



# Design of Web Store

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CS5760 Human-Computer Interaction

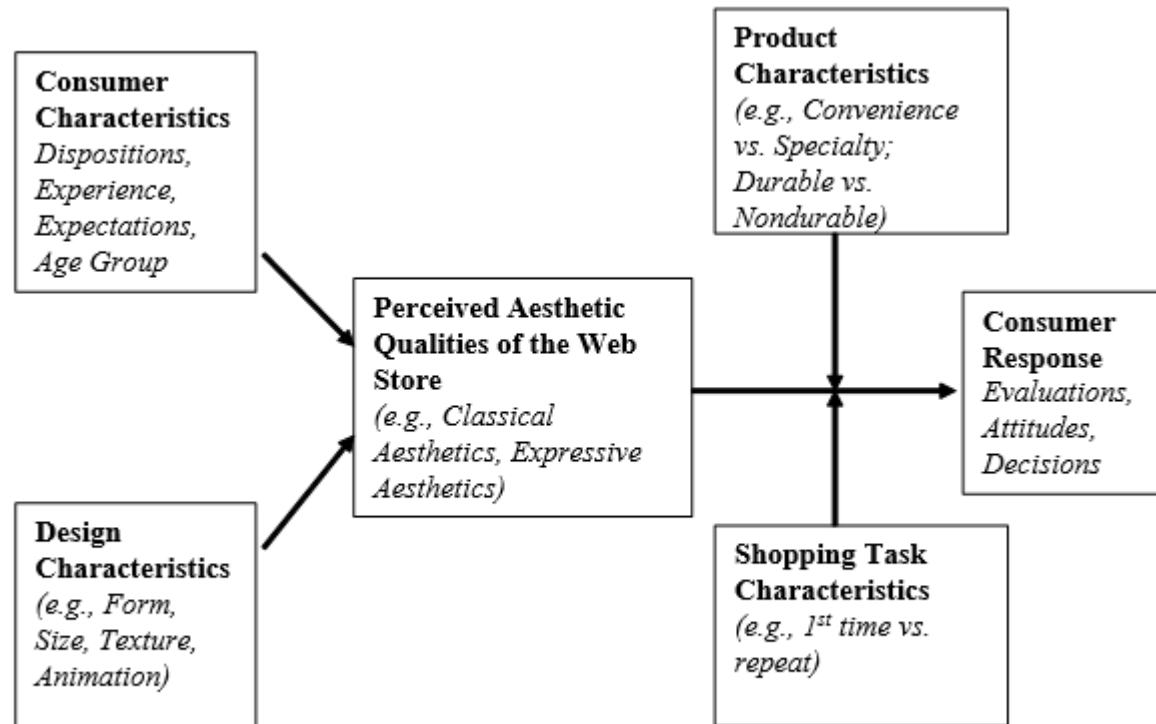


# Background

- Web store: popular, common
- Purpose: attract more customers, sell the products
- Competitive-----free choices
- Interaction

# Visual Style

- First impression in 90s
- Factors(Consumer characteristics; Design Characteristics; Time; Place; Purpose; etc.)
- “Aesthetic”= beauty + function=Usability



# Color-survey

- The decisive factor:60%-80%

**Women**

BLUE

PURP  
LR

GREE  
N

**Men**

BLUE

GREE  
N

BLAC  
K

# Color

- Woman's Day---Best Popular Color: **Blue**, **Purple**, **Green**

The screenshot shows the homepage of the website *Woman's Day*. At the top, there are navigation links for "subscribe", "give a gift", "digital edition", "promotions", "newsletters", "games", "coupons", "blogs", and "us on the go". There are also social media links for "Join free", "sign in with facebook", and "sign in" with the Chinese text "新客网 xker.com".

The main header features the *Woman's Day* logo in blue, a "Click for savings" callout, and a "VALUE EVERY DAY" badge. Below the logo is a search bar with "Site" and "Recipes" tabs and a magnifying glass icon. To the right of the search bar, there are links for "try: Festive Crafts", "Chocolate Desserts", and "Date Night Ideas".

A horizontal navigation bar contains the following categories: "FOOD + RECIPES", "HEALTH + FITNESS", "LIFESTYLE", "SEX + RELATIONSHIPS", "HOME", "STYLE + BEAUTY", and "GIVEAWAYS".

