PART of this documentation is on the group documentation called ‘Confidential Information’

Plan: (highly confidential top us secret)

SETTING: **abandoned hospital room**

Urban exploration location and it’s like a trailer for it

Responses to our contact form accessed here:

[Formsub – Google Sheets](https://docs.google.com/spreadsheets/d/1cV1Q6OzeZ-5BKTV5I9NYaAYMj_0Alrwonf6LwE5OzfU/edit?gid=0#gid=0)

1. Horror game
2. Dim lighting
3. Singular room but make it trippy
4. Creepy assets
5. Rotten walls, cobwebs
6. Zombie/infected person locked in a cage
7. Virus outbreak – resulting in hospital being overfilled with people causing abandonment and corruption
8. Flickering and sparking electronics
9. Red emergency light distant in the hallway flashing

Phase 1:

**1. What is the purpose of your website?**

The website is designed to **promote a fictional horror game** set in an abandoned hospital during Soviet Russia. Its goal is to create a **dark, immersive atmosphere** that gives visitors a taste of the game's eerie setting, story, and mood. It showcases the game’s concept, features, and aesthetic, and serves as a portfolio piece demonstrating web design skills like layout, hierarchy, hover effects, and interactive elements.

**2. Who are the users?**

* **Teen and young adult gamers** who enjoy horror, survival, or Soviet-themed games.
* **Teachers or examiners** assessing the design and implementation of the site.
* **Classmates or peers** interested in game concepts.
* **Potential future clients or employers**, as it shows design and technical skills.

**3. What are the requirements?**

These are the elements your site must include:

* A **title and description** of the game.
* A **visually striking homepage** (e.g. large background image, bold title).
* At least **one embedded video or image gallery** showing the game or setting.
* **Navigation bar** for sections like Home, Story, Characters, Media.
* At least **three sections** (e.g. Story, Features, Media).
* Use of **HTML and CSS**, and optionally **JavaScript** for effects like hover animations or sound.
* A **clear visual hierarchy** using H1, H2, etc.
* A layout that works on **different screen sizes** (basic responsiveness).

**4. What are the specifications?**

Since it's a static student-built site, here are your measurable goals:

* Uses proper **semantic HTML** (e.g. header, section, article).
* All images have **alt attributes**.
* Font and colors are readable with good contrast.
* The site loads properly in a browser from a local folder.
* **Interactive elements** (like hover effects or transitions) enhance user experience.
* **Well-organized code**, with comments and a clear folder structure (e.g. images/, css/, js/).

**5. Cultural, ethical, or accessibility considerations?**

**Cultural:**

* Use Soviet-era references (like Cyrillic signs or architecture) **respectfully**.
* Avoid using real tragedies or making fun of historical events.

**Ethical:**

* Don’t portray mental illness or hospital settings in a **stereotypical** or offensive way.
* Content should stay within a **school-appropriate horror theme** (suspenseful but not excessively violent or gory).

**Accessibility:**

* Use **alt text** for images.
* Avoid **hard-to-read fonts** or low-contrast color combinations.
* Make sure all text is **scannable and readable** on different screens.

Phase 1 end.

|  |  |  |  |
| --- | --- | --- | --- |
| Date: | What did you do today? | Satisfaction level | Evidence: |
| 26/5/25 | Worked on styling the landing page and the button | 8 | A room with broken objects and a window  AI-generated content may be incorrect. |
| 26/5/25 | Produced a New Style for the trailer page, It uses the same CSS as the landing page. Place holder video added so that I can see where the video will be displayed | 10 | A screenshot of a movie  AI-generated content may be incorrect. |
| 26/5/25 | Re-styled the landing page to add more information, changed the button for a nav bar, interesting text animation added too | 8 | A dirty room with a lamp and a window  AI-generated content may be incorrect. |
| 27/5/25 | Slight style change to landing page | 6 | A room with a dirty floor and a large lamp  AI-generated content may be incorrect. |
| 28/5/25 | Added basic copy of the about us page | 5 (because its only a basic version still needs to be changed) | A screenshot of a website  AI-generated content may be incorrect. |

