Assignments — Week 04 | Design | Structure, Layout, & Navigation

In this two-part assignment, you will first practice the principles of layout design you learned in class in designing the layout of a product page and then use the principles of effective navigation to determine the appropriate navigation model for an e-commerce site, focusing on the check-out process. Part 1 focuses on visual design, building on the principles we have learned in class on visual design as well as layout design. Part 2 focuses on effective navigation that supports the user's task and not on visual design. For both parts of the assignment, you will primarily use Adobe XD. If you have not yet explored this tool, the first step in completing this assignment would be to visit the Technology Requirements section of the website and follow the instructions to set up and start using Adobe XD. The first part uses assets that are provided in this template file.

Part 1. **Layout Design**

In this part of the assignment, you will be given a set of essential design elements that must be placed on a product page and will be asked to create an effective layout building on one or more of the principles of layout design (e.g., golden proportion, visual hierarchy, visual scan patterns) using these elements. You are not limited to these elements and can add additional elements that help you achieve your layout design goals. Additionally, you can modify the size, typeface, and color of the provided design elements. To complete the assignment, download the Adobe XD template linked here, complete your layout design, create a link to your design using the "Share for review" option, and provide the link below. Along with the link, provide a brief justification for your layout design choices, specifically why you chose the principle(s) you followed and how did you use the existing and new design elements in support of the principle(s). In your justification, focus on your layout design choices even if you have made additional design choices, such as changing the color of a button or text element.

Link: https://xd.adobe.com/view/c5a41450-a923-40af-5dfa-6b0b0f313ab3-b395/
Preview:
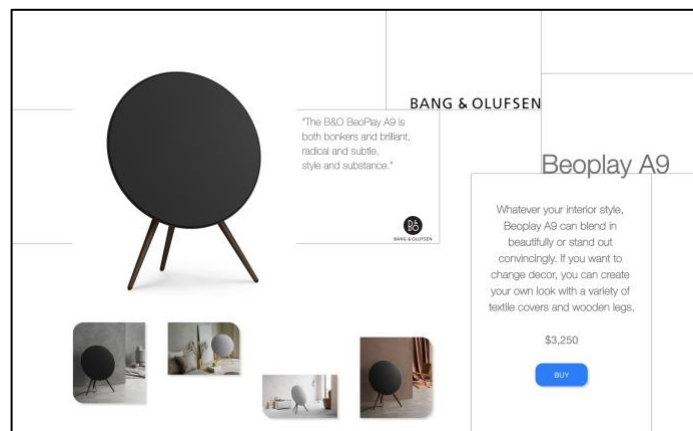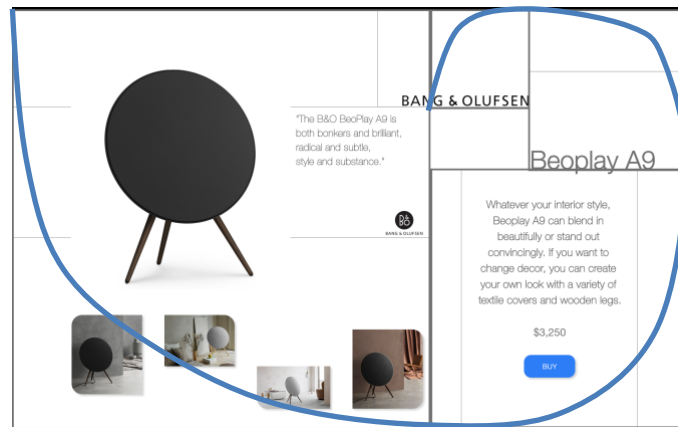
Focal Point

I used the golden proportion when I place my focal point, which is the product. Look at the think lines in the page, they look a little bit messy because I add thickness to them in order to emphasize them.

In each portion, I used rectangles to emphasize the focus of each point: the product (main), description(secondary), product name(smaller), brand logo(smallest). In this design, I applied the using the element in design, shape.

Using the rule of thirds
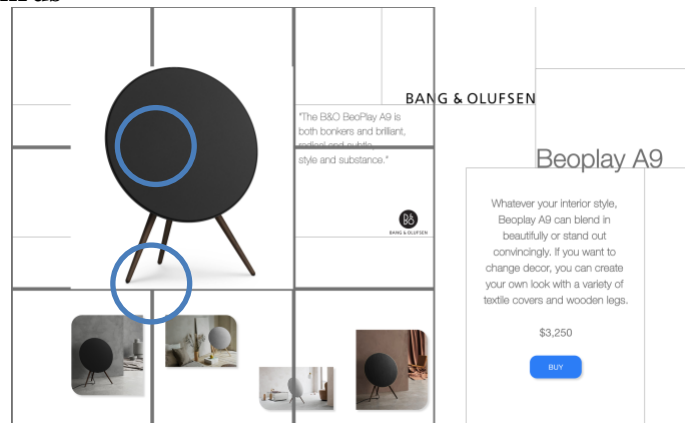
For the main part, I applied a grid line that we mentioned in the lecture. As people watch the left two cross points first, so I decide to add the product image at the two points.

