Project Exam 1 Resit

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Word count:

2161 +

Summary

Introduction

In this project I have made a small website called Good Food Mood, with a vision to help busy people find recipes that are healthy alternatives to food that has some of our traditional favourites with some nutritious twist into them that can suit from the whole family to working professionals.

By using WordPress to provide an API, the content for Good Food Mood's website has been created and stored on a WordPress installation used as a Headless CMS. I asked for permission to do it (that got its approval) to be able to present relevant possible content for the site's purpose, and also based on user's needs and wishes.

Process

The project has two aspects, which contains:
- API from my WordPress installation
- The website built with HTML, CSS and vanilla JavaScript

In the next pages in this report, I will focus on explaining in more detail the process and choices that I ended up making for the final results of the current website. Many of the changes that were made before I present the end result of the site are heavily influenced mostly by user test results and insights I have gained for it, with a main goal to make it as painless to use as possible for users to interact with.

I have spent the most time on design-, technical-, WCAG guidelines-, content management and CEO for this website, which I will discuss most about in the report.

Reflection note

During the time I have been working on this project, it's first until now I am starting to realize that both designing and coding is- and will be an ongoing process that will continue project after project. The process of designing and coding this site and other previous sites has been a constantly evolving experience to me.

Conclution

For next projects, I want to make sure I will be able to figure out and complete how to implement functionalities envisioned that requires JavaScript to both improve and increase the interactivity for technical part of website.

These are the implementations I wish I was able to add for this particular project, but will at a later opportunity work further on for my future portfolio site:
- Also trigger search- and subscribe input on enter, and not just triggered on button-click
- Using JavaScript to dynamically scale the ingredients of a recipe up/down
- Allow users to rate and/or submit comment on a recipe, and post this data to WordPress
- Post the data from the contact form to WordPress so I have the details saved
- Show the first number of recipes, and allow users to click to view more results which then show underneath the first number of recipes

Another thing I want to learn more to improve is more diligent use of import/export of JS files for my next future projects, the same reasons I have with importing CSS-files; to keep track of code parts of a website project.

Design

What went well on the project

The final design results of the website, compared to the styletile attached in this report, has become a toned-down version of it, to create a clearer contrast and readability between the design elements.

Although I felt colors was one of the parts of the webdesign I felt I could master in the design part of the project, the user testing from the next step in the project has helped me even more to improve the contrast usage and combinations between the selected color choices I ended up with, something that Toptal online tool may have overlooked. Another thing I just recently discovered is that it's also possible to evaluate color contrasts with Chrome DevTool of coincidence, to better meet WCAG accessibility requirements.

When it comes to image use, I used a website (see image attachments for more details) and an online tool (PicResize) to ensure that I could balance the chosen images between image quality and upload time on these when they were implemented from the API call to the website. But still, if there is anything I think that could have been done differently, which I felt that I had to withdraw due to my time constraints, is to take own photos of the actual dishes to make the site more authentic and «real». This is something I consider strongly to do when I get the opportunity to work again on this project for use of my upcoming portfolio.

What was difficult/didn't go well on the project

In this project I struggled a bit with the typography part of the webdesign. The plan I had in mind or tried to make it happen was to find two types of fonts I could combine them together, which I in reality didn't manage to do as often as I would like them to work out. I'm happy with the sans-serif font choice I made, but I am not as convinced with the handwritten script font (Apricots) which is only used for the current text logo.

I had actually intended to use the logo's font for headings and subheadings, but when I tried to implement these into practice they didn't work or had the expected feel to it, and also from there affected the readability in a negative direction. Another font choice or just dealing with just one font might have solved this design issue in my case.

This is a small section of the website from home where I tried to use the handwritten font, but cut it completely out.

Another challenge I also have experienced while working on typography for web, was that I don't quite know how to measure correct letter-spacing and line-spacing the same as I do when measuring color contrasts. During usertesting I didn't get as much feedback on these aspects of the website's typography than what I've hoped for, since I don't want to rely just sorely on my own eyes, but also be able to use other tools in addition to validate these (if they actually exist).

