

## About Me

### Muhammad Shahbaz Khan Sherwani

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With over a decade of experience in Information Technology, I have honed a versatile skill set that spans across multiple industries including Aviation, Large Format Digital Printing, FMCG, Automotive, and Properties Brands. My career trajectory has been both dynamic and rewarding; starting as a Graphics Designer, I have successfully transitioned into Web Development. This unique combination of skills allows me to approach problems with a comprehensive view, leveraging design principles and technical expertise to create solutions that meet industry-specific needs.

In my early career, the focus was on graphic design where I worked on a multitude of projects that demanded creativity, precision, and an acute understanding of branding. As I moved into web development, I carried these principles with me, incorporating aesthetic understanding into the functional and user-friendly websites I create. This transition was seamless, facilitated by my innate understanding of how design and technical execution intersect.

My diversified experience has equipped me with the knowledge and flexibility to adapt to various industrial norms and requirements. Whether it's creating compelling visual collateral for an aviation company or developing a responsive website for a properties brand, my aim is to deliver optimal results that resonate with the client's vision and objectives. I take pride in my capability to manage projects from conceptualization to implementation, ensuring a high standard of quality at every phase.

I am passionate about staying updated with the latest technologies and trends, understanding that continuous learning is vital in the ever-evolving landscape of IT. As I look forward to new challenges and opportunities, I remain committed to contributing value through my interdisciplinary expertise.

## Introduction

**What is the essential story being told by your site and what type of structure did you choose to implement?**

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Agriculture is more than just a sector; it's the backbone of the Philippine economy. Employing approximately 40% of the nation's workforce, the industry is responsible for an impressive 20% of the Gross Domestic Product. Recognizing the need for a comprehensive information hub, I have launched a dedicated website focusing on articles and news about the Philippine farming industry. My mission transcends the dissemination of information; I aim to fill critical gaps in both knowledge and funding, paving the way for sustainable agriculture and rural prosperity.

The platform I created serves as an educational cornerstone for its visitors. Curating a broad spectrum of articles and real-time news would equip farmers with the essential knowledge and practical tools they need to optimize their agricultural practices. However, I aspire to more than mere information sharing. My ultimate goal is to foster a vibrant community united by a common cause: the advancement of Philippine agriculture.

In terms of structure, my website is designed with user navigation in mind. All pages are hierarchically equal, facilitating easy access to different functionalities. The landing page greets visitors with a handpicked selection of the latest articles and farming tips, as well as direct links to fresh news updates. Articles are organized into intuitive categories, such as Sustainable Practices, Technological Innovations in Farming, and Market Trends, providing a comprehensive view of the agricultural landscape. To foster trust and transparency, the "About Us" page outlines the mission and vision that guide us, along with background information about our dedicated team. Additionally, the Contact page serves as an open channel for visitor engagement, inviting users to share their ideas, pose questions, and even contribute to the growing repository of agricultural wisdom.

## Inspiration

**State 3 things that have inspired you when creating your website. These could include guest speakers, other websites, artists, developer etc.**

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The need for information about the state of the farming industry inspired me to design the website.

1. **Colleague's Crowdfunding Platform:** My foremost inspiration came from a colleague who aims to develop a crowdfunding platform for farmers. Their passion for providing financial assistance to farmers struck a chord with me and led me to realize that the farming community also critically needs reliable information. This inspiration directed me toward creating a platform that doesn't just inform but also nurtures a community focused on sustainable farming and rural development.
2. **Various Agricultural Websites and Resources:** I was deeply influenced by the wealth of information available through various publications and websites such as <https://agriculture.com.ph/> and <https://www.da.gov.ph/>. Their comprehensive reports on sustainable agriculture, technology in farming, and rural development showed me the power of information and how it can be used to effect real change. This reinforced my resolve to create a platform that was both informative and actionable.
3. **Local Farmer Testimonials and Stories:** Listening to stories and testimonials from local farmers became a significant inspiration for the site. Their narratives about the challenges and successes in their day-to-day activities offered me firsthand insights into what farmers really need. It made me want to not just write about farming, but write for farmers, addressing the topics most relevant to their lives.

Each of these inspirations played a role in shaping the website's mission, content, and community-oriented approach.

