

Origami Website Design

DECO1400

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The topic I have chosen to complete this website on is Origami. This website will aim to 1) be able to facilitate the sale of a range of Origami related products, and 2) provide new origami enthusiasts with a place to learn the first steps of origami. In conducting these aims, the website will hence target both origami enthusiasts, and those who are looking to start making origami. The website *origamihub.net* will achieve these goals.

I began making origami regularly in 2019 as a hobby after being gifted a pad of origami paper and an origami instruction book from a Japanese homestay student. Since then I've created things I would never dream of making. I love bringing the joy of origami creation to other people, and in 2020, during lockdown, I hosted free origami lessons over zoom at my school. To bring that joy to a wider audience, and encourage more people to get involved would be a big positive. In addition to this, as a business student, I am always looking for new and creative ideas to profit off. Origami is world-wide, however, good quality paper and other tools are hard to come by. In Australia, the origami market is largely untapped. This hence justifies the creation of a website with the aims as described prior.

Site Map

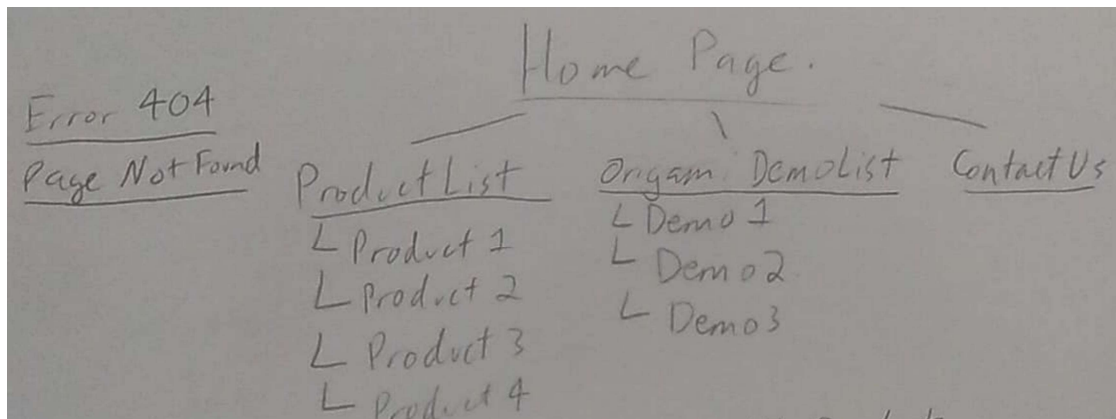


Figure 1 - Site Map

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Paper Sketches

For some sketches not included here, see Appendix 1 – Paper Sketches

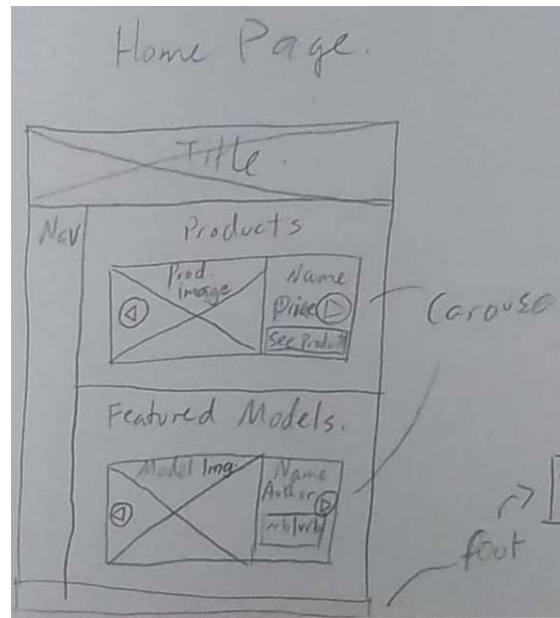


Figure 2 - Home Page Paper Sketch



Figure 3 - All Products Page Paper Sketch

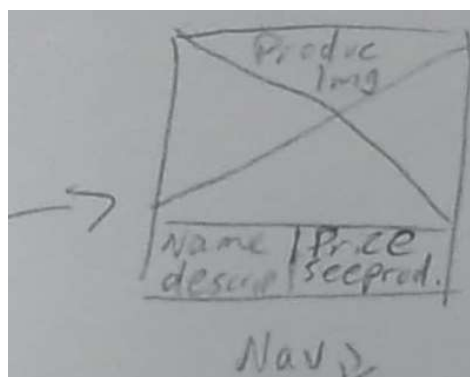


Figure 4 - close up of individual product segments

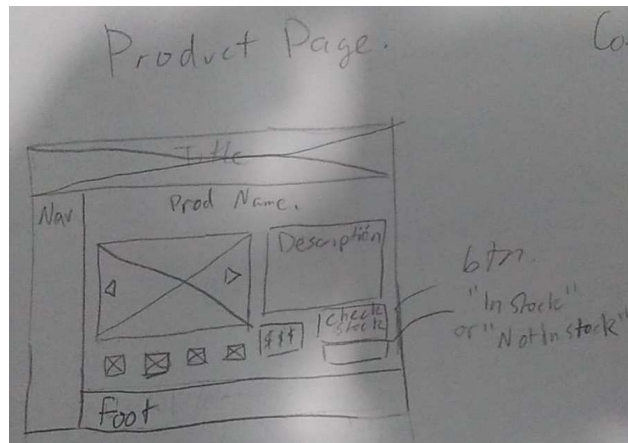


Figure 5 - Product Page Paper Sketch

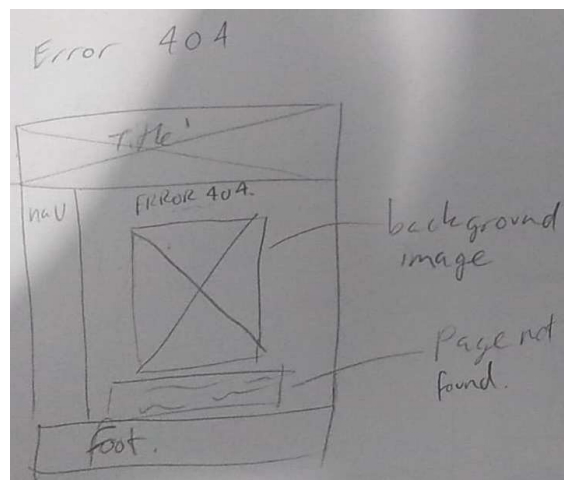


Figure 6 - Error 404 Page Paper Sketch

