



# Noroff

School of technology  
and digital media

## Project Exam 1



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Word count

Summary: 196 | Main text: 714



School of technology and digital media

# Sweetheart Embroidery Online – the project

This report presents an overview of the development process for the Sweetheart Embroidery online website. It's successes and challenges.

From the outset, I organized all my tasks using Trello, uploaded files on GitHub and deployed to Netlify. I integrated Hotjar for feedback and testing. I set up a WordPress site on my domain and let ChatGPT write my blogposts. The design process was made manageable with Adobe and Figma. Postman proved to be a valuable ally, simplifying the process of creating requests to WordPress. I frequently utilized Wave and W3C to ensure that my WCAG compliance and site were up to standard.

Leveraging the knowledge gained so far, I found this project not so overwhelming, then previous ones. However, a significant challenge arose in week 3 due to illness, resulting in a week-long setback. An extension from Noroff was granted, but I chose to maintain the original deadlines to mimic real-world project constraints. As a result, I made the decision to modify my design by reducing the number of tasks. I omitted the additional work I had initially planned, such as comments, post filtering, and categories, which, nonetheless, were not mandatory.

## Design

**What went well on the project:**

The design phase of the project was a highlight. I always love to start a new project, where I design the logo and establish the desired look and feel of the website. This time, selecting the colours was notably smoother, compared to previous projects that had issues with contrast.

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

Initially, I was quite pleased with the mobile navbar design, drawing inspiration from a Norwegian website renowned for its innovative and prize-winning "baguette-bar" approach (<https://www.landbrukskvartalet.no/>). However, this seemingly innovative approach posed unforeseen challenges that persisted until the end. The inclusion of a "+" symbol instead of the traditional hamburger menu icon led to a lot of discussions, as users interpreted it as an "add to cart"-function. Similarly, the heart-logo I used as the home button, in line with the site's Sweetheart branding, was mistaken for a "favorite"-feature rather than a home-button.

While some peers commended the navbar's refreshing and intuitive design, others expressed reservations. Most users found navigation straightforward, and several suggested a redesign. Upon reviewing over 100 Hotjar recordings, it became evident that users didn't encounter significant navigation issues. Nonetheless, based on the feedback received on Discord, I ultimately decided to redesign the mobile navbar.

**What would you do differently next time:**

In future projects, I would seek feedback at an earlier stage in the process. This adjustment would help streamline the design and prevent the need for extensive revisions late in the development process, saving time and effort.



## Technical

### **What went well on the project:**

I encountered no difficulties during the installation of WordPress, pushing to GitHub, or deploying to Netlify. The Trelloboard's backlog efficiently managed all the tasks I had to complete. While creating 15 blog posts with their content took longer than expected, it greatly enhanced the site's overall quality and professionalism. Hurray for ChatGPT, which breathed life into the site with its real, sew sweet content! I completed most of the HTML and CSS work quickly, along with the research on Postman, allowing me to concentrate on the challenging tasks of JavaScript.

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

I spent a significant amount of time working on the "load-more" functionality. Initially, the button was reloading the same set of 10 blog posts repeatedly instead of loading the last 5 blog posts. Additionally, I encountered multiple console errors when trying to hide the load-more button, when there were no more blog posts to display. With some help, I eventually managed to resolve these issues after several days of trial and error. Another challenging aspect was the modal, not zooming like I wanted. It finally did. I recognize that I still have much to learn in this regard.

### **What would you do differently next time:**

Due to the flu that set me back by a week, I couldn't implement all the functionality I had initially planned, such as comments, filter, and categories. I'm hopeful that I'll be able to implement these features at a later stage.

## WCAG guidelines, content management and SEO

### **What went well on the project:**

Utilizing WordPress as a headless CMS for content management proved to be efficient and user-friendly. It facilitated content creation, organization, and updates with ease, making the entire process smoother.

This time, I was proactive in considering WCAG from the outset and checked it frequently throughout the project with Chrome Devtools, Wave and W3C. This approach left me feeling confident right from the start.