Below the navigation bar, there are three main promotional sections:

- 7 Ways to Streamline Your Beauty Routine:** A green banner with images of Avocado Pure Renewal, No7 LRL Concealer, and Max Coverage products. Text includes "Discover budget-friendly buys that get you gorgeous in a flash" and a "read more" link.
- HOT topics:** A purple banner listing four topics: "10 Little Ways to Say 'I Love You'", "A Very Creative Valentine's Day Cake", "5 Quick At-Home Beauty Tricks", and "10 Shocking Winter Olympic Scandals".
- connect with us:** Social media icons for Facebook, Twitter, Pinterest, Google+, Email, and Messenger.

At the bottom right, there is a "TELL US" banner for a "DAILY giveaways" contest. The text says "how your pantry inspires your heart healthy lifestyle" and includes a "ENTER NOW" button. Small text below the banner reads: "No purchase necessary. Ends 2/28/14. Legal residents of 50 U.S. & D.C. only. Alternate entry & official rules at www.addressyourheart.com. Void where prohibited."

# Color

- Web-Store for Children-Ninjajump
- Green, Red, Yellow:  
**Vitality**
- DO NOT USE BLACK



# Color

- Major Customer: Male---Blue: Trust, Order, Transparent
- DO NOT USE BLUE FOR FOOD-WEBSITE

The screenshot displays three product configurations for the Dell Inspiron One 23. Each configuration includes a list of specifications with progress bars and a summary of features. The first configuration is the 'Inspiron One 23 Non-Touch' for \$699.99, featuring a Pentium processor, Windows 8.1, 4GB memory, and 1TB drive. The second is the 'Inspiron One 23" Touch' for \$799.99, featuring a Pentium processor, Windows 8, 4GB memory, 1TB drive, and touch capability. The third is the 'Inspiron One 23" Touch' for \$899.99, featuring a 3rd Generation Intel Core i3 processor, Windows 8, 8GB memory, 1TB drive, and touch capability. Each configuration also includes a promotional offer box with details on coupon savings, shipping, and rewards.

Configuration	Price	Processor	OS	Memory	Storage	Special Features
Inspiron One 23 Non-Touch	\$699.99	Intel® Pentium® Processor (Dual Core)	Windows 8.1	4GB	1TB	Full HD multi-touch screen with Windows 8.1, edge-to-edge glass and wireless keyboard and mouse.
Inspiron One 23" Touch	\$799.99	Intel® Pentium® Processor (Dual Core)	Windows 8	4GB	1TB	Full HD multi-touch screen with Windows 8, edge-to-edge glass and wireless keyboard and mouse. Touch Enabled.
Inspiron One 23" Touch	\$899.99	3rd Generation Intel® Core™ i3 Processor	Windows 8	8GB	1TB	Full HD multi-touch screen with upgraded processor for improved performance. Touch Enabled.

# Color

- **Yellow: Competence, Sale, Motivation**
- **Combination: YELLOW+BLACK**
- **DO NOT USE TOO MUCH---SIDE EFFECT**

Limited-time offer: Get Kindle Fire HD for \$199 **\$124**, Kindle Fire HDX for \$229 **\$199**, Kindle Fire HDX 8.9" for \$379 **\$339**, or Kindle Fire HD 8.9" for \$259 **\$219**. [View all deals](#)  [New! xker.com](#)

## kindle fire HD

Our most affordable Kindle Fire, now in HD

7" HD display | Fast dual-core processor



### Kindle Fire 7" Tablet, Now in HD

7" HD Display, Wi-Fi, 8GB or 16GB

★★★★★ (8,922 customer reviews)

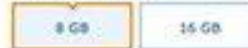
 Brandon Rechten, Joe Triplett and 3 other friends like this on Facebook. What's this?

List Price: ~~\$139.00~~

Price: **\$124.00**  Exclusive digital benefits with Amazon Prime

You Save: \$15.00

Storage Size: **8 GB**



Offer Type: **With Special Offers**



Special offers and sponsored screensavers display on the Kindle Fire lock screen. [Learn more](#)

**In Stock.**

Ships from and sold by Amazon Digital Services. Important information about using outside the U.S.

