

Our group decided on an online bookstore website where customers/users can browse and shop for books. An online bookstore would have a good variety of pages and features while keeping a consistent theme. We felt that it was something that would have a lot of elements and features such as a homepage, genres page, about us page, contact us page, my cart page, etc. A bookstore is also a simple idea that our group is familiar with and wouldn't require much knowhow (since any items or text can be filled with quick research) unlike with our other ideas like a museum or restaurant website. The idea resonated with our group.

### **Homepage:**

**Description** - The landing page for the website will show featured books, such as user recommendations, best sellers, and newly released books, as well as any upcoming bookstore events.

**Strive for Consistency** - Each page will consist of a reoccurring search bar, navigation bar, logo, and account options (logging in, signing up, sign out, looking at your account, looking at your cart). The color scheme and palette used on each page will also be consistent, creating a recognizable aesthetic for the user.

**Informative Feedback** - Each clickable action on the page will give feedback to the user when moused over as well as staying highlighted when the user is on the current page. More specifically, when the user hovers their mouse over a menu item, for example, that menu item will be highlighted to indicate to the user their involvement with the website. The page within the menu at which the user currently resides, such as Genre, will also be highlighted to inform them of their location. Finally, if a fixed period of time elapses without the user interacting with the website, a page will appear, prompting them: "Need help? What genres do you like?" This would then navigate them to the corresponding genre or suggest some books they may like.

**Reduce Short Term Memory** - Once a user accesses a new page a bread crumb feature will appear showing their current location as well as the previous locations they were so they don't have to retrace to steps to, for example, see what genre the book they are looking at is. Moreover, the menu will not have too many layers. This rids the need of the user to click extensively through the menu to find what they are looking for and decreases the memory load they would otherwise incur having to remember all of those clicks.

**Offer Simple Error Handling** - Within the search bar, if the user tries to search for a book that is not available in the bookstore, they are directed to an error page. This error page would prompt them with a message like "Whoops, the book you have requested is not available", and would offer several suggestions to the user to resolve the issue. For example, the first one could be "try refining your search" or "check your search query for potential errors". Another suggestion could be to contact the administrators if there is a book you would like to purchase that is not currently being offered.

### **List of Books Page (As shown “Mystery”):**

**Description** - The user will be able to browse books by genre. From the navigation bar there will be a drop down menu when the user hovers over the genre tab and from there they will be able to select a genre. Each of these pages will list the books in the same layout, so as an example we have only implemented one genre, Mystery, as all the other pages would look the same.

**Strive for Consistency** - On this page, the menu bar, search bar, sign in link, cart link, and log in link will appear in the same locations, sizes, and colors as they did in other pages, establishing a consistent feel and experience for the user. The organization of the genres, their description, and their trending on this Genre page will have a consistent and neatly organized arrangement.

**Permit Easy Reversal of Actions** - The breadcrumb navigation (Home > “Insert Selected Genre Here” allows the user to click it to navigate backwards.

**Short Term Memory Load** - The breadcrumb trail also allows the user to see where they’ve been, for example it shows them the genre of book they are currently looking at. Having a menu with just a few layers and a few modules also reduces their memory load, as they don’t have to remember a large path of clicks to get to a previously-visited page.

**Informative Feedback** - Each item that can be clicked will have feedback (highlight, etc.) when it’s hovered over.

### **Individual Book Page:**

**Description** - Once a book is selected the user will be shown a picture of the cover of the selected book along with the title, author, and a short description about the book. They will also be able to see a star rating and the availability of the book. If the book is not available, the user can not add the book to their cart, but can add it to their wish list. From here they will also be able to leave a review for the selected book.

**Strive for Consistency** - The main navigation menu, search bar, and links to log in and sign up will be in the same location on this page as they are in other pages, reinforcing a consistent layout for the user.

**Short Term Memory Load** - As with other pages, the breadcrumb feature will display the current path of the user within the website. This feature allows the user to easily see and revisit the pages they were previously visiting. As such, the user does not have to interact with the menu to get to previous pages, thereby reducing the memory load. The menu itself is also simple with few layers which reduces the amount of clicks they must remember.

