

2.1 Website planning and wireframes

Name: _____ Class: _____ Date: _____

Total: 12 marks

KEY WORDS wireframe 线框图 • information architecture 信息架构 • user task 用户任务
• visual hierarchy 视觉层级

Objective

Plan a website structure around real user tasks before designing its appearance.

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 Worked examples

■ 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

2.1 State the purpose of a wireframe. [1]

2.2 Identify the user task in: “Find the club’s opening hours.” [1]

2.3 Explain why a page that no user task needs should usually be removed. [2]

3 Exam-style questions

3.1 A charity website hides its donation button at the bottom of a long page. Explain why this may reduce donations. [4]

3.2 Recommend two changes to a website plan that make it easier for visitors to find event information. [4]

Solutions

2.1

- To show and test page structure before detailed design.

2.2

- Find the club's opening hours.

2.3

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

3.1

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

3.2

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