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

Dealing with challenges related to the mobile navbar, resulted in an overflow of recordings on Hotjar. For instance, there were over 78 recordings in a single day! While analysing these recordings consumed a significant amount of time, it ultimately led me to the decision to redesign the mobile navbar. I also introduced a gradient background colour for the navbar, to enhance visibility.

### **What would you do differently next time:**

I will continue to seek fresh and innovative design ideas and test them on peers and acquaintances to gather feedback. It was truly enlightening to discover how people had various and strong opinions on the meaning of an icon and the preferred appearance of a navbar. I will give this aspect more consideration in future navbar design endeavours.

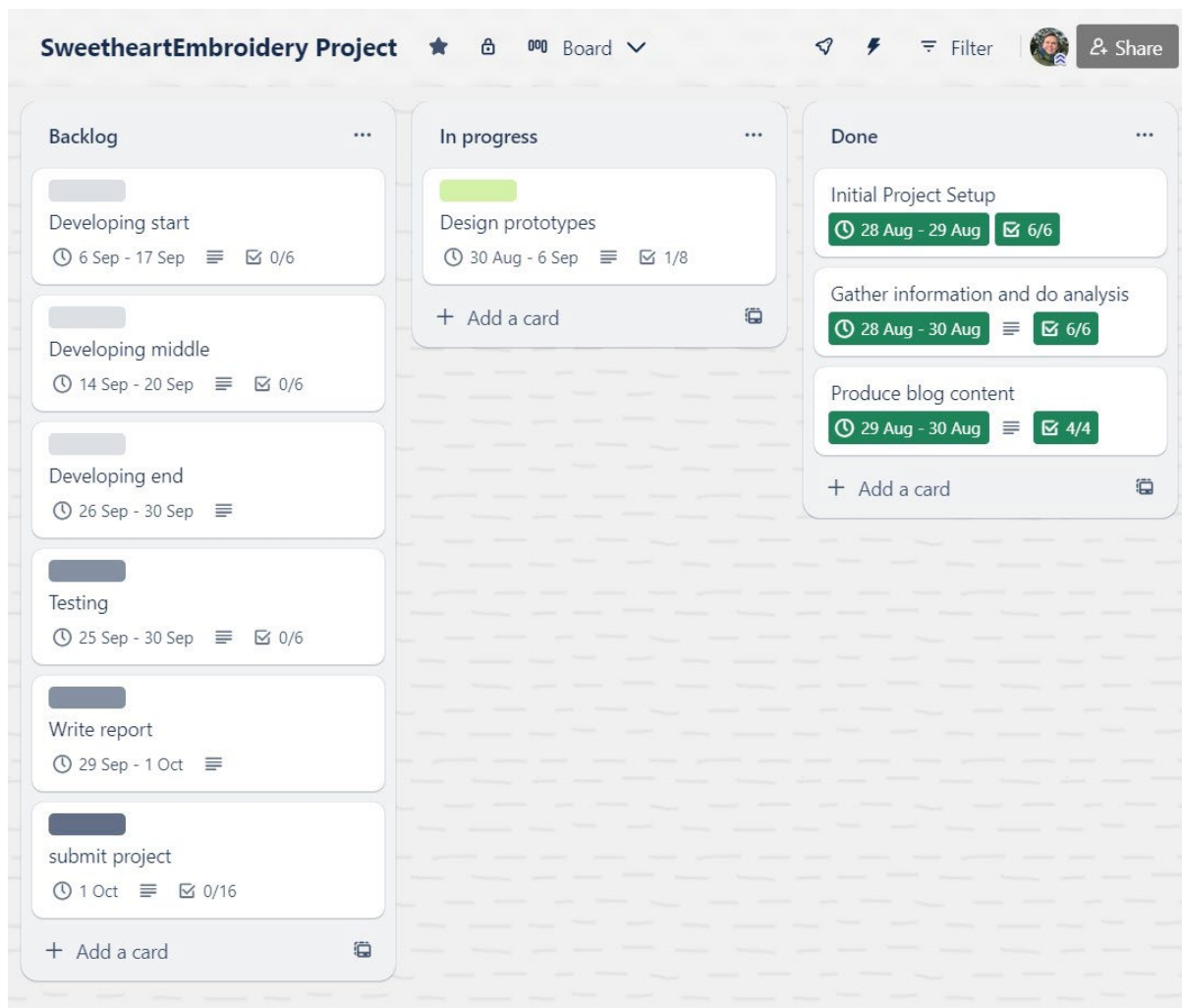


## References

- Domeneshop.no / webhosting.
  - Wordpress.
  - Trello / planning the project.
  - Figma / prototype and design.
  - Adobe Photoshop.
  - VS Code.
  - Netlify and GitHub.
  - Chrome Devtool, Wave and W3C
  - Mozilla Dev Web for resources.
- 
- Unsplash.com and pfaff.com for images.
  - Creative Market for clipart.
  - ChatGPT for generating blogposts.
  - Google for fonts and icons.



## Appendix / The process in pictures

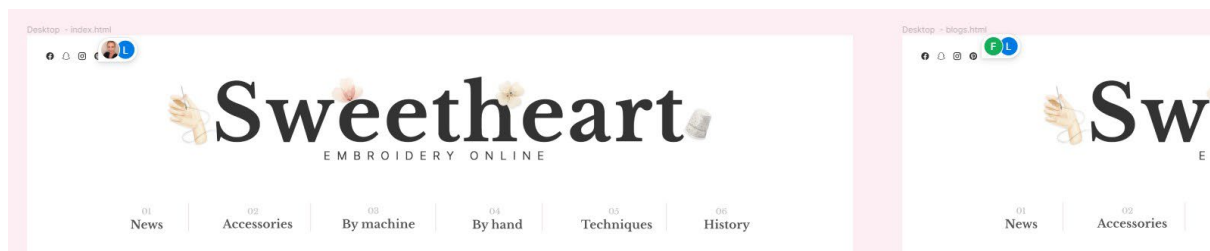


All the planning was conducted using Trello. However, due to my week-long battle with the flu, the planned timetable experienced delays, resulting in deadlines being stretched to their limits.