What would you do differently next time

Even though I experienced all in all that I have a little more knowledge and skills in the design part of this site than the technical aspect of it, the design process- and choices I did hasn't gone completely smoothly, something I see as a learning process and experience gained.

Normally I use to make a prototype version of every website I'm creating after wireframes and styletile making but didn't make the time do this in this case. This is something I have learned and experienced I won't let that happen again. One of the consequences I had to face while skipping the prototype phase (Adobe XD/Figma version of a website), was that I had to make some significant adjustments to the color palette of the website to better possible way meet the WCAG standards. This I see now can be avoided in the future when I include prototyping before coding.

Technical

What went well on the project

The JavaScript implementations I felt I managed to implement well enough for this project, although I still see some potential improvements to these features – because there are so many ways and possibilities to code these implementations, was the following: subscribe- and search field, contact form, and category-selections.

Although I wasn't able this time to display the features the way I 100% wanted or intended to do, I still managed to solve potential issues with some of the following features in the best and quickly possible way I was able to do for the user's sake. For example, in the beginning I used select boxes to let users choose categories from the homepage, but when I discovered it for some reason didn't work properly (especially when it was previewed on mobile), I changed to buttons for users to click on to filter the results from there instead that were triggered instantly.

Another example, I didn't manage in time to display e.g. «No search results found» when users search for a recipe or ingredients that did not exsist, but I added a loading indicator, instead of just seeing a blank page before the results have been uploaded after search text is inputted and search button is clicked on – where users can click back to the homepage with or without search results.

What was difficult/didn't go well on the project

During the process of creating this website, it happened on several occations where I felt I had to make significant changes or remove many parts of the code entirely across the pages to make certain features work as optimally as possible.

On the detail page, I struggled to make image modal work in JavaScript, until I happened to find a guide that shows how to achieve this functionality without JS. I used this guide as a starting point, but made adjustments in HTML and CSS to achieve the result I was looking for (Pachi 2020). Based on this, I did for some time consider to remove this functionality, but the user tests clearly indicated for me that this feature was desired by the users and therefore ended up keeping it anyway.

There were also a couple of features I actually planned and tried to implement on the page with JavaScript, which I ended up removing completely because I wasn't able to make it work completely optimally with API call and at the same time make it responsive. One of the features I tried to make trough, was some kind of carousel or slider that displays four to six recipes at the time. I did not find the time neighter the opportunity to investigate further on how I could achieve this in practice and what did go wrong with it in my case, and therefore I withdrawn this consept for this particular project (Glass 2020).

What would you do differently next time
This is not just a waking call that just applies to the technical part of the project, but in general, I may would made it easier for myself to work with the project if I divide the tasks into smaller chunks than what I did now, to keep better overview- and track off all parts and aspects that belongs to project and set aside more realistic time set for these based on my circumstances and skillset I have (but at the same time keep learning and have fun while I can).

WCAG guidelines, content management and SEO
What went well on the project
It has been easier for me to utilizing HTML tags in my SEO process for this website than what I felt it has been for me to keep track of WCAG guidelines and CMS (Content Management Systems), even though I still have more to learn and understand about providing search engines with key info for SERP display (Barysevich 2020).

From the beginning I tried my best to follow the basics of the WCAG standards where I also were prioritizing clear contrast between text, colors and other design elements troughout this site. By like e.g., having site meta in head section where I added site descriptions and as unique as possible site descriptions about site for every individual page, including alt-text for all images and so on.

What was difficult/didn't go well on the project
When it comes to WCAG guidelines and CMS part of this project, there is a lot of potential improvements for me to do, when I look back to what I have implemented so far in this project. Although I have really tried to follow up these the best possible way I could, there is no guarantee that there has been no miss between them.

If I have to admit at least one thing I struggled with a bit when it comes to the SEO part of website, was logical structuring of h-tags inside the HTML-files. Since this website project is considered to be small (contains only 1 main page and 2-3 subpages), I have used few h-tags to maintain as consistent formatting of these as possible. I might should have included more SEO HTML tags to potentially improve WCAG accessibility, but have used only those I know of and these I know what purposes each of them has.

