**The Skeleton Plane**

**Interface Design**: 1 Arranging interface elements to enable users to interact with the functionality of the system; 2 the familiar realm of buttons, fields, and other interface components

For our site, the key was to keep everything simple and very easy user-friendly. First, we choose not to incorporate subcategories to our tabs since often times can overwhelm a user with too many options upfront. Our layout template includes 6 main tabs in order of importance to user’s main needs and concerns as well as common convention: Home, About, Books, Antiques, Events, Contact Us. With that same mindset, we included common convention of page footer on this business’ site. Just as the tabs, a user can see the footer on every page they visit. Two more main common strategy in this website template are clickable logo picture and a search feature. Having people type in the categories they want to search might put fewer loads on the database.

Interface Elements plays into interface design of which this Books & Arts website contains various elements. The ‘Rate Us’ page uses radio button to allow users to select one option amongst the exclusive rating categories. The choice of text fields is used mostly on pages where users are allowed to enter text such as ‘Contact Us’, ‘Subscribe’, ‘Account Login’, ‘Account’, and ‘Checkout’ pages. Elements of a dropdown list are solely used where most fitting to allow users lots of options in a compact space. For example, ‘sorting by’ options within catalogs, ‘quantity’ options for number items, ‘state selection’ and ‘card specific’ options for checkout form. Lastly, users will encounter a few action buttons throughout their user experience of this Books & Arts website, Action buttons can be found on pages where adding to shopping is mentioned and where users need to take action such as submitting a form, returning to home page, etc. Action buttons tell the system to take all the other information the user has provided via other interface elements and do something with it.

**Navigation Design**: 1 the set of screen elements that allow the user to move through the information architecture; 2 specialized form of interface design tailored to presenting information spaces

This site involves a navigational system in order to ensure it accomplishes three simultaneous goals: provide users with a means for getting from one point to another, communicate the relationship between the elements it contains , and communicate the relationship between its contents and the page the user is currently viewing. One system is Global navigation provides access to the broad sweep of the entire site. The site’s tab bar links to all the main sections; therefore, anywhere you may be on the site, the tabs bar is our global navigation to take you to where you desire to go. Local navigation is another system to provide users with access to what’s “nearby” in the architecture. This system is only used in our site for the detailing and reviewing of the individual item screens/popups. Another system is supplementary navigation. This is provided consistently on all the top-left corner of Books & Arts site pages, allowing our users to shift the focus of their exploration of the content without starting over at the beginning. To add value to the user-friendly aspect, we use contextual navigation to avoid forcing our users to scan the page for the right navigation element. For instance, hyperlinks are used heavily inside our ‘Events’ page. Lastly, as courtesy navigational we choose to place store hours on the home page just as quick courtesy information even though it may not be needed immediately or so.

**Information Design**: 1 the presentation of information in a way that facilitates understanding; 2 presentation of information for effective communication

Information design helps determine how we develop grouping pieces of information. For instance, on the ‘Account’ page, information regarding accounts related is grouped between Orders, Wallet, and Settings. Also, these are common conventional group headings one would expect on sites such as Amazon’s account page. In addition, just as any other site, our checkout page strategically using information design to group address and payment information appropriately.