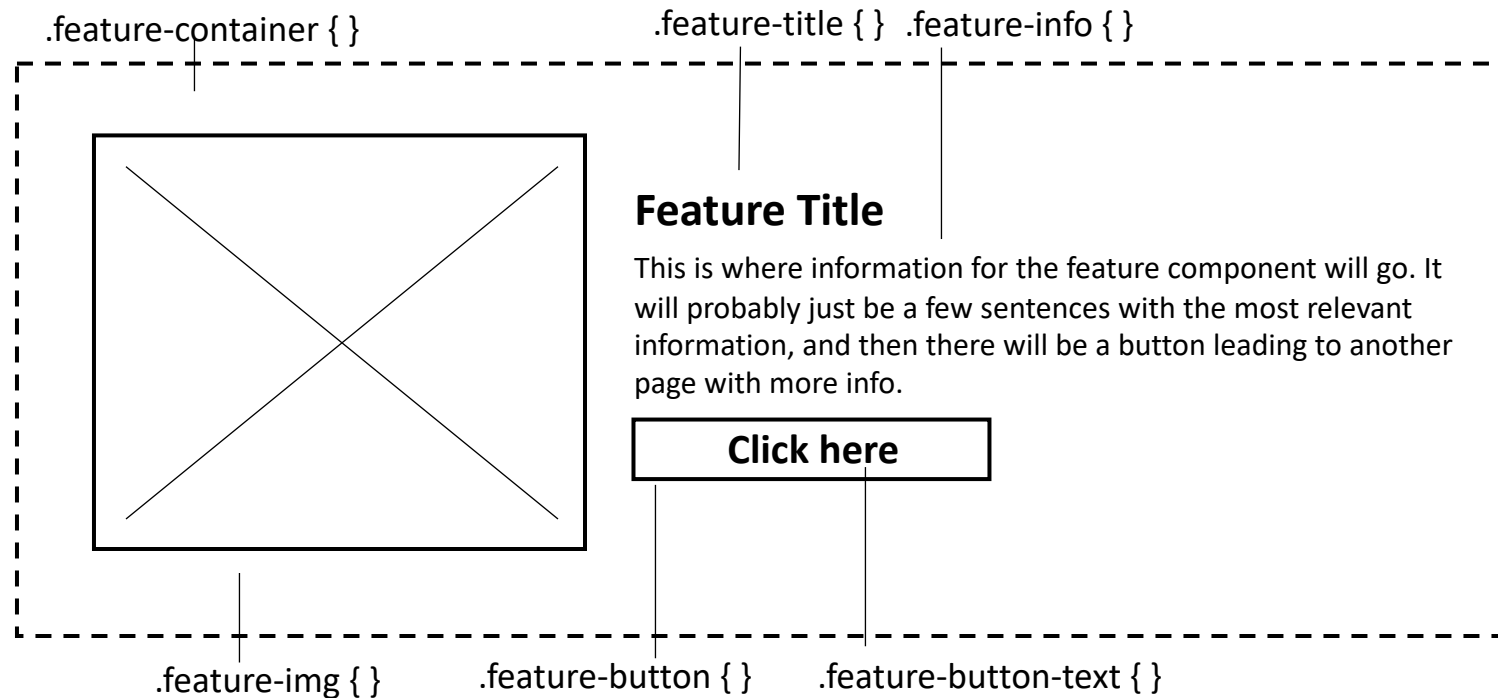
Goal from creative brief: To increase monthly customers for the client by 5% by the end of January 2022, to increase the average time spent on the website by 15% within 14 weeks. (This component will help increase online purchases, and it will also get people to spend more time on the site, since they will be able to view all the products online.)

/* PRODUCT CARD COMPONENT */

```
.product { }
.product-container { }
.product-img { }
.product-name { }
.product-price { }
```

FEATURE COMPONENT

Tablet, Desktop (Mobile on next slide)

.feature-container { }

.feature-title { } .feature-info { }

Feature Title

This is where information for the feature component will go. It will probably just be a few sentences with the most relevant information, and then there will be a button leading to another page with more info.

