Dale Smallwood - 130089872

Website Design concepts

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# Introduction

After being contacted by a customer, I have been requested to build them a website with set requirements for their upcycled furniture company called Wicked Inventions. Inside this document, is information regarding the layout with detailed descriptions of features, that will be implemented on the web pages.

## Home Page

The home page is the most vital part of the website as this is what the users will see first when searching for the website. If the home page is not engaging enough, the user may lose interest, therefore losing a customer. So, to draw the user into the website, having images and shorter amounts of text or even videos may gain interest, as a user may have a short attention span and may not want to read a large amount of text at first. Therefore, on this website there will be various selections of content for the user to comprehend what the website is about and if it is suitable for them.

## Services Page

The services page displays what the company provides for customers. With this feature, customers can sign up for newsletters and cancel at any time if they wish to do so. Validation is also added to this signup and cancel feature to prevent inputting errors.

## Products Page

The products page needs to be clear, easy to navigate and understandable. As this page shows what the user can purchase. Therefore, images are important so they can understand what they are buying and have a visual representation of the product so that the customer does not purchase the wrong item.

## Videos Page

Implementing videos to a web page will give the user a chance to relax/have a breath on reading text as well as it may help a user, who is impaired or struggles with reading or who could be a visual learner.

## Review Page

Having reviews on the web page gains the legitimacy of the product and company as it gives the user a lot more trust with purchases as they can see the feedback of others and see from the reviews if the product is to their standards and what they are looking for.

## Contact Page

On the contact page, it is always required to provide a clear set of information on how to be contacted. Effective ways of doing this are displaying a map of the location, a list of information, such as an email or mobile phone number or social media links to the company’s page. Another method of contacting could be a forum to fill out a message being sent via the website, where the user provides their name and email address with the message below. This way the company can respond when they are available and aids privacy outside of work. So in this instance, the website will contain a map of the company location and social media links. It will also provide a form to be filled in if further assistance is required.

## Additional features

**Navigation** - a dropdown menu, that does not overload the user with information, as it categorises the pages. A hover feature helps the user decipher which text the user can click on as it symbolises a link as the cursor has changed to a pointer.

**Footer**- It is a legal requirement to add a copyright notice to the website. This is most commonly displayed on the footer of the website. Contact information such as a company email and telephone number are also displayed here sometimes too.

**Responsive** – Another feature to improve the quality of a website is making the site responsive. This is where if the website is either scaled down or displayed on a mobile phone or tablet, the design of the website is altered and displayed differently. Mobile phone or tablet users may find it difficult to navigate or read the information if the site does not have a mobile version.

**Tabs** – Depending on the circumstances, when clicking a new link on a website, it may be required for it to be opened as a tab instead of replacing a page. For instance, when clicking a social media link, you may want this to be opened as a tab, as the customer may become distracted and forget to return to the company website. So, if the page is a tab, the user can always continue where they have left off.

**White space** – Sometimes using white space can be crucial in presenting a page or list of information correctly as it aids the user and can also increase their attention making it more engaging for them.