

**Nafisa Oichi**

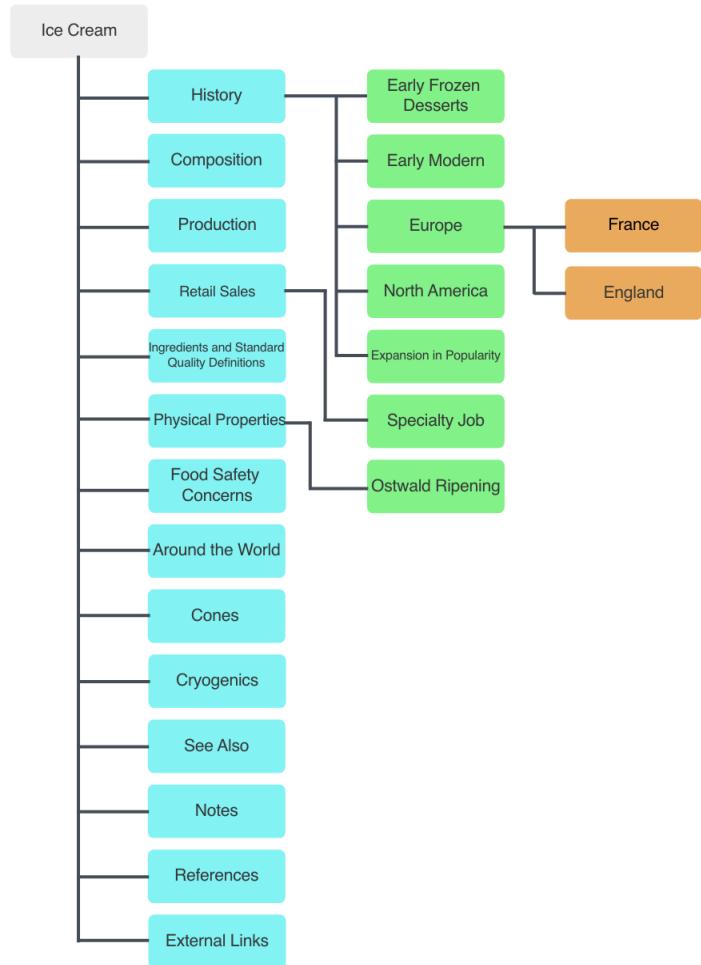
**CCT260H5 F: Web Development and Design I**

**Project 1**

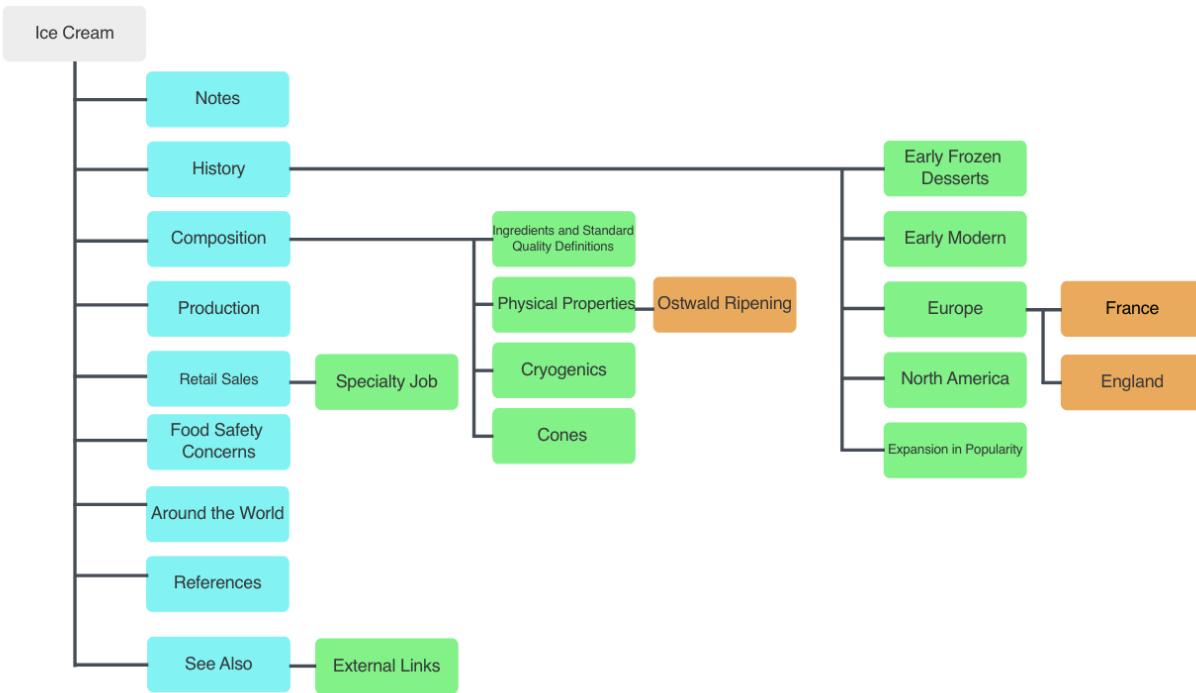
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## **1. Content Study and IA**