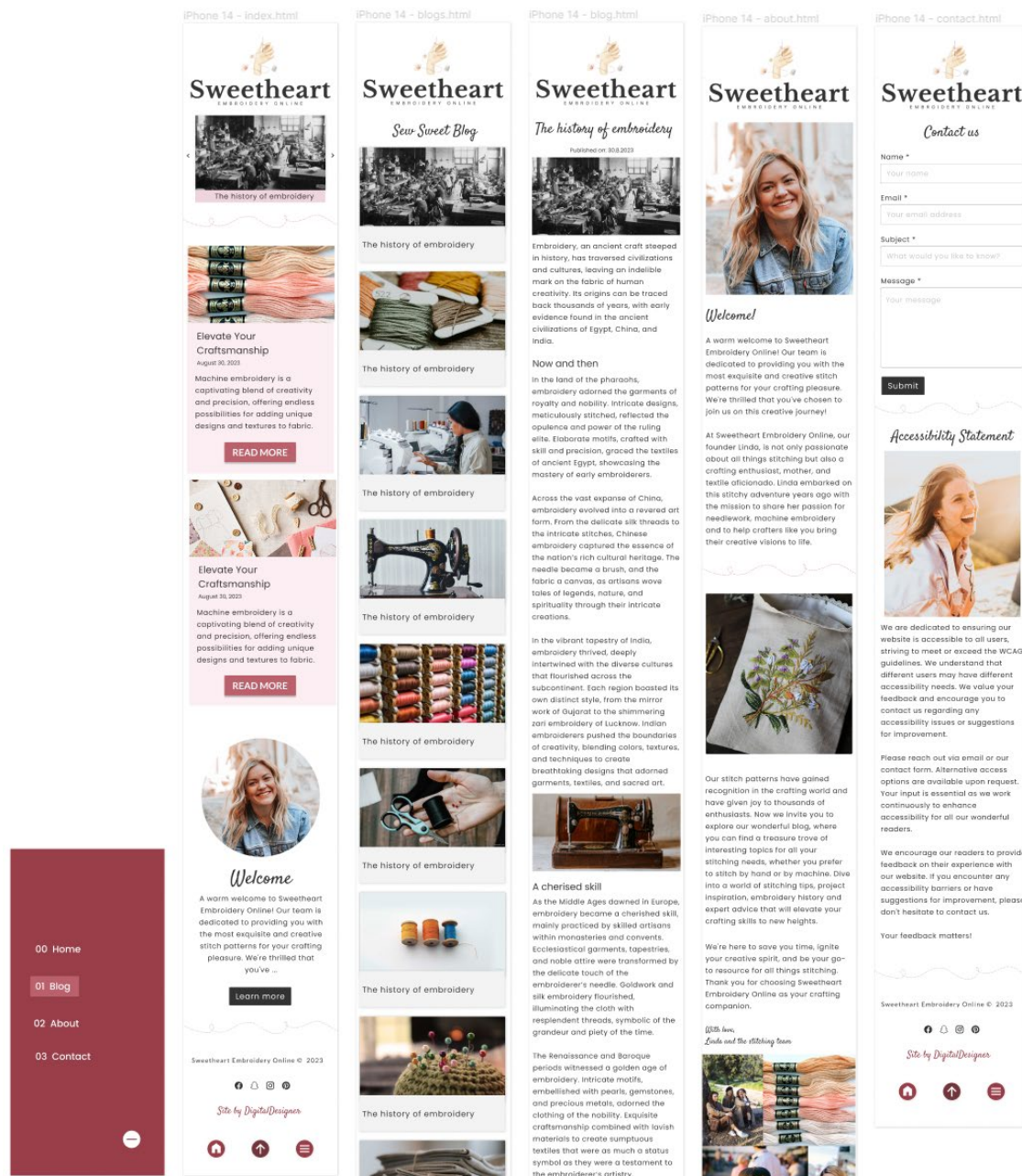


I spent a considerable amount of time in Adobe to animate my logo, giving it a stitched appearance! Have you had a chance to see it? I absolutely love how it turned out!





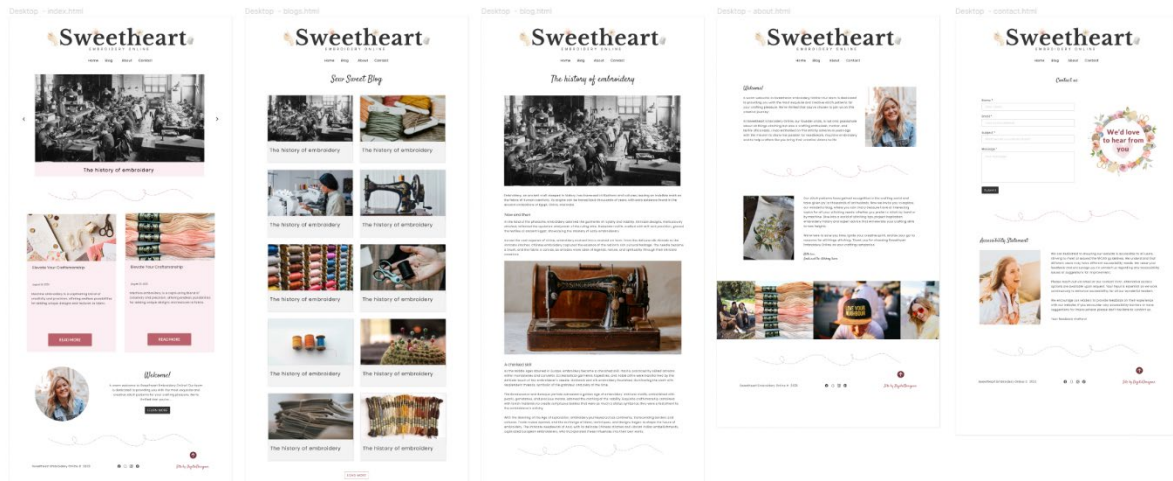
I received constructive feedback on my Figma prototype, prompting me to make necessary adjustments to my design.