In common with the SEO part of the project when it comes to HTML semantics, I started at the end of the project work to struggle with both making the HTML neat and semantic enough, and also at the same time keep CSS concise where styles doesn't duplicate too often (where I tried to apply CSS variables (MDN Web Docs) in an attempt to follow the DRY principles in coding – something that eventually began to slip away from me I experienced).

What would you do differently next time
I envision myself that the same way as I have worked steadily troughout the project with Media Queries, I want from next project dedicate myself to work more frequent with these mentioned aspects of website building to be able to assure that important and critical HTML tags are implemented early on in the process.

Will also include from the next project HTML semantics I may have missed from this project, or even remove or replace semantics that are not necessary, something that my mind has not been able to capture before this submission's deadline when I make time to make improvements to this website.

References

(references I've used that helped me in the project)

Websites

From the report text or site I've been using to gain certain knowledge in HTML, CSS, JavaScript and/or other related topics for this project exam.

Barysevich, A., «8 of the Most Important HTML Tags for SEO», 2020. Internet: https://www.socialmediatoday.com/news/8-of-the-most-important-html-tags-for-seo/574987/. [Acessed 15-07-2022].

Glass, R., «Kill your design darlings». Internet: https://uxdesign.cc/kill-your-design-darlings-5372c49e15d7. [Acessed 15-07-2022].

MDN Web Docs, «:root». Internet: https://developer.mozilla.org/en-US/docs/Web/CSS/:root. [Acessed 15-07-2022].

Pachi, «Creating a CSS modal window (pop-up) step-by-step», 2021. Internet: https://dev.to/pachicodes/creating-a-css-modal-window-pop-up-step-by-step-1f59. [Acessed 15-07-2022].

02. Image sources

All the images I have used for this project exam are taken from the site https://www.unsplash.com/.

Ford, H., «Focus photo of green pineapple», 2018.
Internet: https://unsplash.com/photos/6f6G4U6Y6Vs. [Acessed 01-07-2022].

Grote, T., «Seared Tuna», 2017.
Internet: https://unsplash.com/photos/UxhIU5f5GN4. [Acessed 01-07-2022].

Mirhashemian, A., « Bun with ham and mayonnaise», 2018.
Internet: https://unsplash.com/photos/11kuR__THkE. [Acessed 01-07-2022].

Miske, I., «Egg omelette dish», 2017.
Internet: https://unsplash.com/photos/N0u8bLrB_-g. [Acessed 01-07-2022].

Montano, C., «Taco Tuesday», 2019.
Internet: https://unsplash.com/photos/lP5MCM6nZ5A. [Acessed 01-07-2022].

Süßengut, S., «Sliced fruit on white textile», 2020. Internet: https://unsplash.com/photos/8brX_fWv8EU. [Acessed 01-07-2022].

Tuksar, D., «Pink Smoothie», 2019.
Internet: https://unsplash.com/photos/hsTwPUzFegQ. [Acessed 01-07-2022].

Attachments
(references I've used that helped me in the project)

01. Planning
Functional requirements of website features/functions that must or should be implemented.

Requirement ID	Requirement statement	Must/Want	Comments
FR001	The site should visually encourage users to sign up for newsletters.	Must	Subscription field must validate an email address.
FR002	Homepage should show data results using API call from WP (WordPress).	Must	
FR003	Home- or subpage list should let users sort the data based on their user needs.	Must/Want	Create filter or/and search to the site to allow users to find the results more easily.
FR004	The content of the result specific page should be dynamically built using a query string parameter based on whatever link the user clicked.	Must	The title of the result specific page should change based on the result that has been clicked on.
FR005	Each result-specific page should allow users to click on the image and display it in full-screen size.	Want	Make image modal with CSS and/or JavaScript.
FR006	Contact form should have 4 textboxes from the contact page that contains form validation(s).	Must	* **Name** (string value). * **Email** (validate email adress). * **Subject** (min. 10 characters long). * **Message** (min. 15 characters long).

