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# WEBSITE DEVELOPMENT

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## Task 1: Research



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## Part 1 – Research

### Website About

My website would be based on my photography. It will showcase different portfolios to navigate through the images. These images have been shot for some of my projects, and I want to showcase to my audience.

I specialise on landscapes, flowers, nature and animals. I want to bring out the essence of each subject through imagery. My target audience would be anyone looking for inspiration, a photographer or anyone who is into photography in general. My goal is to share my projects that I have worked on. I want to take this opportunity to explore my work and appreciate the art behind each shot. I want to be able to connect to other photographers work and websites and try to create one of my own.

### Web accessibility

Web accessibility refers to making your website useable with different audiences. This ensures that your website is properly designed and coded. It is practice that determines if your website is accessible for everyone such as on small screen devices, slow connection and people with disabilities. It is structured in a way that the design is effective (w3.org, n.d.).

The content should present clear and intuitive information. Using simple fonts depending on the topic of your website. It is important to limit the usage of fonts to make your website clear, readable and consistent. When using colours in your website, you want to make sure that it fits with the content, and also consistent across the different pages. This could help enhance users vision and accommodate them when they have difficulties. In this way the website will be inclusive because it ensures readability and user-friendly experience for everyone. The use of applying alternative text to images can be used as a descriptive comment. This can help those who are using screen readers by providing them an understanding the content (Charlton-Daile, 2024).

The benefits of making your website accessible is that it allows individuals to navigate and interact easily and to understand the content without barriers. Web accessibility benefits not only people with permanent disabilities, but it also assist people without. It helps a wide range of users to adapt into different situations and environment. For example, you could be browsing using a laptop in an office or a phone while outside in a sunny day. The inclusivity improves the experience and allows individuals to access information quickly. Overall, making your website accessible allows users to have a better experience by ensuring everyone can interact with the content in different situations and environments (adasitecompliance, 2022).

My website is about my photography portfolio. In order to make it accessible, I used simple and minimal fonts to ensure it is readable and prevent distraction from the actual content. I used colour scheme that is consistent across the pages. I also ensured there is enough contrast between the background and the foreground to make sure that the content can be clear when used by visionally impaired individuals or when using the screen in a bright environment. When creating my website, I would organized in a way that the user can navigate from the different pages easily without any struggle, using a standard layout. I would ensure that it is responsive it different devices, such as mobile phones. I would also add alternative text to the images so that people with visual impairments can understand the content, as well as using a font that could scale up.

There are various tools to help with designing an accessible website. I have used visual studio code and HTML validator. This has helped to find mistakes that could affect the site accessible

and responsive design. For example, it shows me errors when I have left a div opened that was causing problems to the site. I have used a standard library called Bootstrap because it is designed to help with responsive design and accessibility. I have also validated the website with Lighthouse extension on Chrome.

#### User Personas



**Name:** John Miller

**Age:** 25

**Location:** Los Angeles, CA

**Occupation:** Garden Shop Owner

#### **Bio:**

Miller has a garden shop business and is passionate about gardening. He sells flowers, plants and gardening accessories. He wants to attract more customers by showcasing his products.

#### **Goals:**

- Looking for someone to capture high-quality images to display in his website.
- Create a gallery in his shop to showcase different flowers and plants.

#### **Motivation:**

- High quality images help attract customers.
- Passionate about showing his love for gardening.



**Name:** Rebecca Smith

**Age:** 31

**Location:** New York City

**Occupation:** Veterinarian

**Bio:**

Smith adores animals and has one dog. She is passionate about taking care of pets. She works at a vet clinic and wants to considered using professional pet photography for her website.

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**Goals:**

- She looks for high-quality pet photography.
- She is interested in booking a custom photoshoot with her and her dog.
- She wants to decorate her home with photos of her dog.

**Motivation:**

- She has a deep connection with animals.
- She wants to create a warm atmosphere in her clinic.



**Name:** Jessica Brown

**Age:** 22

**Location:** Washington, D.C.

**Occupation:** Travel Vlogger

**Bio:**

Brown is passionate about travelling and exploring nature. She finds joy in discovering new landscapes and scenery. Her wants to bring the elements of adventure wants into her home.

**Goals:**

- Browses into photography website to decorate her home.
- Support photographers with their unique artwork.
- Interested in discovering new places to explore.

**Motivation:**

- She wants to create a peaceful and inspiring environment in her home.
- She enjoys collecting beautiful photos that inspires her love for nature photography.

## References

adasitecompliance, 2022. *Top 10 Benefits of Website Accessibility*. [Online]  
Available at: <https://adasitecompliance.com/top-10-benefits-website-accessibility/>

Charlton-Daile, R., 2024. *How to make your website accessible*. [Online]  
Available at: [https://www.wix.com/blog/how-to-make-a-website-accessible?utm\\_source=google&utm\\_medium=cpc&utm\\_campaign=21355403034^163422834859^search%20-%20dsa&experiment\\_id=^^726585089655^&gad\\_source=1&gclid=Cj0KCQjwv\\_m-BhC4ARIsAlqNeBvI7picBVb-bCWCQFntXxFEkYK1tV2TC\\_uw](https://www.wix.com/blog/how-to-make-a-website-accessible?utm_source=google&utm_medium=cpc&utm_campaign=21355403034^163422834859^search%20-%20dsa&experiment_id=^^726585089655^&gad_source=1&gclid=Cj0KCQjwv_m-BhC4ARIsAlqNeBvI7picBVb-bCWCQFntXxFEkYK1tV2TC_uw)

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