

Visual Interface Design

Project 2: The Widget

Now that we've learned about the basic elements of user experience, it's time to put those elements into practice with one of the basic building blocks of interactivity: the widget.

For this widget, you will need to design the top three planes of the elements of user experience: Structure, Skeleton, and Surface. Strategy and Scope are provided on the next page.

I don't want to see each plane broken out or described (as in Project 1), just the final widget, which may or may not span multiple screens depending on how you design it. If you have multiple screens in your solution, please indicate their order (#1, #2, etc.).

You can create this widget in any program you like, as long as the final solution meets the criteria outlined in the Strategy and Scope planes. The widget does not need to work (ie. It isn't a prototype, but a fake screenshot.), but we need to understand how it would work. If you need annotations or a caption to do that, feel free.

Come to class prepared to post your project on the wall for critique. Please print out your widget *in color*.

This exercise is a warm-up for the next project, in which you'll design a more-complete ecommerce site.

Due Date: Thursday, January 29

Strategy

Traveloverlord.com is a fictitious company that sells discount travel packages to college students. The company specializes in spring break and other vacation travel; they mainly sell packages, not individual flights.

In order to buy packages off the site, users will need to register themselves. This will allow the site to provide more personalized information and allow traveloverlord.com to get more information about their users (possibly to target advertising to them). Users are able to browse for trips before they register, but in order to purchase a package, they have to be registered.

For users, their goal is simple: get through this registration and onto the site as quickly and as effortlessly as possible.

Scope

Traveloverlord.com wants to collect the following information:

- Name
- Address
- City
- State
- Zip code
- School

Name and school are required. The other fields are optional.

Which three of these destinations do users want to know more about: Cancun, California, Ibiza, Mazatlan, Orlando, or New York City? Any places that aren't on this list?

How often do users take foreign vacations: Never? Once a year? Two-four times? More than four times?

Have users rank these five reasons they'd pick a vacation package: price, location, activities, weather, distance to travel.

Users should be signed up by default to receive emails with special package deals. They can turn this off, however. An email address is required to send the mail.

This widget has to fit with the rest of the site, visually. The style guide is as follows:

- White (#FFFFFF) background
- Font: Arial. 10pt for text, 12pt and bold for headlines. Black color (#000000) for most type, links are dark red (#B30000 or R: 179 G:0 B:0).
- Header: There is a 20 pixels tall, dark orange (#FF5500 or R:255 G:85 B:0) stripe that runs the entire width of the screen. In the left corner: Travel Overlord in Arial, all caps, 12pt, black, vertically-centered on the stripe.
- Screen Dimensions: 800x600 pixels