|  |  |  |  |
| --- | --- | --- | --- |
| 28/5/25 | Added basic copy of the pricing page | 5 (because its only a basic version still needs to be changed) | A screenshot of a website  AI-generated content may be incorrect. |
| 31/5/25 | Added new styling for the about page | 10 I think it looks amazing | A screenshot of a website  AI-generated content may be incorrect. |
| 31/5/25 | My new background for the trailer, about and pricing pages which uses java script to change gradient. | 8, I used AI to help me make this one because it was very difficult to go back and learn js again for making this. |  |
| 4/6/2025 | Gradient for about, trailer and pricing changed to blue green. | 10 | A screenshot of a website  AI-generated content may be incorrect. |
| 5/6/2025 | Larger remodel of the gradient code to incorporate a gloomier theme with a more interactive design, that’s more visually appealing for the user. | 9 | A screenshot of a website  AI-generated content may be incorrect. |
| 5/6/25 | Added a loading screen in between transitions for anticipation effect. | 8 | A black background with gold text  AI-generated content may be incorrect. |
| 7/6/25 | Added a responsive gallery with captions, space for 6 picture or more (can be expanded easily). It uses javascript for the scrolling. It was such a pain to do the margins and get it all right. | 7 its not perfect but it already took ages. | A screenshot of a computer  AI-generated content may be incorrect.A screenshot of a computer program  AI-generated content may be incorrect.A screenshot of a computer program  AI-generated content may be incorrect.A screenshot of a computer program  AI-generated content may be incorrect. |
| 8/6/25 | Added the criteria we are wanting to follow to onto our Trello so that we can easily check off steps. | -- | A screenshot of a computer  AI-generated content may be incorrect. |
| 8/6/25 | Examples of Flex Box Use in my code | -- | **A screen shot of a computer  AI-generated content may be incorrect.**A screenshot of a computer  AI-generated content may be incorrect.  A screen shot of a computer  AI-generated content may be incorrect. |
| 8/6/2025 | Added a custom colour scheme when a user decides to highlight any text on our webpage. | 8 | **A black and yellow text  AI-generated content may be incorrect.** |
| 8/6/2025 | Added a date for each image in the top right corner, as well as adding some images to test with as the 3d models aren’t ready yet. | 8 | A mountain with snow on top  AI-generated content may be incorrect. |
| 8/6/2025 | More mysterious gradient added. | 10 | A screenshot of a website  AI-generated content may be incorrect. |
|  |  |  |  |
| 8/6/2025 | Extra darkness added to the landing page background, this will apply to any new image we decide to use | 9 | A room with a movie projector and a window  AI-generated content may be incorrect. |
| 10/6/25 | Accessibility menu added. | 9 | A screenshot of a menu  AI-generated content may be incorrect. |
| 12/6/25 | High contrast mode | 8 | A screenshot of a website  AI-generated content may be incorrect. |
| 15/6/25 | High contrast mode complete remodel for every page | 9 the gallery still needs to be fixed as I broke it a little | A screenshot of a black screen  AI-generated content may be incorrect.  A room with a movie reel in it  AI-generated content may be incorrect.  A close up of a spray can  AI-generated content may be incorrect.  A screenshot of a website  AI-generated content may be incorrect.  A mountain with a snow covered peak  AI-generated content may be incorrect.  A white light in the dark  AI-generated content may be incorrect. |
| 17/6/25 | Fixed gallery window getting taller when image changed and now it uses vw to get bigger and small | 8 | A room with a broken floor  AI-generated content may be incorrect. |
| 23/6/25 | Contact form produced | 8 | A screenshot of a contact form  AI-generated content may be incorrect. |
| 25/6/25 | Debug 1  Unable to commit changes to github repository. | - | A computer screen shot of a program  AI-generated content may be incorrect. |
| 25/6/25 | Debug 1  Error fixed by using this command in the terminal to remove the repository I had there originally. I then let vs code write my folder containing my code into a new public repository so that it would already be linked, and I would be able to commit any changes easily. | - | A screenshot of a computer  AI-generated content may be incorrect. |
| 25/6/25 | Debug 1  First working github commit changes achieved.  Working perfectly now. Found out today that each committed change needs a message for it to be recorded as. This may have been part of the problem before which I have fixed now. | 10 | A screenshot of a computer screen  AI-generated content may be incorrect.A black rectangular object with white lines  AI-generated content may be incorrect. |
| 26/6/25 | Contact form color scheme reimagined to give a cleaner look | 8 | A screenshot of a computer screen  AI-generated content may be incorrect. |
| 26/6/25 | Small text updates | - | A black background with white text  AI-generated content may be incorrect. |
| 28/6/25 | Working on having my form create a submission that gets recorded on a google form through adding a script to the google sheet. | - | A screenshot of a computer  AI-generated content may be incorrect. |