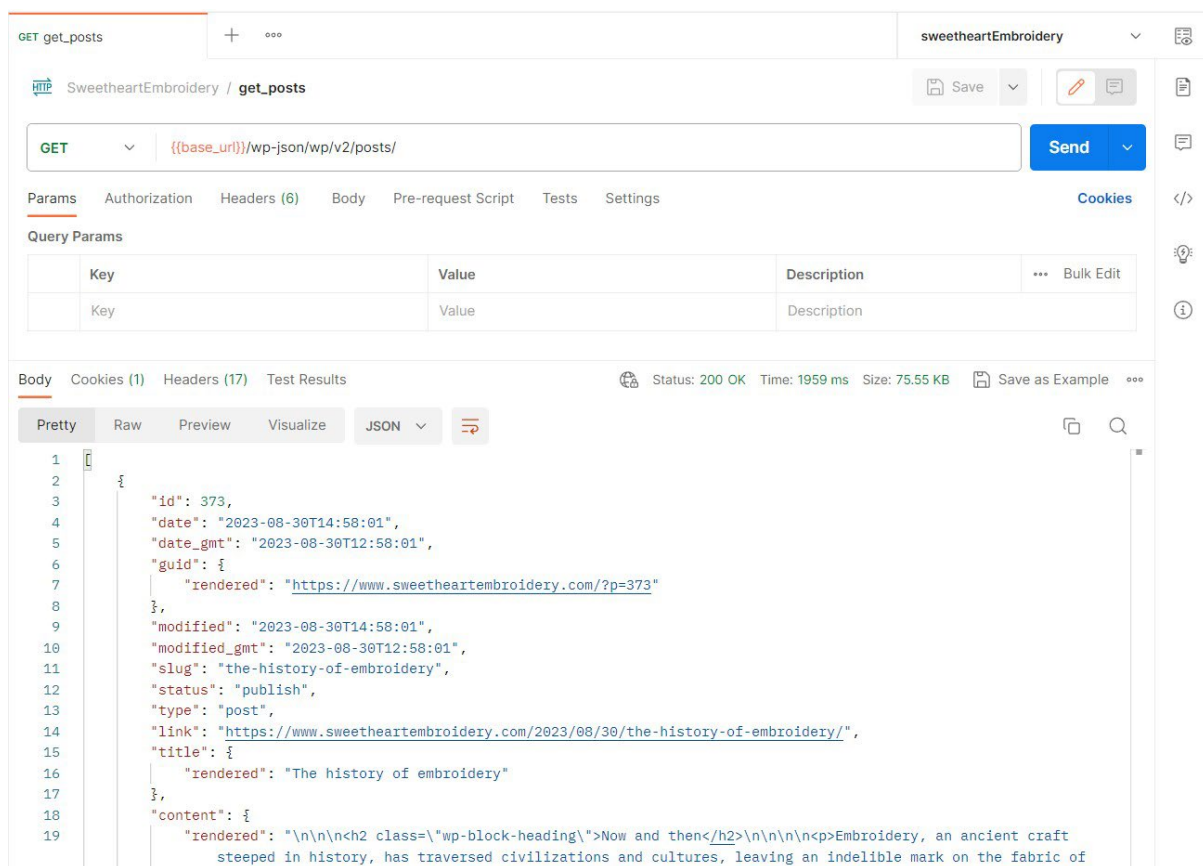
Over the course of these five weeks, my Figma prototype underwent significant changes, primarily due to my flu-related setbacks. As a result, both categories, comments, and filters were omitted.







