Project Report for Web Design & Development

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# Introduction

Welcome to Kalopsia Design. This is a website I have made to act as a point of contact, gallery, information page and store for Furniture I have designed and Built over the past few years.

This is a simple website containing a Landing/About Page; Gallery; Contact Page and a store Page. On these pages the user can learn about the business, view previous work, get in contact, and of course purchase item available in the store.

# Link to Github Pages

Website can be found at the following link:

# Installation/Usage

For login In details are:  
 Email Address : “wmitty@email.com”  
 Password : “password1”

For Payment card details are:  
 Card Name : “walter mitty”  
 Card Number : “1234 5678 8765 4321”  
 CVC : “123”

# Design Decisions Made

The design focus of this site was to be as minimal as possible. As the focus of the site was act as a showcase for the furniture, I didn’t want any other elements on the page to distract from the photography contained on the page.

## Colours, Text and Fonts

For the site I opted to use a very restricted colour palette. For most elements on the site are almost back and white exclusively. With some exceptions like the checkout button in the nav. This being done only where a particular element needed to be visually distinct from the area around it.

The font used across the site is called “less” and I am using the light variation of this font family. Again, to keep in theme with the minimalist design a font that represented this was chosen.

As far as text effects not many have been used. This was to reduce the amount of visual clutter on the page. Across the site the only notable text decoration is an underline on the active page in the Navbar.

## Breakpoints

As the site is created in bootstrap the need for excessive breakpoints throughout the project was largely unnecessary. The site however is using bootstrap classes so that elements will vary depending on the size of the screen. The best examples can be seen on the gallery page where images change from 3 inline cards on large and xl screens sizes, two inline on a medium and 1 on small and extra small. This can be seen below

Large – XL Medium Small , XS  
A picture containing text, indoor, table

Description automatically generated A picture containing website

Description automatically generated A picture containing text, indoor, furniture

Description automatically generated

The most drastic example of items changing can be seen on the store screen. On Medium, Large and Xl screens the items in the store are horizontally aligned. This is done to allow the user to see the full item while scanning through the page. However, on small and Xs screens where space is limited the store items are vertically aligned. For me personally, this is not the desired way for a user to view the site. But, given the context it looks quite elegant and is more familiar with how a user would expect to see a mobile site arranged. These differences can be seen below:

Medium, Large, Xl Small, Xs  
A screenshot of a bedroom

Description automatically generated with low confidence A picture containing text, indoor

Description automatically generated

## Navigation

The site has one main navigation section at the top of the page and a secondary navigation section at the bottom of the page. Again, flashy web design is not the focus for the site. The content of the site is, and everything is in service of this. Therefore, I opted to stick to known conventions that any user would be familiar with. This reduces the time it takes the user to navigate the site improving the user experience, this also makes it more accessible to a broader user base and avoids users feeling frustrated with difficult navigation.

# Performance

To improve performance, I have split JavaScript content over multiple pages. That way only the JavaScript content that is essential for that page is what is loaded at that time. This reduces loading time on each individual screen.

As well as this all JavaScript and CSS files have been minified for use on the site. This reduces that amount of data the browser has to process on each page and allows the page to load quicker.

In future an improvement that could be made is to make a separate CSS page for each page of the site and minify these. This would reduce the overhead on each individual page and allow for faster loading again.

# SEO

In terms of SEO, a meta tag has been placed in the head of every page with keywords that can be discovered by a search engine. Titles have also been given to each page to make them easier to discover.

And while not explicitly related to SEO the use of minified files allowing the page to load faster can help with browser ranking as slower loading pages are generally pushed lower down on google searches

# Accessibility

In terms of accessibility several considerations have been made.

Beginning with content:   
All text on the screen is limited, but dense in detail to allow the user to scan the page and still see all/most of the content with out needing to stop and read for a long time.  
All page’s bar the landing page include a heading telling you where you are on the site.  
A footer and header have been included on each page to enforce consistency for the user.  
As well as this negative space has been used to direct the user to content and save time searching the page.  
The limited colour palette used throughout the site also allows for visual consistency from page to page. Thus, the user will not be jarred by sudden changes in colour or layout.

Meta Accessibility:  
For each page a Default language has been set in the HTML tags, this allows the language to be interpreted by the browser.  
All images on the Site have been given an alt text describing them.  
All form entries on the site have also been given ARIA labels

# Wireframes

For most of the pages, 99% of the content has remained consistent with the wireframes made originally. The biggest change from the wireframe can be seen in the Landing page. Originally it was decided to have a left aligned image with text along side it describing the site. When creating the finished site it seemed more appropriate and modern to have a background image with text over top as a landing page. Differences can be seen below:

Wireframe: Finished Site  
A picture containing text, whiteboard

Description automatically generated A picture containing text, floor, indoor

Description automatically generated

# 

# Reflection on your work

Overall, I am quite happy with the site. Visually its clean, modern, minimalist, and consistent. This is a lot more then I can say for many professionally made websites. So, I consider that a small victory.

The biggest issue I had came in the form of the cart. I wanted to have a review page on the checkout screen where the user could view the items in their cart and see the full price of all items. Unfortunately, time constraints and my level of JavaScript meant that this was something included in the finished design.

I learned a lot making this project and I’m sure if I were to make it again, I could spend the time to get the check out looking and working how I would like. Aside from this the only thing I would possibly change if I were to make this again would be to make a json file for all the store items. This would allow me to load the store items dynamically and add new items to the store with out creating new HTML elements.