Assignment FP4 – Final Project Writeup

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Two Sizes for website compatibility

1) iPad Pro 12.9-inch (2020) has a screen resolution of **2732 x 2048 pixels**
2) macbook air: 15-inch, M2, 2023 has a screen resolution of **2,880x1,864-pixels**

Both of these work well!

Part 1:

The purpose of my website is to enhance the online presence of Kiki Reads Comics (KRC), a small local business that specializes in polymer clay creations. To help raise awareness and visibility, I showcased the maker's unique and charming products in the gallery page and provided easy access to the maker's socials (eg. Instagram, Facebook, Etsy) on every page to facilitate interaction and engagement with site visitors.

I integrated animation to align with the owner's creativity and cute designs, aiming to create an efficient and enjoyable experience for potential customers and new discoverers. The goal of the site is to create an efficient and enjoyable experience for both potential customers and those discovering the business for the first time. The target audience includes fans of handmade, creative products and those interested in supporting local businesses. The maker initially had requested a website to help her receive full profit as she is currently using Etsy as her online shopping platform. If I had been granted more time, I would have loved to implement a real-time shopping feature.

Part 2:

Navigating:

- Clicking on social media icons to access the maker's profiles
- Clicking on links in the navigation bar to explore different sections

Typing:

- On the contact tab, users can simulate sending a message by clicking fields and hitting submit, providing an interactive experience

Scrolling:

- To view the "About" section and all her designs in the gallery, scrolling down is necessary

Hovering

- Hovering over designs on the gallery page turns them pink for added visual engagement

Mousing:

- The cat's eyes follow the mouse on every page, adding a playful element

Part 3

I utilized the Bootstrap API, providing a responsive and customizable framework for consistent navigation bar design across pages. Bootstrap components were integrated for layout, navigation bar, and responsive design, enhancing the website's aesthetic appeal and user-friendliness on various devices.

To make my website more interactive and fun, I also incorporated animation throughout the website using HTML, CSS, and JS. I was able to follow along a YouTube tutorial to help me get started: https://www.youtube.com/watch?v=AixAmLWzXYg

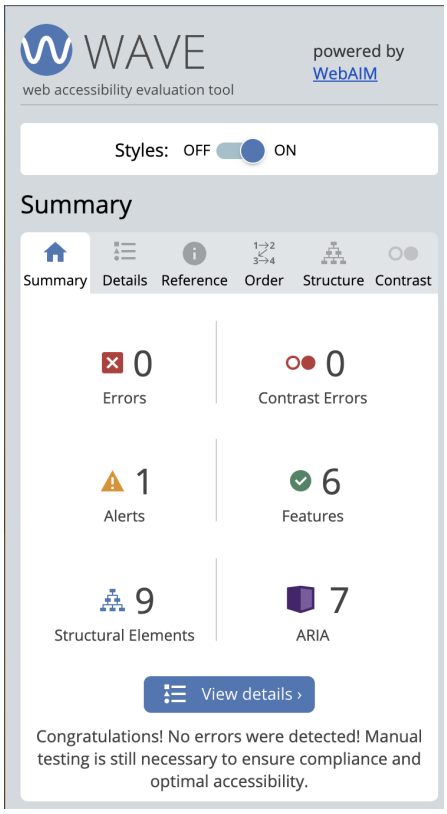
Part 4:

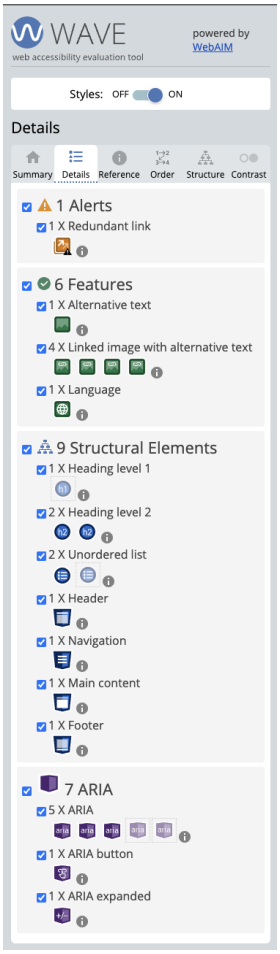
While mainly staying true to my original designs, I received feedback suggesting the incorporation of more visuals. To address this, I added a greater variety of the maker's products to the gallery page, enhancing its aesthetic appeal. Additionally, I enlarged images on the home screen for a more impactful visual experience. Responding to further feedback, I implemented significant design enhancements, introducing vibrant colors to other parts of the website, and adjusted font styles and sizing for improved readability and aesthetics. The front page's initial image has been enlarged to optimize white space utilization. Throughout these changes, I've maintained consistently through the visual theme, fostering a visually appealing and engaging user experience.