## Accessibility

### State 3 ways in which your site is accessible.

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Accessibility is a critical aspect of modern web design, ensuring that as many people as possible can engage with my content. I have considered three ways in which my website focused on the farming industry in the Philippines could be designed to be accessible:

1. **Screen Reader Compatibility:** I have made sure that the website is fully compatible with screen readers. All images contain alt text, and content is organized in a way that is logical and easy to understand when read out loud. This ensures that users with visual impairments can access and navigate the site without barriers.
2. **Keyboard Navigation:** Understanding that not everyone uses a mouse or touchpad, the site is designed to be fully navigable via a keyboard. I have implemented focus styles and skip links that make it easy to go from one part of the page to another, benefiting those with motor disabilities.
3. **Adjustable Font Size, Underline Links with Speech to Text, Dark Theme, and Grayscale Mode:** The website provides an option for users to adjust the font size according to their preference, making it more accessible for people with vision issues. The website offers a Dark-theme mode or grayscale mode, which is designed to make the text more readable against the background, aiding individuals with low vision or color vision deficiencies.

These accessibility features are not only in compliance with ADA (Americans with Disabilities Act) and WCAG (Web Content Accessibility Guidelines) but also serve to make the site inclusive, ensuring that vital information and community features are available to a broader audience.

## Usability

### State 3 ways in which you have considered usability in your site.

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Usability is a critical aspect of website design and therefore I created the website in a manner that users can easily navigate the website. Considering that my website focuses on delivering important news and information about the farming industry in the Philippines, I have considered the following factors in the design and structure of the site:

1. **Intuitive Navigation and Layout:** To facilitate ease of use, the website features a clean, intuitive layout with a navigation bar that is consistently positioned across all pages. Important sections like “**News**”, “**About Us**”, “**Contact Us**” and “**Farmer’s Wisdom**” are accessible directly from the landing page or via clearly labeled tabs, making it simple for users to find what they’re looking for.
2. **Accessible Menu Settings from Navigation Bar:** To promote an inclusive and user-friendly experience, the navigation bar features an ‘**Accessible Menu**’ option that is always visible and readily accessible from any page on the site. Once clicked, this menu highlights and expands to show additional accessibility settings like readable font, underline links, grayscale mode and light theme. The expanded menu can also be navigated effortlessly using arrow keys, making it convenient for users who rely on keyboard navigation.
3. **Mobile Responsiveness:** Given that many users might access the website from various devices, including smartphones and tablets, the site is designed to be fully responsive. This ensures that the site’s layout, images, and functionalities adapt to different screen sizes, offering a seamless experience for users on the go.

By incorporating these usability features, my goal is to provide a user-friendly environment where visitors can efficiently access the information they need, interact with the content, and engage with the farming community.

## Learning

**State 3 things you had learn/find out by yourself when creating your site, and describe how you did that. (i.e. what searches you did, any new tools/ techniques you learned, any changes/adaptations you made to a particular resource to make it work with your site.)**

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Creating a website is often a learning experience, filled with challenges that require resourcefulness and adaptability. While developing the website, I went through a comprehensive learning process, each step of which contributed to my growth as a web developer and to the usability and functionality of the website.

1. **CSS Grid Layout:** When I started, my knowledge of CSS was basic, and I primarily relied on simple frameworks like Bootstrap. However, I wanted a more customized and responsive design for the site. Through various YouTube tutorials and Mozilla Developer Network articles, I discovered CSS Grid. After experimenting and applying it to my HTML templates, I was able to create a layout that was not just responsive but also unique to the needs of my farming community website.
2. **JavaScript for Interactivity:** Initially, I intended the website to be purely informational. However, the vision evolved to include interactive features like a weather widget for farmers and a commenting system. Having limited experience with JavaScript, I took online mini-courses and looked at Stack Overflow threads to get these features working. I learned how to integrate APIs and manage user input, turning the site into a two-way communication platform. Due to time constraints, I wasn't able to integrate the weather widget though.
3. **Git for Version Control:** Early on, I had no system in place to track changes or manage versions of my website. After mistakenly overwriting some crucial code, I realized the importance of version control. I found a beginner-friendly guide to Git and GitHub, and after some trial and error, I was able to implement a version control system for my website. This not only saved me from potential mishaps but also made it easier to collaborate with others in the future.

Based on these insights, I made necessary adjustments to the site's layout and navigation, improving the overall user experience. For each of these learning experiences, I relied on a mix of tutorials, documentation, and community forums. There were plenty of moments of frustration, but solving each problem was incredibly satisfying and educational. The experience taught me not just the technical skills needed to develop and manage a website but also the importance of planning, ongoing learning, and adaptability in project development.

