Afrah Said

Project Summary

The topic of my project will be Davis's agriculture from its beginning to the present day. The viewport for my topic will be in desktop view. My project connects to the seal because it primarily focuses on Davis's beginnings and its agricultural development, which is something referenced within the seal.

Project Goals

My primary goal is to educate people who are not familiar with the Davis area about its origins and how it became known for agriculture. My secondary goal is to provide information on the types of crops grown in Davis and how the school contributes to agriculture. My project aims to benefit users by providing information specifically about Davis, its origins, the school, and its agriculture.

Design Strategies

Since I intend for my website to contain a substantial amount of information, I would like the visuals to juxtapose the serious nature typically associated with informative content. To achieve this, I plan to use bright colors and have considered combining photography with graphics. This approach will help create a lighthearted and playful feel that I aim to achieve.

Interaction Strategies

For user interactions, I plan to incorporate fading effects for images and/or graphics as the user scrolls. Additionally, I would like to include subtle text animations and text pop-ups when users hover, click, and scroll. I also had an idea where the user's cursor would affect how the page scrolls and stops.

Experience Goals

My goal is to help users learn about the Davis information I provide while making the experience enjoyable. I want users to have fun using the site, and I aim to maintain high user retention by providing engaging content.

Target Users

My target users are young adults who are not familiar with Davis, such as a 21-year-old individual from Alameda who plans to transfer to UC Davis for their junior year as a food science major.