| 28/6/25 | Apps script code | - | A screenshot of a computer  AI-generated content may be incorrect. |
| 28/6/25 | Debug 2  Currently the bridge between form and sheet is not quite working. | - |  |
| 28/6/25 | Debug 2  Testing the web app url, needs code to be added to the Formsubscript | - | A screenshot of a computer  AI-generated content may be incorrect. |
| 28/6/25 | Debug 2  Working form writes to sheets. Brings up a thank you message and then clears the form. | 10 | A screenshot of a computer screen  AI-generated content may be incorrect.A screen shot of a computer  AI-generated content may be incorrect. |
| 28/6/25 | Written information to sheet | 10 | A screenshot of a computer  AI-generated content may be incorrect.  A screenshot of a computer  AI-generated content may be incorrect. |
| 28/6/25 | Debug 2  The issue I was running in to was, this in the bottom corner was named sheet 1, I didn’t see it for a while, meaning that since it was called sheet 1 and not Formsub, the app script code couldn’t find the sheet, and couldn’t write the entries from the form to it. |  | A screenshot of a computer  AI-generated content may be incorrect. |
| 1/07/25 | Debug 3  Working on a new feature for when you click on these boxes it brings up a little plaque with some information about each edition. Currently the click is not working, and I’ve found a small error with the JavaScript that needs to be fixed in order for this to work. InfoBox Is being defined but then using thisBox instead is an undefined variable so it will not work. So in theory I just needed to change infoBox to thisBox. Now it works, and it just needs to be styled. |  | A screenshot of a website  AI-generated content may be incorrect.  A screen shot of a computer screen  AI-generated content may be incorrect.  A screenshot of a black and white website  AI-generated content may be incorrect. |
| 1/07/2025 | Small refinements made to the visual appearance of both the about us and pricing grids, so they are uniform and more appealing. Next steps here are to review the margins and the flex box logic as when opening the descriptions the margins are quite different. | 10 | A black square with white text  AI-generated content may be incorrect.  A black and gold business card  AI-generated content may be incorrect. |
| 10/7/25 | Added high contrast mode for the boxes on my about and pricing styles. | 9 | A screenshot of a computer  AI-generated content may be incorrect.A screenshot of a computer  AI-generated content may be incorrect. |
| 10/7/25 | Paths added to images so that I can organize them inside of a pictures folder. | - | A screen shot of a computer program  AI-generated content may be incorrect. |
| 10/7/25 | Organized folder setup | 9 | A screenshot of a computer screen  AI-generated content may be incorrect. |
| 10/7/25 | Contrast checker | - | A room with a movie projector and a brick wall  AI-generated content may be incorrect. |
| 10/7/25 | Debug 4  Accessibility checker. I am fixing this now | - | A screenshot of a computer  AI-generated content may be incorrect. |
| 10/7/25 | Debug 4  Fixed code. This fixes the issue because lets the squares be clicked like a button with the mouse, or navigated to and pressed on using the enter key on keyboard. | - | A screen shot of a computer code  AI-generated content may be incorrect.A screen shot of a computer code  AI-generated content may be incorrect. |
| 10/7/25 | Feedback gathered from two individuals. I’m going to act on this piece of feedback which asks me to remove the distracting background on the trailer page. It only appears in high-contrast mode. | - | A black and white text  AI-generated content may be incorrect.A close-up of a dirty ground  AI-generated content may be incorrect. |
| 10/7/25 | Feedback  Black background in high-contrast mode on the trailer page.s | - | A black screen with white text  AI-generated content may be incorrect. |
| 10/7/25 | Contrast check for gallery page. Come back all clear. | - | A mountain with snow on top  AI-generated content may be incorrect. |
| 17/7/25 | Looking to improve on this point in Lloyd’s feedback. | - | A black and white text  AI-generated content may be incorrect.  In response to the site needing more content I have added an faq for our priving. A screenshot of a computer  AI-generated content may be incorrect. |
| 17/7/25 | Refinement for the FAQ  These questions being so close together may cause issues for those who have reading disabilities. I will add something to separate them. Updated grid-like pattern. | 9 | A screenshot of a computer  AI-generated content may be incorrect. |
| 17/7/25 | Scroll indicator | 10 | A screen shot of a computer screen  AI-generated content may be incorrect. |
| 17/7/25 | FAQ  High contrast mode added | - | A screenshot of a computer  AI-generated content may be incorrect. |
| 19/7/25 | Contact details and development process implemented.  This takes off of the feedback given to us by both our testers, telling us to add more content. | 9 | A screenshot of a computer  AI-generated content may be incorrect. |
| 19/7/25 | High contrast mode added for previous additions | 10 | A screenshot of a computer  AI-generated content may be incorrect. |
| 22/7/25 | Flex box and Mobile phone updates to the navigation bar. | 10 |  |
| 25/7/25 | Adding comments to my work | 10 |  |

