

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**

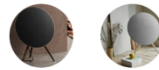
In this part of the assignment, you will be given a set of essential design elements that must be placed on a product page and will be asked to create an effective layout building on one or more of the principles of layout design (e.g., golden proportion, visual hierarchy, visual scan patterns) using 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, capture a screenshot of your design, and include it below. Along with your design, 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.



Beoplay A9

Beauty and passion to your music

Whatever your interior style, Beoplay A9 can blend in beautifully or stand out convincingly. If you want to change decor, you can create your own look with a variety of textile covers and wooden legs.



\$3,250

Quantity +

ADD TO CART

BUY

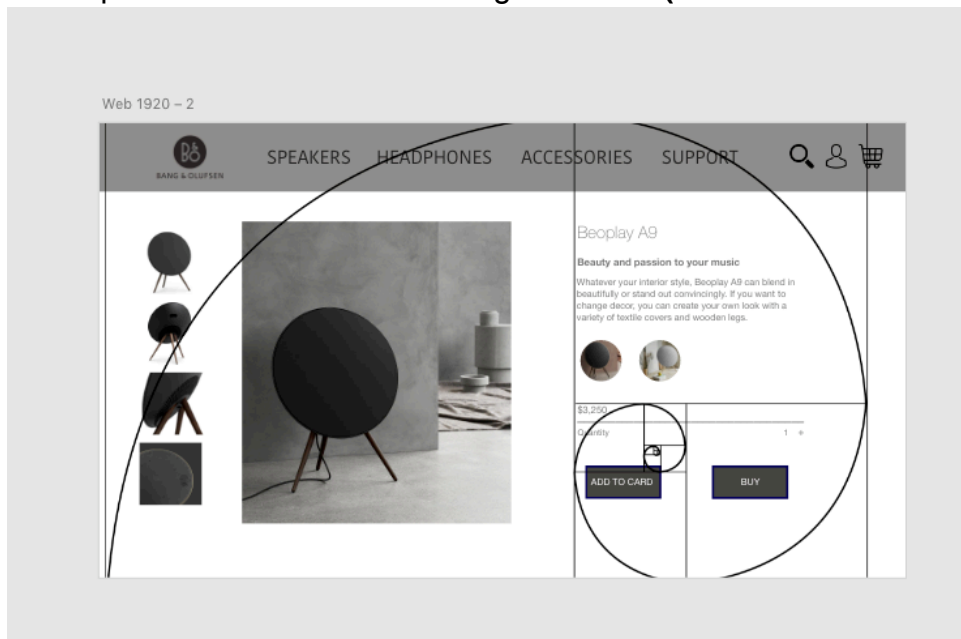
There are many design layout principles being used in this project.

- **Creating a focal point**

As we can see, the speaker's photo is pretty large on the left side which will catch the user's attention immediately when open the page. After that, this focal point will guide user to its next destinations or text around the focal point.