**Want it Saturday, Feb. 15?** Order within **22 hrs 47 mins** and choose **Two-Day Shipping** at checkout. [Details](#)

**We want you to know...**

Quantity:



or  
Sign in to turn on 1-Click ordering.

#### Valentine's Day Deals

- Origami Leather Case: Black ~~\$59.99~~ \$44.99
- Origami Case: Black ~~\$44.99~~ \$34.99
- OtterBox Case: Black ~~\$69.95~~ \$64.95
- No-Bubble Screen Protector: ~~\$24.99~~ \$19.99
- 2 Year Warranty and Accident Protection: ~~\$34.99~~ \$29.99

**This will be a gift**  
Why is this important?



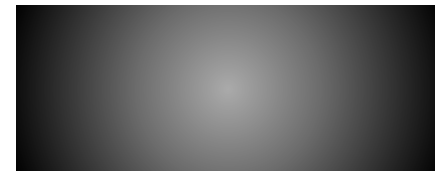


# Color-combination

- **Black:** luxury, elegance, classic, power(Fashion, Cars Web-store)
- **White:** Free, Space(Background Color)
- Contrast: *Attention*
- Gradual Change: sense of 3d



Attention



# Frame

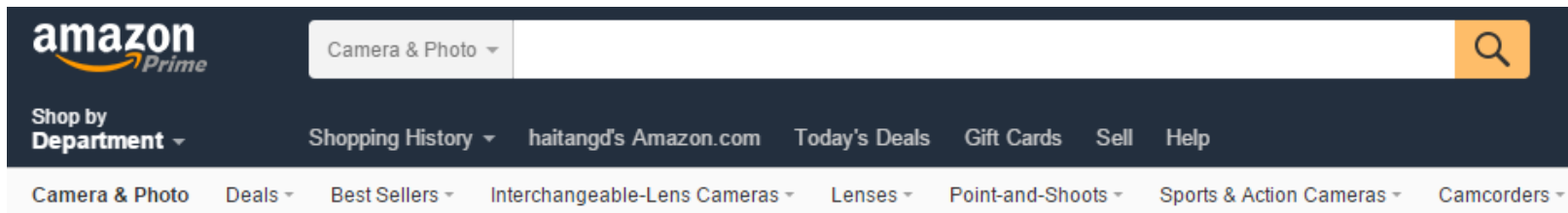
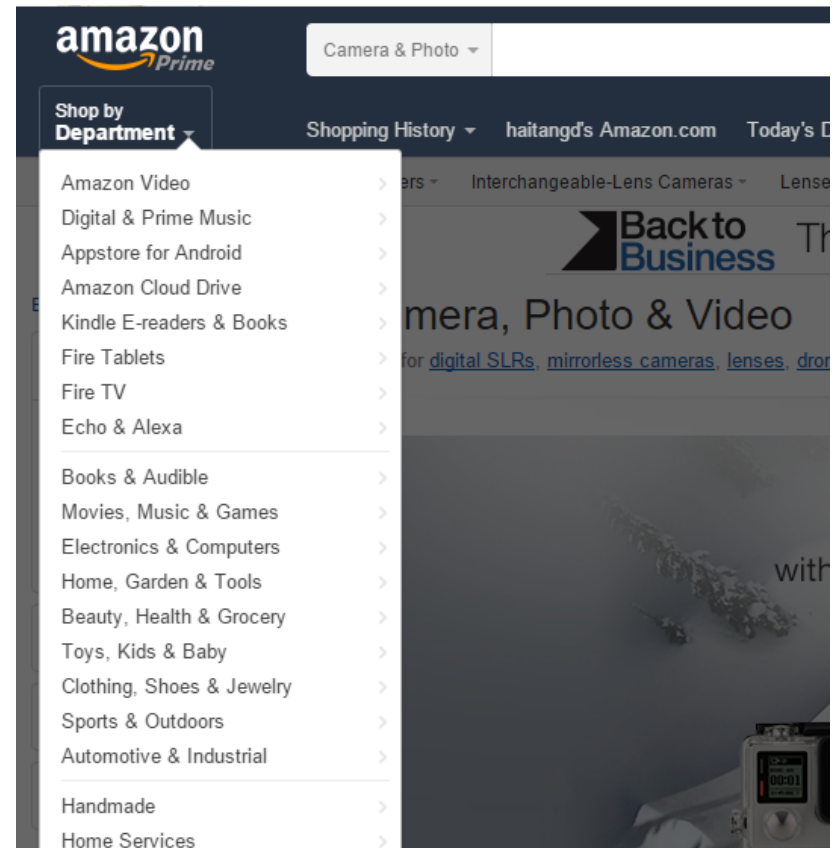
- Sharp rectangular & Rounded rectangular
- Sharp: rigorous, professional, eminence, boring  
[table; item display; banner; etc.]
- Rounded: easy acceptance for eyes, attention on information  
[button; tab; etc.]