Using negative space
In my design, I used a lot of positive space and negative spaces, the product images are positive spaces and the rest (white area) are negative space.

Placing imagery
The main image is placed in the center to top part of the design and the rest of them in a relative position. The image groups formed a focus point of the main product.

Grouping using Gestalt Theory
The rectangles in each portion, which I call decorations, follows the Grouping using Gestalt Theory as they are in similar genre, color and patterns.

Creating visual hierarchy
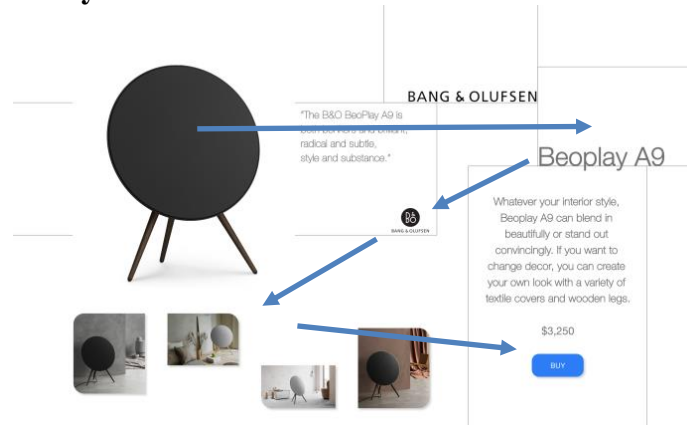
In my design, the application of visual hierarchy is not very strong, but it basically follows the Z-pattern.

Creating contrast and emphasis
The text and images and the background are in contrast as the text and images are darker and the background is bright. The redesigned "buy" button in a totally different color pattern but in the same genre with the whole page, which is in contrast in the rest of the design in color.

## Part 2. **Navigation Design**

In this part of the assignment, you will design the navigation structure of an e-commerce website, specifically a store that sells running supplies (e.g., shoes, apparel, accessories). You will focus on the product checkout process, including the pages listed below and additional pages as necessary for the navigation structure you have devised. In your design, you must use one or more of the navigation models we have discussed in class and create the necessary aids for successful navigation. (A good design would likely require combining multiple models.) You will not be judged on the placement or specific design choices of the elements on each page, as we are only focusing on navigation. Place wireframe elements that sufficiently identify the page (e.g., a shopping cart page can look like in this example). Your pages must have the custom size of 800 x 600 pixels. Add the navigation aids (e.g., links to the home page) that are necessary for your design. Again, do not focus on the design of these aids; our focus is to get the navigation structure right, and we need the bare minimum aids necessary for it. Create a link to your design using the "Share for review" option, and provide the link below. Capture a screenshot of your navigation structure as it appears in the "Prototype" tab in Adobe XD and annotate it to highlight what transitions make up what navigation structure. You can also hand-draw this structure and include a scan/photo below. Finally, justify your navigation model choices in a brief paragraph.

Pages that must be included:

- **Product page** that shows a running shoe and associated information and task options
- **Shopping cart** that lists products that are currently in the cart and options to remove items
- **Options page** that shows shipping address and payment options
- **Confirmation page** that summarizes the purchase and provides options to finalize

When you are determining what additional pages you might need, what navigation model your design might follow, and what navigation aids you might create, think about the user's task. What are the possible actions that the user might take on each page?

