

# The Design of Emily Children's Welfare Home Website Prototype Based on AxureRP9

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**Abstract:** Advocating caring for children and paying attention to social public welfare activities is an important work to promote the construction of social spiritual civilization. At present, the publicity of children's welfare in the whole society is obviously insufficient, and meanwhile there is also a lack of effective dedicated network platform. The article proposes a prototype design of Emily children's welfare home website based on AxureRP9, which uses AxureRP9 software to quickly build a website prototype. Through integrating multiple social resources and guiding multiple social forces to promote the development of children's welfare undertakings, it provides a functional platform that can be displayed, communicated and experienced for creating a friendly society.

**Key Words:** children's welfare home; platform prototype; mind mapping; interaction design

## 1 Requirement Analysis

At present, the welfare of children in China is changing to a moderately inclusive type, and advocating caring for children and paying attention to social public welfare activities is an important work to promote the construction of social spiritual civilization. Caring for the development of orphans and disabled children and promoting their welfare are not only the promotion of the traditional virtues of the Chinese nation in helping the needy, but also an important symbol of social civilization and progress. At present, the publicity of the whole society on children's welfare is obviously insufficient. Many people do not know the number and specific location of children's welfare homes in their cities. At the same time, people who want to give love in the society cannot donate materials to children in welfare homes through effective ways. Similar and related websites in China only stay at the single level of displaying institutional information. Their functions are similar to telephone yellow pages, and the amount of information is extremely scarce. No one maintains or updates the page, the content is monotonous, unchanged all the year round, and the user experience is extremely low. This kind of paged website cannot really provide comprehensive and effective help for children's welfare undertakings, which leads to low recognition of children's welfare undertakings in the society, thus reducing their sense of existence in the public mind.

Therefore, it is really necessary to innovate a child welfare home website that integrates various information and resources to open up the information barrier between the public and child welfare organizations, so that children's welfare undertakings can enter the public view and be known and understood by more people. Now prototype construction technology has become an important way of expression in product promotion, product marketing, thinking expression and information transmission in various industries. Its technical advantages are reflected in its fast, efficient, low-cost and excellent user experience. This paper proposes a prototype design of Emily children's welfare home website based on AxureRP9. AxureRP9 technology is adopted for the prototype design of this website because it is a special prototype design tool, which is more convenient and stable than the general tools for creating static prototypes, such as Visio, Omnigraffle, Illustrator, Photoshop, Dreamweaver, Visual Studio, FireWorks, etc. Its new interaction builder has been completely redesigned and optimized, and can easily realize advanced interaction design from basic links to complex conditional flows.

## 2 Prototype Mind Map

The website prototype of Emily Children's Welfare Home effectively integrates resources such as volunteers, adoption, online activities, care and education, medical security, and news updates, and realizes the development of the website prototype with AxureRP9, Photoshop, and Premiere tool software. The prototype of the website features complete functions, rich content, beautiful pages, novel interaction design of key elements, and a strong user experience with the concept of "user centered". The mind map of the website is shown in Figure 1.



Figure 1 Website Prototype Mind Map

## 3 Prototype Design

The website prototype of Emily Children's Welfare Home focuses on the design of the main elements and interaction design of the website. Its advantages are that it saves development costs, takes less time to build quickly, can intuitively experience various interaction

functions, and has a high user experience.

### 3.1 Main Element Design (Take home page as an example.)

#### 3.1.1 Front Page Renderings

The color of the home page is mainly a large area of gray series. The same kind of gray combines with a variety of colors to form a rhythmic and clear rhythmic aesthetic sense. Such color matching makes gray not dull and monotonous, and makes the whole page elegant and advanced, but also lively and active, producing a good visual aesthetic sense. The page adopts S-shaped line of sight composition, and uses pictures and texts for layout. This mode of layout has a more rhythmic sense, making the picture stable and harmonious. The pictures on the left side of the environmental display section are arranged with the “m” font in “Emily”, so that the layout design is more refined and perfect, and the layout vision is also neat and clear. In the middle of the page, there are colorful flat style avatars and commercial volunteer recruitment pictures, which better display the appearance and information. The overall production is exquisite, attracting visitors’ attention. The navigation buttons in the service wizard section use orange, green, blue and purple gradient colors to make the whole page colorful, vibrant, and striking and harmonious.

#### 3.1.2 Banner design (Take home page as an example.)

Banner has designed 3 layouts on this homepage. Layout 1 uses Huakang poster font to make the headline “Create a world for children”. The irregular layout can attract the attention of web surfers. The purple subtitle “Emily Children’s Welfare Home” is the name of this website. Different colors are used to form a sharp contrast with the headline. The English subtitle below is the official Chinese translation above. In addition, the white small print and bubble style slogans, the English typesetting on the left, the graphics drawn on the right and the virtual processing of the background make the overall picture look energetic and childlike.

Layout 2 uses the blue color on the girl in the picture on the right as the background color and font color. The title and other texts are arranged on the left side of the canvas to maintain a stable vision. In the headline, “Let Love” is placed on the white part of the top, while “Take Home” uses dark blue shading at the bottom of the font to enrich the screen, so as to make the title more prominent. The English subtitle on the left is the official Chinese translation below the headline, embellishing the whole. On the right side, picture information related to the theme is placed to separate the elements of the text and highlight the theme better.

Layout 3 uses the triangle structure to box the big title into the triangle style box. The big purple color block clearly divides the picture into two areas, making it easy for visitors to find the content they want for viewing.

#### 3.1.3 LOGO Design (Take home page as an example.)

LOGO, as the symbol of this website, plays a very important role. Its expression is to care for and help orphans and disabled children, advocate that everyone dedicates love, and carry forward the traditional virtue of helping the disabled of the Chinese nation. The logo is placed in the upper left corner of the home page, which is eye-catching, simple and eye-catching. The color selection is related to the overall color scheme of the website.

### 3.2 Picture design (Take home page as an example.)

This picture is the effect picture of the environment display on the homepage of Emily Children’s Welfare Home. The “m” font in Emily is used for layout design. This arrangement is more refined and perfect, and the layout vision is also neat and clear. The color of the upper M line is purple, which makes the whole more rich, more design and spatial. Each picture has a black shadow effect, which is three-dimensional and advanced, as shown in Figure 2.



Figure 2 Picture Processing

### 3.3 Interaction Design (Take home page as an example.)

The home page has not only the top navigation bar, but also the side navigation bar. When the page slides down, the side navigation bar will move with the page to facilitate users to browse the page. Clicking the menu to browse will automatically jump to the corresponding page. Interactive: top navigation bar - mouse click - move - rubber band. Side navigation bar - When the page is loaded - Display - Fade in and out.

When the mouse moves in, the finger moves to the right. Interaction: The animation is linear. When the mouse moves in, the picture zooms in. Interactive: When the mouse moves in - set the size - animate linearly. When the mouse moves out - set the size - the animation is linear, as shown in Figure 3.



Figure 3 Animation Linearity

## 4 Summary

To sum up, the website prototype of Emily Children's Welfare Home built through AxureRP9 allows designers to quickly straighten out the logical framework of the website, so that users can experience each functional module of the website intuitively, efficiently and conveniently. Finally, more people can learn about social charity through the network platform, and help children's welfare institutions build a social functional network platform. The prototype of the website is built rapidly by using prototype software, with various interactive functions, good user experience, and certain social needs and application promotion value.

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**Project:** Excellent Graduation Design (Thesis) Cultivation Project of Wuxi Vocational Institute of Commerce (J22ZYBS13)