Submit

Submit

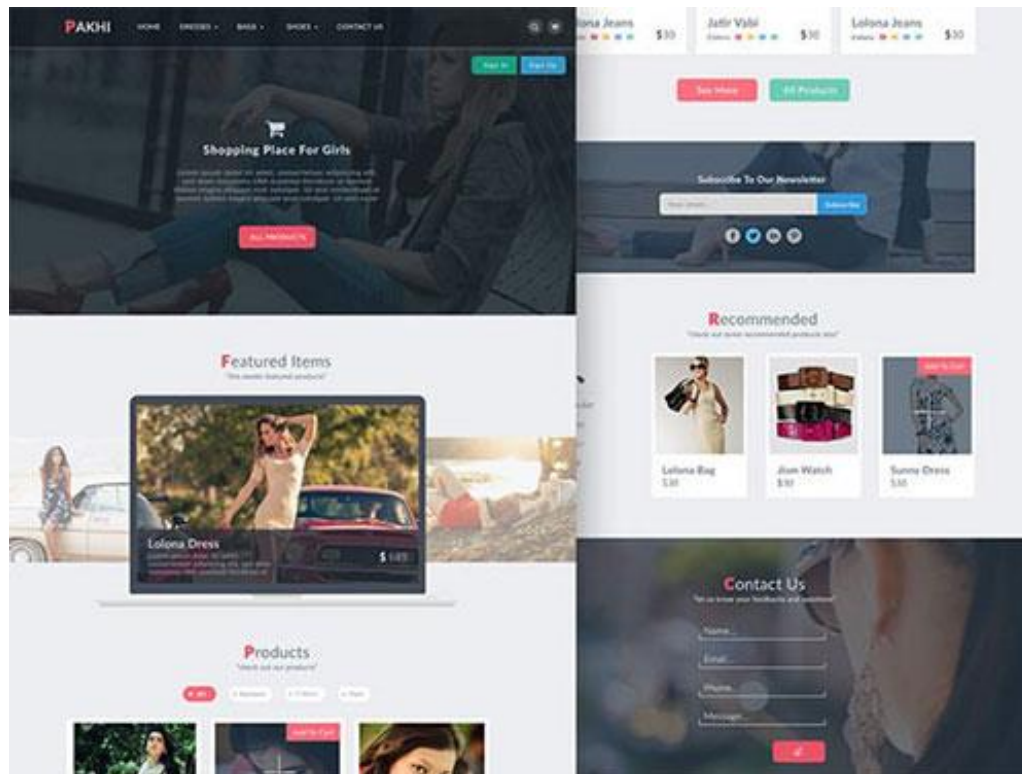
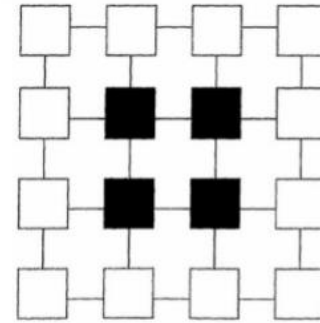
# Layout

- Tiled Structure & Dropdown Menu: intuitive; save space
- category, function service



# Layout

- Visual Center of Nine Block
- top to bottom, left to right



# Search Function

- Multiple level search
- Classify
- E.g. Shoes-women, men, girls, boys, baby → athletic, boots, flats, outdoor, slippers, work..... → climbing, hiking, snow boots, trail running →
- Narrow the selection level by level
- Abstract to detail method