Link: https://xd.adobe.com/view/9ac17130-e862-414a-4eae-618507f548a9-ecf0/
Overview:
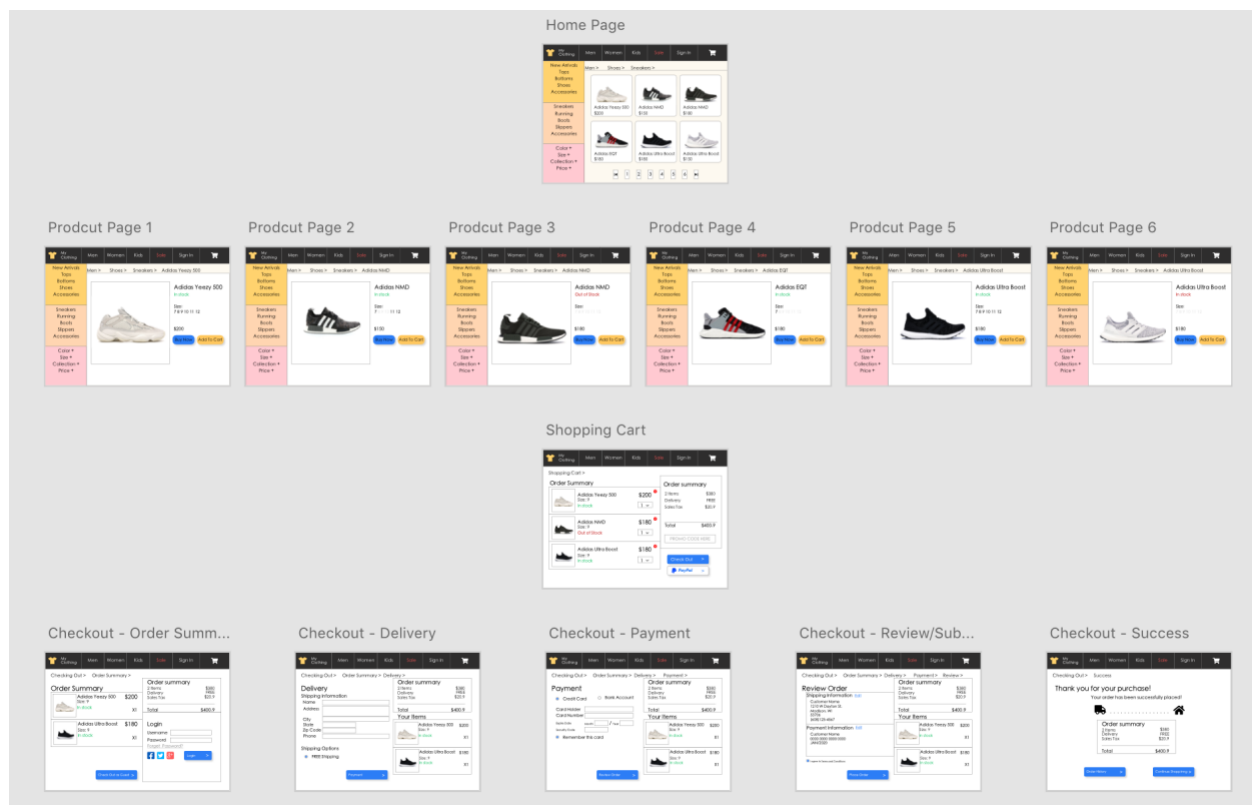
Models: Hub & spoke
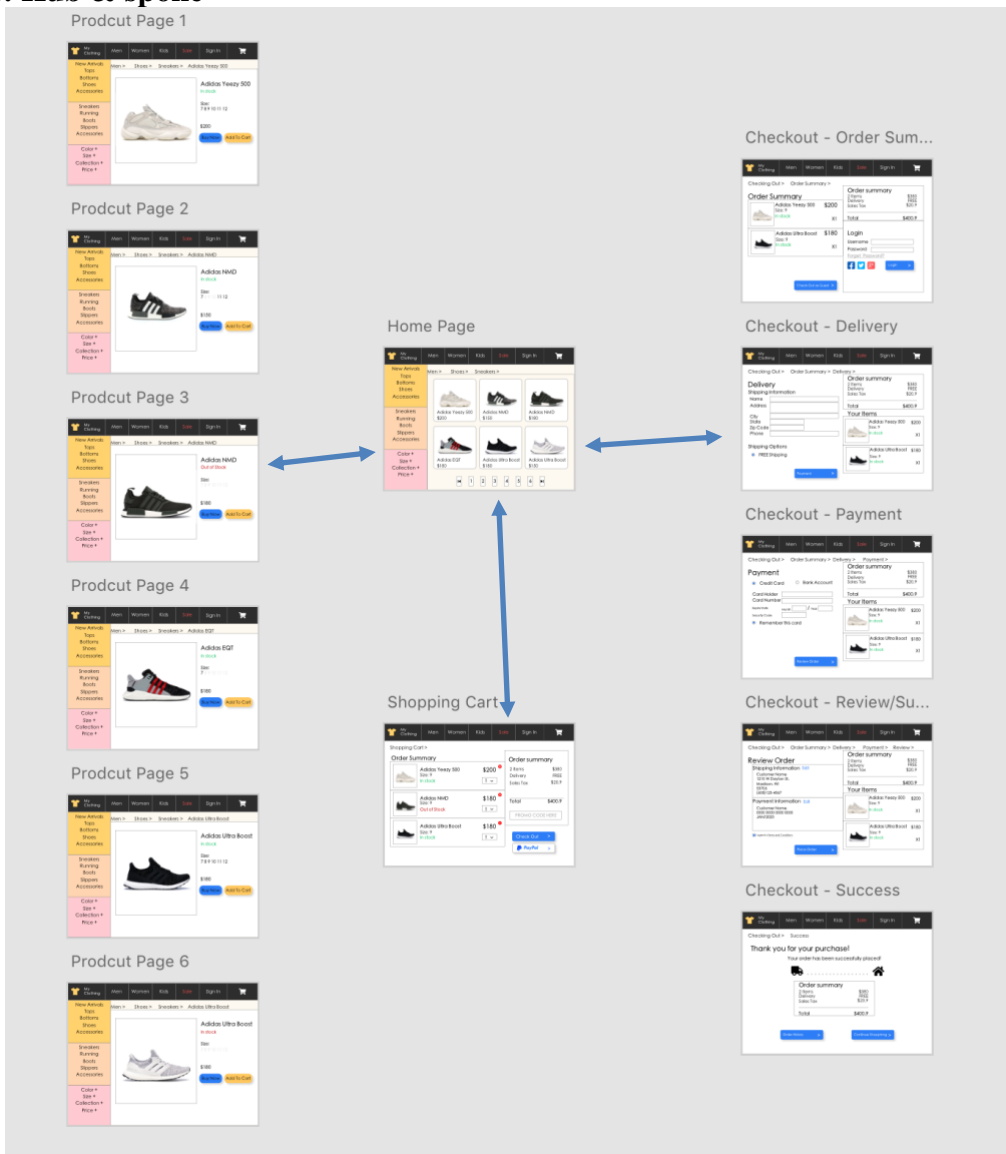
The center is the home page, the components are the product pages, shopping cart and check out page.