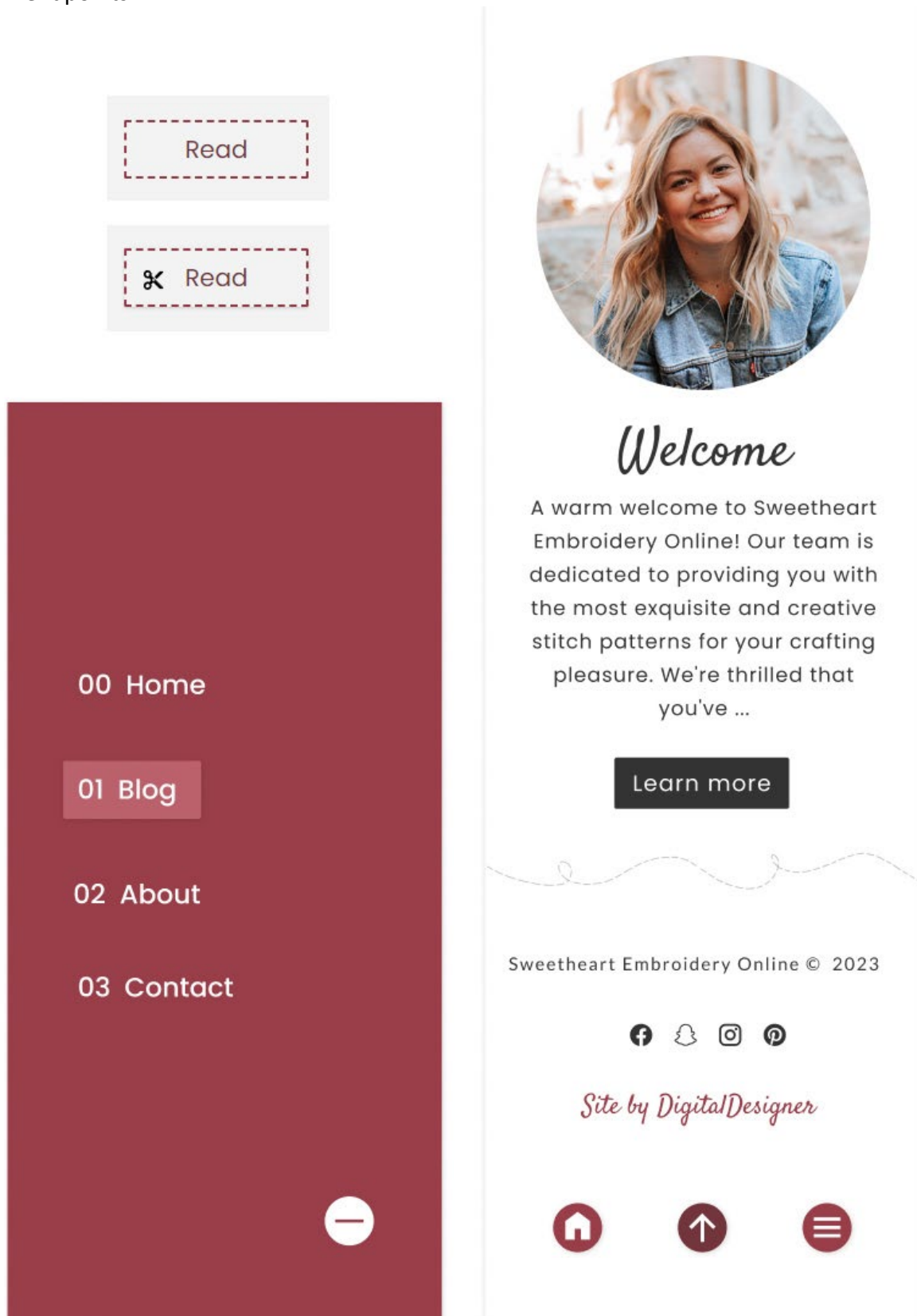
Figma prototype for desktop.