# Recommendation

- Guide to Customers
- Recommendation based on order history, search and view history, subscribed tags

Best Books of 2015: Arts & Photography

[More Best Books of the Year](#)



**HUMANS OF NEW YORK Stories**  
Brandon Stanton  
★★★★★ (1,175)  
Hardcover: \$16.74  
Kindle Edition: \$14.99

**The Life and Love of the Sea**  
Lewis Blackwell  
★★★★★ (4)  
Hardcover: \$32.72

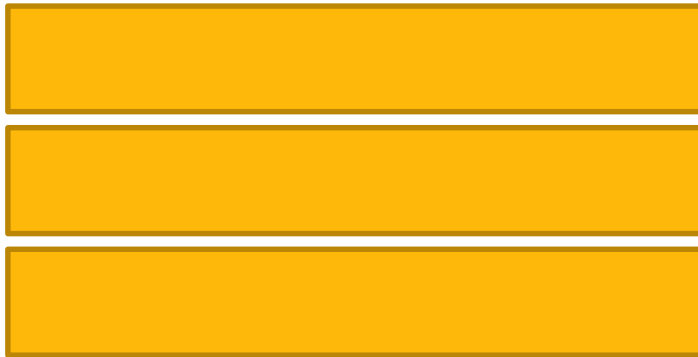
**ANDY GOLDSWORTHY: Ephemeral Works...**  
Andy Goldsworthy  
★★★★★ (6)  
Hardcover: \$67.66

**DUST & GROOVES: Adventures in Record...**  
Eilon Paz, RZA  
★★★★★ (17)  
Hardcover: \$31.20  
Kindle Edition: \$19.99

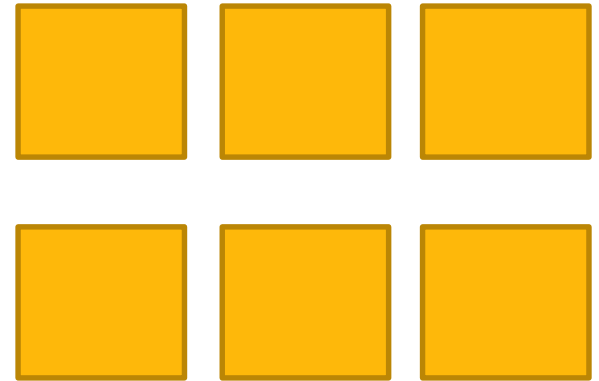
**Jean-Michel Basquiat**  
Robert Farris Thompson, Renee Ricard  
★★★★★ (5)  
Hardcover: \$64.29

# Results Display

List View  
detailed



Grid View  
intuition, save space



# Ranking


- Sort by relevance,
- price(from high to low; low to high),
- Average Customer Review(star scores),
- release date,
- most reviews, etc.

1-60 of 1,681,965 results for Books : Arts & Photography

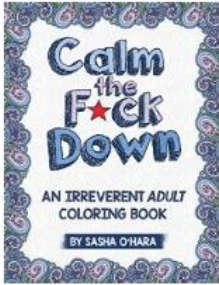
Sort by **Featured**

- Featured
- Price: Low to High
- Price: High to Low
- Avg. Customer Review
- Publication Date
- Most reviews

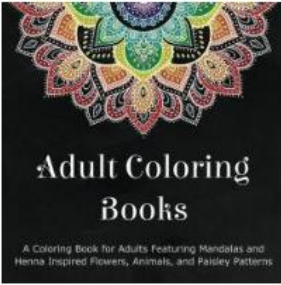
Excluding adult items. [Show all results](#)




Quietly Your Heart: 6-Month Bible-Study Journal Feb 19, 2016  
**\$8.01** ✓Prime  
Paperback



Calm the F\*ck Down: An Irreverent Adult Coloring Book Jan 6, 2016  
**\$7.62** ✓Prime



Adult Coloring Books  
A Coloring Book for Adults Featuring Mandalas and Henna Inspired Flowers, Animals, and Paisley...



Doctor Who Coloring Book Feb 23, 2016  
**\$9.58** ✓Prime  
Paperback





**QUESTION?**