API Project Planning:

When I first got into this project, I had lots of ideas. I spent time playing around with them. Then; I watched the video. Some may see this as an incorrect sequence of events. They may like getting all the facts first then starting. I like the freedom that exists inside my head. How would I do this if it was entirely up to me? I think it’s good to always spend a little time like this: completely free.

Then, the time comes when it’s necessary to look into other people’s thoughts (especially the client’s).  There could be a series of questions:

* What are we making?
* What’s the purpose?
* Does the client have any requirements/pre-dispositions?

There really could be a large number of diverse questions that could be asked before starting on a web project. In this class, we don’t get the chance to ask a huge number of questions, but there are always some that we can ask ourselves. Am I free to do anything I want? Are there any constraints, requirements, or restrictions? This particular project has a video. The client wants it to be featured prominently.

Since the video is important to the client. I think it is important to do more than stick it in a web page. The client’s video provides a wealth of information and stimulates ideas on how the site could be designed. How does the video help me?

* The client wants people to watch the video; why? What action is the client trying to stimulate in web-site/video viewers?
* What is the tone of the video? Is it playful? serious?
* What information is in the video?
* Is there imagery in the video that I can include in the site?

After watching the video, I ended up with a hybrid of my ideas and ideas that were suggested to me by the video. I want to use aspects of the video on the site so that the 2 are integrated - like they belong together. I liked the playful sprit of the video, “we save you time; not money”; so I played with that on the site. This concept lead me to a Google search where an author stated: “Save Time & Money” is lazy ass messaging (**Joanna Wiebe)**.

[https://copyhackers.com/2012/10/save-time-and-money-is-lazy-ass-messaging/ (Links to an external site.)Links to an external site.](https://copyhackers.com/2012/10/save-time-and-money-is-lazy-ass-messaging/)

I read the article and some studies that measured people’s response to “time” or “money”. I agree with Joanna, and since it was mentioned in the video, I emphasized it on the site. People respond better to saving time, so, (on the site) I’m all about helping them save time. Another thing that helps integrate the site & video: I took some icons from the video and turned them into buttons on the site.

As part of the assignment, I read about the F viewing pattern ([https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/ (Links to an external site.)Links to an external site.](https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/)). I have incorporated it into my layout. The 2 horizontal sections are easy to see. 1) the header and 2) the call to action & video. I put my call to action in the potentially most read area, Then I re-direct the eye back to that area twice. There is a button under the video that says “Don’t sign up to save money”. When you hover over it; a window pops up. That window tells you why to sign up and it brings your eye up and over to the left, near to where the Sign up, Browse & Click to purchase buttons are. The next time I re-direct the eye back here is at the bottom left side of the page (the bottom of the F). The button “Sign up now”, takes you back to that part of the page.

I’ve had fun doing this so far. Next is the challenge to see if I can pull it off as a web page.

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