During the prototype design phase, I simultaneously dedicated time to my WordPress setup by creating blog posts and initiated work within Postman to conduct research on my REST



API endpoints.



I received extensive feedback on my mobile navbar and buttons, including over 100 Hotjar recordings and numerous Discord discussions. To improve WCAG compliance and visibility, I made changes like altering icons and adding a gradient background.





hotjar | SweetheartEmbroidery | Upgrade your plan

English | Maximum traffic coverage

Overview | Dashboard | Highlights | Trends | Funnels | **Recordings** | Heatmaps | Feedback | Surveys | Interviews

	Highlights	Relevance	Date	User	Country	Action #	Pages #	Duration				Landing page
<input type="checkbox"/>	<a href="#">Play</a>	-	Low	14 Sep, 11:17	b1887759	Norway	12	5	17:03			/
<input type="checkbox"/>	<a href="#">Play</a>	-	Low	12 Sep, 17:01	620dd57	Norway	22	2	15:50			/
<input type="checkbox"/>	<a href="#">Play</a>	-	Low	11 Sep, 13:48	c085898b	Norway	18	7	16:23			/
<input type="checkbox"/>	<a href="#">Play</a>	-	Low	08 Sep, 18:49	c12cd86c	Norway	126	2	7:21			/
<input type="checkbox"/>	<a href="#">Play</a>	-	Low	31 Aug, 14:51	c12cd86c	Norway	34	4	96:20			/
<input type="checkbox"/>	<a href="#">Play</a>	-	Low	27 Sep, 11:07	c085898b	Norway	3	2	21:57			/
<input type="checkbox"/>	<a href="#">Play</a>	-	Low	27 Sep, 10:55	c12cd86c	Norway	4	3	0:54			/blog.html?id=
<input type="checkbox"/>	<a href="#">Play</a>	-	Low	26 Sep, 17:17	35466988 (new)	Norway	16	6	0:36			/
<input type="checkbox"/>	<a href="#">Play</a>	-	Low	25 Sep, 21:09	6dae017e (new)	Norway	6	2	2:36			/
<input type="checkbox"/>	<a href="#">Play</a>	-	Low	24 Sep, 16:13	c085898b	Norway	6	2	5:04			/

76 recordings

< Prev 1 2 Next > 50 recordings

I had to go through an overwhelming number of Hotjar recordings every day, but they provided valuable insights into the website.

Elements | Console | Sources | **Network** | Performance | Memory | Application

Filter ☐ Invert ☐ Hide data URLs

All | Fetch/XHR | JS | **CSS** | Img | Media | Font | Doc | WS | Wasm | Manifest | Other ☐ Has blocked cookies