02. Research
Fictional personas (potential target group(s) as a part of the target audience analysis).

Amanda Ruud Hansen
The picky-eater

Female, 34   Stavanger, Norway

Detached house   Married 2 kids

Full-time employee   Gluten intolerant

> With all the work and family life, it's kind of hard to find time to cook properly. I wish to learn to alter the recipes to what the whole family can and want to eat that doesn't eat up all of our time.

Amanda is a mother of two small children who works with office and administration on a daily basis. She uses to have a lot of balls in the air, and therefore often resorts to easy solutions when it comes to cooking. Another challenge she is facing is also finding meals that are adapted to both her food allergies and the children's discerning tastes in food under her time squeeze.

Cooking skill level

Needs & Goals
- Clearly labeled options & alternatives in the recipes.
- Recipes that doesn't take up too much time with cooking and shopping, which is also easy to find and learn that fits her busy schedule.
- Would like to learn how to costumize recipes and meals.

Motivation factors
(for using food blog recipes)

Simple and affortable ingredients

Number of servings in recipes

Filter recipes by its ingredient/diet

Recipes with gluten-free options

Frustrations & Pain points
- Buying ingredients for just one particular recipe, but don't know how to integrate them into her daily cooking routine
- Recipes that feels constraining where the ingredients is hard to find when needed.
- Long prep times makes it hard for her plan and cook.

Devices
(% of use when using food blog recipes)

Mobile phone (65%) Uses her phone when her laptop isn't nearby.

Tablet (10%) Rarely uses it for her personal use.

Laptop (25%) Uses her web browser to search up recipes or watch recipe videos.

Persona image url-source: https://unsplash.com/photos/mpDV4xaFP8c

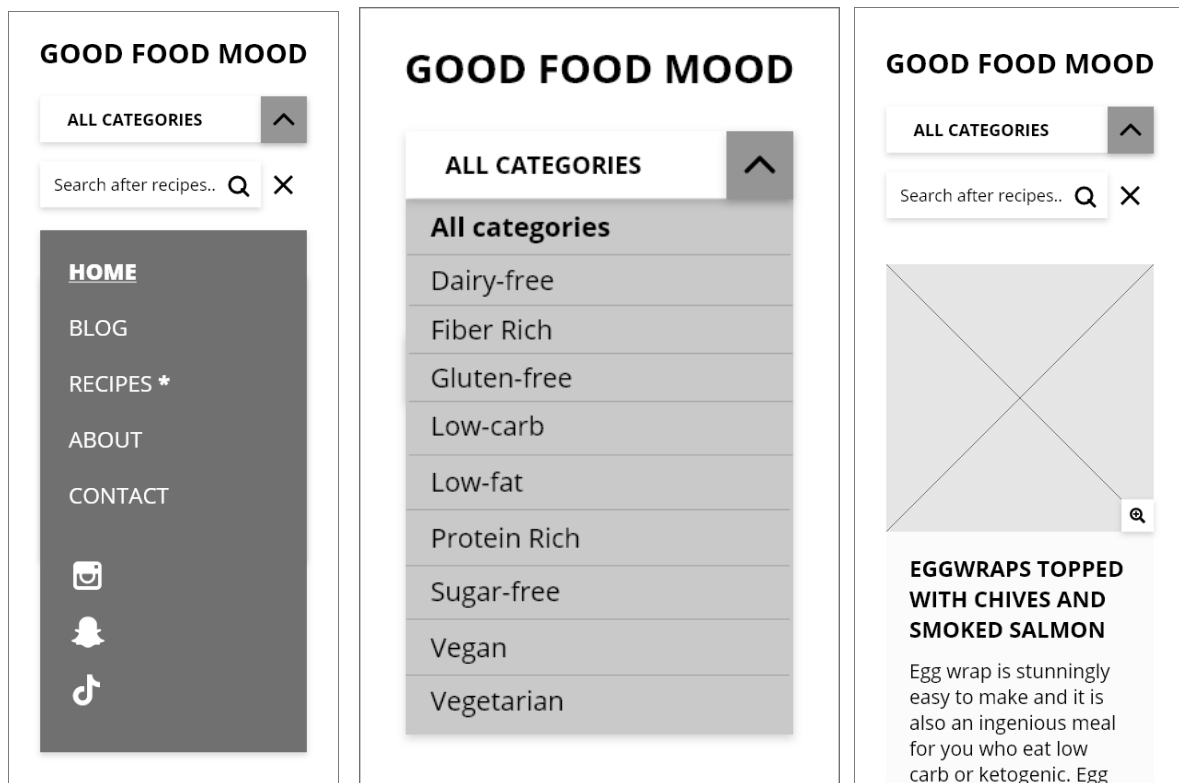Persona image url-source: https://unsplash.com/photos/TSZo17r3m0s

