

Website acillary section

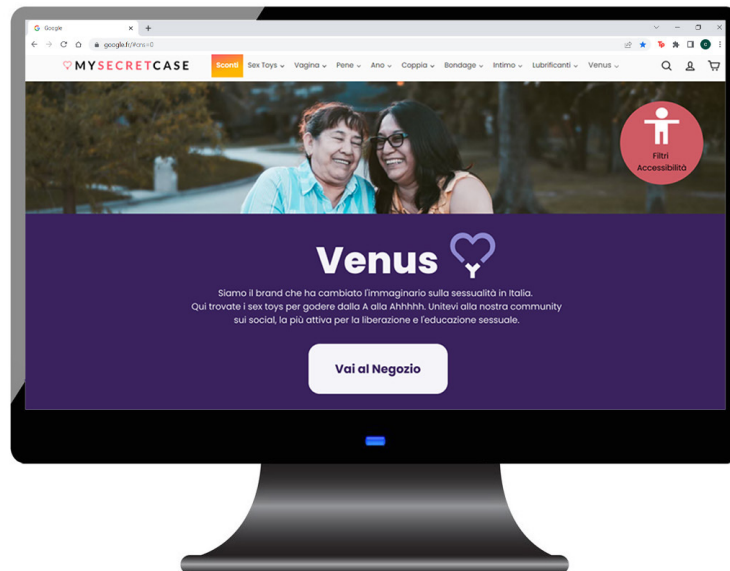
Final Design Highlights

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My Secret Case

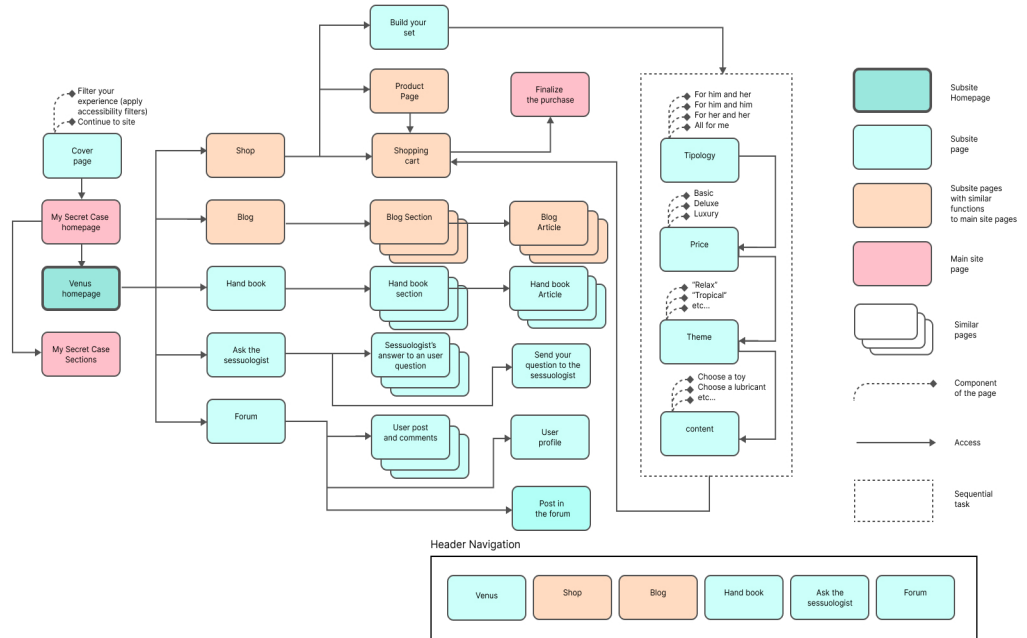
Venus Section

The prototype design of an ancillary section of my secret case website dedicated to older women



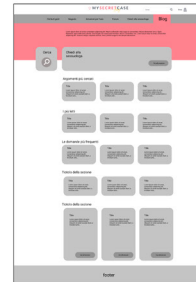
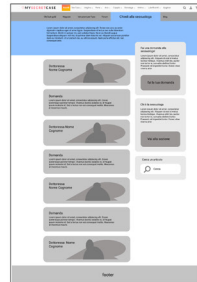
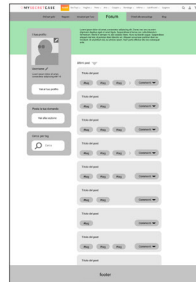
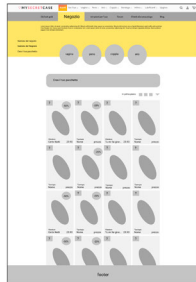
Blue prints

Blueprints are a fundamental element in the design of a website, they allow us a ***top-down approach*** in which we plan the conceptual model of the structure the subsite: what are the main functions, the relationships between them, what tasks users should be able to carry out and what path they should take to achieve them.