Testing and Debug Table:

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| --- | --- | --- |
| Date: | What you tested: | What you changed: |
| 22/7/2025 | This is part of my FLEX BOX and MOBILE PHONE testing and implication.  Full size computer browser:  Mobile phone scale:    Testing the scaling of VW’s to a mobile  phones size, effect on the navigation bar.  We can see that while the boxes for the pricing editions scales and goes into a line, the navigation bar just gets cut off and doesn’t actually resize. I’m going to make the ones which get cut off go under the top row, they will also stay centered here. | Here is the updated navigation bar to ensure it stays visible when on a mobile phone.  Updated code:    Fixed viewport-width font sizes have been replaced with clamp(), a responsive function. I have also added proper wrapping, and responsive padding, to optimize the navigations flex box layout, for use on mobile phones. |
| 10/7/25 | Here, my accessibility checker shows that the way that these buttons are set up makes it so that they can only be clicked with a mouse. This influences my choices when it comes to accessibility options because it means that some people who cannot use a mouse / mobile users will not be able to get the full experience of the website.  A screenshot of a computer  AI-generated content may be incorrect. | These two pieces of code show the updates made to make these buttons accessible with the keyboard for users who do not use a mouse  A screen shot of a computer code  AI-generated content may be incorrect.  A screen shot of a computer code  AI-generated content may be incorrect. |
| 25/6/25 | Unable to commit changes to github repository. There is an error coming up / It will not load to commit the changes.  A computer screen shot of a program  AI-generated content may be incorrect. | Error fixed by using this command in the terminal to remove the repository I had there originally. I then let vs code write my folder containing my code into a new public repository so that it would already be linked, and I would be able to commit any changes easily.A screenshot of a computer  AI-generated content may be incorrect.  Update:  A screenshot of a computer screen  AI-generated content may be incorrect.  A black rectangular object with white lines  AI-generated content may be incorrect.  First working GitHub commit changes achieved. Working perfectly now. Found out today that each committed change needs a message for it to be recorded as. This may have been part of the problem before which I have fixed now. |
| 22/07/25 | Click to bring up plaque tested. Will not come up due to an issue.  Working on a new feature for when you click on these boxes it brings up a little plaque with some information about each edition.  Here is the previous code and image:  A screenshot of a website  AI-generated content may be incorrect.  A screen shot of a computer screen  AI-generated content may be incorrect. | After fix has been applied:  A screenshot of a black and white website  AI-generated content may be incorrect.  I’ve found a small error with the JavaScript that needs to be fixed in order for the plaque to come up. InfoBox Is being defined but then using thisBox instead is an undefined variable so it will not work. So in theory I just needed to change infoBox to thisBox. Now it works, and it just needs to be styled. |
| 28/6/25 | Currently I have been working on getting my form to write and time stamp all the information entered into it to a google form where the developers will be able to read responses and act on any feedback given. Currently it the bridge using app script on google forms is not working.  Testing the web app url, needs code to be added to the Formsubscript.  A screenshot of a computer  AI-generated content may be incorrect.  A screenshot of a computer  AI-generated content may be incorrect. | The issue I was running in to was, this in the bottom corner was named sheet 1, I didn’t see it for a while, meaning that since it was called sheet 1 and not Formsub, the app script code couldn’t find the sheet, and couldn’t write the entries from the form to it.  Picture of error: I added a line to the appscript to print this when the VS code cannot be found.  A screenshot of a computer  AI-generated content may be incorrect.  Working images:  A screenshot of a computer screen  AI-generated content may be incorrect.A screen shot of a computer  AI-generated content may be incorrect.  Picture of the thing I needed to update :  A screenshot of a computer  AI-generated content may be incorrect.  A screenshot of a computer  AI-generated content may be incorrect. |
| 23/7/25 | Debug, Small border around the images inside of the gallery created when trying to add more semantic elements used optimally  current code: | Code updated to fix this issue:    Explanation:  The broken version uses a <figure> as the slide container, which comes with default browser margins and styles that cause unwanted borders or spacing. The fixed version uses a plain <div> as the container, which has no default styling, preventing those layout issues. Both keep the <figcaption> for semantic captions, but wrapping it in a <div> avoids the unwanted default styling of <figure>. |
| 25/7/2025 | JavaScript  This small issue where when you drag the screen bigger the particles stay on one side until they eventually get knocked over there. | Reasoning as to why this happens (even though I’m happy with it). The particles take a little while to refill the window due to the way that the particles are updated and draw.  canvas.width = window.innerWidth;  canvas.height = window.innerHeight;  The VP |