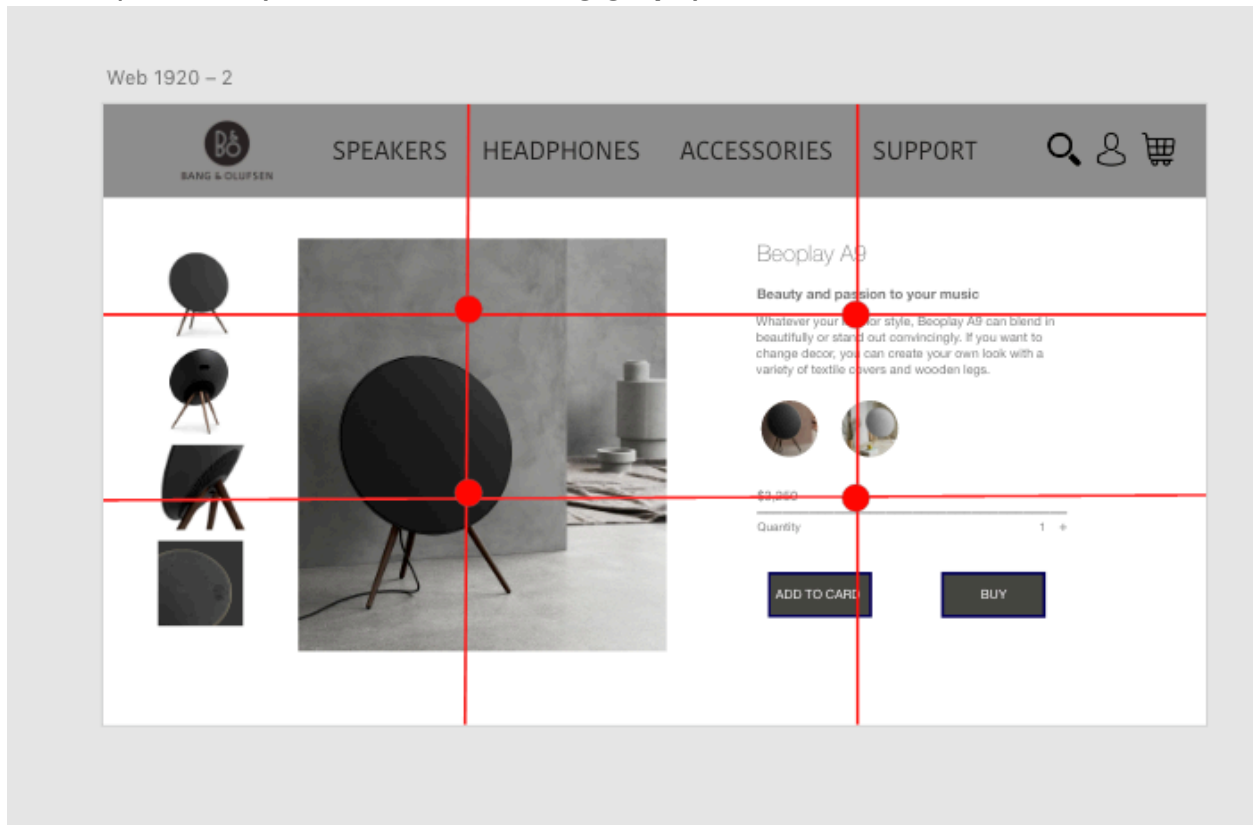
- **Following the golden proportion**

You could find the layout between the photo and text is almost fall into the golden proportion 1:1.618. This suggestion that this design have a balanced placement of items which provide a comfortable feeling for users. **(Refer to the following graph)**



- **Using the rule of thirds**

By using the rule of thirds, we know that the intersections are served as focal points. Thus, we could find that two of the focal points on the left are located on top of our products photo which is the goal of our focal point that catches the user attention. In addition, the right top intersection let user know the features of the production through reading the description. And the right bottom intersection let user know the price of the products. **(Refer to the following graph)**



- **Integrating type**

The large headline on the top gives the user a general idea what kind of the products that the company are offering. The two text blocks (add to cart, buy) guide the user's attention which could increase the chance that user clicking it.

- **Placing imagery**

The large image on the left, and a list of images on the left create a focal point for user to pay more attention to the products. In addition, through watching those images, user will generate a preference to the products.

- **Using negative space**

The white space is the negative one on more this design. It served as a visual break between different sections, especially for the list of images on the left side. In addition, under the color choices, the negative space is also served as a visual break.

The principles that I choose for this design not only helps user to focus on the products, but also help the company boost their sales. Since we want to provide user as much information about the products, we can to the user within few seconds that they spent on the website, these design principles will make sure we satisfy this requirement. Because the focal points are on the product, add to cart, and the check out button. If a user like the product, they will start to buy the product by following the navigation that created by the layout principles.

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?