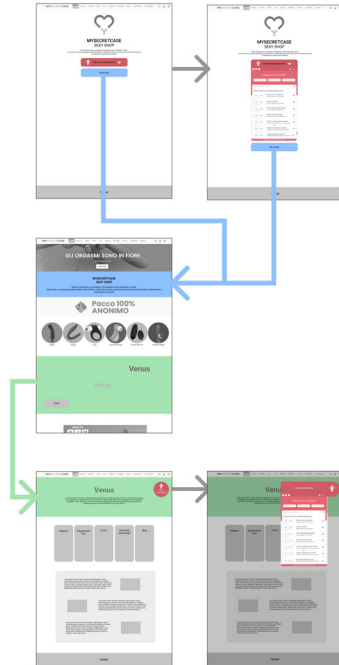


Structure

The Venus section has a co-hierarchical structure, it is divided into five subsections (Blog, Forum, Ask the Sexologist, Shop and Handbook). Every subsection has up to three functions with their dedicated page. From any part in the section is always possible to access the five subsection and Venus's home page, as well as any page from the main site through the header.



Accessibility Filters



Usability filters were placed in the footer of My Secret Case homepage where they were difficult to access, especially if they were necessary to properly browse the site in the first place.

We implemented a simple cover page with the option to apply usability filters before proceeding to the main site homepage, we also placed a secondary button to access the filters in the Venus homepage, in case it was reached by other means, or the first button was bypassed.

One user in two different mindsets

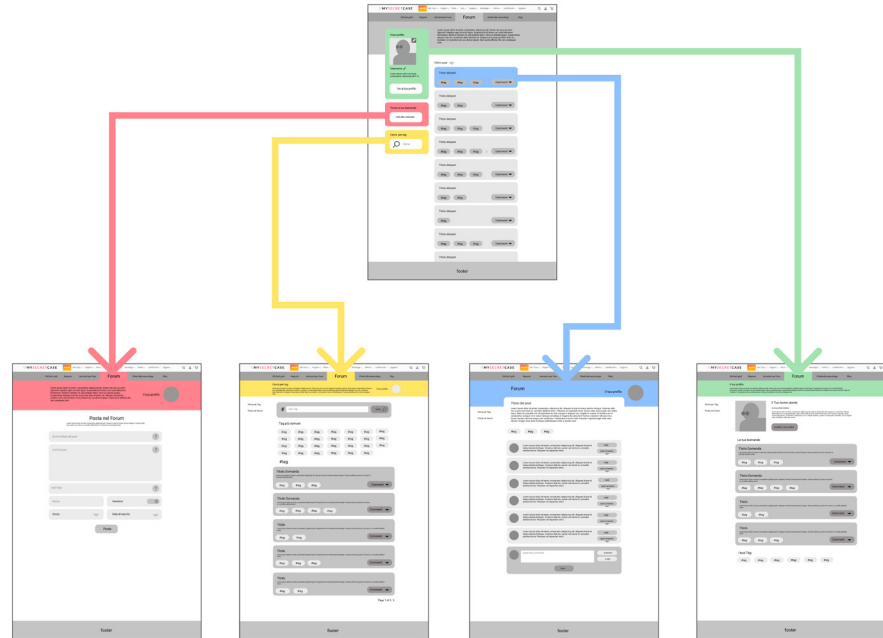
- Fostering a sense of wellbeing, **health and self-care**
- Encourage a rediscovery of **sexuality and pleasure** after menopause

How

- creating a **sense of community and support** by giving women the possibility to interact with other users, ask questions to a professional or find useful information

