**Phipps Conservatory Web Development Project**

**Describe three ways in which your design is specifically geared toward the college student user.**

1.

The design was minimalistic, and only included the most necessary information so that college student users would not lose attention and be able to easily find the information that they need.

2.

The information contained had many references to social media so that the students would be able to directly connect via their Facebooks and Twitters in order to gain the maximum contact with Phipps.

3.

The type of information provided hopefully caters to students more than adults, and anyone that wants to learn more about Phipps would have the right opportunity to do so by looking through the history tabs and some other fun facts about Phipps.

**Describe three ways in which your design evolved over several iterations of the assignment. You may want to include specific screenshots of your wireframes to illustrate your response.**

1.

The first design didn’t include tables or tabs, and mainly was hoping to utilize text and images as a way to communicate with the user. However, tabs and tables were added to the design in order to better communicate with the user.

2.

The pictures and design styles used in the wireframes were poorly fitted, and new pictures/styles were used to replace those as the website design phase continued.

Ex: stretched images exchanged for properly formatted ones

3.

Several effects were added to the initial framework after learning about them in class, for example lightboxes, forms, and highcharts. These allowed for better display and generally a better experience for the users.