This table covers web design conventions, specifications, requirements, and reasoning as to why things are the way they are on my pages. It also covers How tools and techniques are used to create a fit for purpose product, which is part of the E criteria.

|  |  |  |
| --- | --- | --- |
| Date: | Web convention / Specification / Requirement / Tool: | Reasoning / Technique and Image: |
| 21/07/25 | CONVENTION  NAVIGATION BAR  [7 Web Design Conventions You Should Never Break](https://blog.htc.ca/2022/05/18/7-web-design-conventions-you-should-never-break/)  “The Main Navigation should appear in a bar across the top of your site. This convention is another that, if broken, may frustrate users.” | We can observe here that my Navigation bar lies at the top of webpage. It makes for an easy navigation experience which feels common between most other websites, and also provides ease of viewing. I have done this to ensure I follow these important web design conventions, as If navigating your way around a website is too hard, users may become discouraged and leave your site all together. Hence why I have made my nav bar very obvious and easy to use.  My goal through my website is to provide a comfortable user experience, to ensure they do not become frustrated. Providing the user with a familiar experience is a great way to do this. |
| 21/07/25 | CONVENTION  CLICKABLE ASSETS, BUTTONS, AND LINKS  [7 Web Design Conventions You Should Never Break](https://blog.htc.ca/2022/05/18/7-web-design-conventions-you-should-never-break/)  “Users want to know instinctively what’s clickable and what isn’t – as soon as the rules are broken, it becomes confusing and forces users to think.” | My Navigation bar is one way I have decided to differentiate between what’s clickable and what isn’t. Once the user hovers over a tab of the navigation bar, that tab becomes brighter and underlined. This pairs with the previous convention of placing your navigation bar at the top of the screen as the user is instinctively drawn to these buttons, as they are quite obviously part of my nav bar. When they go to click on them this is confirmed by the underlining of the tab signifying they can be clicked.    Another way I have decided to differentiate clickables is through raising, and highlighting these squares when the user hovers over them. The feeling of freedom to explore, without feeling pressured is key to creating a natural viewing experience, especially for a game promotion website. It creates fluidity, keeping the interface natural and open for a unique user experience. |
| 21/07/25 | CONVENTION  CONTENT HIERARCHY    [7 Website Conventions to Follow When Designing Your Website](https://www.webascender.com/blog/7-website-conventions-to-follow-when-designing-your-website/)  “Website conventions for website content is to create a content hierarchy. This means that content should be made up of headings and paragraphs. Heading One should be used only once and the highest up on the page.” | Unambiguous Main Message (H1):  "Code Red" is probably meant to be the Heading One (H1).  It conveys the main idea and name of the game or experience, which is important for user orientation and SEO.  H2: Descriptive Subheading  "Soviet Russia, 1976" functions as a Heading Two (H2) in the subtitle. It provides geographical and historical background, which provides more detailed information to support the H1 — a good practice for content hierarchy.  Getting Around Above the Fold:  Following standard top-level navigation design, the top menu (Landing, Trailer, About, Pricing, Contact) provides users with organized entry points to the remaining site content. |
| 22/07/25 | TOOL  Javascript / loading screen animation | Technique: I have used javascript to create a small circular animation to display the progress in between pages loading. This animation is done using javascript. I found an original version of it on Uiverse, and have modified it to be my own. It is used on my loading screen to show the progress of loading. This makes my websites interface more interactive, interesting, and a lot more responsive, now that it has parts and animations which move. |
| 22/07/25 | TOOL  Html | Techniques:   * + Semantic structure: Logically organizes content so that it is easy to read and understand for users. It also helps make the page easier to style.          * + Headings (h1, h2, h3, etc): helps to improve SEO and give various ways for me to style different blocks of texts. It also guides the viewers attention to select headings or bodies of text.      * + Alt text for my images: helps add accessibility to my website by describing and images for screen readers and helps the visually impaired understand the content of any images. It also helps describe the images if for any reason they aren’t loading.      * + Web-kit scroll bar: removes the visual scroll bar for aesthetics while keeping the scroll ability of the page. It also helps remove the glitches happening with disappearing and reappearing scroll bar when animations on my pages complete and restart. |

