

Expert info



Jack Osborne's month

What have I been doing?

I've been working on the new HTML5 Doctor website and a website for a major Scottish venue. I've also started to set the wheels in motion for a design conference I'm setting up called Weegies: weegi.es.

Sites I've visited

Sites that I have been visiting for inspiration are Dribbble (dribbble.com), FFFFOUND! (ffffound.com) and siteinspire (siteinspire.net). I always seem to keep going back to these websites. However, when possible I like to try and get my inspiration from offline sources.

What have I been watching?

Recently, I've been watching the reruns of The Inbetweeners in preparation for the new series. I've also been watching a lot of football since the new season started.

What have I been listening to?

I've been listening to Two Door Cinema Club, The Maccabees, The Strokes (I'm rediscovering them all over again) and the Same For You podcast. Funny.

Jack Osborne's solution

Mortons Family Bakers have been in the local community for decades. Their budget for the project isn't great so they're looking for simple solutions to help drive more sales through their website.

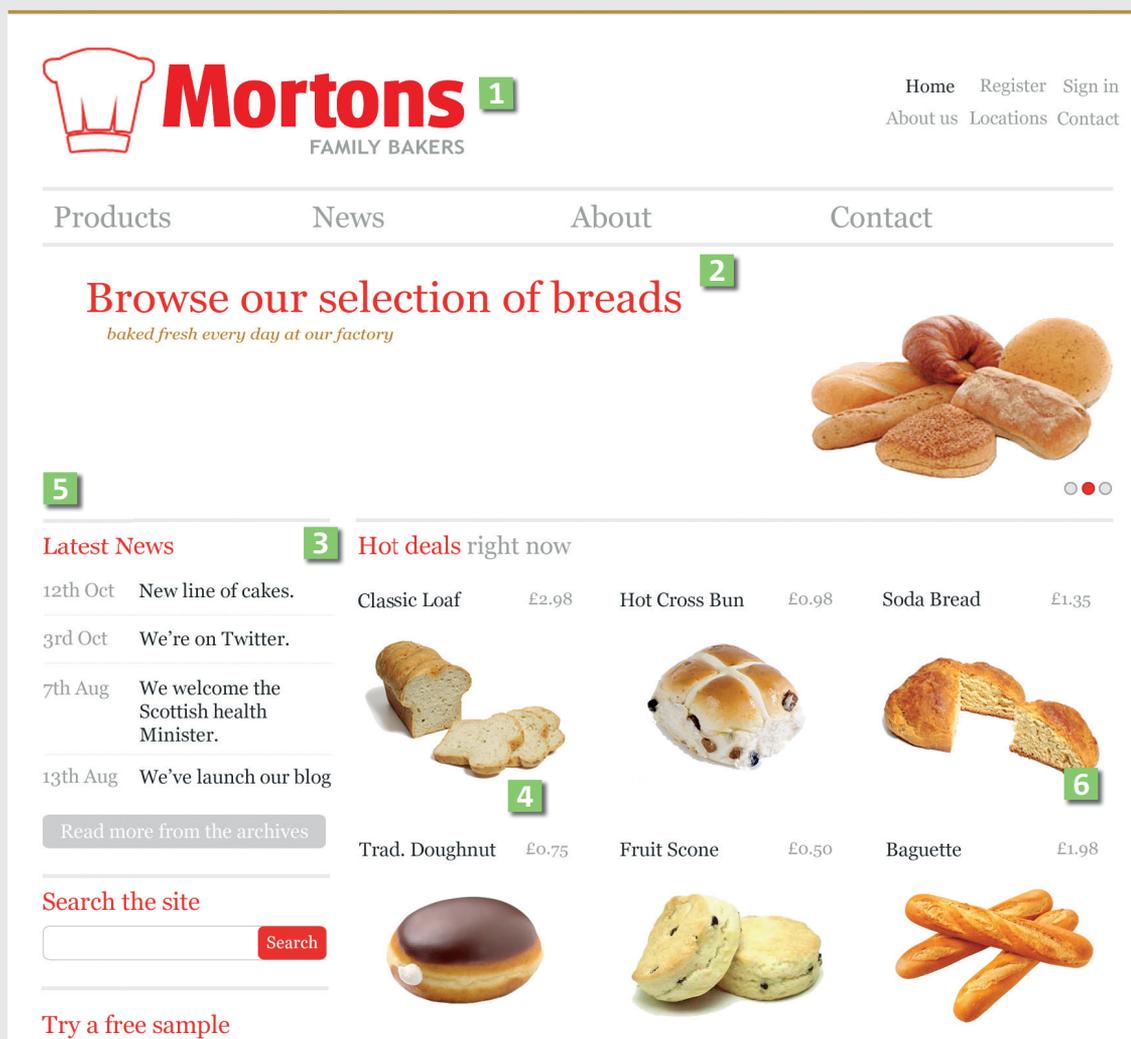
The key focus of the design is to get information across as quickly as possible, which is why the site has been split up into three main sections: heading/branding, related information to the left and the main content section to the right.

The heading section incorporates the main navigational elements as well as the main/first call to action, acting as a large aesthetic banner. The banner reveals some of the most popular items within the site, enabling users to see what's popular and purchase items that they previously wouldn't have considered.

The related information section acts like a widget-based feature, listing recent news clippings, a search function and a free sample section. Offering free samples will help build the trust of new visitors, encouraging them to delve deeper into the site. This type of user interaction can help recreate the feeling of trust and good service that existing customers who currently visit the shop experience.

The primary aim of the main content section is obviously to sustain the visitor's interest and attention. The site sets about this by displaying a range of great photography, which helps convey an appealing feeling of freshness. The items are also displayed on an infinite scroller, so that more items can be exposed with fewer clicks.

Close up



1 Header This has been made big and obvious to help establish the information hierarchy of the page. The sub navigation falls below the main navigation and above the gallery banners.

4 Product pictures Using high-res photography gives users the chance to see the quality of the produce. The photography is set as a background image, which means images aren't squashed into small areas.

2 Banner This acts as the first major call to action on the site, and enables visitors to view the most popular items within the online store, which are typically also the most clicked-on items.

5 Sidebar As the focus is on the products within the main area, all secondary items are placed within the sidebar. This will incorporate items such as the latest news section and the search feature.

3 Hot deals Reinforces the low price and other popular items that are available. Typically this could be seen as the follow-on from the banner above. The items within this section are popular items within the store.

6 Page layout The layout is simply structured so that the main focus is on the products. All other elements on the page are there to support or entice visitors into exploring the tasty goodies on offer.