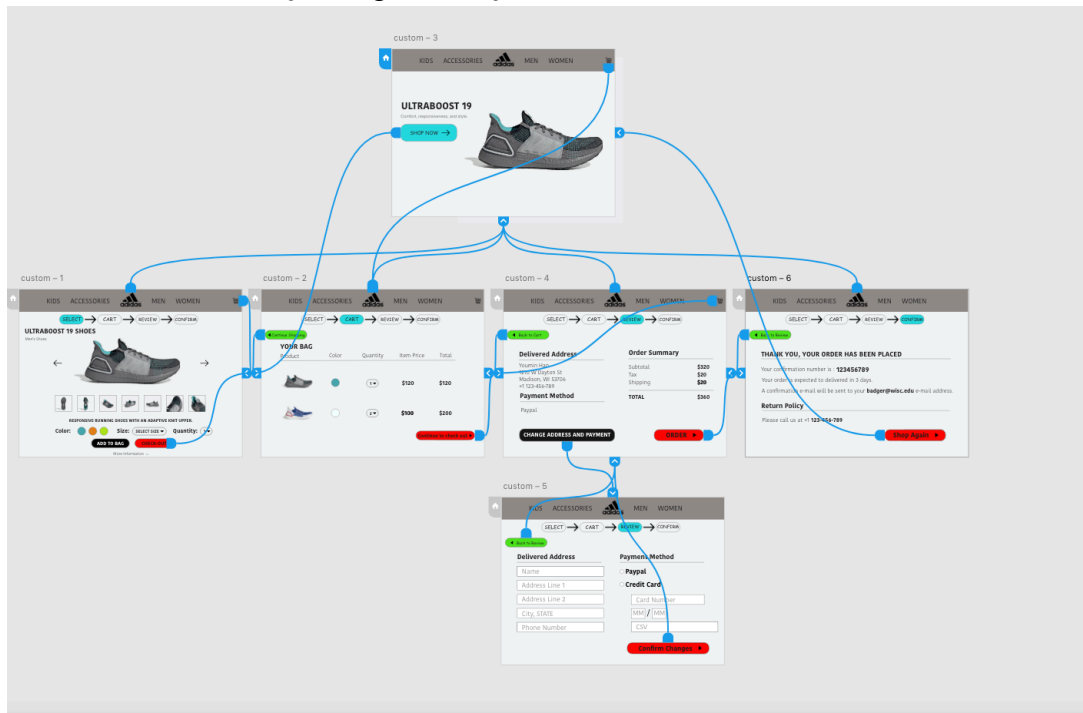
The following is the link for my design:

<https://xd.adobe.com/view/ef658fe1-d741-489d-4be1-8b0260772b8d-9954/>

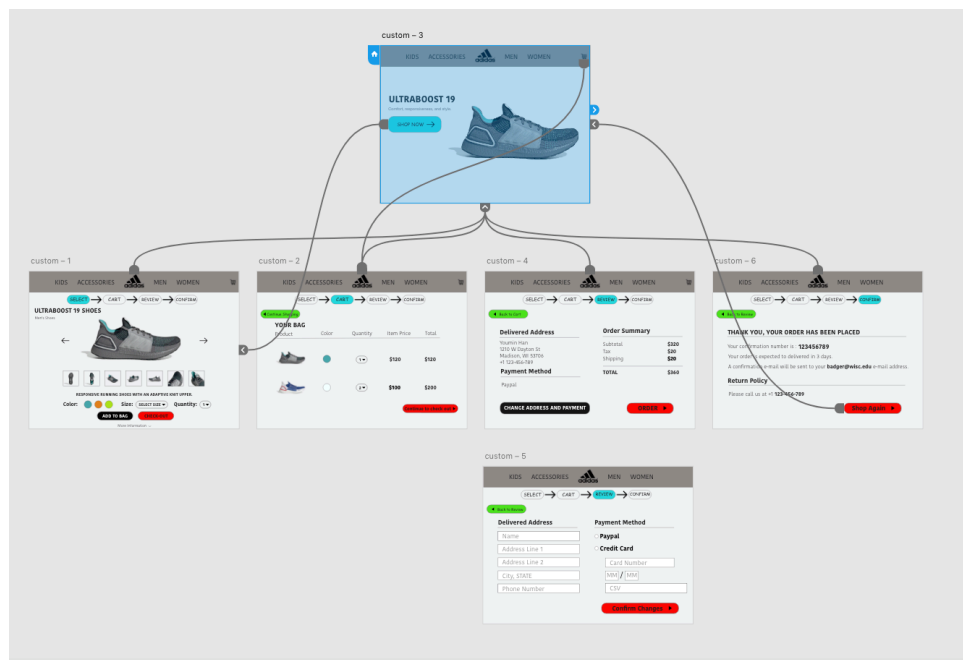
There are three models that I used in this design on check out page.