### Original



This diagram shows the Information Architecture (IA) of the original Wikipedia page. It can be seen that there are a total of 14 categories, while there are about 10 sub-categories. This linear arrangement makes the page feel dense as there are too many categories that are similar to one another. This can lead to the users feeling overwhelmed.

Revised

Here, we can see that the main categories have been reduced to 8 by arranging all the related categories into broader, more cohesive groups. This not only simplifies navigation but also makes the information easier to comprehend for the user. By consolidating similar topics, the page feels less cluttered and more intuitive. The revised structure improves usability by allowing users to find relevant content more quickly without being overwhelmed by an excessive number of categories. Additionally, the new IA creates a logical flow, guiding users naturally through the content in a way that aligns with their goals, expectations, and the order of importance.

## **2. Navigation**

### Structural

The main categories (blue colored) are the foundational elements of the page as they represent the core sections of the content, such as "History," "Composition," and "Production," which are designed to guide the users through the primary information architecture, providing a clear and organized path to explore the main topics, without feeling overwhelmed.

### Associative

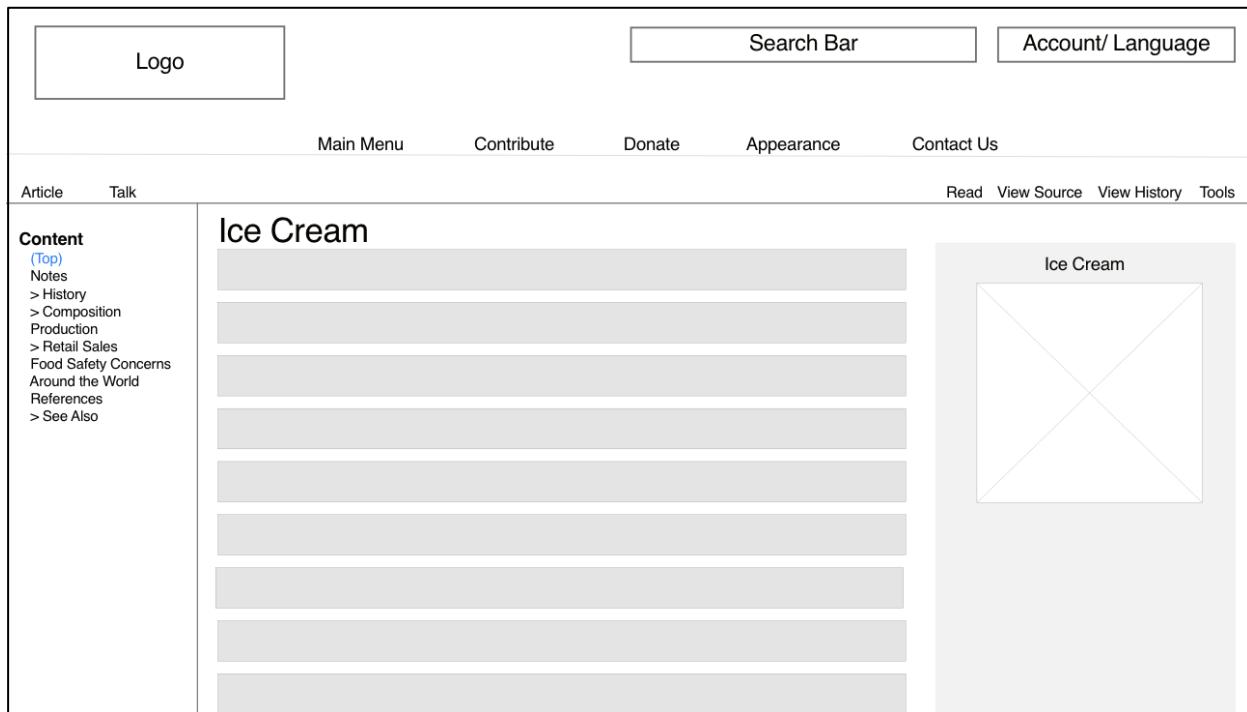
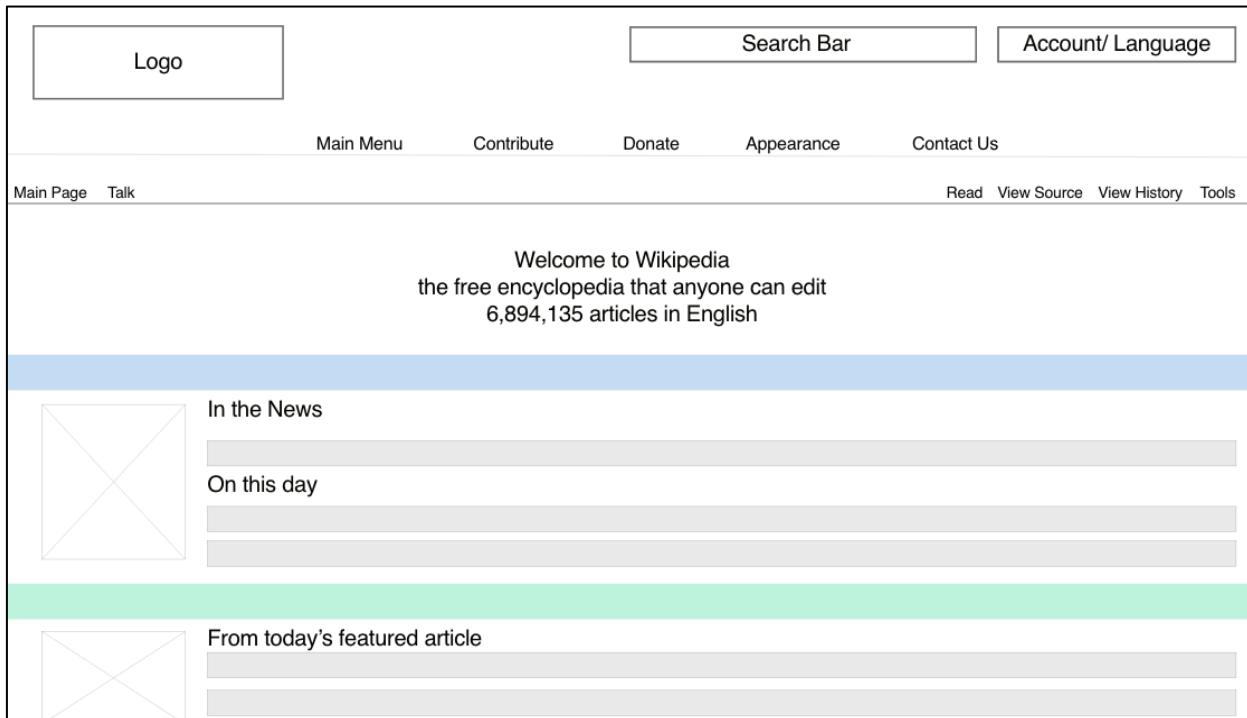
The green-colored boxes in the diagram make up for the associative navigation of the content, which are connections between related content. For example, within the "History" category, subcategories like "Early Frozen Desserts," "Early Modern," "Europe," "North America," and "Expansion in Popularity" appear, linking different time periods and regions that provide a historical perspective on the development of ice cream. Similarly, in "Physical Properties," subcategories like "Ostwald Ripening" and "Cryogenics," expand upon the technical details, creating a network of related concepts. Moreover, additional links are embedded within the texts to enable the users to explore other pages that are related to the topic.