Models: Stepwise
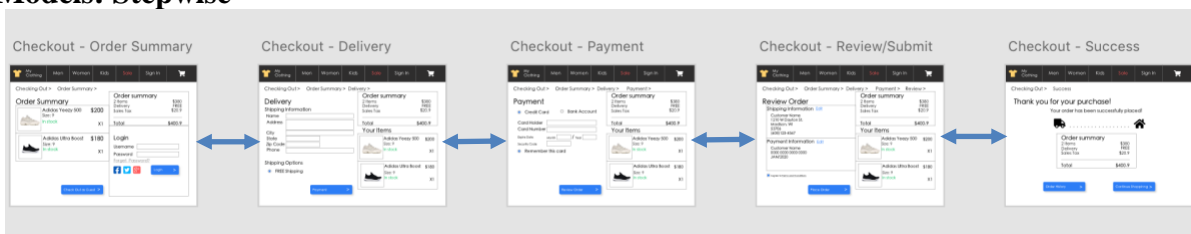
In the checkout pages, I applied the stepwise model.
Order summary -> Delivery -> Payment -> Review Order -> Success

In each page, user can go back by clicking navigation tags above and continue by clicking the button below.
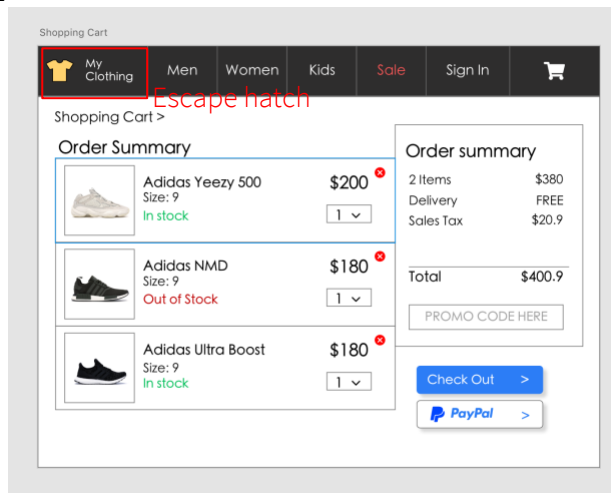

Models: Pyramid

I used two pyramid models in this design, one consists the home page and product page and another is the shopping cart and the product page (full pyramid if all product adds to the shopping cart).

Models: Escape hatch

In each page, when the customer clicks the website logo, they will go back to the home page.