Project Part 1 - Application Design   20 Possible Points

9/5/2021

| Attempt 1 ⌄ | ◯ **IN PROGRESS**
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Unlimited Attempts Allowed

⌄ **Details**

Due: Sunday, September 5
Points: 20
Deliverables: Upload the following JPEG images. To create these images, use Figma and export them in JPEG format.

- JPEG Image (1200W x 800H) of desired Welcome Page
- JPEG Image (1200W x 800H) of desired Category Page

Overview

Use Figma to design the following web pages for the site that you are going to create in this course:

- Welcome page
- Category page

Use Figma design your primary, secondary, and tertiary buttons for your site, and to design an example of your open category menu.

Note that you will have to sign up for a free Figma account. Also note that Figma has a Desktop app, but you still need to be signed into your account to use it. Your pages should be 1200px in width and 800px in height. In Figma, you can select a new Frame and it will give you some options with preset dimensions. You can choose Desktop and then change the width and height to 1200 x 800.

Scenario

You own a local book store and you would like to put your titles online. You want people to be able to purchase books, and read books that are publicly available in electronic format.

Summary Requirements

You will submit two images: a **welcome page**, and a **category page**. The images you turn in will **not** be wireframes. Instead, they will be examples of what you want your site to look like when it

is finished. That means you will have to:

- Decide on a name for your bookstore and it will be displayed (font, style, etc.)
- Choose a logo for your bookstore. If you use an image from the web, find one that is in the public domain
- Decide what colors the different elements will be and decide where they will be placed on the page
- If you want pictures for selected categories on the welcome page, decide what they should be
- The images you have for books should be real books. A good resource for this is **Alibris.com** - the long edge of their book images are usually between 150 and 200 pixels, which is a requirement on the category page. If you prefer to use audio book images, then you will probably want to go to **Audible.com**. There book images are somewhat larger, so you'll have to shrink them down to around 200x200.

In all of your images and diagrams, please try to make use of the design principles described in your reading of **The Non-Designer's Design Book** **(https://learning.oreilly.com/library/view/the-non-designers-design/9780133966350/)** (4th edition) by Robin Williams. Also, consider the material in the **Designing for Accessibility (https://drive.google.com/file/d/1Qw8uLAs2g3S5x7TmxBHT1n4YmDJhNum7/view?usp=sharing)** posters from the British Home Office. Feel free to use other websites for inspiration, but don't copy them. The whole point of this step is to design a site that is uniquely your own that you can be proud of. As mentioned, we don't want wireframes - instead, we want you to show us what you envision the pages to look like in a finished application. But also remember that this is a first attempt at a design. We understand that you will want to make modifications to your design as time goes on.

Detailed Requirements

Please note that - as with all requirements - you may find some of these vague or ambiguous. If you do, you should treat me (Dr. K) like the customer and ask on Piazza for any clarification you may need.

All Pages

- Both pages should have the same header and footer. If you are using a "hero" image on the welcome page, the header can be slightly different to account for the image background, but otherwise it should be the same.
- Both pages should be 1200W x 800H. In the long term, we will want the pages should look good from 1000W to 1400W, so you probably want to keep this in mind when doing your original design.

Header

- Logo image
- Logo text (different from logo image, but can be right next to it)

- Drop down menu with Categories
  - If the dropdown menu only contains categories, it should be a hover dropdown. For a categories menu, use an icon-with-text button (the text is usually "categories".
  - If the dropdown menu is a hamburger menu, then it should probably contain other things in addition to categories (but it still must contain categories). Note that hamburger menus require a click (not a hover) to open. A hamburger menu contains only a hamburger icon (no text).
  - Categories can be "New Releases", "Best Sellers", etc. They don't have to be genres. However, keep in mind that for the purposes of the project this semester, our database will be restricted to only one category per book. So books will not be allowed to have multiple categories.
  - In the long run, you should also keep in mind that any animations that are part of the design (hover effects, transitions, etc) should be achievable only using CSS (no JavaScript).
- Search box with search icon
- Button for log-in or log-out that shows a name when logged in
- Button for your shopping cart. This button will typically be an icon of a shopping cart. If you choose to use text, you must include a cart icon.
- Number of items in cart. If your shopping cart button is an icon, this number will often be centered inside the cart.

