

Exercise walk-through

2.1

Designing a Website

GAC Computing

You must be able to

- use a wireframe to test page structure
- create simple information architecture from user tasks
- apply visual hierarchy to guide attention

1

The method

Method — Design the route first

For a school club site, “find meeting time” is a user task. A wireframe places that information near the top of the home page and links to a contact page. A visitor should reach needed information in a few clear clicks.

A **wireframe** 线框图 uses plain boxes so the group can discuss layout before colour and fonts distract them. **Information architecture** 信息架构 is the page structure and the route between pages.

2

Practice

Practice 2.1 ■ 1 mark

State the purpose of a wireframe.

Solution 2.1

Worked steps

- To show and test page structure before detailed design. **B1**

Practice 2.2 ■ 1 mark

Identify the user task in: “Find the club’s opening hours.”

Solution 2.2

Method: Design the route first — p.4

Worked steps

- Find the club's opening hours. **B1**

Practice 2.3 ■ 2 marks

Explain why a page that no user task needs should usually be removed.

Solution 2.3

Method: Design the route first — p.4

Worked steps

- It adds unnecessary choices or navigation. **B1**
- This can make useful information harder to find. **A1**

3

Exam-style

Exam-style 3.1 ■ 4 marks

A charity website hides its donation button at the bottom of a long page. Explain why this may reduce donations.

Solution 3.1

Worked steps

- Visitors may not see the donation action. **B1**
- The important task has weak visual hierarchy. **A1**
- They may leave before completing the donation. **A1**
- A prominent, clearly labelled button near the relevant content would help. **B1**

Exam-style 3.2 ■ 4 marks

Recommend two changes to a website plan that make it easier for visitors to find event information.

Solution 3.2

Worked steps

- Put an Events link in the main navigation. B1
- Visitors can reach the required page directly. A1
- Show the next event on the home-page wireframe with a clear heading. B1
- This gives event information high visual priority. A1