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Summary

There were many factors about my website that I felt were well done. One of the first elements I thought I succeeded on was the grid layout of my website. I wanted to use a grid layout for each car part within my website. Each panel contained a header, 2 pictures, a description, and a link for a car part. A grid layout turned a complex design into a well-organized design. Using this grid layout allowed me to position the elements within each panel making modification easy in my media queries, while maintaining an organized design. The second factor I thought I designed well was the media queries. For me, media queries are one of the most difficult and tedious design portions to implement within a website. I added a couple media queries to ensure the website appeals to users on a desktop, tablet, and a phone. For a desktop and tablet view, my paragraphs and video are centered only taking up 60% of the screen. This saves the user from reading across the entire screen, which is typically undesired. On a mobile device, users prefer scrolling down rather than sideways. I made my main paragraphs and video take up 90% of the screen, resulting in smaller margins. I also changed the grid layout and have everything displayed in a stacked design, to prevent the user scrolling sideways. One of the last factors I felt that I well accomplished was the content in my promotional site. Promotional sites are should catch the user’s eye without large amounts of text. Thus. I added more visuals than text. To accomplish this, I provided a header, 2 pictures, a small description, and a link to catch the user’s eye. The color scheme of the site also reminds one of sport cars, drawing the user in. I also provided 2 videos explaining what some popular performance upgrades are and why OEM parts are important to keep your car healthy. Lastly, I provided a small about me paragraph for an inspirational and overarching view of the website.

One of the first factors I could have improved upon was styling the iframe or video. The height could not be fixed since I wanted the video to be responsive. When the width was the correct size, the height would seem to be slightly of cutting off a small portion of the iframe. When the height was ideal, the width would not align with my paragraphs causing an inconsistent design. The video does look good overall, but that one small fix could have perfected the video size. Another factor I could have improved on is upgrading the picture quality. I wanted my promotional site to have consistent sized pictures. To have consistent sized pictures, the aspect ratio was adjusted. Thus, I chose to catch the user’s eye with a larger picture versus picture quality. Although these 2 elements could have improved upon, I do not feel that it impacted the user’s experience.