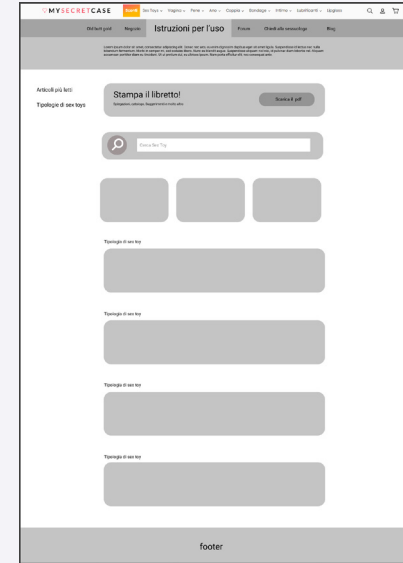
Forum

This section is designated to the interaction between users, from the main page users can browse through all the newly published posts and comments, any user can write a post or make a comment if they have an account.



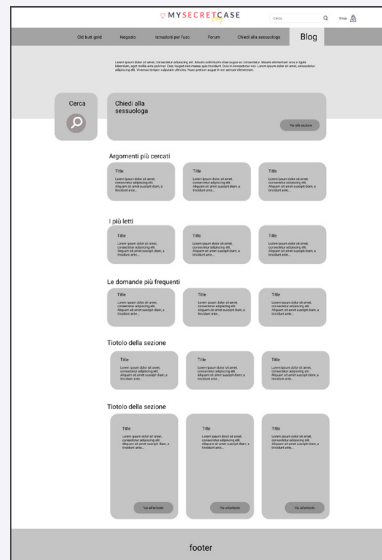
Handbook

The Handbook section covers an important function for the site, it is composed of several illustrated articles where in the most simple and clear way it is described how a type of sex toy can be used. The manual is updated every time a new type of toy is added to the store, the user can download any article individually, or it can be downloaded in full in pdf format by clicking on a special button on the main page of the section.

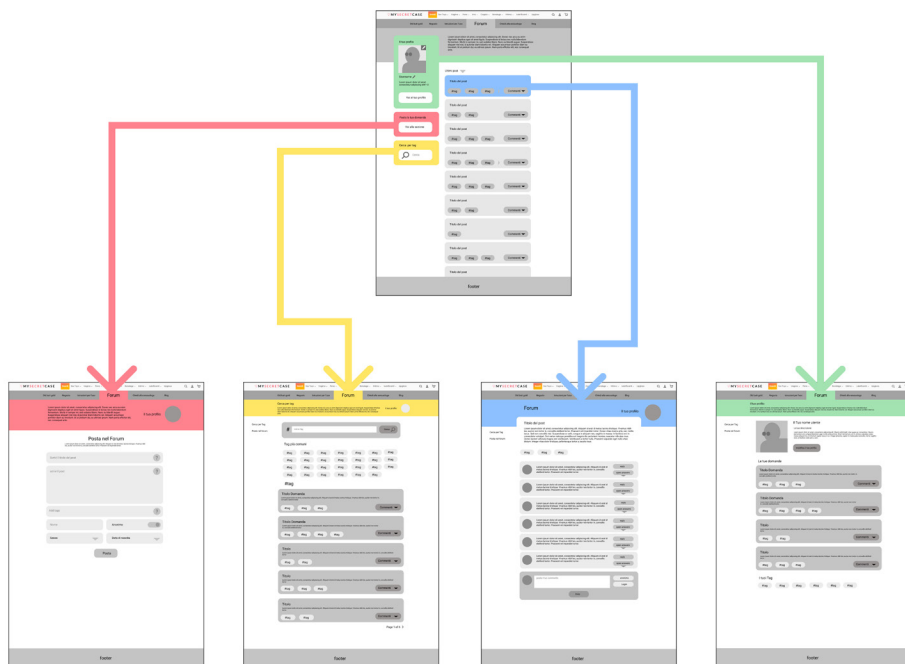


Blog

The Venus blog is meant to be a branch of My Secret Case blog, its divided in several subsections where the article are divided by topics and columns, new articles are published every week and the user can browse casually trough articles or subscribe to the newsletter.