- Stepwise
- Pyramid
- Multi-level

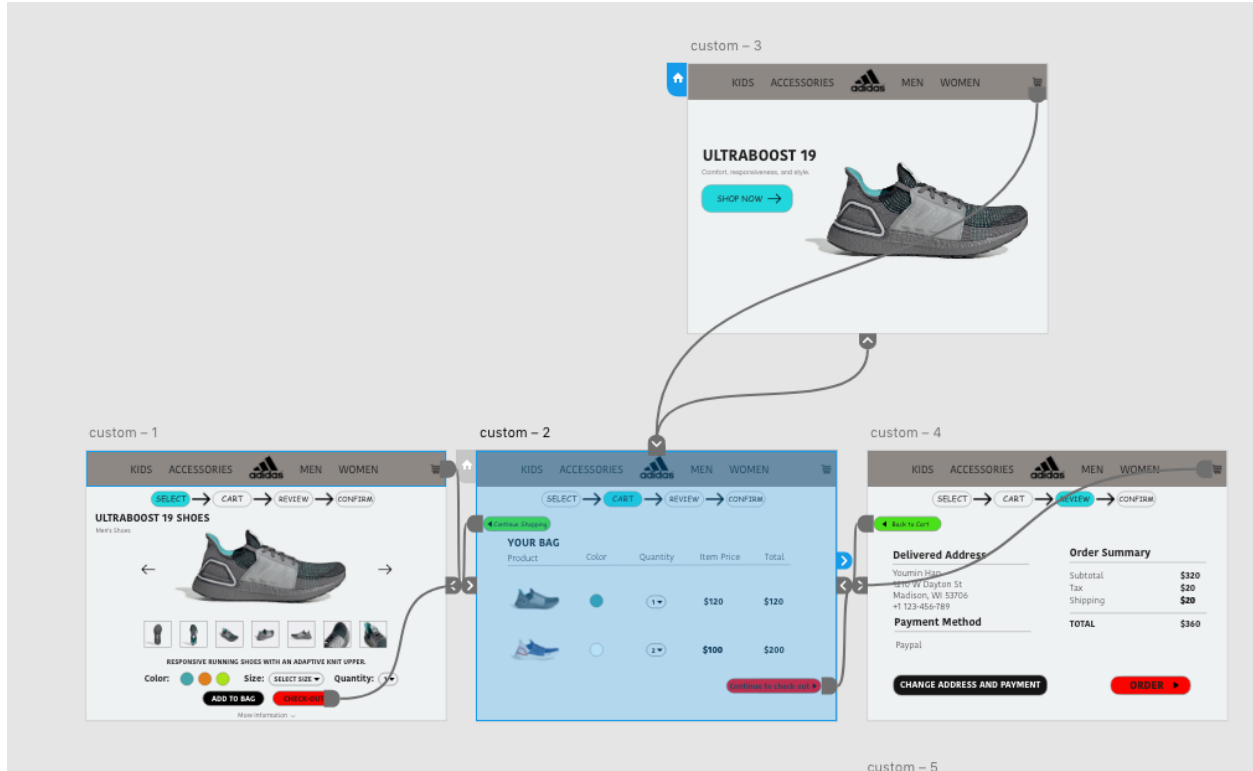
I will illustrate my navigation model through by using a series of screen shot. The following is a general view about my navigation layout.