☐ Blocked Requests ☐ 3rd-party requests

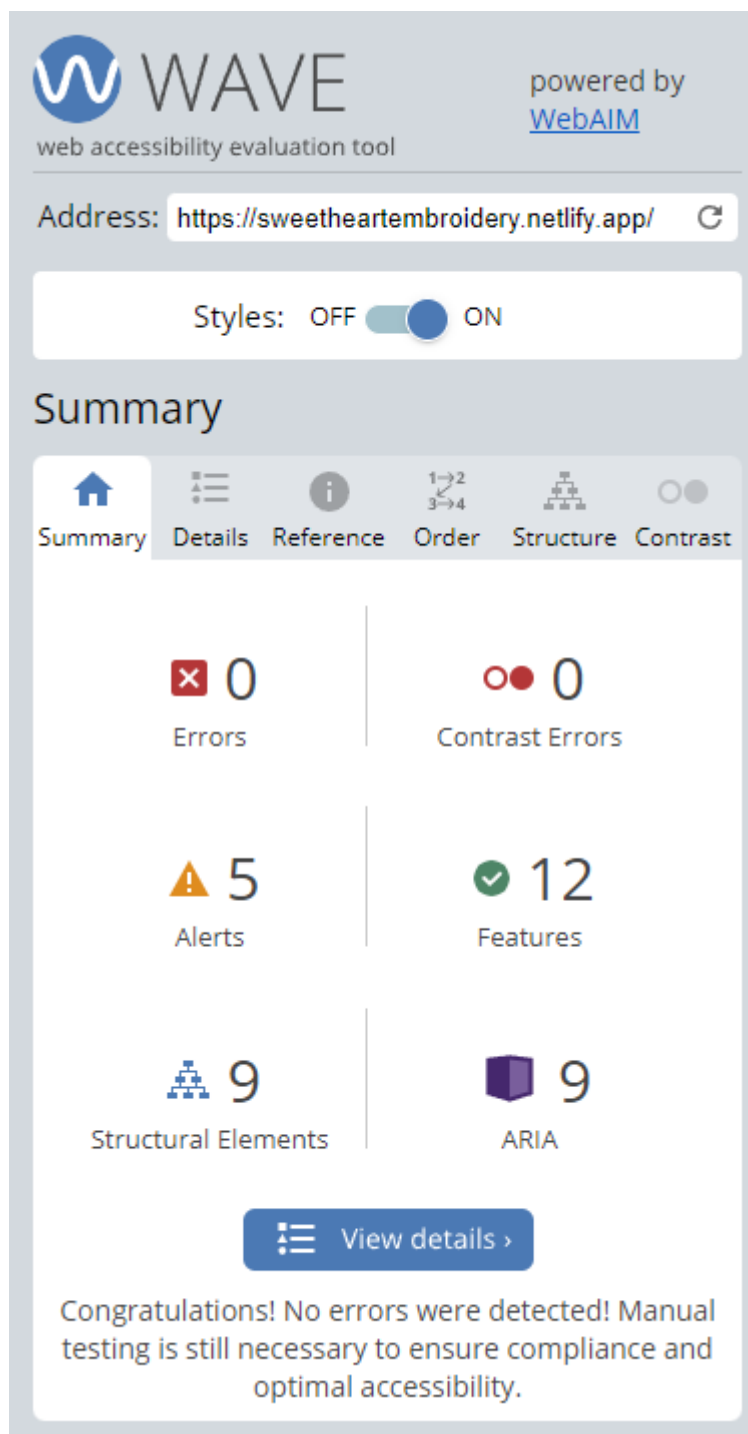
50 ms 100 ms 150 ms 200 ms 250 ms 300 ms 350 ms 400 ms

Name	Status	Type	Initiator	Size	Time	Waterfall
<input checked="" type="checkbox"/> css2?family=Poppins:wght@300;400...	200	stylesheet	(index)	(memory...	0 ms	
<input checked="" type="checkbox"/> styles.css	304	stylesheet	(index)	40 B	59 ms	
<input checked="" type="checkbox"/> main.css	304	stylesheet	styles.css:3	40 B	33 ms	
<input checked="" type="checkbox"/> carousel.css	304	stylesheet	styles.css:4	40 B	32 ms	
<input checked="" type="checkbox"/> blog.css	304	stylesheet	styles.css	40 B	39 ms	
<input checked="" type="checkbox"/> forms.css	304	stylesheet	styles.css	39 B	39 ms	

6 / 41 requests | 199 B / 14.3 kB transferred | 22.0 kB / 841 kB resources | Finish: 371 ms | DOMContentLoaded: 190 ms

The development phase was incredibly tight, finishing just two days before the deadline. In the end, when I tested the site, I found no errors, and it loaded at an acceptable speed.





I took the testing phase seriously, ensuring the website was WCAG-compliant and user-friendly. I paid close attention to color contrast, navigation ease, and readability, making sure the site met high standards.





# Sweetheart

EMBROIDERY ONLINE



I am proud to present my website - <https://sweetheartembroidery.netlify.app/>

**Thanks to Connor O'Brian, Charlotte Valseth, Fredrik Rustad and the Discord Noroff community, for giving me feedback.**



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