### Utility

Lastly, the orange-colored boxes in the diagram represent specific, location-based, or action-oriented links, such as "France" and "England," under the "Europe" subcategory. These are examples of utility navigation that provide quick access to specific geographic content, allowing users to jump directly to relevant sections. These utility links are helpful in enhancing usability by offering shortcuts to commonly referenced or significant subtopics without overwhelming the primary navigation structure. Also, the search bar, account, and language settings make up for the utility navigation of the website.

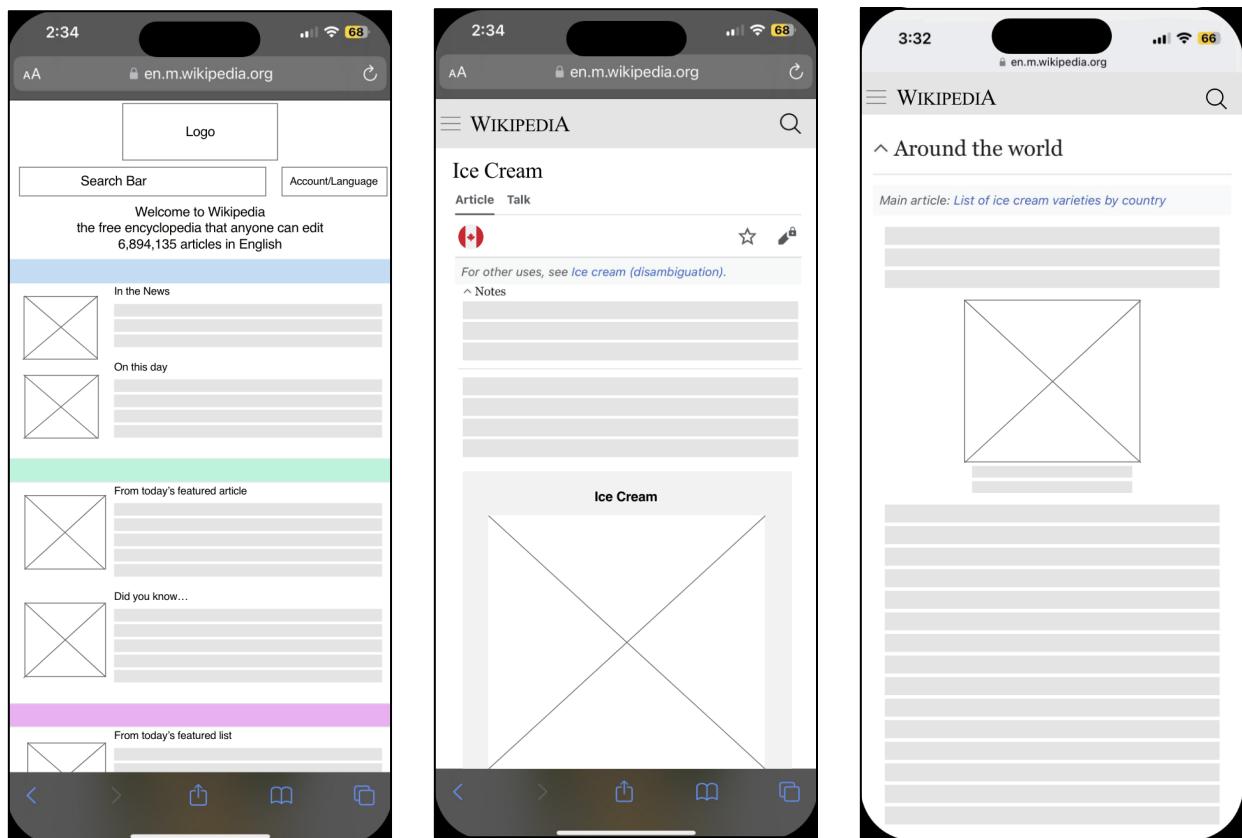
### 3. Wireframes

#### Desktop





## Mobile



These wireframes have been designed to improve the functionality and accessibility of the content. The homepage for both versions has sections divided by a colorful border, which makes the page more colorful and visually engaging. All necessary menus have been made visible by including them in the menu bar. Moreover, users can spend more time on the homepage as the layout encourages exploration, which showcases popular topics and recent articles.