## Implementation

### What aspect(s) of your work do you think worked well and why?

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I'm genuinely proud of the work that I have put into this website and I really believe that the following aspects worked well.

1. **Design Look-and-Feel:** The aesthetic of a website can make or break a user's first impression. If the site looks professional and visually appealing, users are more likely to trust the content and explore further. The design also reinforces the brand's message and mission, adding a layer of depth and connection for your audience.
2. **User-Centric Design.** One of the strengths of the website is its focus on user experience. The navigation is intuitive, and the accessible menu settings make the site inclusive for all users. These features of the website would likely contribute to higher engagement and lower bounce rates, as users can find what they're looking for without getting frustrated. The curated articles and real-time news updates provide high-quality, valuable information that serves the community's needs. This not only helps in terms of SEO but also establishes the website as a credible source for farming knowledge in the Philippines.
3. **Content Quality:** The curated articles and real-time news updates provide high-quality, valuable information that serves the community's needs. This not only helps in terms of Search Engine Optimization (SEO) but also establishes the website as a credible source for farming knowledge in the Philippines.
4. **Community Building:** The commenting system, despite being a late addition, could be considered one of the website's successes. It has likely fostered interaction among users and added a layer of community involvement that goes beyond simply reading articles. This interactivity can drive repeat visits and help build a loyal user base.
5. **Version Control with Git:** Implementing Git for version control might not be a visible feature to the users, but it's a significant improvement on the development side. It makes it easier to track changes, roll back to previous versions if needed, and collaborate with other developers, which ultimately speeds up the development process and reduces the likelihood of errors.
6. **Flexibility and Scalability:** The use of CSS Grid for layout and the modular nature of JavaScript functionalities mean that the website is both flexible and scalable. As the needs of the community grow or change, the site can be easily adapted without requiring a complete overhaul.

7. **Mission-Driven Approach:** Last but not least, what really sets the site apart is its clear mission to support Philippine agriculture. Every design decision, article, and feature aligns with that mission, which not only makes the site cohesive but also impactful.

It's been a ride filled with challenges and learning, but looking at these positive aspects, I can say it's been incredibly worth it.

## Improvements

**What aspect(s) of your work could be improved, and how might you do things differently another time?**

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I couldn't be happier with the results of my website development journey. Envisioning that the community could engage with the platform and make use of the resources confirms that all the hard work has been worth it. That said, the web development landscape is always evolving, and there are several key areas where I'd like to bring further enhancements to the site.

1. **Enhanced Mobile Optimization:** The website is responsive and in my next project, I am planning to do A mobile-first design approach to ensure that users on all devices have a seamless and positive experience.
2. **Improving Load Times:** I've noticed that the website's load time, especially on image-rich pages, could be faster. I know that faster load times can significantly improve user experience and SEO rankings. By optimizing images and incorporating lazy loading, I aim to make the site even more efficient and enjoyable to navigate.
3. **Focused SEO Strategy:** I plan to invest more time in keyword research and other SEO optimizations to improve our organic reach. This approach will not only help my content serve our existing community better but will also attract a broader audience to the website.
4. **Incorporating Interactive Features:** The current site does a decent job of delivering quality content and the addition of interactive elements like weather fidget, forums, and user polls could significantly boost user engagement and community involvement.

Each of these focus areas represents not just an improvement for the website, but also an avenue for my professional development as a web developer. I look forward to making these improvements and seeing the site evolve even more as a resource for our community."



## Resources

What resources did you use in your work? List any sources of information, libraries, plugins, code or tools (you should also indicate inclusions from other sources within your code using comments) .

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Main Resources used for implementing the site  
W3Schools, HTML and CSS references  
W3C Markup Validation service  
jQuery Javascript Library and documentation  
Visual Studio Code for Site Development  
Figma for Wireframes and Mockups

## Appendices

W3 Schools, for documentation of HTML and CSS

Link (<https://www.w3schools.com/>)

jQuery, documentation of Javascript Library Link (<https://api.jquery.com/>)

Figma, for Wireframe and Mockup Link(<https://www.figma.com/>)

Fontawesome for Icons Links(<https://fontawesome.com/>)

Google fonts for Fonts in the website Links(<https://fonts.google.com/>)