Part 5:

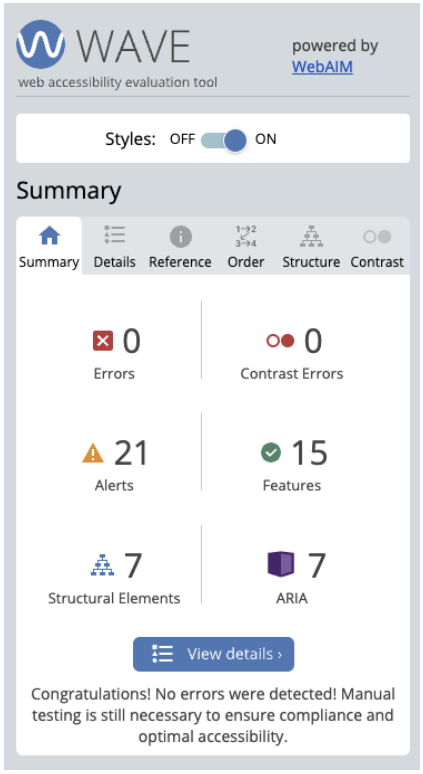
Implementing my website posed several challenges. Firstly, crafting the gallery page presented uncertainty regarding how I wanted my images to display and the decision on clickable elements. I initially had wanted to incorporate a way of filtering out the designs based on price, popularity, etc., but I was already having difficulty with formatting my images together and didn't want to overcomplicate my design in order to stay within the scope of this class. Additionally, the initial design felt overly simple, contributing to a perception of childishness, despite the intended theme. Lastly, grappling with Bootstrap for the first time introduced another hurdle in the development process.

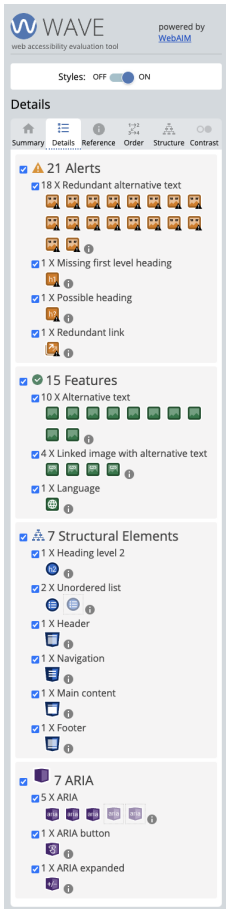
(1) Appendix: from WAVE



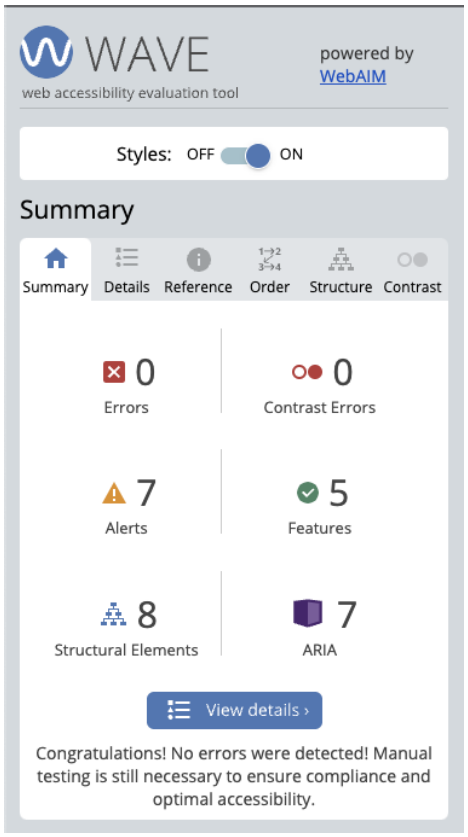


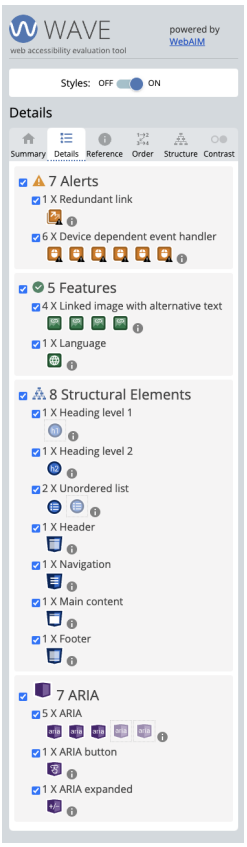
"Home" Page



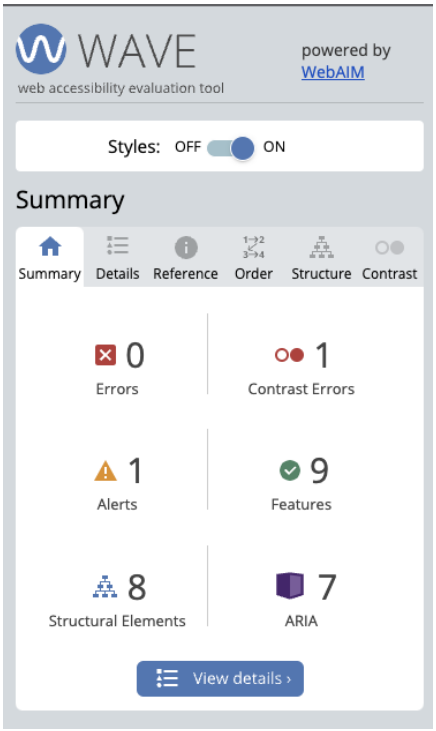


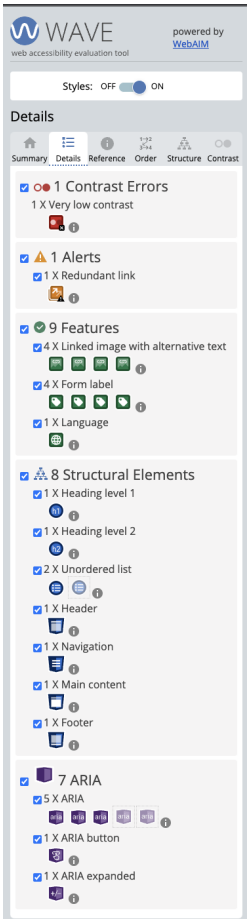
"Designs & Products" Page





“FAQs” Page





“Message Me” Page