Ask the sexologist

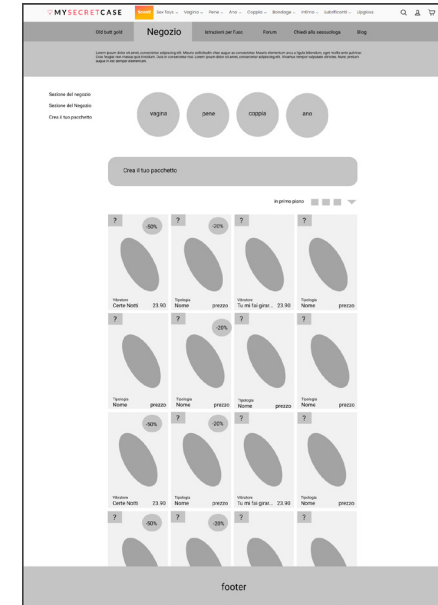
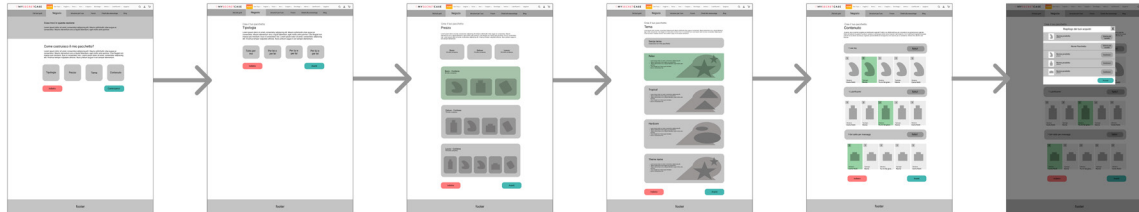


In this section the user can interact with a team of specialists, the main page works similarly to the rubric of a magazine: the questions sent to a sexologist are published (anonymously and with the user consent) with an answer from the sexologist of their choice.

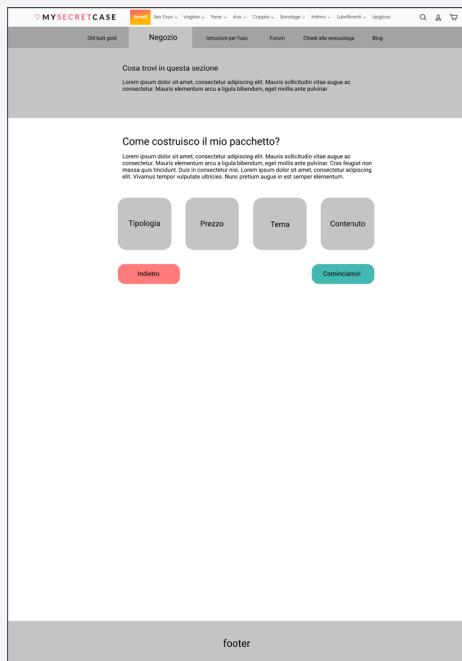
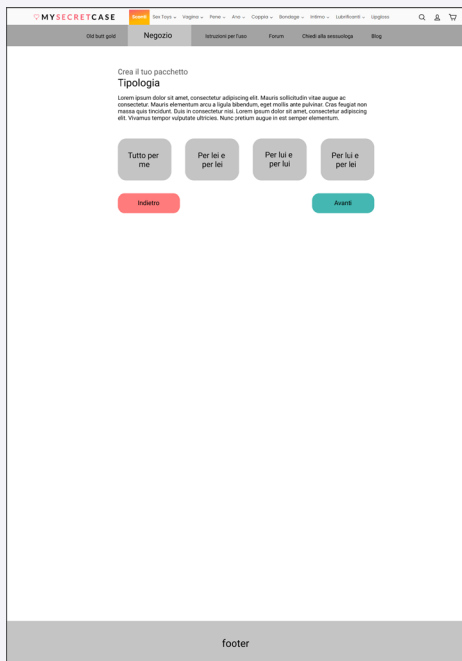
The Shop and Build your Set

The users will choose the price, the theme, the composition, and the individual components of the kit through a series of mandatory but reversible steps, then he can add the set as a single item to the cart.

This task serves the purpose to simplify the choice of products to purchase, narrowing down the categories of products and setting a fixed price, while maintaining an idea of agency and personalization for the user.