**Dialogue to Yield Closure** - When a book is not in stock, the user may still add it to their wish list. Upon doing so, they will receive a message informing them that they will receive a notification when the book is back in stock.

**Permit Easy Reversal of Actions** - Again, the breadcrumb navigation (Home > Genres > Mystery > The Murder of John Smith) allows the user to click it to navigate backwards.

### **Login, Sign out:**

**Description** - Once the user has clicked the login button in the top right of any screen of the website they will then be taken to a form asking them for the required information. If the information they entered does not correspond to an existing account they will be given an alert that the credentials are incorrect. Once logged in one of the account options in the top right will be to sign out. Clicking sign out will take the user back to the homepage with an alert saying they have been signed out.

**Design Dialogue to Yield Closure** - Once a user is logged in one of the account options in the top right of the recurring menu will be the option to sign out. When clicked, if the user is successfully signed out, the user will be brought back to the homepage with an alert stating so.

**Strive for Consistency** - The forms for the actions of logging in, signing up, and recovering a forgotten password will be consistent in appearance as once a user interacts with one of these menus they will already be familiar with how the others function.

**Offer Informative Feedback** - When a user logs in they will be kept on their current page with an alert saying they have been logged in. Both buttons on the page will also become highlighted when the user hovers over them, informing the user of their interaction with the website.

**Permit Easy Reversal of Actions** - The Login page will also feature the “Go Back” button which will allow users to return to their previous page. This button is especially useful if they did not mean to navigate to the Log-in page and would like to easily return to the book(s) they were looking at.

### **Sign up:**

**Description** - The signup form has a similar look to the other account forms. From here the user will be able to enter their information they wish to link with their account. If the email they select is already in use they will be shown an alert telling them so, with a link to the sign in page in case maybe they have forgotten about an account they have previously made.

**Strive for Consistency** - Like the forms described before these will follow the same layout to keep the functionality similar to the users. This will establish a common layout which they can identify and expect when they visit the log-in page and other such pages in the future

**Offer Informative Feedback** - If the user tries to create an account with an email that is already associated with another account they will be notified via an alert that their account was not created and why. On the successful creation of an account they will be taken to the login page and given an alert telling them to try logging in. When the user hovers over any button on the page, it will become highlighted to inform them of their location within the webpage

**Offer Simple Error Handling** - If the user tries to create an account with an email that is not in email form such as not including an ‘@’ they will be notified that they are wrong. They will also

be linked to the sign up page via an alert if they enter an email already associated with an account in the case that they forgot they have previously made an account with that information. Permit Easy Reversal of Actions - The user is provided with a “Go Back” button which allows the user to return to the page from which they came. This is especially useful when the user does not mean to click on the “Sign Up” link. In such cases, the user can click the “Go Back” button to return exactly to where they were, thereby removing the otherwise arduous task of relocating the book(s) they were looking at.

### **Forgot Password:**

Description - From the forgot password page the user will be able to enter the email associated with their account to receive an email about recovering their password. If the email is associated with an account an alert will show up saying to check their email, if not an alert will show saying there is no account associated with that email.

Strive for Consistency: - This page will have similar format and layout as the other account pages, such as the login and signup page, thereby establishing a common identity within the user’s mind of all account-related pages.

Offer Informative Feedback - This page will give the user alerts based on the outcome of either an email being sent or not. This keeps the user from having to continuously check their email after entering the required information. As with all other pages, all buttons on the page will become highlighted when hovered over to indicate the user’s interaction with the webpage.

Dialogue to Yield Closure - If the email is sent, then a short alert notifies the user. Moreover, the email sent to the user will link the user to a new page allowing the user to change their password, thus providing closure to their issue.

Offer Simple Error Handling - They alert showing the user whether the action was successful or not allows them to know if they entered either the wrong email or entered their email incorrectly by telling them the action could not proceed.

Permit Easy Reversal of Actions - The page will feature a “Go Back” button which will allow the user to traverse right back to the page from which they came, ensuring they can go back to the login page with ease

### **About Us:**

Description - This page will be related to the physical location of the bookstore. It will show our location on a map, a calendar showing upcoming events or days when the store will be closed, as well as an overview description about the place.