Click here

.feature-img { }   .feature-button { }   .feature-button-text { }
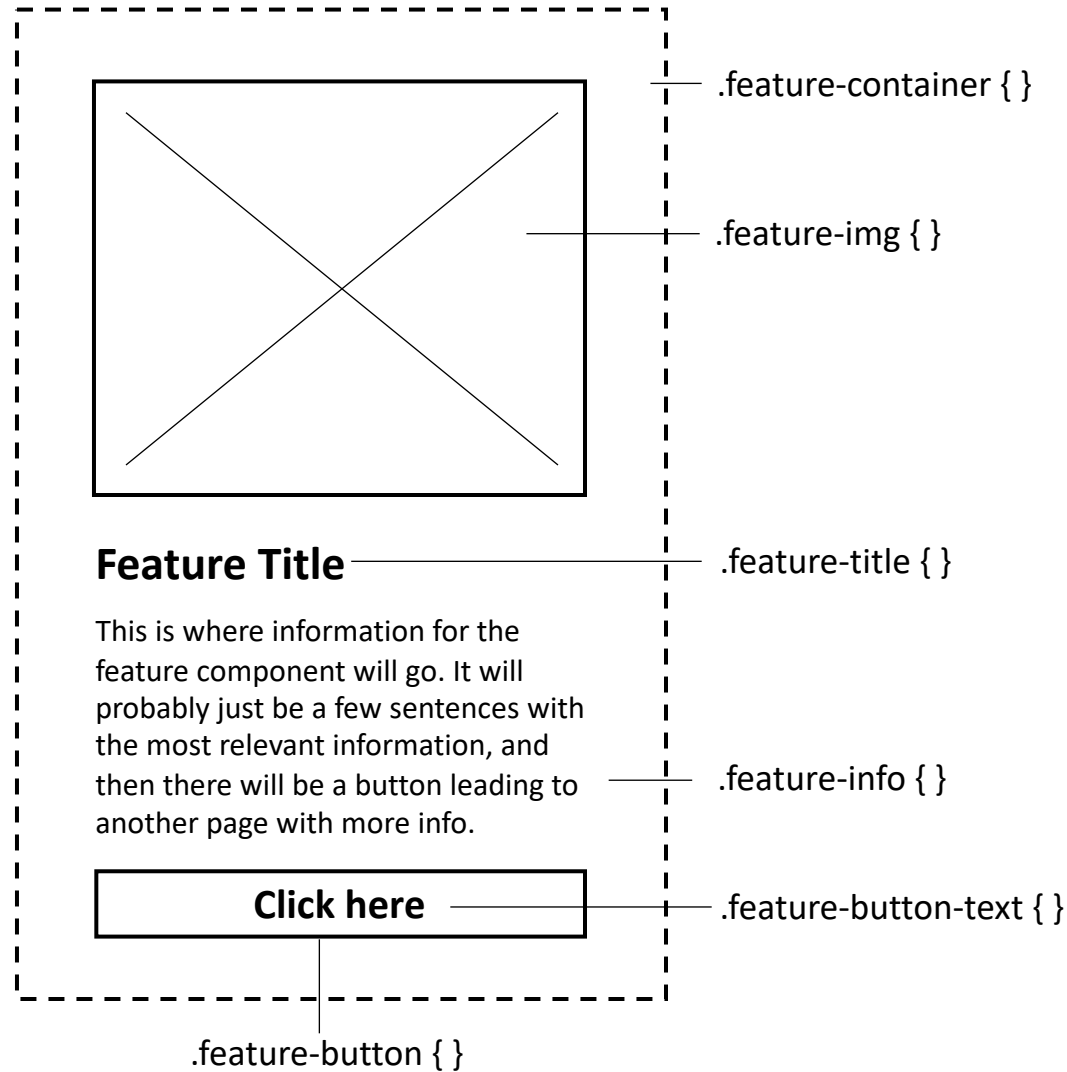
/* PRODUCT CARD COMPONENT */

```
.feature { }
.feature-container { }
.feature-title { }
.feature-info { }
.feature-img { }
.feature-button { }
.feature-button-text { }
```

Law used: This component uses the Serial Position Effect. It will likely be the first content on the page, so users will be more likely to pay attention to it and remember it. Also, the feature title and the button are the most important elements of the component, so they are first and last. It also uses Fitts's Law—on mobile, the button takes up nearly the full width of the screen so that it is easy to click on.

Why/expected UX: This component was created to display the most salient information at the top of a page. For example, on the home page, we might use this component to promote our new fall products. The image will catch the user's eye, then they will read the information and click on the link to go to the relevant page.

Goal from creative brief: To increase the average time spent on the website by 15% within 14 weeks. (This component will redirect the user to other parts of the site, which will encourage them to spend longer on the site.)

FEATURE COMPONENT

Mobile

.feature-container { }

.feature-img { }

Feature Title ————— .feature-title { }

This is where information for the feature component will go. It will probably just be a few sentences with the most relevant information, and then there will be a button leading to another page with more info. ————— .feature-info { }

Click here ————— .feature-button-text { }

.feature-button { }

/* PRODUCT CARD COMPONENT */

.feature { }
.feature-container { }
.feature-title { }
.feature-info { }
.feature-img { }
.feature-button { }
.feature-button-text { }

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Goal from creative brief: To increase the average time spent on the website by 15% within 14 weeks. (This component will redirect the user to other parts of the site, which will encourage them to spend longer on the site.)