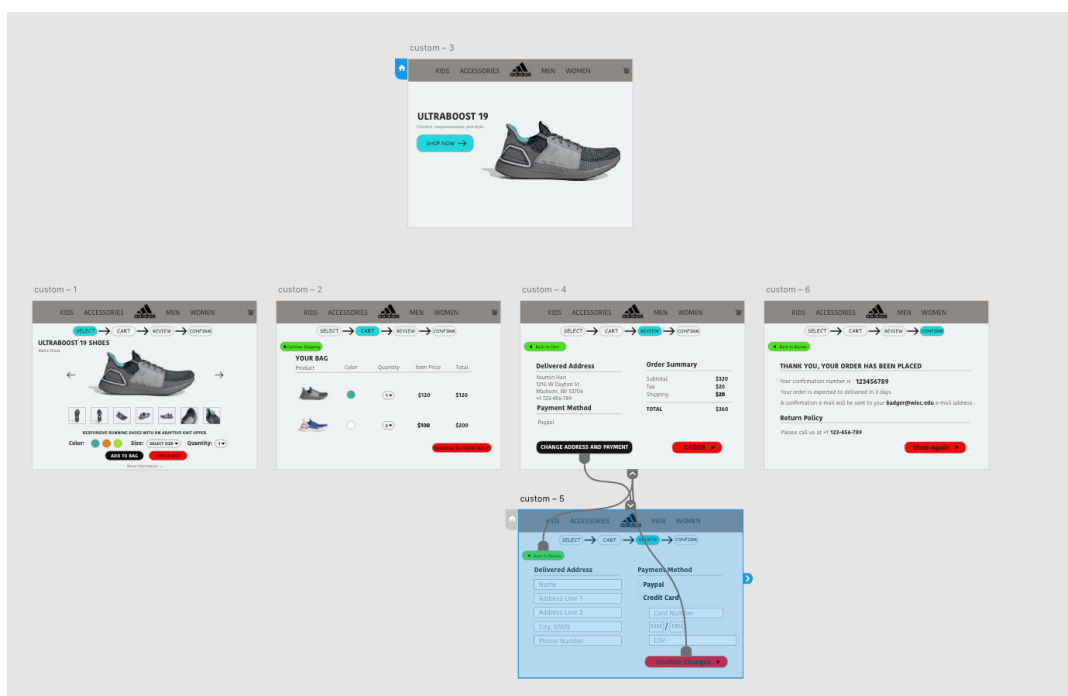
First, the home page served as a hub which connect to its children. If you click the adidas logo on each of the page, you could navigate to the home page. Thus, it used a **pyramid model** to connect each page with the hub. (Refer to the following screenshot)