The wireframe also incorporates clearly labeled buttons, which guide the users to important content and utilities. This incorporates the sixth heuristic of Jakob Nielsen's "10 Usability Heuristics of User Interface Design" (1994), which highlights the importance of recognition rather than recall. Also, each inner content page is designed with a consistent layout, ensuring that users can easily navigate between them. Key features include a sidebar for the content and the inclusion of a language tool, which enhances the user experience and usability of tools by allowing the users to customize the site according to their needs. Additionally, mobile wireframes prioritize touch-friendly elements and vertical scrolling, ensuring an optimal browsing experience on smaller screens.

Overall, the wireframes focus on usability principles, ensuring that users can access information efficiently while enjoying a visually appealing and organized interface.

## 4. Graphic Prototype Design

### Desktop

The screenshot shows the English Wikipedia Main Page. At the top, there's a navigation bar with links for Main Menu, Contribute, Donate, Appearance, and Contact Us. Below the header, a search bar says "Search Wikipedia". On the right, there's a user icon and a Canadian flag icon. The main content area features a banner for "Welcome to Wikipedia" with the tagline "the free encyclopedia that anyone can edit" and "6,894,135 articles in English". Below the banner, there's a section titled "In the News" with a thumbnail image of two chocolate ice creams. The news items include: "The Nobel Prize in Literature is awarded to South Korean poet and novelist Han Kang.", "The Nobel Prize in Chemistry is divided, with half awarded to Demis Hassabis and John M. Jumper for their work on protein structure prediction and the other half to David Baker for his work on computational protein design.", "Hurricane Ian makes landfall in the U.S. state of Florida.", "John Hopfield and Geoffrey Hinton receive the Nobel Prize in Physics for their research in machine learning with artificial neural networks.", "Ongoing: Israel-Hamas war, Israel-Hezbollah conflict, Russian invasion of Ukraine timeline, Sudanese civil war timeline.", and "Recent deaths: Ratan Tata - Ethel Kennedy - Arie L. Kopelman - Johan Neeskens - Christopher Ciccone". At the bottom, there's a "On this day" section.

The screenshot shows the Wikipedia page for "Ice Cream". The left sidebar has a "Content" section with links for (Top), Notes, > History, > Composition, Production, > Retail Sales, Food Safety Concerns Around the World, References, and > See Also. The main article page has a title "Ice Cream" and a "Notes" section with a note about "Nice Cream". The main text describes the production and properties of ice cream. It mentions that ice cream is typically made from milk or cream, flavoured with sweetener, sugar, or spice, and may contain fruit or nuts. The text also discusses the history of ice cream, mentioning its origins in ancient Persia and its spread to Europe and America. The article goes on to describe different types of ice cream, such as soft serve, gelato, and sorbet, and their various ingredients and textures. There are also sections on ice cream cones, floats, and cakes. The right side of the page features a large image of two ice creams being held up, one labeled "Oreo" and the other "Nerds-flavoured".

The screenshot shows the English Wikipedia homepage. The top navigation bar includes links for Chrome, File, Edit, View, History, Bookmarks, Profiles, Tab, Window, Help, and a search bar. Below the header is the Wikipedia logo and the tagline "The Free Encyclopedia". A main menu with links to Main Menu, Contribute, Donate, Appearance, and Contact Us is visible. The "Article" tab is selected. On the left, there's a sidebar with a "Content" section containing links for Top, Notes, History, Composition, Production, Retail Sales, Food Safety Concerns, Around the World, References, and See Also. The main content area features a section titled "Around the world" with a sub-section "Main article: List of ice cream varieties by country". It discusses various global ice cream traditions and includes a photograph of three different flavored gelatos (coffee, raspberry, and tiramisu) held against a sunset background. Text snippets mention Italian gelato in Rome, Argentine helado, Australian and New Zealand consumption, Chinese flavors, Iranian fālūde, Greek pagotó, Indian golas, and Indonesian es puter.