Footer

- Copyright information
- Contact Page Link
- Directions Page Link
- Social Media Links (icons for at least Facebook & Twitter)

Welcome Page

- Some elements on the welcome page should make it clear that the site is a book store.
- May contain some welcome text (and possibly buttons for featured categories)
- Part of your welcome page should contain images for either categories or books. For example:
  - Featured categories with pictures (category pictures should not be books)
  - Featured books from a particular category
  - Featured books with common theme (ex: "best sellers", "suggested reading")
- If you plan to use a hero image of a book on your welcome page, you don't need additional book or category images, but feel free to add these if you like.
- Somewhere on your welcome page you should have a call-to-action button saying "Shop now", "Shop for Books", or something similar. A call-to-action button is a button is one that the user knows to click to get to the next step in the process (in our case, buying books). There is only ever one call-to-action button per page.
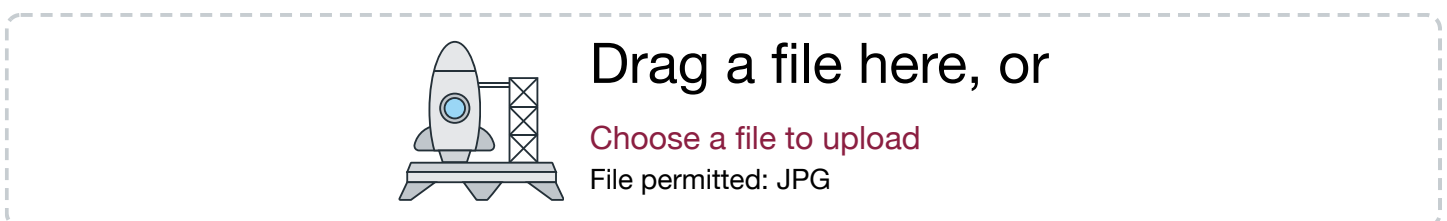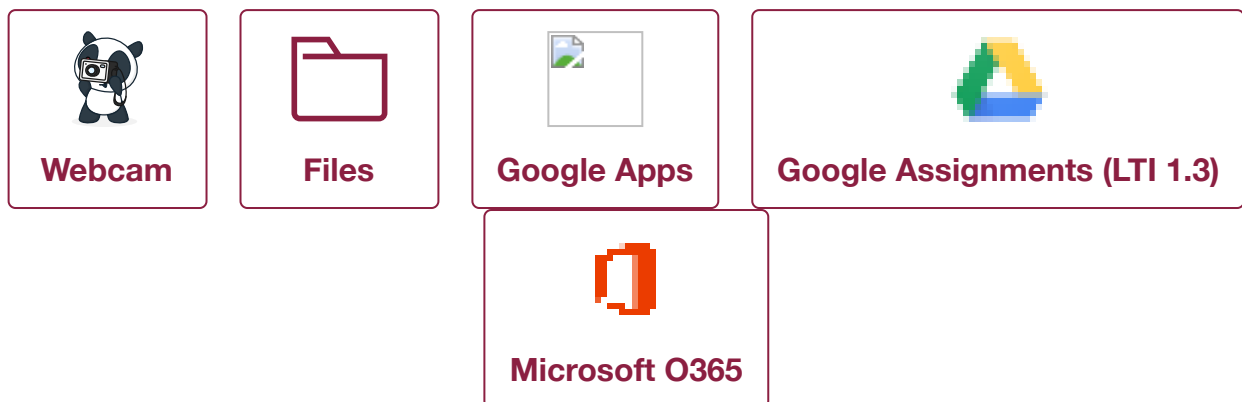
Category Page

- You category page should have a navigation section that contains category buttons. This section can be a nav-bar across the top of your page (just under the header), or it could be a series of

buttons going down the left side of the page. The selected category button should be styled differently from the unselected category buttons -- so show this in your design. For example, if you are displaying science-fiction books, the science-fiction button should be styled differently than the other category button to make it clear that the books are in the science fiction category. You may also have a heading above the books themselves that gives the category names, but it is not strictly necessary. You should not have so many categories that you have to scroll down or over to see the selected category button.

- A separate section of your category page should contain books in the selected categories
- Books are laid out in a grid of book boxes. In your image for this page, you should show at least 2 columns and at least 2 rows of book boxes
- Each book box should contain:
  - Book image (approx. 200px for long edge)
  - Title
  - Author
  - Price
  - "Add to Cart" button. Do not make this an icon-inside or icon-only button. It's okay to have an icon here, but you should also have text.
  - "Read Now" button. Only some books should have this button. Think of it as being for a book that is in the public domain so that the text is available. Place this "button" on the book itself (similar to what Amazon does with the "look inside" button). Feel free to make this button an icon-inside button.

Note that you will have other pages on your final web site, including a cart page, a checkout page and a confirmation page. You do not have to design these at this point, but do keep in mind that these additional pages will all use the same header and footer.

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| Microsoft O365 |

Drag a file here, or

Choose a file to upload
File permitted: JPG

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