THE ELEMENTS

TWC 521: PRINCIPLES OF WEB AUTHORING (2021 SUMMER - B)

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Introduction

According to Garrett, the five planes of a website are as follows:

Strategy – Includes user needs and site objectives.

**Scope** – Includes features of the site and content requirements.

Structure – Includes how the site behaves and how the elements are arranged to facilitate understanding.

Skeleton – Includes the design of the interface and the navigation.

Surface – Includes the presentation of the information, how the user interacts with the elements, and the design of the navigation.
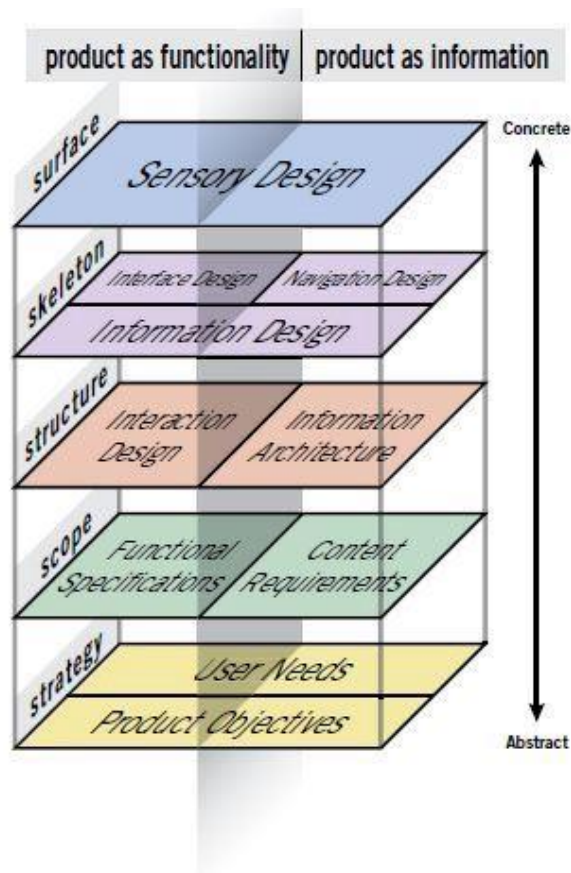
The Home page of the Edgar's bakery site is used to evaluate the five planes.
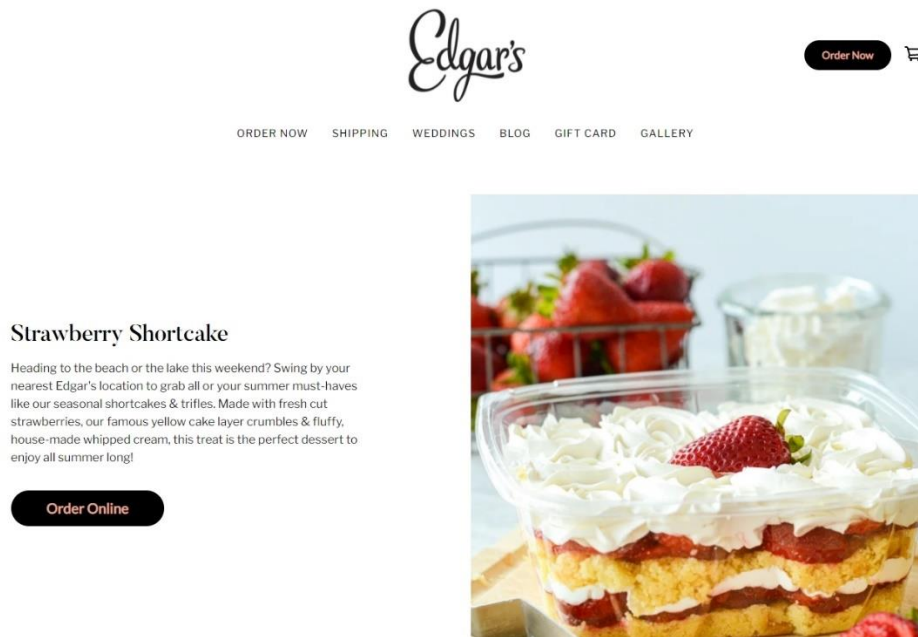
Strategy

The strategy of the Edgar's Bakery site is to entice users who are looking for baked products, breakfast, or lunch into purchasing these items from Edgar's. The Home page uses images of different delicious looking food items from each of the categories Edgar's offers to make the user want to purchase these items to eat or share with others. Included with each image is a short bit of text with a button to "Order Now." When users (especially hungry ones) see the image, they are inspired to click the button to see what other items are available for purchase.

Scope

The scope of Edgar's Home page includes the functional requirements (the features) and the supporting content. The features include the Edgar's logo, main navigation, a high-level description of the various products, mailing list sign-up, and a footer with lower-level navigation and social media links. Included content in support of the features are multiple images of delicious food, several "Order Now" and "Order Online" buttons, customer quotes, and a specific section inviting users to explore Edgar's Instagram.

Structure

The structure of Edgar's Home page represents how the elements are arranged and how the user interacts with these elements. The elements are arranged in such a way as to highlight the different products. The user interacts with the elements on the page via the multiple "Order Now" and "Order Online" buttons that are present in each section and via the images of the various products. Clicking on the image or the button, takes the user to the page describing that particular product along with the ability to order the product. Some of the navigation, images, and buttons link to pages with multiple products to view and order.

Skeleton

The skeleton of Edgar's Home page includes the design of the interface and the navigation. The site is arranged in a way typical to a responsive design: logo, "Order Now" button, link to cart, and top-level navigation at the very top. The top-level navigation includes *Order Now, Shipping, Weddings, Blog, Gift Card*, and *Gallery*. Following that is Edgar's signature product, their Strawberry Shortcake. This section includes a picture of the shortcake, a description of it, and an "Order Online" button. Other sections follow in the same format.

Surface

The surface of Edgar's Home page is very focused on images of various food products Edgar's offers. These images are professionally done and are included in each section of the page. The supporting text for each section includes the call to action and a button to order the product.

Conclusion

Once I started looking for them, the planes were easy to see. It was obvious what Edgar's Bakery is selling. The layout of the page is logical and all the expected elements for a site of this type are present. There are many calls to action and buttons to order products. As stated before, the images are professional, and the food looks delicious.

The link to Instagram is particularly effective as the user can view more images of Edgar's products and related information. This reinforces the goal of getting users to

buy their products as all the food items look delicious and other images set the mood for different occasions appropriate to Edgar's products.