

Don't know where to start? Visit similar websites to get inspiration. Use Google to search for similar websites. What do you like? What don't you like? Why? What elements would you like to include in your website design?

Planning & Prototyping Your Website



You are creating a website to sell quilting supplies.

- 1. Work with your group to answer the following questions.**
- 2. Then, create a simple site map with sticky notes.**
- 3. If you have time, you can start on a wireframe sketch of your home page.**

What is the purpose of your website?

- Sell products or services?*
- Connect with others and build a community?*
- Provide content and information on a specific topic?*
- Other? _____*

AESTHETICS(3 min): Who is your target audience? What would they expect the website to look and feel like? Comforting? Flashy? Plain? Complex? Edgy?

Based on this, decide on a visual design: colours, textures, shapes, use of space (whitespace), fonts, logos. What types of graphics, fonts and/or pictures best represent your brand?

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ACCESSIBILITY(3 min): What will you need to include to ensure accessibility? Will there be lots of images? Do the colours you're considering contrast enough? If there are transactions or other time-sensitive tasks, how will users know when they are complete?

RESPONSIVENESS(3 min): What will you need to think about when designing for a variety of devices and screen sizes? How will you prioritize your content?

USABILITY (3 min): How do you expect users to move through the site? What decisions might they make when navigating? What will they expect when they click? Use these answers to begin your sticky-note site map.



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