Interaction design



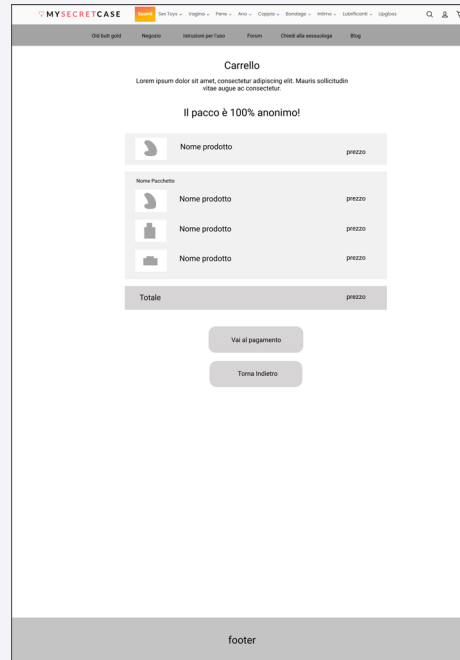
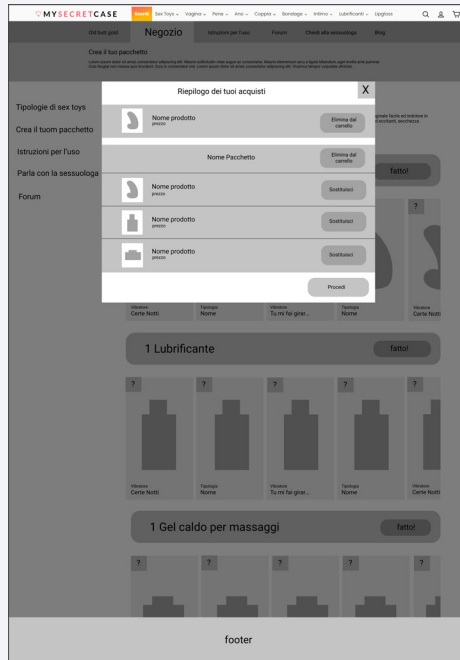
Task segmentation

Task segmentation
step-by-step guidance and
explanations of the activity to
give the user a feeling of control

Exit

the user is always given the
possibility to go back to a
sub-task
or to exit the task itself by re-
turning
to the home

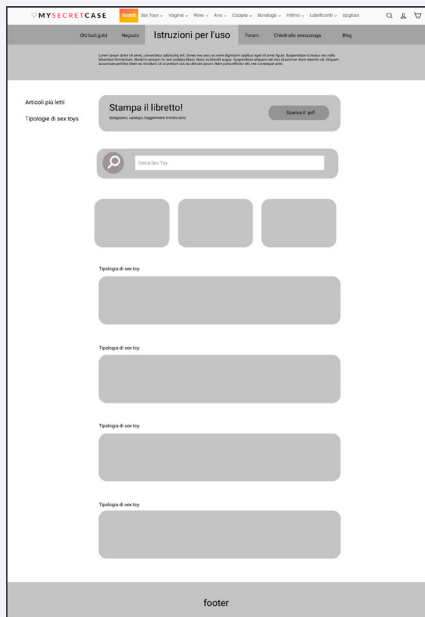
Interaction design



Recap and Reversibility
at the end of the task, the user is provided with the possibility to control again all the inserted information and eventually modify them

Choice confirmation
confirmation is a lock-in strategy which provides feedback and avoids user errors

Navigation design



Browsing aids

The user can always reach any part of the venus section from the header present in every page, as well as the My Secret page main site

Search aids

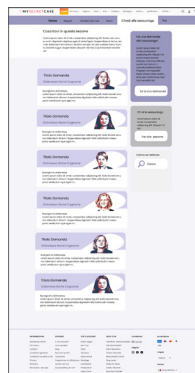
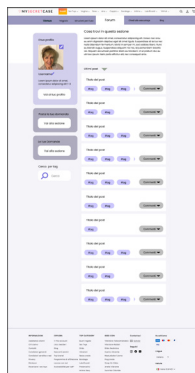
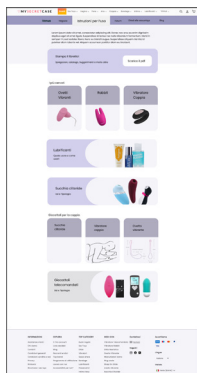
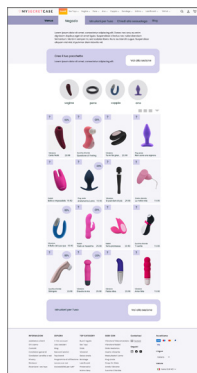
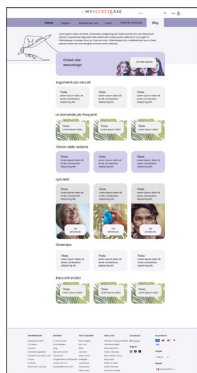
In addition to the search bar present in the header there is a specific search bar in every subsection