## Mobile

The three screenshots show the Wikipedia mobile website on an iPhone. The first screenshot shows the homepage with a "Welcome to Wikipedia" message, a "Search Wikipedia" bar, and a "Search" button. It features news items about the Nobel Prize in Literature (Han Kang), the Nobel Prize in Chemistry (Demis Hassabis and John M. Jumper), Hurricane Milton, and the Nobel Prize in Physics (John Hopfield and Geoffrey Hinton). The second screenshot shows the "Ice Cream" article page with a sub-section "For other uses, see Ice cream (disambiguation)". It includes a photograph of two hands holding ice cream cones in front of a city skyline at night. The third screenshot shows the "Around the world" section of the "Ice Cream" article, which is a mirror image of the desktop version. It includes the same photograph of three gelatos and the same descriptive text about global ice cream cultures.

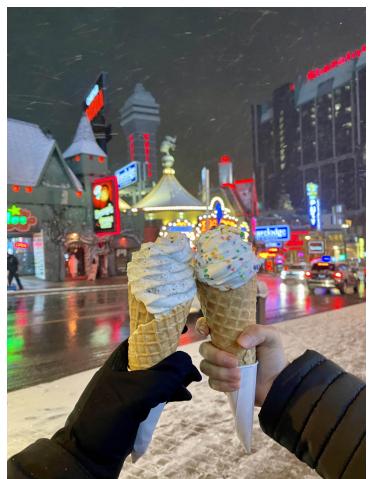
## **5. Rich Media Production**



For this photo, I had adjusted the white balance of the background to ensure that the sunset was visible and the gelatos were visible in the foreground.



I used portrait mode on my iPhone to make the background somewhat blurry, which is also an example of shallow depth of field. By doing so, I am making the ice creams the focus of this image.

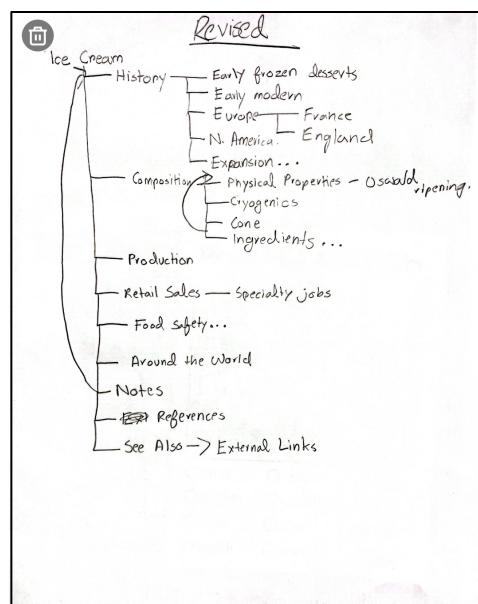
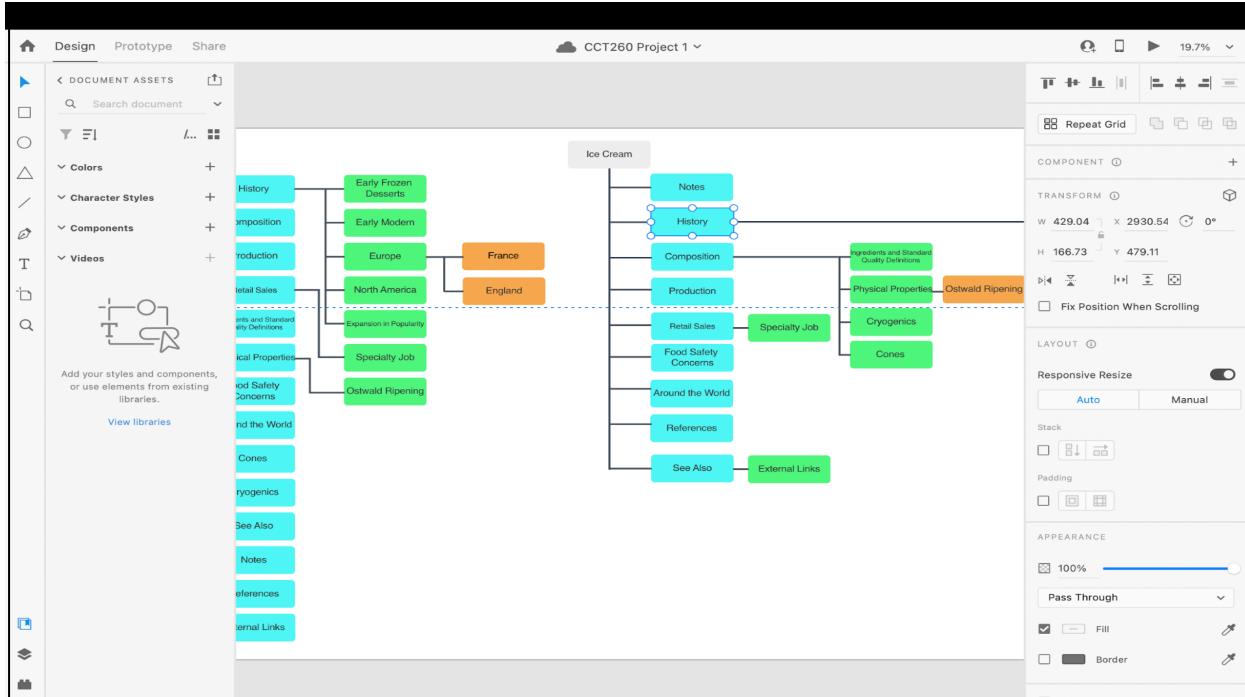


