Spring 2025

Web Design and Usability

Final Project

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User Scenario Mapping

Scenario

27 Year Old Maddy O' Conner just moved to New York City to start her new job as a freelance artist. because of the housing crisis she had to settle for a crummy apartment in brooklyn. She wants to enhance her living experiance by decorating the apartment inside and out with fun home decore items and funiture to hide all the blemishes of her apartment. so she brouses the web and stumbles across DecoMyHome.com and finds a cottage core rug and lamp.

Actor

Maddy O'Conner
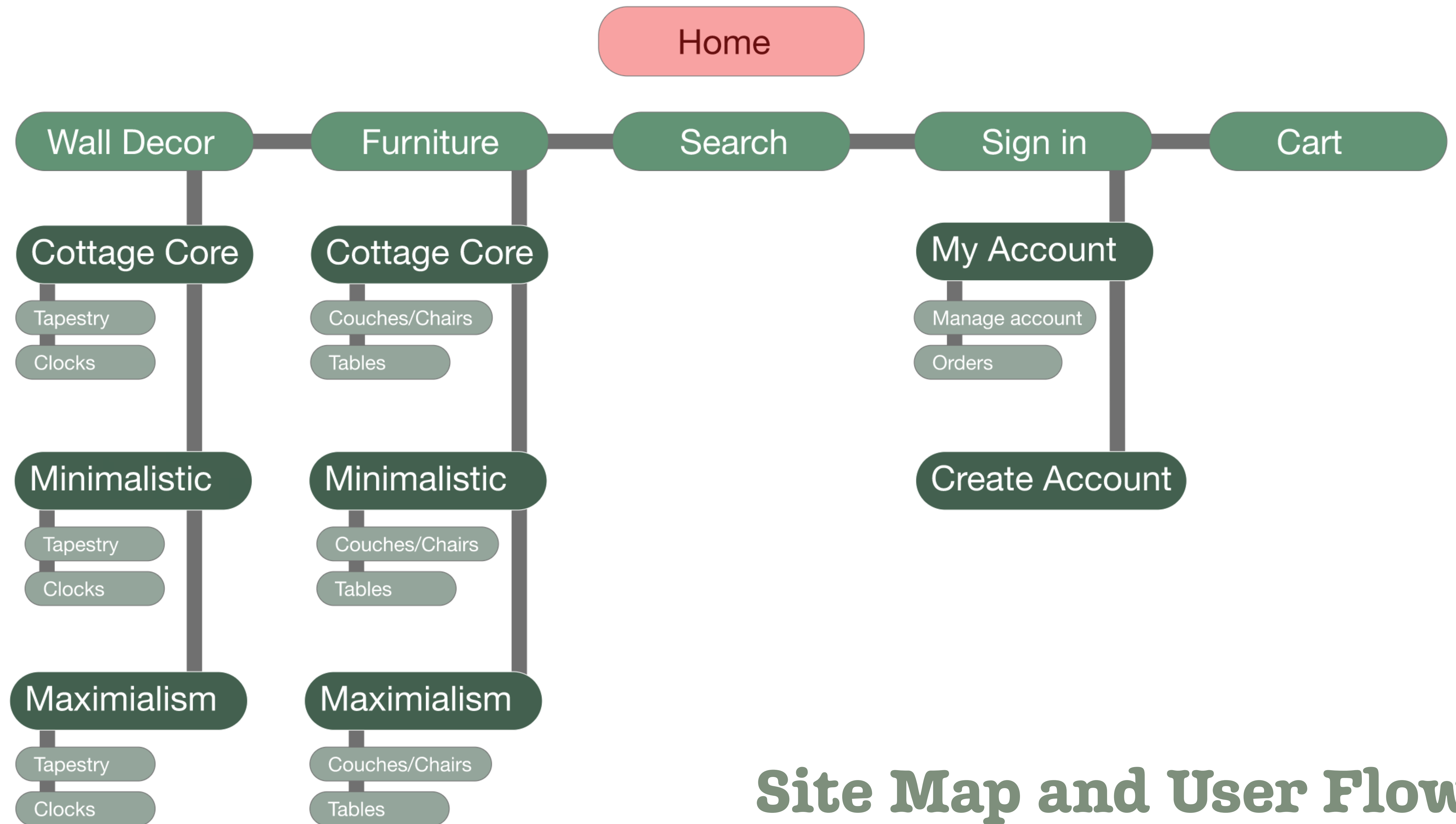
Motivator

Moved to a new apartment

Intention

to Buy furniture and Home decor

Action

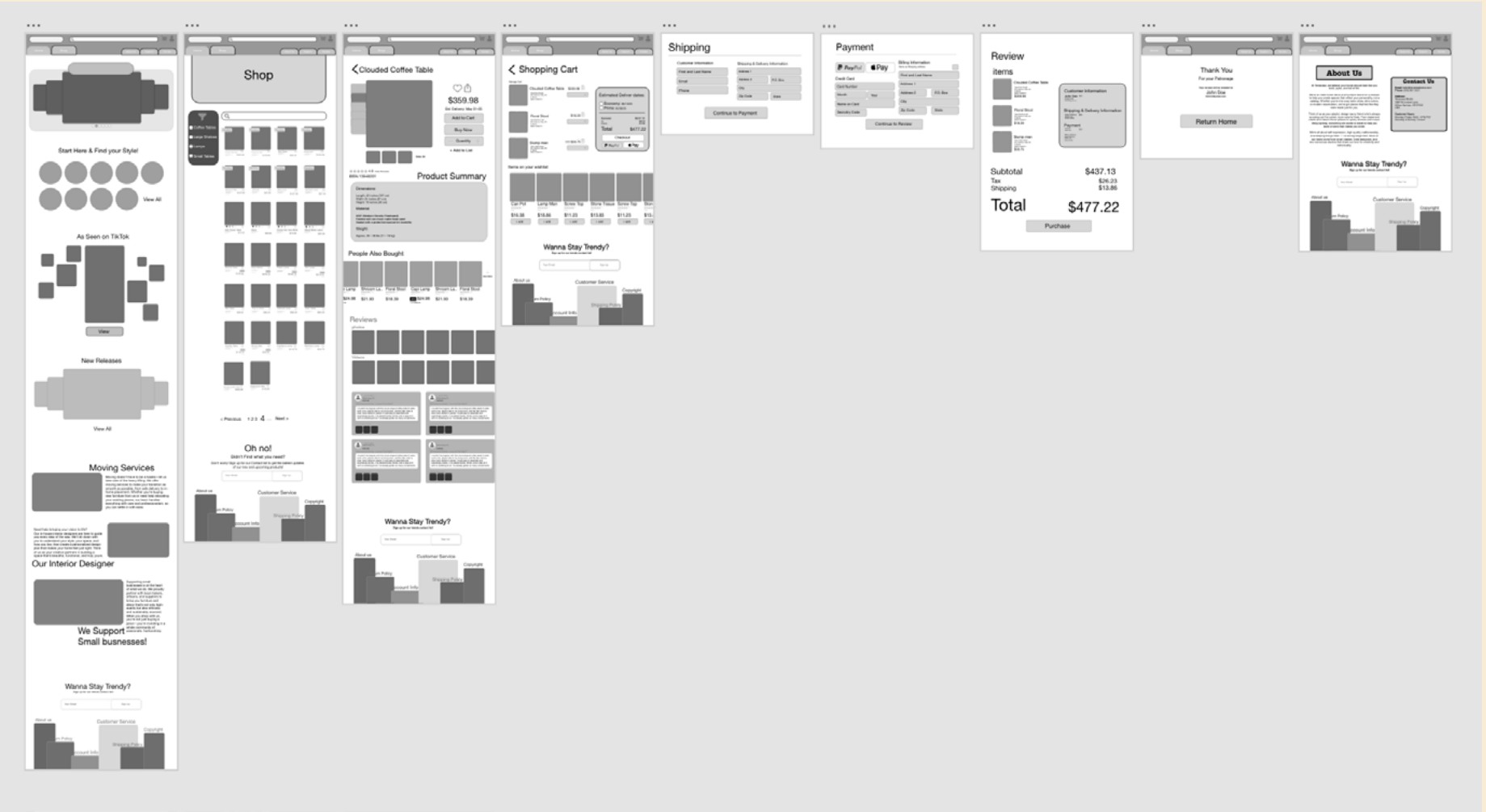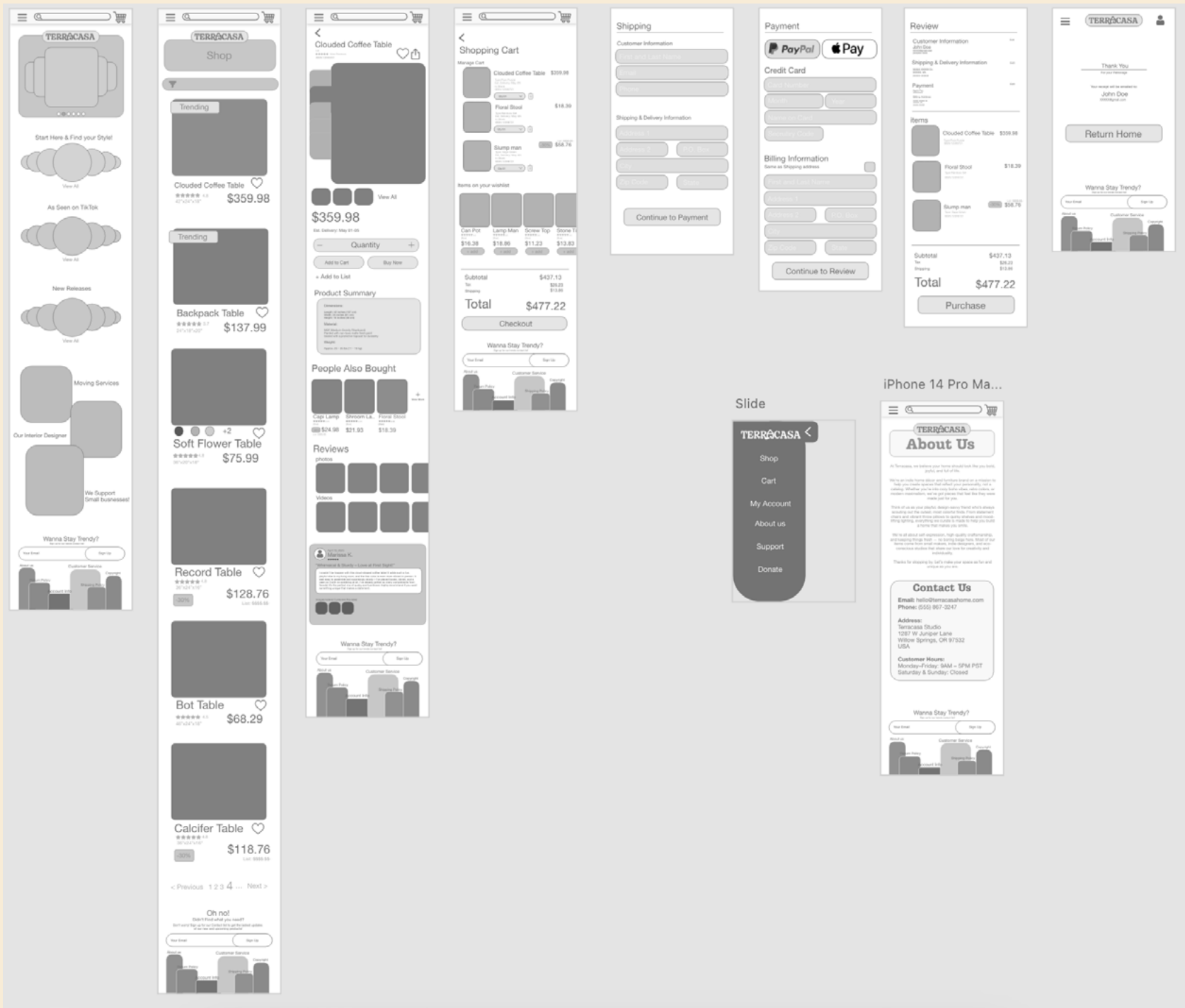Browses the website for fun aesthetic decor to match her personality