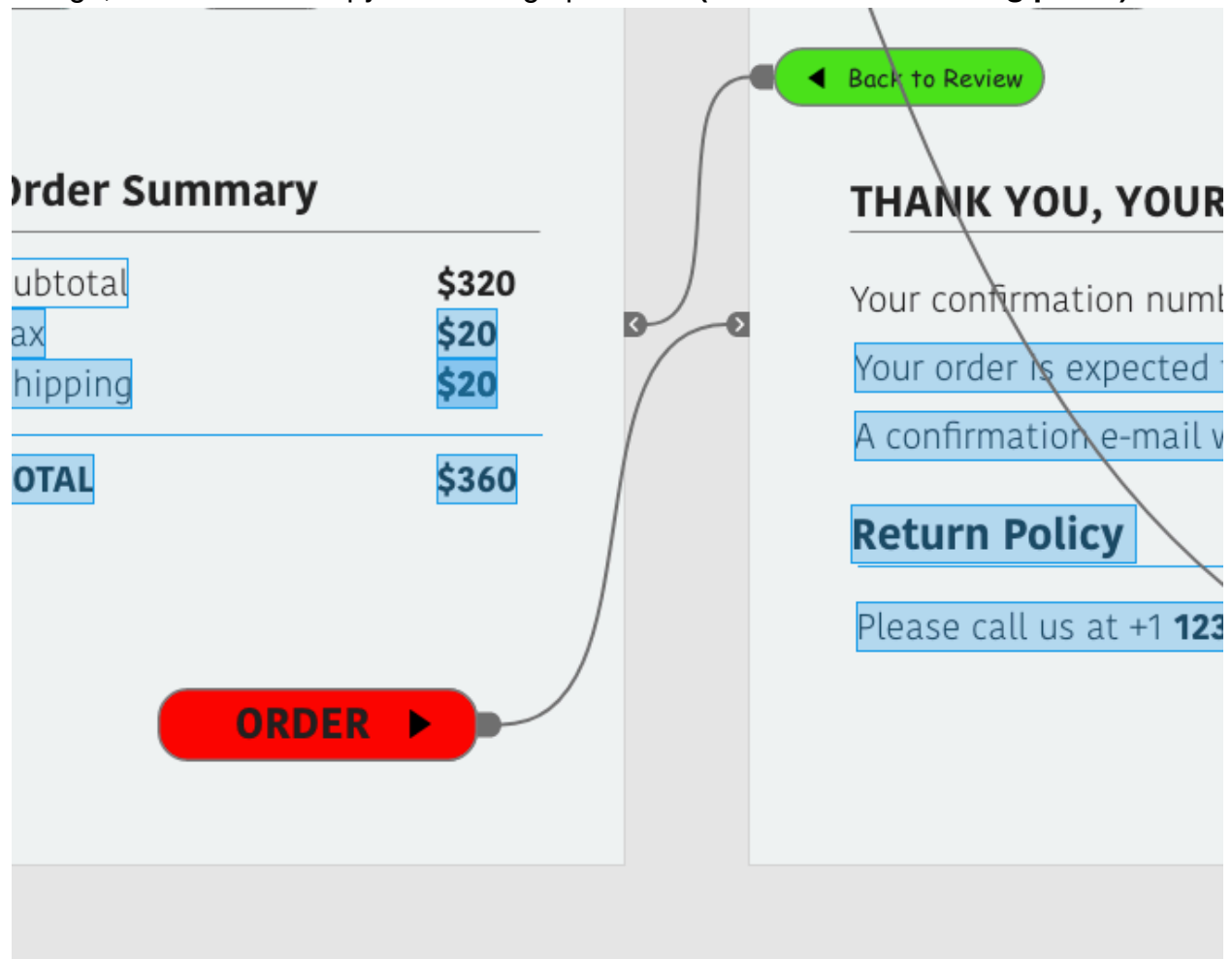
This **pyramid design model** feature can also be shown under shopping cart section. Because we want the shopping can be reachable from any page (except the final confirmation and the page with multi-level design). Thus, we can find most of the page can click the cart icon to reach to the shopping cart page. **(Refer to the following photo)**



In addition, a **multi-level design** model is used for the option page which changes the address and payment method. Because user want to change get back to the summary page after making any changes. Thus, sub-components are only connected to the children of the hub. **(Refer to the following screenshot).**



Finally, we could also find the **stepwise design model** from this webpage. Each of the page, you could find a button to go back to the previous page or go to the next one. This design model will help user to easily make changes and go to the page that they want. It's a great way to show the step-by-step process. In addition, with the help of step-wise design, it also make the pyramid design possible. **(Refer to the following photo)**



Summary

In order to achieve a better using experience, we used three models in this design. The **pyramid model** helps to make sure every component has a great connection and can reach to the hub which is the most focus point of the page. The **stepwise design model** not only helps to make a step-by-step process possible, but also make sure step forward or backward on each page. In addition, the stepwise model also helps to build up the **pyramid model**. The third model we used is **multi-level model** which helps the user focus on certain step, or pages. In our design, since changing address is a single function, we want user to get back to the page that they saw before. Thus, we just make the

connection with its sub-component instead of other components. I believe with the help of these three models, it will not only make the check-out process more clearly, but also give the user an option to find the most important information they need. In addition, the **wayfinding** located under the adidas logo also helps to generate a flow or navigate throughout using the webpage.

For the additional page, it's more like the hub of my web design which is the home page of this web. For the front page, the user most likely to visit the product page. In the first product page, the user most likely to click add to cart or check out. After getting into the cart, the user could change the quantity, and decide whether need to shop more products or continue to check out. Then, user will get into the review page which shows the mailing address and payment method. However, user could choose to change that information, go back to cart or check out. Most likely, user will get into the final check out page, then they can click shopping again to visit the front page.