



Website Design

ICA-DDN-4.2C

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Task 3a | Analysis

Design Strategy

I opted to develop a blog magazine for an influencer that specialises in mindful practices like as meditation, minimalism, and sustainability for this unit. To create this type of website, I examined three blog websites with comparable themes to serve as a reference for the design choices made by the web designer and to identify which elements or components I liked.

The simple, small, and elegant navigation bar was one of several things that I appreciated in these websites. Both **myparisianlife.com** and **theblissfulmind.com** used a **sans-serif** font that changed colours when hovered over. **Myparisianlife.com** also has **letter-spacing:1.5px**. All these factors led to the navigation bar's appearance being elegant and appealing to the viewer. As a result, I decided to incorporate it into my own website (*index.css: lines208-213*). However, because the body text used a serif font family, I believed it was preferable to keep the **navigation bar buttons** serif as well (*index.css: lines201-217*).

I additionally appreciated how the **blog logo** was centre-aligned beneath the navigation bar, above the body. I accomplished this by placing the logo I created in Adobe Illustrator as an image in the Assets folder. I then set the

margin-left and **margin-right** to **auto** (*index.css: lines 59-66*), which causes the picture to be centre-aligned. I also set it to '**display: block**' to prevent movement and altered its **width** to 400px to meet the size that I desired (*index.css: lines 59-66*). Finally, like with most of the other elements on this page, I set the **margin-top** and **margin-bottom** to 60px to separate the different components (*index.css: lines 59-66*).

In terms of distinct components, I elected not to assign **<section>** and **<article>** tags in my html file to avoid tag nesting. Practically, I chose to type down what I wanted the audience to see when browsing. As a result, I avoided using needless **<div>**'s and classes and only used them when certain components needed to be changed.

One of the first adjustments I made to the mock-up was to alter the **background colour** of the **<body>** from white to **#1f3e3e** (*index.css: lines 9-16*) so that scrolling through the webpages does not strain the eyes. I also did not want the navigation bar to be the focus, thus I did not want it to have a distinct background colour (*index.css: lines 201-206*). The change in background colour also helped the website appear more modern.

Another modification I made was to the general design of the **buttons**. Instead of using **#FFCCCC** for the background and colour, I made the background transparent while normal and **#f9efee** when hovered, and the border colour **#f9efee** when hovered (*index.css: lines 262-282*). This makes the

buttons appear simpler and keeps the whole layout from being too pink-peachy.

One more change was to remove the **Let's Collaborate** and **News** tabs from the navigation bar to make room for the **Contact Me** and **Home** tabs (*index.html: lines 13-39*). This was done so that Let's Collaborate and people wishing to contact the influencer may utilise the same form. As a result, the tab was considered redundant. The News page was also eliminated because any news may be addressed as a post on the **Blog** tab (*index.html: lines 17-27*). As part of the assignment, the Contact Me page was turned into its own page rather than being accessible through the social media icons, making it appear more professional and be direct.

To make the website more practical and cohesive, a **comment section** (*blog_post.html: lines 142-153*), **add review** (*reviews.html: lines 81-89*), and **banner hero image elements** (*reviews.html: lines 43-45; shop.html: lines 44-46*) were all incorporated. I looked up numerous other examples to use as references for these elements, such as Amazon, and changed them accordingly to meet the aesthetic and purpose required (*reviews.css: lines 270-283*).

The typeface of the blog titles was changed from Roxale Story to Goudy Old Style as the most last update to the website (*index.html: lines 9-16*). This was due to the fact that the typeface Roxale Story was downloaded online and

there were issues adding a new font to the CSS despite searching how to do it on the web. The latter typeface was chosen because it was serif and elegant, as well as being close enough to the original font.

Task 3b | Discussion

Internet Services

Communication Services

According to (www.Insee.fr, n.d.), the communication services, as defined by the NAF rev. 2, comprise services for remote transmission of voice, data, texts, sound, and images.

Communication is regarded to be the basis of an effective website. If the design of a website communicates successfully with visitors, chances of recognition by potential users are increased. Regardless of the type of website, there is a strong requirement to connect effectively with those who come and surf the desired web pages. Unfortunately, communication is sometimes disregarded while creating a website (Brown, 2014).

I may improve my communication services on my website by integrating comedy into my site, providing testimonials to offer perspective, and enhancing user interaction. I can also incorporate video tutorials and discussions to further engage users and show them what is covered in the article (Craig, n.d.).

Ecommerce

As stated by (WebFX, 2020), an ecommerce website is an excellent way to reach many people online and enhance your sales as it allows the customers to buy items over the internet. Consumers may buy a range of items from the comfort of their own homes using various devices such as mobile phones or tablets.

Ecommerce web design refers to how the many components and elements combine to produce a functional online presence for an influencer. Web design is critical for creating a memorable first impression of an influencer that will persuade them to stay on their site. Furthermore, it enhances user experience. Web design is critical for generating an appealing look for the website as well as increasing the user experience so that customers can quickly and easily discover the information that they want (WebFX, 2020).

I may adapt my website to meet the recommended guidelines for effective ecommerce web design by using easily identifiable icons and symbols to avoid confusion (Lee, n.d.). I can also add search auto-complete features, filters, and sorting options to make it simpler for customers to locate what they are looking for and enhance sales potential by recommending items in the area they are already searching in. (Lee, n.d.).

Lastly, I can make the purchasing experience as easy and direct as possible by making the checkout page design simple and clear to use. This may include allowing the customers to register for a site or check out as a guest. Once the transaction is complete, customers can be led to a confirmation page to ensure that everything went smoothly (deBara, 2018).

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