Serendipity

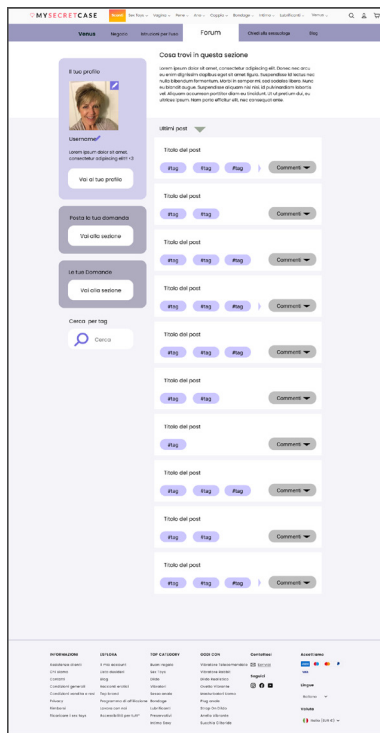
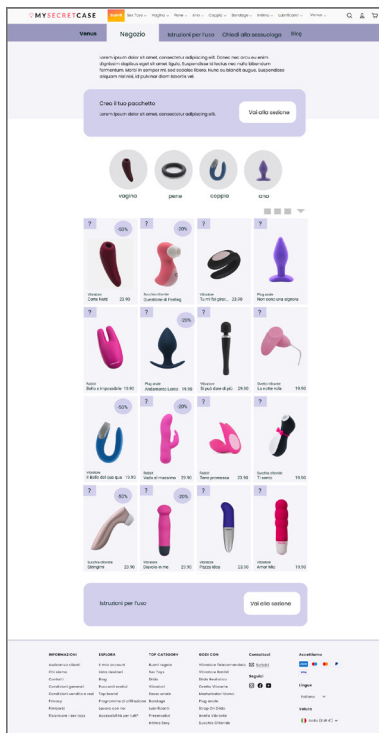
serendipity is encouraged by providing the user suggestion related to their interests.

Mockups

An important part of the design of this sub site is its appearance, we wanted to leave behind the flashy colors and playful layout of the main site to focus on making the user feel comfortable.



Interface design

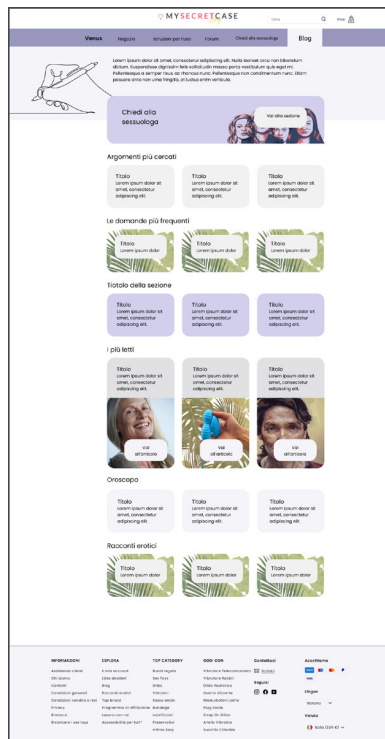


Internal coherence
to minimize cognitive load every page has the same palette and coherent widget and button design

Adherence to conventions
the page design follows visual pattern well-known to the users like the Shop and the Forum page

Minimal palette
The colour choice is restricted to a few colours and the page can be visualized in grey tones without losing readability

Interface design



Few components

modeled accordingly to the Gestalt principles, it avoids short-term memory load and assumes a predictable aspect for user

Reduced information load

There is a brief explanation on every page specifying the subsection of the page and its utility, as well as a brief explanation on every button that allow the user to move from a section to another to minimize cognitive and mnemonic load