



DESIGN



Hobby Lobby Prototype Proposal

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Design 573



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Client:

HOBBY LOBBY®

Hobby Lobby is more than just an arts and crafts store, with departments ranging from various needs of home decorations, fashion fabrics to holiday supplies. Hobby Lobby is the place to shop with Super selection.

Hobby Lobby utilizes their website for general store information, online catalog, advertising, and project tutorials. The goal of the website is to guide the customer to the most appropriate services and products that Hobby Lobby offers.



What should it look like?

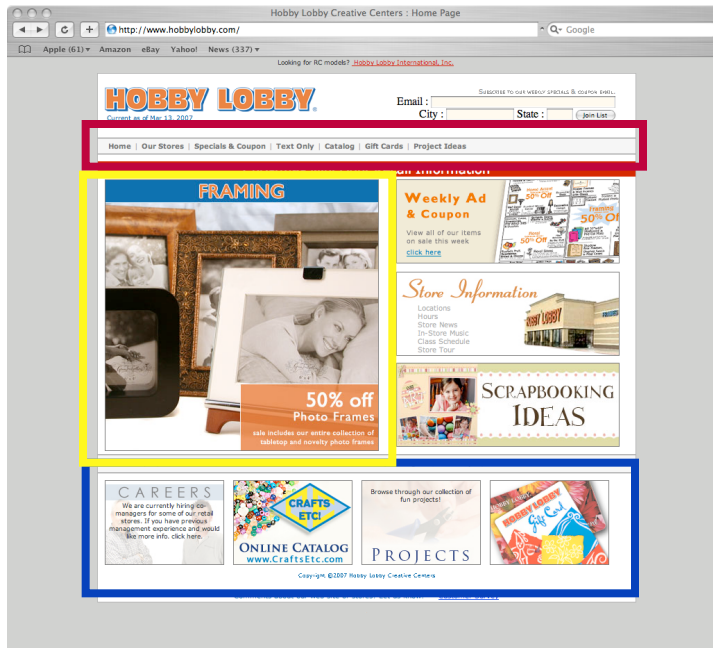
Project Goals

Having the ability to adjust the size of the font is crucial to the senior citizen user. The online catalog of the website should be accessible right away on the home page allowing for the website to be more functional. Visually, the website should be more appealing and more friendly to the user, allowing greater interaction and continued use.

Redesign Opportunities

A wealth of information already exists on the website, but a more concise organization is needed, providing the appropriate information to the user without introducing distractions. In order to improve the visual hierarchy of elements on the website, a color coding method or grouping method will be implemented.

Comparisons



Advertisements along bottom where they can't be seen well

Navigation was spread out and unclear, no coherent structure

No room for dedicated content

Large ad takes up too much room on the website, leaving less room for anything else

Visual language is hard to understand as all elements are always in a new location on another page



Advertisements along right edge, higher visibility



Navigation system more concise and easier to identify



Dedicated space for content exists



Large ad for specials exists in more convenient location and takes up less room

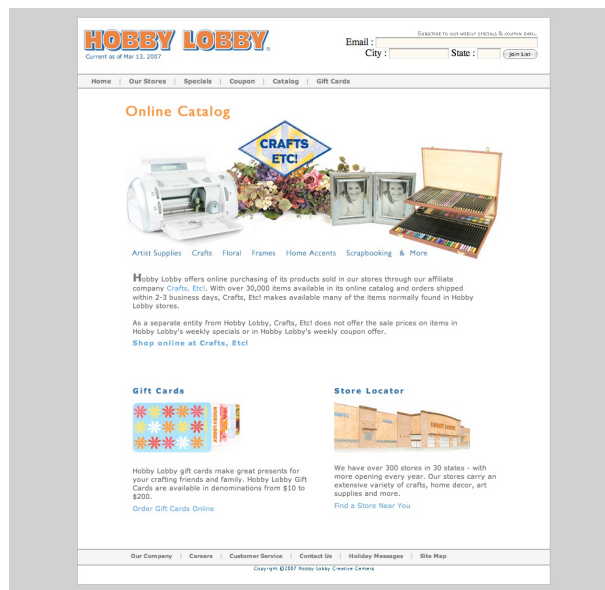


Visual language is established with where certain sections are to be

Screenshot



content page



product detail page



DESIGN

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Concept - Features

- Navigation is consistently placed and reinforced the continuity between different page types
Old Hobbylobby website does not represent consistent page layout
- The flexibility of modular cells allow different purpose of application
Old hobbylobby website does not have regulated elements for varied uses
- The alternation of the images associate with the contents of page
Old Hobbylobby website does not have elements to represent contents from pages, lack of identification

How does it drive?

the “feel”

Incorporating the corporate colors of orange and blue into the website design was crucial to the overall feel. To ensure that visitors to the site were welcomed with vibrant and familiar colors, the color orange was used primarily for its high energy nature, and subsequently, the color blue was used as a cooling agent to counter balance the loudness of the orange.

