

So the purpose of my website is to have users engage with the site and the internet advertising I have put within it. Within the site currently there are 3 types of web pages: news article, game, and blog site. I have plans to implement a forum site where the user can post a new thread and view other threads but I did not have the time to complete this part yet, but I do plan on trying to implement it and get it working so I can use it for when I interview users. These users will need to go through each category and interact with 2 different web pages. One page was designed to look similar to web pages that people browse today including all the common IA elements found within those pages. The other page has had its IA experience tweaked based on feedback from internet users either through studies, posts, online or my own experience. These two separate pages exist so that the user can compare their experience with IA to see if the web environment can be a better place.

One of the main feedback I received in project 1 was that the sidebar on the side was not good and that it took up too much space. I removed it and placed a task bar at the top that the user can use to navigate between pages. On the home page the user can jump to any section they wish, but within each section they can either go to the other page within that section or back to the home page. I did this so that the user will feel like they are in an environment that solely focuses on whatever section they are in. I also feel that this makes jumping back and forth between pages much easier and thus makes it easier for users to formulate thoughts and opinions about the two pages. One big change is that I decided to remove the social media aspect of the application because I felt that most social media is consumed on a cell phone and that since this experiment focuses on desktop users I thought that the social media page was unnecessary. During the next phase of the project I hope to get the forum webpages working so that the user can post a new post, view other posts, and interact with the site. One other major thing I hope to achieve is to improve the CSS on each web page because I feel that they could definitely use some improvement in that category as they look very basic and do not give off the feeling of a modern website.