At this stage, the website has a focus on heuristic 8, providing minimalist design. It has a simple, clear and distinct sticky title and navigation bar, which assist the brand in presenting their name, and help users in navigating around webpages. The clear and repeated navigation bar assists in users by clearly identifying the menu items to users improving heuristic 6. Consistency throughout the website is also notable. The title and nav bar are common throughout every page in the website, and are a good example of heuristic 4's consistency. Finally, while the Error 404 page may not be able to be completed as functional, it is there to provide an example of how heuristic 9, helping users diagnose a problem, can be applied.

Wireframes

Should wireframes be created, they would duplicate the paper sketches, but without the ability to erase and quickly try different things. The home page is shown to demonstrate the concept of a wireframe.

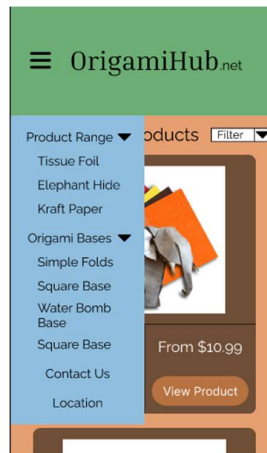


Figure 10 - All Products Page Mobile Version. Note the use of the universal hamburger icon to resemble a menu. The blue menu appears after clicking on the hamburger, and is hidden before. Also note the use of triangles in the navigation menu, universally resembling a drop down menu



Figure 11 – Zoom in on Example Product Page. Note the use of circles, that when hovered over, darken, to indicate the presence of a carousel above.

Key Design Decisions

When designing origamihub.net, Jakob Nielsen's usability heuristics (Nielsen, 2020) were considered to ensure the final website was able to be use as effective and efficient as possible. A brief outline as to how these heuristics are met or not met are detailed below:

#1: Visibility of system status

Not too relevant, however the darkening of carousel navigation circles to indicate where in the carousel the user is could provide an example of this. This helps the user by ensuring they don't keep flicking through the carousel thinking it doesn't end.

2: Match between system and the real world

The system uses simple language and a clear font that is easy to understand. There is little need to match to the real world, however one example could be the ability to drag the

carousels. In the real world, if you were to pull from right to left, an object would move that way, and this acts in the same way, different to other scrolling methods which may reverse.