Resolution

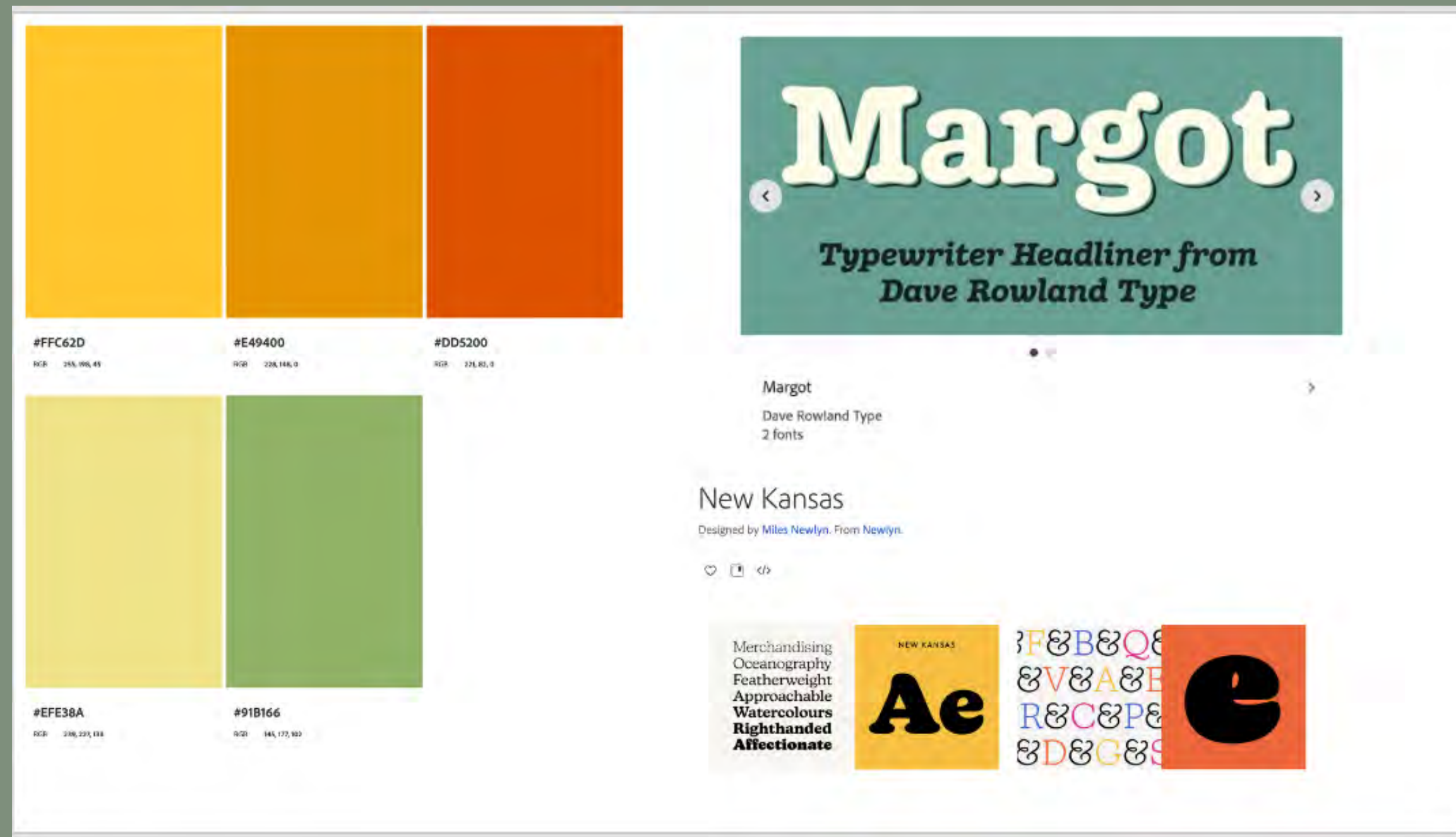Maddy Finds an amazing rug and lamp that fits her fun aesthetic

Home

Wall Decor — Furniture — Search — Sign in — Cart

Wall Decor:
- Cottage Core
  - Tapestry
  - Clocks
- Minimalistic
  - Tapestry
  - Clocks
- Maximialism
  - Tapestry
  - Clocks