From a structural architecture point of view, the organization of information was one of the primary concerns in providing a solution and in addressing this issue several elements needed to be accessed. Such elements included; the navigation area, the company identity, primary information, secondary information and a sign up form. Each of these elements were placed strategically on the website to alleviate the clutter of the website and create an environment where everything just, “works.”



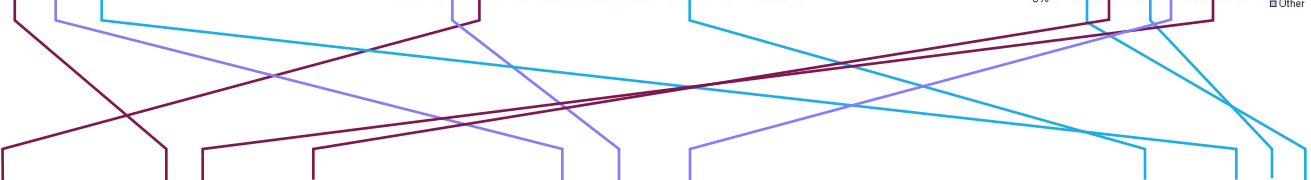
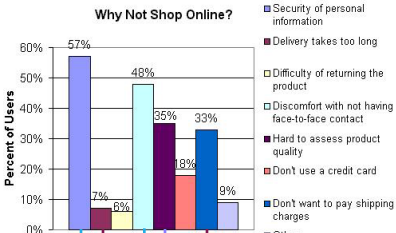
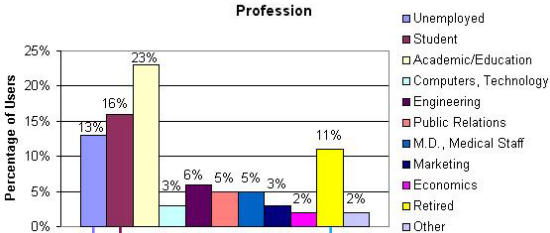
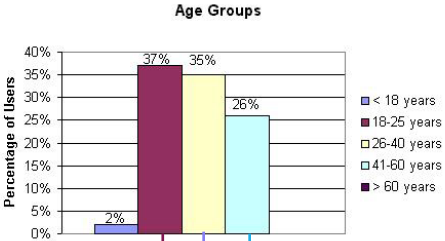
the ease of use

Navigating through the website in an intuitive manner was the number one priority concern for the design solution. Pages that led to pages that led to pages needed to be consolidated and redefined in a concise and easy to access navigational system. The development of the slide out navigation system was conceived to be able to organize all the information. This system allows for all the categories to be visible, but allowing secondary information to be progressively disclosed to the user upon interaction with the navigation.

the complexity

Though there are many elements placed on this website, there exists a clear order in which the priority of information has already been assembled for the user. In plain sight is the company’s identity, next is the navigation bar on the left hand side, then the large advertisement bar towards the top of the screen, followed then by the specials and other information located in boxes on the right hand side, and finally, the products detailed in the content area along with the sign up box for the newsletter.

Profiles



Student

- Columbus College of Art & Design
- 20 years old
- Major in Fashion Design



Housewife

- Unemployed
- 38 years old
- Married
- Interested in home deco, art crafts



Senior Couple

- Retired
- 58 years old
- Husband - interested in online surfing
- Wife - interested in painting, stained glass making



Profile 1 - Student



- Columbus College of Art & Design
- 20 years old
- Major in Fashion Design



task: online shopping

step 1: visits website

step 2: locates Red Beads

step 3: adds beads to the shopping cart

step 4: fills out personal information for checkout

The image shows two screenshots of the Hobby Lobby website. The left screenshot displays the 'Product Search' page with a search bar and a list of categories. The 'Red Beads' product is highlighted in the search results. The right screenshot shows the 'Product Detail' page for 'Red Beads', featuring a 'Sign up' form, a 'Shopping Cart' summary, and a 'TOTAL' amount.

