Project 2 Final Submission
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Web 2890

Mickey's Custom Labels is a small business owned by my coworker Mickey. This business prints and ships customized labels for flavored jams, jellies, extracts, pastes, and honeys. My job was to make a basic website for Mickey to show off her existing designs. Although my skills as a designer are not advanced enough to implement payments, I was able to display her labels in a way that allows her to show a catalog of existing designs to her customers and they would be able to give them a custom quote based on what they liked from the website.

Most Proud of:

Regarding this web design project, I am most proud of the color scheme and the cohesiveness of the design elements. I'm excited that it feels like a real website. If I had more time, I could make something like a custom label builder, where the user can see what the design would look like in real-time as they choose size, flavor, and custom text options. I would also implement a way to place an order for the labels or at least request a quote.

Changes to Final Submission:

The changes I made based on requests from the teacher, client, and other reviews include making the button colors match, changing the layout of the about page, change the breakpoints for the products page so the cards wouldn't be too skinny, and fix some of the confusing copy. The client didn't want the navigation area to be changed at all, even though the class instructor strongly encouraged a different navigation bar layout. I respected the client's wishes and didn't change that part.

Resources Used:

Some resources I used included research about javascript implementation with filtering products, using inspiration from existing filters. I used bootstrap for some quick layouts and easy structuring, and a lot of miscellaneous google searches to find solutions to bugs and any questions I had encountered in the web design process.

Key Design Choices:

For my key design choices, I chose to keep the website simple and to-the-point. The home page, from the top of the page to the bottom, is meant to direct the user to the products page, now called "browse labels", to view all the label designs, sizes, and prices. From there, the user can filter relevant label types and make a decision. Most buttons are red to match the theme, and the call-to-action areas are placed strategically at the top and bottom of the home page.

Framework Customization:

I customized the framework by changing button styles, link styles, font styles, hover effects, click effects, and corner rounding amount. The navigation bar is also non-standard bootstrap, being centered and having the logo above the other links rather than in line with them.

Advanced Features:

An advanced feature I implemented into the website is the category filter, which has a dropdown to select a category and uses javascript for the logic to only show the label cards that match the chosen category. Another advanced feature is the use of modal script to show a label card as a popup window so the user can view the product and details more closely.

Issues Encountered:

Most of my problems came from the many bugs that arose in the implementation of javascript with the advanced features. Other issues came because of the use of bootstrap, which added a lot of unwanted default code that I had to change and undo frequently. Especially in the navigation, bootstrap navigation bars just don't like to be centered, so a lot of the bootstrap code needed to be removed for the centering to work right.

Thanks to this web design challenge, I was able to get insight on my current skills as a web designer, and where I could improve. This was an insightful experience. In the future, I will be able to have a more streamlined process and have some knowledge gaps filled that will allow for better designs in the future.