03. Wireframes

This is the earliest version and draft of the website in Adobe XD, which has undergone some rounds of adjustments during the process of creating the Good Food Mood website.
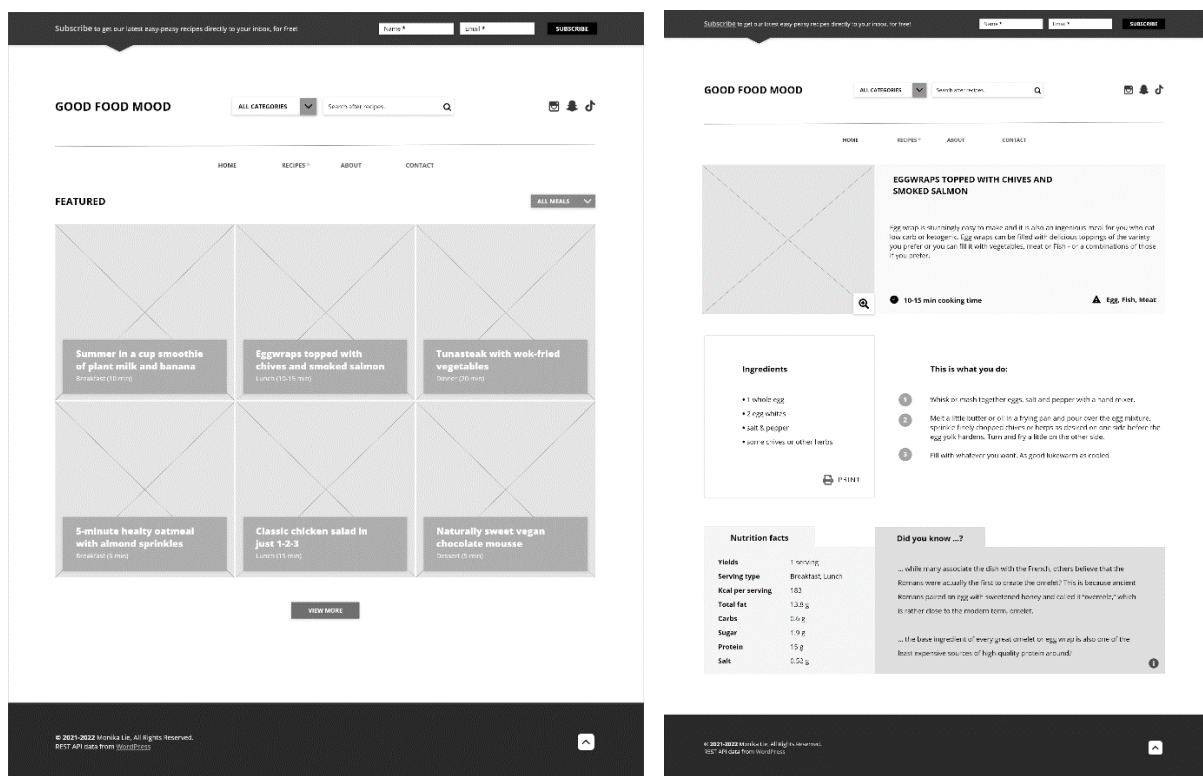
Desktop-version

Mobile-version: The design from wireframe to code has become very different and more simpler, due to assessments and reassessment of what should logically be included or not on the page.

04. Styletile (v1)

The design elements from this styleguide version where those I used earlier when I started to design and code the microsite, where some of the design elements have been changed and/or discarded after implementation/rollout stage of the project.