**Project log**

**23rd November 2015**

I looked into creating a business model canvas for my project. I decided not to create one at this stage because I didn’t think I would benefit from it.

**24th November 2015**

Today I created the tasks needed for my usability evaluation. I have written 3 questions for each website I have analysed. At the end of each website I have asked the user to give any feedback they thought about the website, good or bad.

**26th November 2015**

Today I did the usability tasks on the three users I have selected. The tests went very well and I gained a lot of information that I will be able to implement into my design stages.

**28th November 2015**

I began designing some logo examples for my website. This was a really enjoyable task that took in all of the information gained from all of the research stages of my project.

**29th November 2015**

I created lots of designs before I finally created the one I thought went well with the company name. I have begun putting these design examples in my report the order they were created. Explaining my thought process of why it changed from one to another.

**30th November 2015**

I have begun looking into various different colour schemes I believe will work well with my company.

**1st December 2015**

Today I had my project Viva with Liz Guy and Ran Song. It was a very informative meeting that helped me understand what I need to be doing in the next few months.

I attended a lecture from Chris How talking about Information Architecture.

**2nd December 2015**

I attended a lecture titled A dialog for the future by Peter Lloyd. It was an interesting lecture that I wrote about in my blog.

**4th December 2015**

I began to look into using Sass and Gulp for my personal tool library. It was a steep learning curve but once I began to understand it, it was a very rewarding experience.

**7th December 2015**

I looked into using CoffeeScript (a pre-processed language for JavaScript) for my personal tool library. I decided to go against using it because I was not fluent enough with JavaScript and that is something I want to learn before learning a new language that outputs into JavaScript.

**9th December 2015**

I began saving blocks of code into GitHub to form my patterns library. This patterns library will be used to initially reuse the code to make building web pages faster.

**12th December 2015**

I began researching about social media and what makes a business succeed in social media marketing. I started with Facebook.

**16th December 2015**

I have been in contact with Andy from Ten4. They are a digital web and app strategy, branding, design and development company. The conversation I have had with Andy has reinforced my views on certain tools and also made me think about certain language choices in my development.

**20th December 2015**

After thinking about it I have decided to focus a lot more on JavaScript than jQuery. I have researched a lot about the pros and cons of both JavaScript and jQuery and from these results, along with talking to Andy I have decided to focus primarily on JavaScript.

**4th January 2016**

Today I began the design stages of my project. The logo and colour scheme has already been decided. I have now started drafting design layout ideas on Photoshop.

**6th January 2016**

I have drafted most of the main pages for my website. There are just a few points I am unsure to do. Mainly it is what to fill the ‘Work’ page with, as currently I have no work to show on that page.

**7th January 2016**

I selected the font I would like to use for my title headings in my development. That font is called Campton.

**21st January 2016**

Today I had a meeting with Charlotte, from this meeting I gained information about what tools were used at Clearleft and what they would recommend me to use for my business. I have written a blog post about this meeting.

**26th January 2016**

I have decided to change my company name. Today I have been testing multiple ideas and believe I have found the one I want to keep. I will be creating a logo for this idea and will decide whether I feel it is right.

**28th January 2016**

Today I changed my company name back to what it was originally. I will potentially do a user test of three example company names to see what users think sounds the best.

**29th January 2016**

I began looking into the web content accessibility guidelines (WCAG) to find the best practise for making a website accessible for all users.