



Noroff

School of technology
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Project Exam 1

Student Name

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Word count

751



Design

What went well on the project

Selecting a topic for my blog was a straightforward task, greatly simplified by easy access to a diverse collection of images and articles. This wealth of resources allowed me to quickly find a theme that resonated with my interest in healthy eating, enriching my blog with fresh, relevant, and visually appealing content. This process ensured that my blog remained consistent and engaging for my audience. The success of my project was founded on a comprehensive exploration of various online blogs, which sparked my creativity and directed the theme and design of my own blog. By sketching initial ideas on paper and then refining them in Figma, I created a clear, organized development path for my blog's design and theme. Even without Trello for task management, this structured approach kept the project on track. My passion for healthy eating naturally drove the content creation, providing a continuous flow of ideas for blog posts, recipes, and articles. This combination of in-depth research and a passion-led content strategy was crucial for the seamless execution and creative success of my project. Based on user feedback, I believe the design is attractive and effective in drawing in customers, highlighting the importance of user engagement and the visual appeal of the blog. The feedback was generally positive in terms of design and aesthetics; it was mentioned that the website is visually refreshing. When images in the carousel are clicked, they redirect to a site that includes the recipe. Within the blog-specific content, it was noted that images enlarge upon clicking and work smoothly.

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

My project encountered several significant challenges during the design phase. Balancing aesthetics and usability in the blog interface required a lot of effort and time. Adapting my designs to different devices turned out to be more complex than expected, necessitating additional adjustments.

The limitations of tools like Figma sometimes prevented me from fully realizing my design vision. Additionally, the absence of a task management tool like Trello made it difficult to keep the project organized and on schedule, leading to some delays and inefficiencies in the workflow. On the homepage, aside from the carousel, I did not make the design-purpose images below clickable and expandable, for which I received negative feedback. Users had the impression that the images were clickable.

In conclusion, despite the project's successes, these design challenges negatively impacted the smooth execution and outcomes, highlighting areas for improvement in future projects.

What would you do differently next time

For my next project, I aim to refine my approach by dedicating more time to planning and audience research to tailor content and design more precisely. I plan to



bolster my technical skills in web development and design, particularly mastering the CMS for efficient content management. Implementing a content calendar will organize my posting schedule and ensure consistency, while a stronger focus on engagement and marketing through social media and newsletters is intended to build a more robust audience and community. Additionally, I will leverage analytics to fine-tune content according to what resonates best with my audience and make seeking regular feedback from my audience and peers a standard practice for continuous improvement and ensuring the blog's relevance and success.

Technical

What went well on the project

In the project, I excelled in several technical areas including efficient content management, enhancing the website's performance for speedier load times, implementing SEO strategies that boosted our visibility on search engines, securing the website against potential threats, and creating a layout that adapts to various screen sizes. These successes formed a solid foundation for the website, ensuring it was well-positioned for growth and user satisfaction.

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

My efforts to perfect mobile responsiveness turned out to be much more challenging than I expected. To achieve a seamless user experience across various mobile devices, I had to make intricate adjustments and conduct rigorous testing. The biggest challenge was balancing the visual appeal of the website with its functional performance on smaller screens, highlighting the necessity for a more mobile-centric development approach.

Besides mobile responsiveness issues, I also struggled with adding images to WordPress. Integrating images from an API was challenging due to my limited familiarity with WordPress's media features. Eventually, I discovered that placing images in pairs was essential for a consistent blog layout, highlighting my need to better understand WordPress to enhance content visually and functionally.

What would you do differently next time

For my next project, I'll start by clearly understanding the assignment's requirements and learning how to effectively meet them. Prioritizing a mobile-first design will be my initial step to address responsiveness challenges from the outset. I plan to invest in advanced testing tools for enhanced compatibility across devices and browsers. Feedback from Hotjar has highlighted the importance of refining my SEO strategies with deeper keyword research and staying updated with the latest trends to improve



site visibility. I'll also focus on boosting security through stronger measures and regular backups to guard against cyber threats, and utilizing CDNs to enhance site performance worldwide. Committed to continuous improvement in web development and UX/UI design, I intend to keep abreast of industry trends and actively seek out and respond to user feedback more diligently. This feedback, particularly insights from Hotjar, underscores the necessity of tailoring the site more effectively to audience needs. Adopting this comprehensive and informed approach will help me overcome past obstacles and elevate the project's success, leveraging the valuable lessons learned from user interactions and feedback.

WCAG guidelines, content management and SEO

What went well on the project

I did well with WCAG compliance, making my site accessible, managing content smoothly through our CMS, and boosting my site's visibility with effective SEO practices.

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

In the project, following the WCAG guidelines closely was tough because they were complex, making it hard to fully comply. Also, keeping content interesting and getting a high SEO ranking with so much competition and changing rules was challenging. I struggled with managing my time, especially at the start, because I initially went about the project the wrong way, which meant I had to start over again. This taught me how important it is to use time wisely, plan carefully, and prioritize tasks to avoid similar problems in future projects.

What would you do differently next time

Next time, I plan to gain a deeper understanding of WCAG to ensure better accessibility, strategize content planning for consistent quality, and commit to ongoing SEO education and adaptation to enhance rankings. Additionally, I've realized the importance of being more organized and methodical in my approach from the beginning. This means planning more carefully and maintaining a structured workflow throughout the project to avoid previous mistakes and ensure smoother progress.



References

(place references to websites, books, forums etc. that helped you in the project)

- Google in general,
- Carousel Slider <https://www.youtube.com/watch?v=6QE8dXq9SOE>
- Modal image
https://www.w3schools.com/howto/howto_css_modal_images.asp
W3Schools Tryit Editor