Profile 2 - Housewife



- Unemployed
- 38 years old
- Married
- Interested in home deco, art crafts

task: browse the website for coupons and latest store information

step 1: visits website

step 2: navigate website from advertisement modular

step 3: printing coupons



Profile 3 - Senior couple



- Retired
- 58 years old
- Husband - interested in online surfing
- Wife - interested in painting, stained glass making

task: access the website from google and find the stained glass class

step 1: randomly search from google

step 2: navigate website from coupon page

step 3: find the link to store class schedule



User Profiles_Task

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Google Web Images Video News Maps more

Web Results 1 - 12 of about 22,900,000 for bead (0.13 seconds)

Bead - Wikipedia, the free encyclopedia
Seed Beads are uniformly shaped, spherical beads ranging in size from ... Charlotte cuts are seed beads that have a single facet per bead to add sparkle ...
[www.etsy.com](#) - 42k - Mar 12, 2007 - Cached - Similar pages

Beads Gemstones Brooches Sterling Silver Beads Jewelry Making Supplies
Beads, tools, supplies, beads, classes, and jewelry repair.
[www.beadshop.com](#) - 42k - Mar 12, 2007 - Cached - Similar pages

Wholesale Beads and Jewelry Making Supplies - Fine Mountain Gems
America's favorite beads and beading supplies since 1973. Largest selection of beads and jewelry making supplies at wholesale prices.
[www.finemountaingems.com](#) - 48k - Mar 12, 2007 - Cached - Similar pages

FREE Bead Stringing Projects by Patricia, Make Your Own Jewelry
Project ideas and instructions for hand knotted and chain bead necklaces. Ideas for stretchy elastic bracelets, too.
[www.pmgco.com](#) - 11k - Cached - Similar pages

Beaded Images - Specializing in Delicate Beads and Books by Barbara Elbe
Books by Barbara Elbe on how to create beaded jewelry items, complete kits and beading supplies. Provides free patterns.
[www.beadedimages.com](#) - 28k - Cached - Similar pages

Bead Studio - Best Selection of Beads, Charms & Beading Supplies
Beads, charms, beading supplies projects and a monthly newsletter are available.
[www.beadstudio.com](#) - 17k - Cached - Similar pages

Bead Expo
Bead Expo: An incomparable feast of beads and adornsments from around the world.
[www.beadexpo.com](#) - 10k - Cached - Similar pages

Beads and Beading - Swarovski Crystal Beads - Artbeads.com
Features a variety of beads, findings, jewelry and craft supplies.
[www.artbeads.com](#) - 26k - Cached - Similar pages

Learn Beading and Beadwork
You may have a pair of earrings or a beaded bracelet you've seen on line, buy or download the pattern and wonder "ok, so what do all these things mean?"
[beadwork.about.com](#) or [www.beadsabout.com](#) - 24k - Cached - Similar pages

BeadsButton - Beading Projects, Beaded Jewelry, Bead Resources
Projects, subscription information, and back issues available online.
[www.beadsbutton.com](#) - 45k - Cached - Similar pages

Result Page: 1 2 3 4 5 6 7 8 9 10 Next

bead Search

Search within results | Language Tools | Search Tips | Dissatisfied? Help us Improve

Google Home - Advertising Programs - Business Solutions - About Google

©2007 Google

HOBBY LOBBY Store Information | Contact Us | Project Ideas

30% sale price
Windchimes

Product Search
Begin Search Here... [input]

Artist Supplies
Candles & Scents
Cards & Party
Crafts
Floral
Frames
Greeting Book
Gift wrap
Jewelry Making
Needlework
Wearable art

Sign up for our newsletter
Name: [input]
Email Address: [input]
City: [input]
State: Alabama [dropdown] Submit

Weekly Flyer Ad
Garlands, Wreaths, Swags & Bushes
50% off
on everyday low price

More Specials
Sharpie Markers 30% Off

This Week's Coupon
Present a Special Interest Offer for In-Store Purchases

Photo Frames 50% off

Career Center
Currently hiring crafters!
Click here for more information

HOBBY LOBBY Store Information | Contact Us | Project Ideas

30% sale price
Windchimes

Product Search
Begin Search Here... [input]

Artist Supplies
Candles & Scents
Cards & Party
Crafts
Floral
Frames
Greeting Book
Gift wrap
Jewelry Making
Needlework
Wearable art

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City: [input]
State: Alabama [dropdown] Submit

Calendar
Sun Mon Tue Wed Thu Fri Sat
-4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31
BEGINNING STAINED GLASS

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