**Assignment 1 Website Design Principles**

**Purpose:** For designing my template one of my biggest focuses will be purpose, every page should have a reason for being there and it should be clear to the user right away what that purpose is.

**Accessibility:** A good website is one that caters to everyone and works on every platform, so it’s important when designing my website that I keep in mind how it will scale for people on different platforms, and also that text and navigation is clear and readable.

**Ease of Use:** For a site to be easy to use everything needs to be clear, and it is important to avoid clutter. When designing my website, I will include very simple language with clear purpose so that navigating and using my site is as easy as possible.

**White Space:** Content can be distracting to users, and the use of white space can create and elegant space which is enjoyable to use without taking a lot of time. By using white space, you can direct your users to the important content on your webpage, because of the clear focal point.

**Hicks Law:** The idea of Hicks Law is that the more options a user has the more time the user will need to take to make a decision, which can make a website experience more frustrating. For this reason, my website will give as few options as possible so that the user experience is easy and efficient.

**Fitt’s Law:** Is the idea that the more a button is used the easier it should be to click, for example the play button on Spotify is bigger than the rewind and fast forward, because generally we play and pause a song more often then we skip it. Even though this is a simple concept it can make a huge difference to the user experience.

**Planning**

I want my site to be a very simple webstore in which the user buys just one item, which they can customize. I choose to do this so that I can keep my scope narrow and working on just one item for the user means I can spend more time working on the mechanics of the site and creating a good user experience.

The item my site will sell is a potato with a custom user message. Users choose their message and then choose to have the potato delivered to an address of their choosing. The reason I picked this item was to keep my website as simple as possible.

**Functions/Activities Planned:**

* User writes a message which is stored in a variable
* Fixed navigation bar with clear function and purpose
* Add to cart button adds one item to shopping cart and saves user message variable
* Sign Up page which stores user data into variables
* Login page which stores user data into variables
* Cart or checkout page enables the user to enter the destination of their product (stores data in variable)
* Process page tells the user about the product and process (equivalent to catalogue page)
* Donations page in which users can choose an amount to donate

**Theme**

The theme of my site is elegance and ease of use. The site will use a combination of greys, whites and blacks as a colour scheme and include some descriptive pictures. My product page will be combined with my home page to continue with the idea of simplicity, but there will also exist a process page which describes the product to the user, similar to a catalogue, if I had more items. The layout will be simple up down, with most elements in the centre of the page, as few elements per page. Using the design elements listed above my site will keep the focused on the important information and be as easy to use as possible.

References:

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