Phase 4: Skeleton

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What type of navigation system (from the UX Elements Book) will you implement?

Our content-based website will be implemented using a global navigation system. It uses a navigation bar that provides link to the main pages. Our site is also using courtesy navigation, which allows users to have immediate access to information that may or may not be needed but can be helpful. For example, a contact page would be considered courtesy information that some may take advantage of and others may ignore. As stated in The Elements of User Experience book, most sites provide multiple navigation systems, each fulfilling a role in enabling the user to navigate the site successfully in a variety of circumstances.

1. Explain how you will do this.

The goal of our website is to serve as an informational platform for Apple products and technologies specifically for the young adult audience. We will inform consumers about the technological advances held within the new product lines. Global navigation is implemented by creating a navigation bar that features all the main sections to our site. These sections include Home, Apple Products, Apple Advantageous Technologies,

Support, and About Us. Each of these tabs will include some form of content. For example, the Apple Products tab will have photos of the different models of the Apple Watch as well as cool wristbands to mix and match. A variety of iPads, the different MacBooks, and a variety of Beats headphones a consumer may be interested in purchasing.

While visiting the Advantageous Technologies tab, users can read up on the latest features that Apple can offer. This page will have a picture of a consumer on a FaceTime call with her friend. Adjacent to this photo, information on how to use FaceTime will be displayed. This same method will be used for a picture of a celebrity wearing a pair of Beats, as well as someone using the Activity application to help them exercise via Apple Watch. Also, we will include another technology called "Find Friends" application on the Apple Advantageous Technologies tab. This application will allow users to share their current location with their stored contacts.

In addition, we will use our scenarios created in Phase 2 to give examples of how a user's needs can be fulfilled with just a few clicks of a button on our website. But if questions, comments, and concerns arise; they can visit our Support tab which will be implemented using a courtesy navigation system. Here they will find a FAQ page along with a community forum that they can explore to see if the answer to their question(s) are in the forum. Some consumers prefer to contact the Support team directly, so if a consumer wants to contact us, they are free to do so.

Lastly, we plan to include a pop-up survey which can be considered as a feedback form on ways we can improve our site. This pop-up survey is an example of how courtesy navigation will be incorporated. Also, we will feature some special functions that the users can interact with. Our first special function that our site will include is a shopping cart that will allow users to purchase Apple products directly from us. The user can add/remove items from the cart. It will also let them choose the quantity of the item they wish to purchase. In addition, our site will be indexed with search engines from Google to Yahoo so that key words such as iPad, etcetera will bring more traffic. This special function will be a great way to advertise to potential consumers.