

Web design task 1

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A brief introduction

My blog is based on Jennifer Aniston. It talks about her day-to-day life. The reason I'm focusing on Aniston is that she is one of my favourite actors around. I first saw her acting in the movie Bruce All Mighty but fell in love with her talent while seeing the sitcom FRIENDS.



Interviews / questionnaire

- Are you invested in your favourite actor/ actress's life?
 - Yes
 - No
- What do you look for in a website?
 - The outlook
 - The information
 - Both
- Will you be interested in this website?
 - Yes
 - No
 - Depends on the final work
- What is your downfall for a website?
 - Long texts / using difficult words
 - The advertainments
 - Using too much colour. The simpler, the better.
- Do you know who is Jennifer Aniston?
 - Yes
 - No
- (If you clicked yes before this question), from where do you know her?
 - Tv shows and/or films
 - Her brand, Lolavie
 - Through her social media
 - Somewhere else

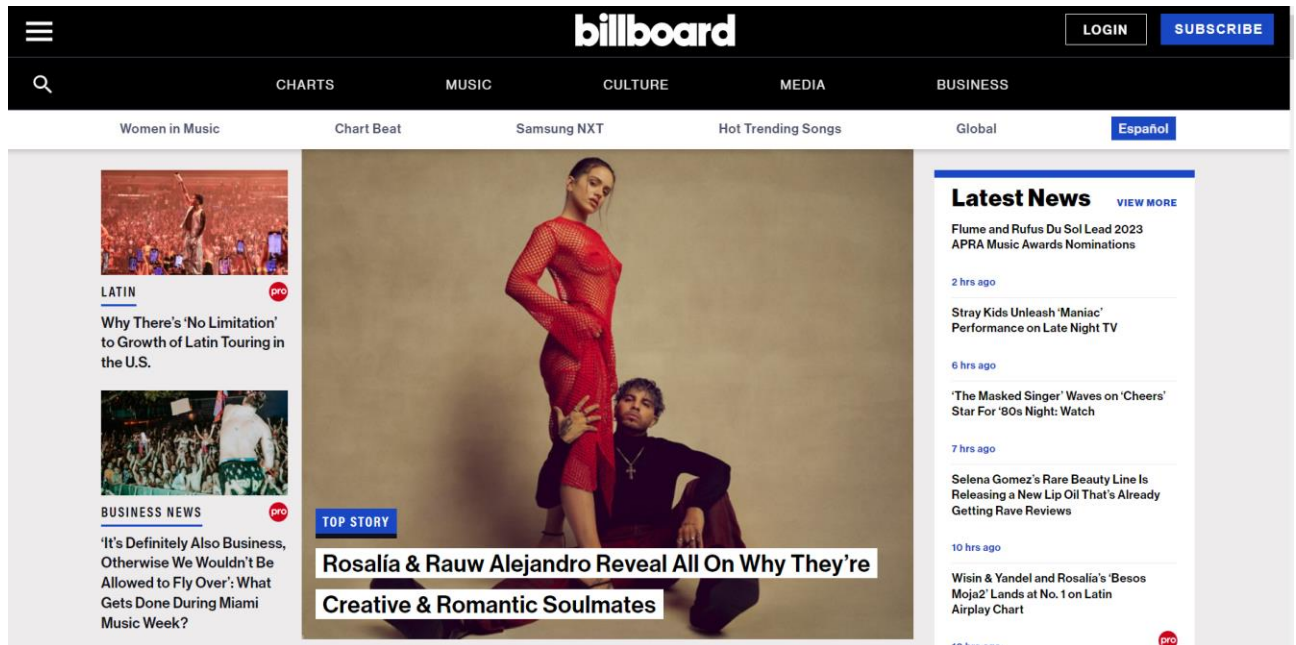
Before I started working on the website itself, I conducted interviews to help me improve my final website. The audiences that were questioned were between 16 - 40 years old, some with different work experiences rather than focusing on the artists.