Furniture:
- Cottage Core
  - Couches/Chairs
  - Tables
- Minimalistic
  - Couches/Chairs
  - Tables
- Maximialism
  - Couches/Chairs
  - Tables

Sign in:
- My Account
  - Manage account
  - Orders
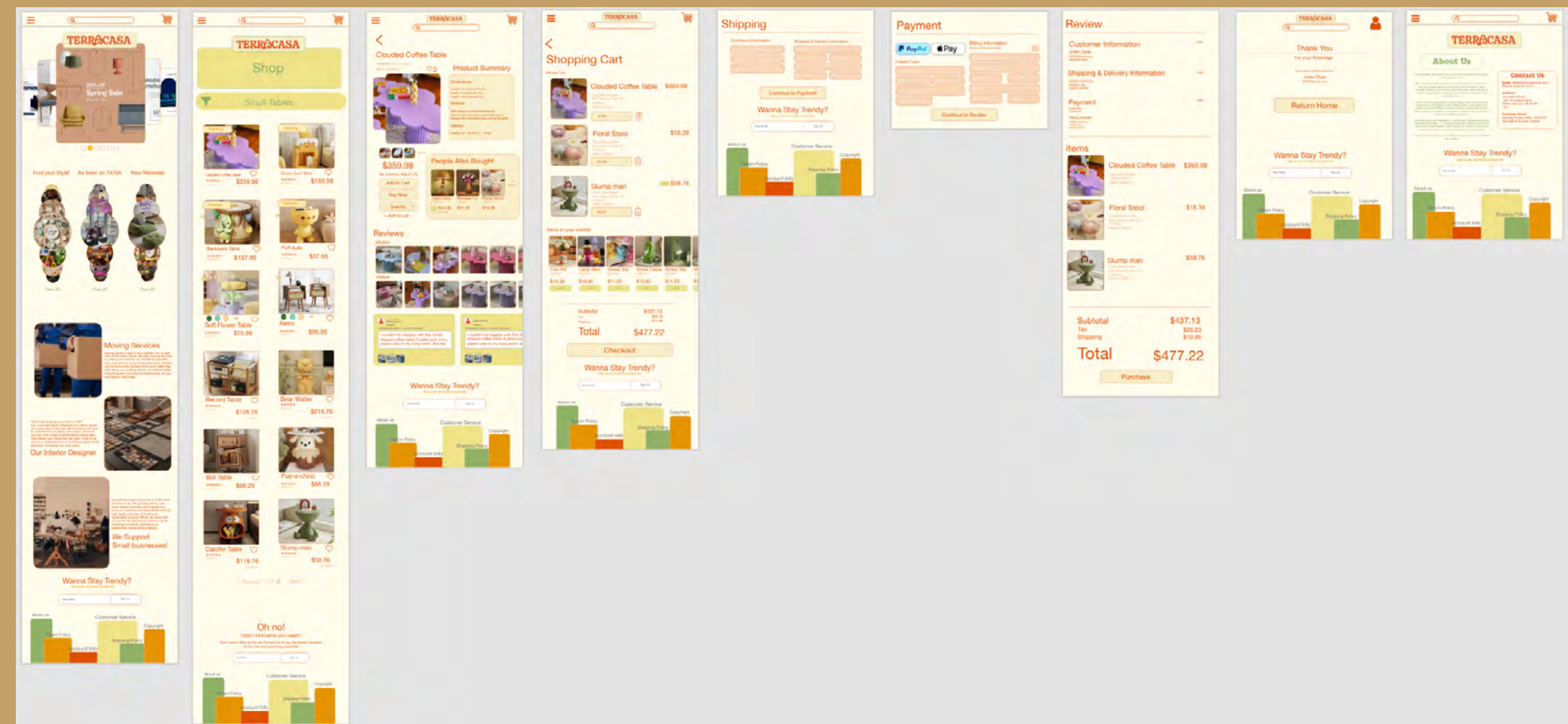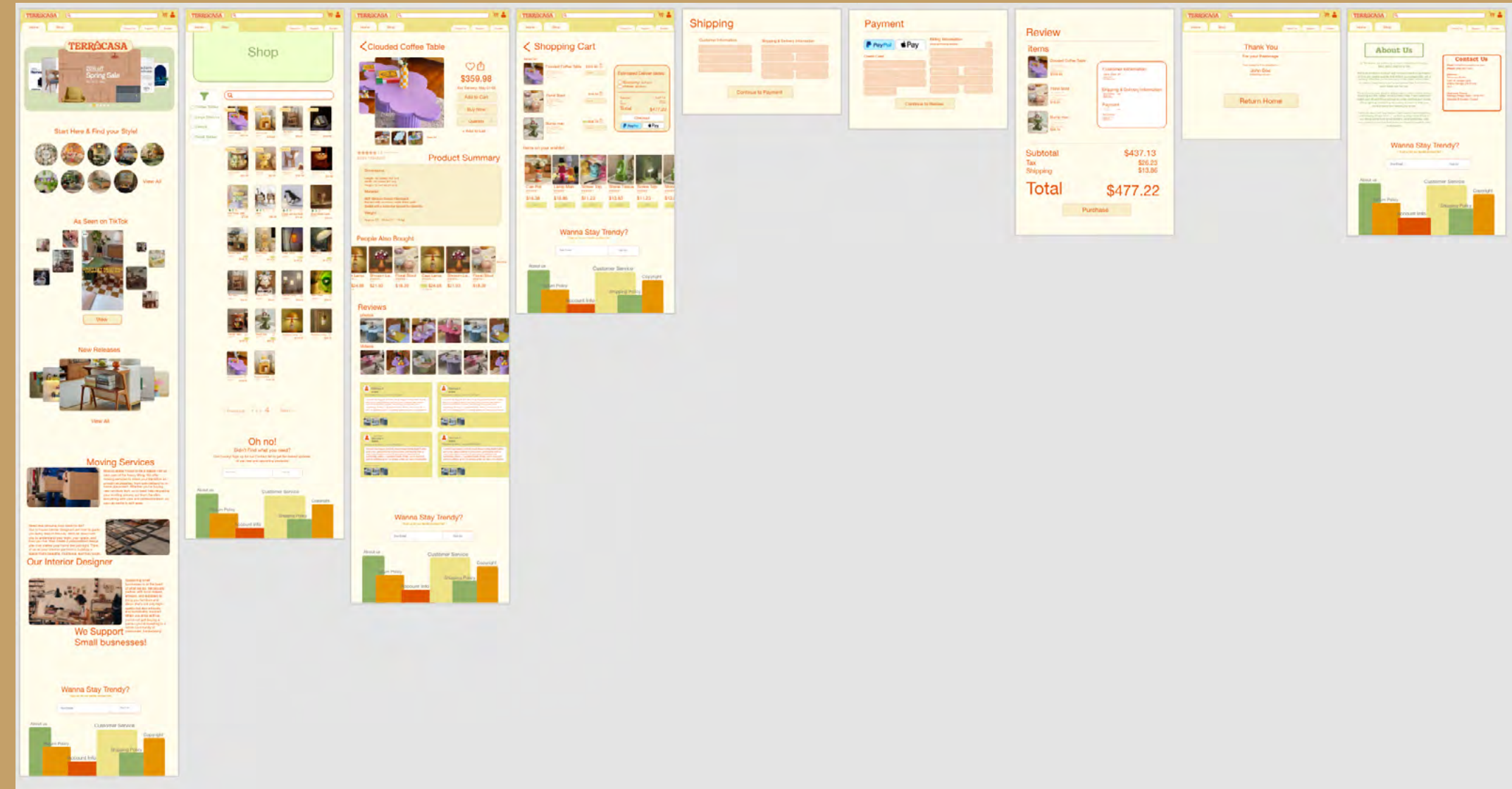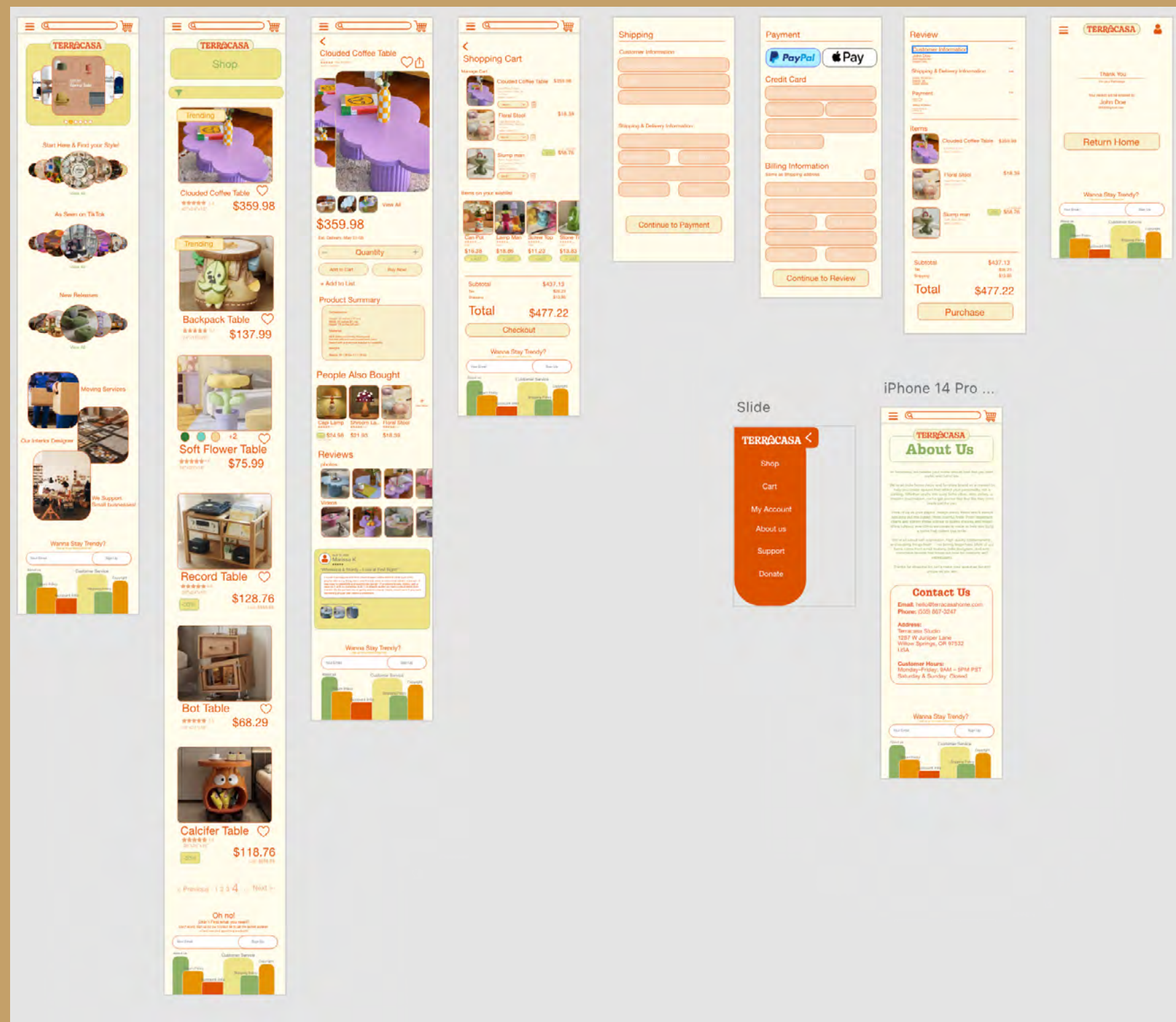- Create Account

Site Map and User Flow

Wire Frames

Style Guide

Final Design

Reflection

This class was a super fun class, I deeply enjoyed learning how to code and designing 1 website for 3 different platforms. I do wish I had taken this class separate from senior project so I can put more effort into my designs for this class. But what made this class amazing was having Professor Shanshan, She had made every class so welcoming and fun. I think about if it was any other professor it wouldn't have been as enjoyable. Thank you so much Shanshan for teaching this class and making it just enough work were we learn so much but also not so stressful were it was difficult to juggle other classes with it!