#3: User control and freedom

The clearly marked navigation bar allows for quick navigation to any page on the site map. Even easier to locate at any time and any place on the webpage is the sticky header, hyperlinked to the main page.

#4: Consistency and standards

The website uses a range of standard icons and symbols to convey meaning including drop down arrows for menus, slide bar arrows to indicate a 'next' option and carousel dots to indicate the presence of a carousel, among others. The webpage also follows the conventions of providing a title header at the top of the web page, and a footer at the bottom with the contact details of the website, providing quickly accessible, useful information should the user require it. The use of the title, nav bar and footer is also consistent across the website, reducing the requirement to search for links on any webpage.

#5: Error prevention

The main location for mistakes would probably be a mis-click on a navigation bar hyperlink, however by having it consistent across all webpages, the requirement to go back to a previous webpage is not necessary. Otherwise, there is little to no other error possible.

#6: Recognition rather than recall

Delineating the title, nav bar and footer from the main body by colour is important in assisting the recognition of key areas. Without reading the text, users can quickly see the difference just by observing the colour change. In addition to this, darkening the carousel navigation circles is an example of recognition over recall because it assists the user by showing them their previous actions of how many times they've scrolled, without them remembering.

#7: Flexibility and efficiency of use

While there is no explicit inclusion to improve flexibility and efficiency, the website is already quite simple to operate with no lengthy scrolling areas, and hence there is possibly not a need to include efficiency gestures.

#8: Aesthetic and minimalist design

The webpage has a relaxing, harmonious colour palette, and the design is highly minimalist, with very little clutter. The font and font size are all clear and readable.

#9: Help users recognize, diagnose, and recover from errors

As discussed earlier, there is low risk of error in using this webpage, however the inclusion of a Webpage Not Found page, as located in the Figma link, has been designed to assist here. It assists the user by showing the pages available to them and notifying them of the problem.

#10: Help and documentation

Tooltips may be used in the JS applet however, no obvious help is required to use this website.

Conclusion

This report aimed to detail the process conducted in prototyping the website origamihub.net. From a broad overview of the website through the sitemap, to more specific high-fidelity drawings, a presentation of the sections contained within this document allows for the confirmation that the site can be visualised. The choices made while designing the elements contained within such sites were then evaluated to ensure good eventual usability.

This is the first time I have completed significant high-fidelity prototyping. Although I have completed a significant amount of wireframes, sketch, database designs, and similar website-related design elements before, I found the high fidelity tedious to develop. I hope it will improve the pace that I develop the final product, because I now have a realistic image to use.

In relation to the prototypes, in the final product I wish to implement better transitions than what are seen in the prototype. Some carousels do not snap to their frame; Arrow dropdowns don't work as would normally be expected; Links are not added. A couple of these items come down to time, however a vast majority are a result of inexperience with using the Figma software, and I hope this will improve in time in future prototype developments.

One final addition if, if time permits, is the addition of a model catalogue. As I run my own Origami themed Instagram account where I post my creations, being able to share these on a separate platform, with a different target audience, could be beneficial.

References

Figma. (n.d.). *Figma Prototyping Tool*. Retrieved from Figma: figma.com

flaticon. (2017, July 24). *Down Filled Triangular Arrow free icon*. Retrieved from flaticon: https://www.flaticon.com/free-icon/down-filled-triangular-arrow_57055

Nielsen, J. (2020, November 15). *10 Usability Heuristics for User Interface Design*. Retrieved from Nielsen Norman Group: <https://www.nngroup.com/articles/ten-usability-heuristics/>

Terry, N., Katya, Valerie, & Alain. (2017, March 14). *Papers*. Retrieved from Origami-shop.com: <https://www.origami-shop.com/en/origami-paper-xsl-207.html>