Strive for Consistency - This page will follow the same layout to keep the functionality similar to the users. The menu, header, color palette, etc. will remain consistent,

Permit Easy Reversal of Actions - As with other pages, the bread crumb feature will be present on this page which will allow the user to traverse back to previous pages with ease.,

Offer Informative Feedback - Hovering over dates on the calendar or the map will result in feedback in the form of a color change in the data box or location point.

Reduce Short-Term Memory Load - The bread crumb feature and different colored menu item show the page location and path of the user. The items and events of the calendar are different colors depending on what they are (like red for when the library is closed due to an event or holiday) to make it easier for users.

### **My Cart:**

Description - From here the user will be able to manage books they have added to their cart by removing them. From here the user will also be able to click a check out button at the bottom of the page if they want to buy the books in their cart. If the user proceeds to close this page they will first get an alert warning them that they are currently in the process of checking.

Reduce Short-Term Memory Load - The cart page will display each of the books that are currently in the user's cart. In doing so, this page reduces their short-term memory load, as the user does not have to recall exactly what books are in their cart. They can simply look at the list and use it to determine whether they would like to check out or make some modifications.

Dialogue to Yield Closure- Upon checking out, the user will be presented with information pertinent to their purchase. If the purchase went through for example, there will be a message saying something along the lines of "Success! Your purchase has been approved... You can expect to receive your books on Month/Day/Year"

Offer Simple Error Handling - If the user has a book in their cart that is no longer in stock (likely if the book has sat in their cart for a long time), the user will not be able to check out. They will instead be prompted with an error message informing them of the issue and suggesting to move the book to their wish list in order to proceed with checkout.

### **My Account:**

Description - From here the user will be able to manage aspects of their account such as the email address associated with it, deleting the account, or changing the name under the account. Changing the email first has to go through a check of if the email is in use or if the email is in use they will get an alert saying the change was not successful and their associative email has not been changed. From here they will also be able to delete their account, but not before going through a warning stating what this entails such as, your email will no longer be associated with an account, their cart will be emptied, they will no longer be able to log in. If the user clicks yes to this alert and the account deletion is successful, but they have the option to reverse this by logging into their account within the next 48 hours, if this was perhaps a mistake or they want to go back, then they will be brought back to the homepage logged out.

Support Internal Locus of Control - The ability to delete their own account allows them to disassociate themselves and their information from the website.

Permit Easy Reversal of Actions - Giving the user the option to log back in and reactivate their account within a certain window of time from when they chose to delete it allows them to easily recover their account if they would like it back.

Offer Simple Error Handling - The presence of an alert window in which they must confirm the deletion of their account hopefully stops them from deleting theirs with a single misclick while on this page.

### **Contact Us:**

Description - From here the user will be able to contact the bookstore via email from the page. It redirects to the bookstore's social media sites (Facebook, Twitter, and Instagram) are also listed and clicking the icons will send the user to them.

Strive for Consistency - The page design is consistent with the rest of the website, both in its header, menu, structure, and color palette,

Permit Easy Reversal of Actions - The user can undo recent changes to the message or delete all entries in the boxes.

Offer Informative Feedback - Located on this page as well will be links to the relevant social media links, if they would prefer to contact us from there, or this might be useful as an alternative to sending an email. Upon a successful email sent they will get an alert saying that it went through, if it was not successful they will receive an alert saying so. There's also feedback in small details like the social media icon or the Undo/Delete/Submit button changing color/being highlighted when the user hover the cursor over them.

Support Internal Locus of Control - There'd be a prompt to confirm with the user that they want to submit or delete their message. This avoids surprise/accident and double checks with the user and gives them a sense of control of things.

Dialogue to Yield Closure - The site will display a quick confirmation box for whenever a message has been successfully submitted.

Offer Simple Error Handling - If the message/email is not successfully sent or if there is some kind of error, a message will pop up that says so as well as telling the user to either reload the page or try again at another time.