Website Design Task 3

Synoptic

4.2B
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The Brief
The objective of building a page for Marsha Suarez who is a fictitious influencer was to have an additional repository that is capable of having more in-dept detail and information to support Social Media Content. As we all know, Social Media content is very fast and is targeted to people with a short attention span to get a message in less than 10 seconds. The website is for those who are interested to know more, get in touch and ultimately have an ecommerce portal where they can purchase merchandise. In other words, it is a way to monetize content. In addition to this, the page was designed to support articles that can cross promote brands that in return will give sponsorships to the influencer.

Initial Design Stage 1
The starting process for the creation of this website was to analyse the data collected from the interviews and referencing to the sample pages I found.
The results from research are as follows:

- The page should reflect the influencer's personality in style and tone of voice.

- The main pages for these website should give a generic overview of the content without the need to dig deep into the page to find content that is most requested by the user

- The colours and fonts should also reflect the personality however its important have a responsive page with is very clear to read and easy to navigate.

- Define a target audience based on research and by interviewing the influencer to get an understanding of who follows her page and what is their interests.

- The tone of voice should be consistent

- Highlight the most important topics in the Home Page – Index.

- The chosen topics are – Photography, Gaming and Travel.

The final layout consists of the Home Page – Index, About Page , Blogs and Contact Page. All these pages link to a CSS document to help in the styling of the page ensuring consistency and to make them visually appealing and easy to navigate.

Step 1 – Design of Wireframe.

After concluding the pages that will be included in the page, a prepared a wire-frame incorporating all the elements from the research. These wireframes are used to create the outline of the basic structure of the site and are to be used as reference and not as the final design.

Step2 – Colour Scheme

The colours for the website have a big impact to the overall result to establish the look and feel of the page. The colour pallet was chosen to complement the brand of the influencer and is consistent throughout the whole UX/UI.

Step 3 – Fonts

Fonts were carefully chosen to have function and form. The function of the chosen font is the have a page that can be read with ease and the form is to have the page reflect the Influencer's personality.

Step 4 – Page Responsiveness

The page was designed and build to load fast by using middle quality images that are still compressed to look sharp and also the use of

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

To ensure that the page can be formatted to fir different screens and resolution.

Step 5 – Site Map and connectivity

After deciding on the pages a Sitemap was built to help the visitors navigate the website by understanding the hierarchy of the page. Also this helps pages be discovered more and indexed faster. As a developer, this sitemap will be very useful to update and change in the future.

Design Decisions and Web building

All the pages in the website have a cloned title bar that is common throughout the journey. This was done intentily to avoid backtracking in navigation and an easy hop-on / hop-off approach from any given page.

The pages are divided into chunks / blocks to clearly define each section and would be very easy for the eye to set on any given block just by skimming through.

The Home Page

Planning and work started on the home page (index.htm). The main code for the home page was written on this page however, the styling was done on a *.css* page called styles. This stylesheet was linked to the main page so in code, I could reference to it.

Main Menu

The main menu is common in all of the pages as it is the main navigation tool for the website. This was coded using the first header *<h1>* of the page. In *h1,* I put 4 links that will take you to the desired page using *href*. *H1* was defined in the styles page as a reference with the inclusion of a hover over text underline effect.

Secondary Banners with Links

The second element in all pages consists of the main banner. In this case it has no link to it so it is just using an *img scr* to place the banner. Banner is designed to fit the spec using Photoshop. A challenge I faced was defining the image size to as to fit a traditional screen however after many trials and errors I manages to find the right size to fir the page perfectly. It is very important to note that once I was happy with the size, all the specs were defined in the styles page. This included, background color, height, width, text alignment and padding.
The 3rd element of the homepage is the 3 different banners that link to separate pages that are hidden from the main menu. This is part of the H2 and I used the Row and Column class to align them using styles *Css*.

The row and column sizes were defined in the styles sheet. The end of the page, I put the credits in simple text and also a link to an email using the *mailto* class.

In the about me page, I used a form (fieldset) to embed the text in a nice format. The Legend is the title of each text block.

The blogs page uses an Href function to link to the featured blogs. At this stage of development, all is hard coded and featured blogs are pre-set and not automatically generated.

Contact Page

The contact page was redesigned and refactored to make is very quick and easy for the user to fill and submit. Most of the content on the contact form were removed to improve the experience. The Form now send the information to the page using the 'mailto' element.

```
<form action="mailto:meganbartolo13@gmail.com" method="post"
enctype="text/plain" id="myForm">
```

An improvement from the previous version is the addition of a confirmation note. The user now has visual confirmation that his form was submitted successfully.

```
<input type="submit" value="Send" onclick="submitForm()">
        </form>

        <script>
          function submitForm() {
            var form = document.getElementById("myForm");
            var message = "Thank you for submitting the
form!";

            if (confirm(message)) {
              form.submit();
            }
          }
        </script>
```

IMPROVEMENTS

Some noticeable improvements from previous version are refactoring of code. An example is the removal of the DIV from a header and implanting in the CSS. This was identified using the error checker provided with this assignment.