Final answers

- Are you invested in your favourite actor/ actress's life?
 - Yes **80%**
 - No **20%**
- What do you look for in a website?
 - The outlook **40%**
 - The information **40%**
 - Both **20%**
- Will you be interested in this website?
 - Yes **70%**
 - No **20%**
 - Depends on the final work **10%**
- What is your downfall for a website?
 - Long texts / using difficult words **50%**
 - The advertainments **20%**
 - Using too much colour. The simpler, the better **30%**
- Do you know who is Jennifer Aniston?
 - Yes **90%**
 - No **10%**
- (If you clicked yes before this question), from where do you know her?
 - Tv shows and/or films **60%**
 - Her brand, Lolavie **5%**
 - Through her social media **15%**
 - Somewhere else **20%**

Existing websites *Billboard*

Billboard is a magazine focused on news around the world such as music, events and of course, celebrity news.



What I like about this website is that it's simple yet very informative. I like that it uses the basic colours white and black and utilises coloured pictures with some coloured shapes/text in the background. This helps the viewer to be focused on the news itself. What I would change is the amount of text that is on the home page. Although this is a news-based website, I think it would be easier if they had less text for some viewers.

Website: <https://www.billboard.com>

Existing websites *Gizmodo*

Gizmodo is a news website, mainly focusing on science.

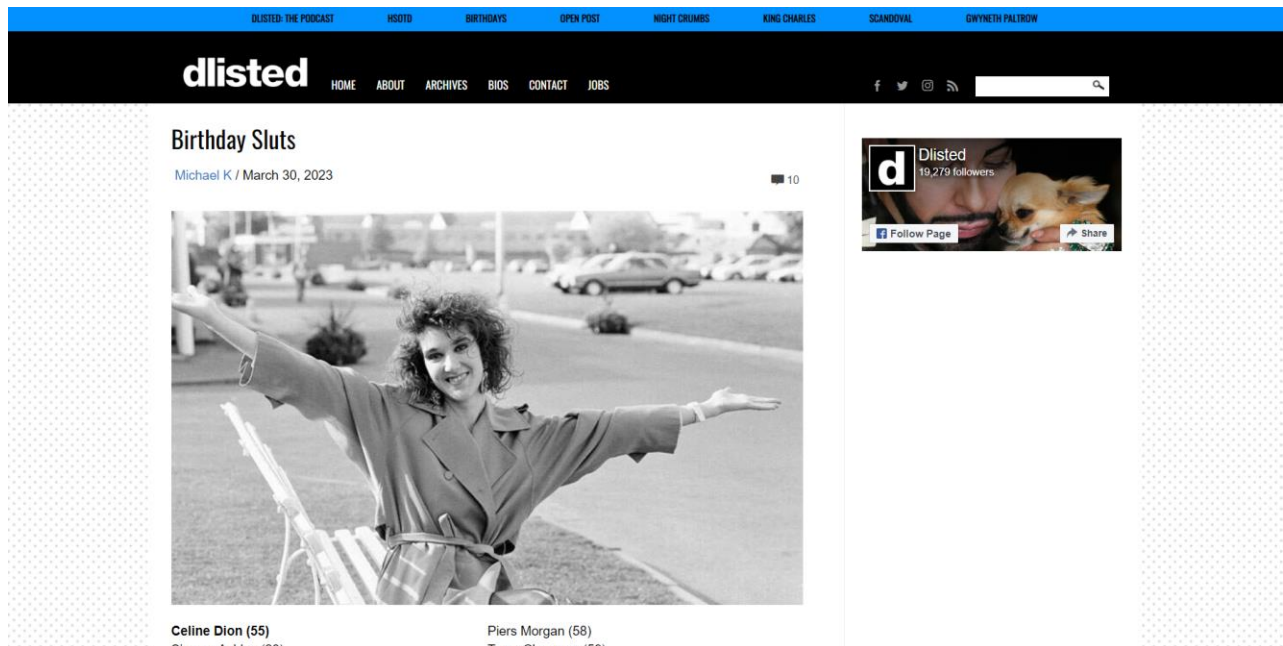


This website doesn't seem to be filled with advertisements which is a good technique, especially for certain viewers. The part that I like is that although it has text around the page, it also includes images, both large and small. This helps the website doesn't look too *'busy'*. The outlook and information seem to be there which the audience like to see. It suits its category which is science news.

Website: <https://gizmodo.com>

Existing websites *Dlisted*

This website focuses on celebrity news and goes in-depth with its research.