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| --- | --- | --- |
| 23/6/25 | WEB CONVENTION  We did some research into the number of images we should have in our gallery.  Reasoning as to why we chose to have 6 images on our gallery | We can observe that from this link that RDR2 a AAA game uses 5 images in their gallery and two trailers.  Since we will not have enough time to produce 2 trailers we have swapped one of the trailers for another picture. Hence why we have decided to use 6 images in our gallery.  [Save 75% on Red Dead Redemption 2 on Steam](https://store.steampowered.com/app/1174180/Red_Dead_Redemption_2/)      We can also observe that Apex Legends also uses 6 images on their gallery on steam to display their game.  [Apex Legends™ on Steam](https://store.steampowered.com/app/1172470/Apex_Legends/) We have chosen to go with 6 images on our gallery to align properly with current industry standards. Games such as RDR2 and Apex use galleries with around 6 images, to advertise on steam. This allows for a good amount of variety while also not boring the potential customer with loads of repeated images. <https://partner.steamgames.com/doc/store/assets/standard?utm_source=chatgpt.com>  This steam article shows that they require at least 5 images on each listing. Hence why using 6 aligns with this standard and gives us a little bit of flexibility. With websites such as the app store [App store screenshots: Best practices to drive app downloads](https://www.appsflyer.com/blog/tips-strategy/app-store-screenshots/?utm_source=chatgpt.com) requiring less than 10 images on their listings according to this article. |
| 23/7/25 | WEB CONVENTION  Having my accessibility menu in the bottom right hand corner makes our website more fit-for-purpose because: | [Accessibility overlays are not for disabled people – tempertemper](https://www.tempertemper.net/blog/accessibility-overlays-are-not-for-disabled-people?utm_source=chatgpt.com)   * 1. From the research I have conducted I concluded that FABS or floating action buttons usually appear in the lower right hand corner of websites. This is done to provide fast and easy access to small but very important actions.   2. [(PDF) The Effects of the Floating Action Button on Quality of Experience](https://www.researchgate.net/publication/334291987_The_Effects_of_the_Floating_Action_Button_on_Quality_of_Experience?utm_source=chatgpt.com) this study on usability shows that FABs raise the aesthetical appeal of websites and help trigger activity in users, even when they aren’t useful.   3. [CINNAMON | The Usability of the Animated FAB PART 1/2](https://www.cinnamon.agency/blog/post/the_usability_of_the_animated_fab_part_1_2?utm_source=chatgpt.com) This website convention states that floating buttons should be placed outside of the top navigation area to ensure there is a non-intrusive design, to stop lots of clutter.   4. [When to Use a Floating Call-to-Action Button](https://uxmovement.com/mobile/when-to-use-a-floating-call-to-action-button/?utm_source=chatgpt.com) This study shows that having a menu which is always accessible, even when scrolling helps reduce friction and keep the experience flowing. |