-Removing Centre commands in HTML files and implementing these in CSS using text-align

-Fixed identation to follow good code practice

-Refactored the contact me form, made is simpler and now works by sending an email with the information submitted.

WHAT HAVE I LEARNT FROM THIS EXPERIENCE?

Creating this website has thought me the basics of using visual studio code along with learning how to use CSS and GitHub. It has thought me how to code and design a website for any occasion, possibly aiding me in the future for creating custom portfolios relating to my future in the art industry.

POTENTIAL IMPOVEMENTS

- To learn PHP or Python to process form data. By using these programming languages, all form date will retain format and would me much easier to collect. These practices also help in constricting emails that will be not caught as SPAM and moved into the SPAM or JUNK folder.

- To avoid leaving spaces between names when saving images files to be called from HTML. This will help in consistency and also improve consistency, compatibility, readability, and SEO of your website. When naming files, I will be using hyphens or underscores instead of spaces to make them more readable and easier to work with.

E-commerce

What is E-commerce?
E-commerce is the act of selling and shopping for things online via technology, popular methods being over websites such as E-Bay or Amazon, using computers and phones. It stands for "Electronic Commerce". The appeal of E-commerce strikes both sellers due to the fact that they do not need to purchase building to sell their products, and buyers, who can browse items online within their own homes. (Zande, n.d.)

How does E-commerce come in handy when designing a website?
E-commerce could come in handy when creating my website, and it could also aid many influencers sells their merchandise online and share their art with the world. Many ways I could see E-commerce helping would be by giving users convenience to shop and sell anywhere whenever they wanted to, giving sellers easier access to sharing their brand with the world and learning more about your audience in the process, access to customer reviews that help sellers improve their products and so on and so forth. (Lopienski, 2018)

How would E-commerce aid my website?
I could eventually set up a shopping page for people to buy any potential created merchandise created by the influencer or her team. Since she is an influencer, they make money on merchandise so we would have items on there for sale by creating a page with a merchandise section within our website. All in all, E-commerce could definitely help me in improving the popularity and performance of my website. Possibly helping the influencer I'm aiding in attracting a wider range of a fanbase, who have a greater experience with online shopping as opposed to not.

Possible Merchandise for the influencer who commissioned me, to sell on our website in the near future, could be articles of clothing or household objects with her branding on it. Some great examples could be hats, mugs, bags, pencils, bottles, hoodies, t-shirts, notebooks, the possibilities are endless. (Santora, 2023)
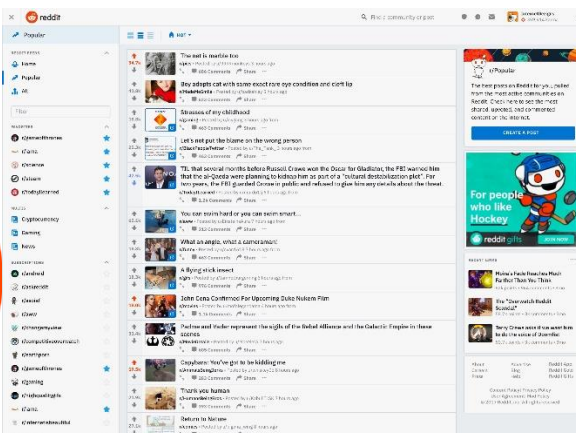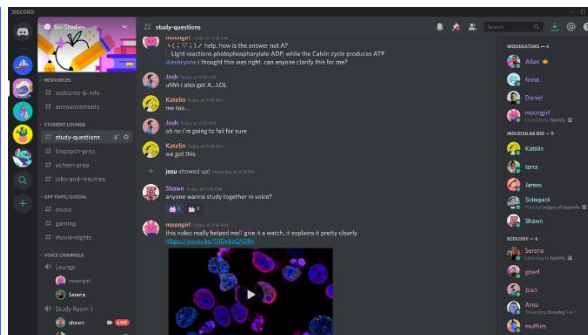
News Group

<u>What is a News Group?</u>
UseNet's, also known as news groups are methods of communication for online users to discuss anything you could think of, usually being sectioned in to different categories in order to avoid confusion. People can discuss any topic they would like, from their favorite movies, to their political opinions, and in our case it would be influencers. (Hanna, 2023)

<u>How does a News Group come in handy when designing a website?</u>
Adding a newsgroup, although not as commonly used as social media platforms anymore, can still transform a website completely, bringing it to life and could be an easier way to understand an audience of people. This can build communities online and bring others closer together. Another benefit to implementation of a news group would be gaining more support through customers, gaining feedback in the process. This could build loyalty with customers. (Udell, 2003)

<u>How would a News Group aid my website?</u>
I could potentially improve the website is by adding different news group links that link to forums such as a Discord server or a Reddit page. These would aid in the fanbase coming together as a community and a space where people could interact and help eachother if any potential problems were to arise. (Martin, 2022)

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