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WEB DESIGN WEEK 6

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1.

In this scenario, a UX designer is tasked with creating the layout for a new e-commerce website selling fashion apparel. The main objective is to design a user-friendly interface that encourages browsing and increases conversions. The homepage features a prominent navigation bar, a rotating banner showcasing promotions, and category sections for men, women, and accessories. Product pages are designed with high-resolution images, clear pricing, and an “Add to Cart” button that is easy to locate. The designer ensures that the layout follows a consistent grid structure, providing visual balance and reducing cognitive load for users. Interactive elements, such as filters and search functionality, are placed intuitively to streamline product discovery. Responsive design is prioritized so that the layout adapts seamlessly to desktops, tablets, and smartphones. User testing is conducted to identify areas of confusion, enabling iterative improvements that enhance usability and satisfaction.

2.

Flexbox, short for Flexible Box Layout, is a CSS layout module designed to simplify the process of aligning and distributing space among items in a container, even when their size is unknown or dynamic. Its main role is to provide a more efficient way to create complex layouts compared to traditional methods like floats or inline-block. Flexbox introduces a parent-child relationship, where the parent container becomes a flex container, and its children become flex items. Developers can control the direction of items (row or column), their wrapping behavior, alignment along the main and cross axes, and the distribution of available space. Properties like justify-content, align-items, and flex-grow allow precise control over positioning, spacing, and scaling of items. Flexbox is especially useful for responsive design, enabling layouts to adapt smoothly across different screen sizes without requiring complex calculations or media queries. Its simplicity and flexibility make it a fundamental tool in modern web development.

3.

In this exercise, I used Figma to design a layout for a fictional e-commerce homepage. I started by creating frames to represent desktop and mobile screens, ensuring responsiveness. Using Figma's grid and auto-layout features, I organized sections such as the header, navigation bar, promotional banner, product categories, and footer. Components like buttons and cards were reused across the design to maintain consistency and speed up the workflow. I experimented with spacing, alignment, and typography to create a visually balanced and readable layout. The drag-and-drop interface made it easy to iterate quickly, while prototyping tools allowed me to simulate user interactions, like clicking on products or navigating menus. Reflecting on this process, I realized how Figma's collaborative features could streamline team design work, and how visual hierarchy, spacing, and alignment are crucial for user-friendly layouts. Overall, the practice reinforced the importance of planning, consistency, and adaptability in interface design.

4.

In this activity, I created a layout flowchart for an e-commerce website using Draw.io. The flowchart begins with the Homepage, which branches into major sections: Navigation Bar, Promotional Banner, Category Sections, and Footer. Each category section further divides into Product Listings, which lead to Product Detail Pages with images, descriptions, and "Add to Cart" options. From the product pages, users can proceed to the Shopping Cart and then to Checkout, which includes steps like Login/Sign-Up, Shipping Details, Payment, and Order Confirmation. Decision points, such as whether a user is logged in or wants to continue shopping, are included using diamond-shaped nodes. Arrows indicate the flow between pages and user actions. This flowchart helps visualize the website's structure, ensuring all critical paths and user interactions are considered. It also aids developers and designers in understanding dependencies and maintaining a logical, user-friendly layout.