| 24/7/25 | WEB CONVENTION  Having a consistent colour scheme across all of the pages in our website can be very helpful in many ways. | 1. [Why consistency is key in website design](https://abmatic.ai/blog/why-consistency-is-key-in-website-design?utm_source=chatgpt.com) This study shows that consistency in aspects such as colour scheme in a website boosts user satisfaction with websites because it reduces the cognitive load they have to take on. This creates familiarity and helps the user / customer navigate the site better. 2. [Visual Consistency in Branding: Enhancing User Experience and Recognition](https://www.siteimprove.com/blog/visual-consistency-meaning/?utm_source=chatgpt.com) This study discusses how and why a consistent colour palette helps to reinforce brand identity by helping them identify categories of information quickly. An example of this done in my website is the brown boxes around both the pricing and the about us information. I have used this brown colour to signify a list / group of important info. |
|  | WEBCONVENTION  I have used a large title with smaller sub title in the center of my landing screen due to the following web conventions: | [Hero Section Design Best Practices & Best Examples For Inspiration | Magic UI](https://magicui.design/blog/hero-section-design?utm_source=chatgpt.com)   1. This website titles the middle to the top of the landing page to be called a ‘hero-section’. It is designed to immediately grab the users attention leaving a strong impression and quickly making the title of our game feel memorable. 2. [Website hero section: 6 design best practices | by Nick Babich | UX Planet](https://uxplanet.org/website-hero-section-6-design-best-practices-6fe14447753) This website recommends using a small and concise subtitle after a title improves engagement and understanding of key ideas 3. [Landing Page Best Practices To Create High-Converting Pages](https://unbounce.com/landing-page-articles/landing-page-best-practices/?utm_source=chatgpt.com) this study displays that white space around key objects helps to focus attention. A clear typographic hierarchy helps users quickly recognize what a page is about. |
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**Extra Refinements made:**

**1.**



This animation is done using javascript. I found an original version of it on Uiverse, and have modified it to be my own. It is used on my loading screen to show the progress of loading. This makes my websites interface more interactive, interesting, and a lot more responsive, now that it has parts and animations which move.

**2.**

**A screenshot of a website

AI-generated content may be incorrect.** **A screenshot of a computer

AI-generated content may be incorrect.**

Flexible grid layout for our about us page, based off of the VW (width of the viewport). This means that we are one step closer to being able to display our website on a mobile device, as we are starting to work on auto resizing to fit different window sizes. This is also relevent for our pricing page which also uses the same technology.

3.

**A close-up of a text

AI-generated content may be incorrect.** **A screen shot of a computer code

AI-generated content may be incorrect.**

Small float animation to our lettering gives it a more lively feel, but also adds to the overall feeling our website gives off. The letters barley move, just enough so you know that they are. This helps with creating the feeling that things are happening even though you can’t or its difficult to obeserve them, which is just like in an abandoned building, such as where our game is set. This has been added using Javascript.

4.