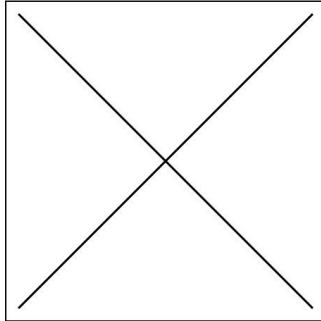
Like the previous two websites, this has a simple style. But what I like more is that it's simpler compared to the others. Since this website is based on celebrity news, most people that I interviewed will find this website very informative.

Website: <https://dlisted.com>

Wireframes

Jennifer Aniston's blog

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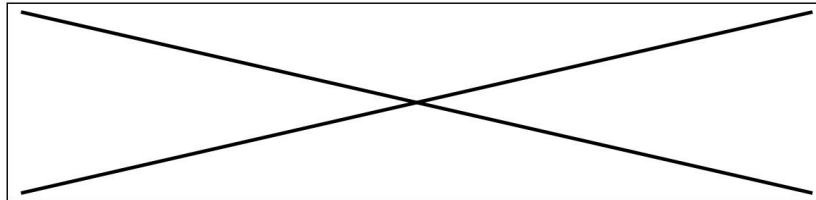
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I'm so happy and not at all jealous.

Jennifer Aniston's blog

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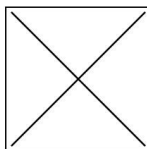
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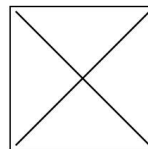
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Jennifer Aniston's blog

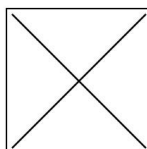
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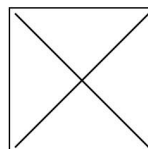
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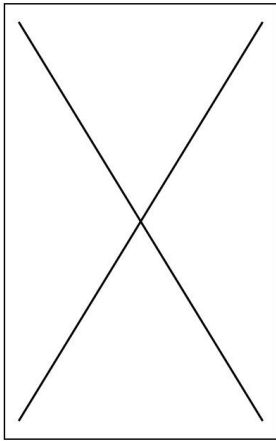
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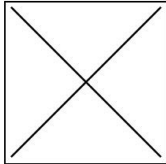
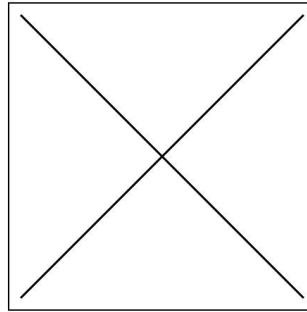


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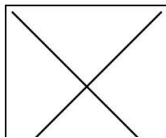
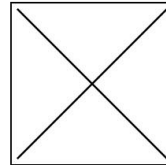
*We are dessert stealers.
We are living outside the law.*

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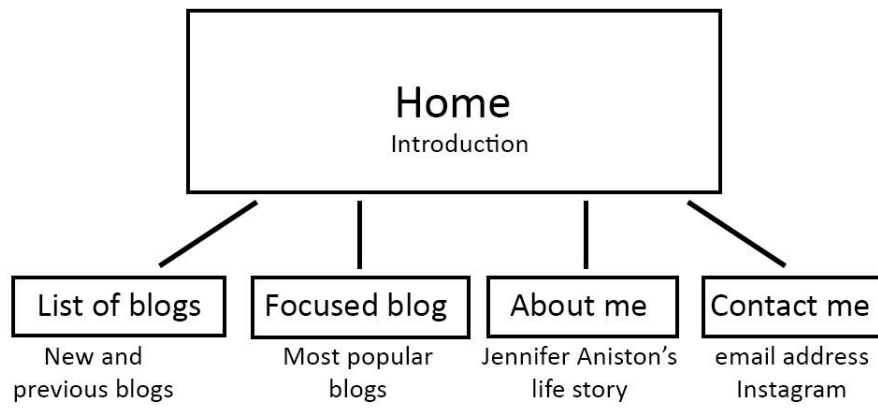
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Wireframes



Style guide

Calibri

The quick brown fox jumps over the lazy dog

Brush Script MT

The quick brown fox jumps over the lazy dog



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Mock-up