Appendix 1 – Paper Sketches

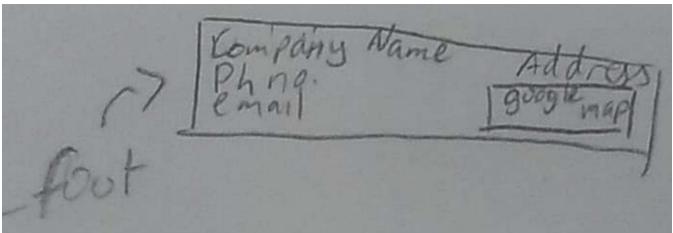


Figure 12 - Close up of footer

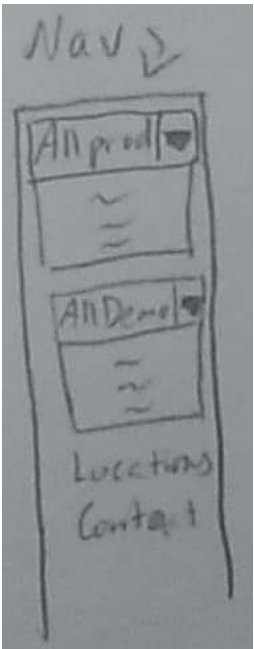


Figure 13 - Close up of navigation bar



Figure 14 - All Demos Page Paper Sketch

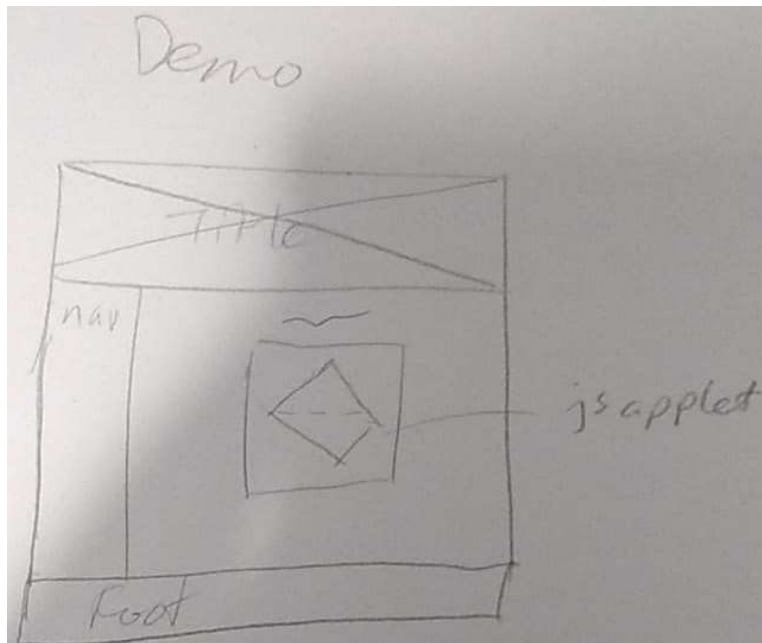


Figure 15 - Demo Page Paper Sketch

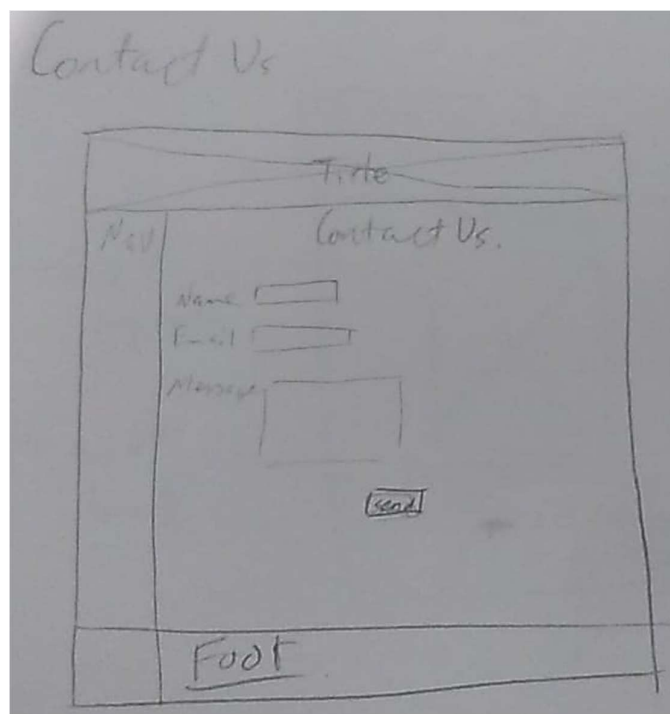


Figure 16 - Contact Us Page Paper Sketch

Appendix 2 – High Fidelity Prototypes

See <https://www.figma.com/file/xKtFQNJ84yeoSXireVmN3i/Untitled?node-id=0%3A1> for the complete set of mobile and desktop designs.