I used a 3x3 grid, which is a feature of my iPhone camera to ensure that the ice creams are perfectly centered. It is also an example of the Rules of Third, which is an important photography technique to ensure that the main elements are placed in your desired position.

## 6. Process

After being briefed about the assignment, I started searching for the topic I wanted to use for this project by looking at my phone's gallery. This enabled me to choose my topic quickly as I had many pictures of desserts on my phone. Since dessert was a broad topic, I decided to narrow it down to ice cream, which is one of my favourite.

Then, I logged into Wikipedia on my desktop and went through the entire Wikipedia page for my topic. Before I started reading the actual, I created the Information Architecture (IA) as a Node-Link Tree diagram on Adobe XD of the original page.



After reading the content thoroughly I realized that a lot of the content is similar to one another. So, I decided that it would be best to group all the similar contents under one category, which would lead to the reduction in the number of categories so that the user doesn't have to feel overwhelmed. I created a rough sketch of the revised IA on a piece of paper then, I used Adobe XD to create a Node-Link Tree diagram.

Once the diagrams were done, I started working on the wireframes on Adobe XD. I focused on the desktop version first because it was easier for me. After I was done with that, I started working on the mobile version. Since consistency is important, I decided to create the

wireframes for the mobile version based on the desktop version. Nielsen's (1994) fourth heuristic of consistency and standard played a key role in creating the wireframe for the mobile version as I want to make both versions similar to each other to make it easy for the users to navigate Wikipedia across all platforms.

I started working on the final graphical design after the wireframes were done. I downloaded all the necessary elements such as logos and the search bar from the website and the necessary UI kits, and stored them in my Adobe Creative Cloud Library. I also used Photoshop to create other necessary icons such as the Account and Language settings. Then, I carefully placed all the elements on the artboards accordingly.

Once I had completed all the artboards, I exported them and started working on this Word document. I inserted all the images and artboards and then, I typed down all the necessary information, making sure that all the materials used for this project has been included.

## **References**

Wikipedia contributors. (n.d.). *Ice cream*. Wikipedia. [https://en.wikipedia.org/wiki/Ice\\_cream](https://en.wikipedia.org/wiki/Ice_cream)

Nielsen, Jakob. (1994, April 24). *10 usability heuristics for user interface design*. Nielsen Norman Group. <https://www.nngroup.com/articles/ten-usability-heuristics/> (Updated 2024, January 30).