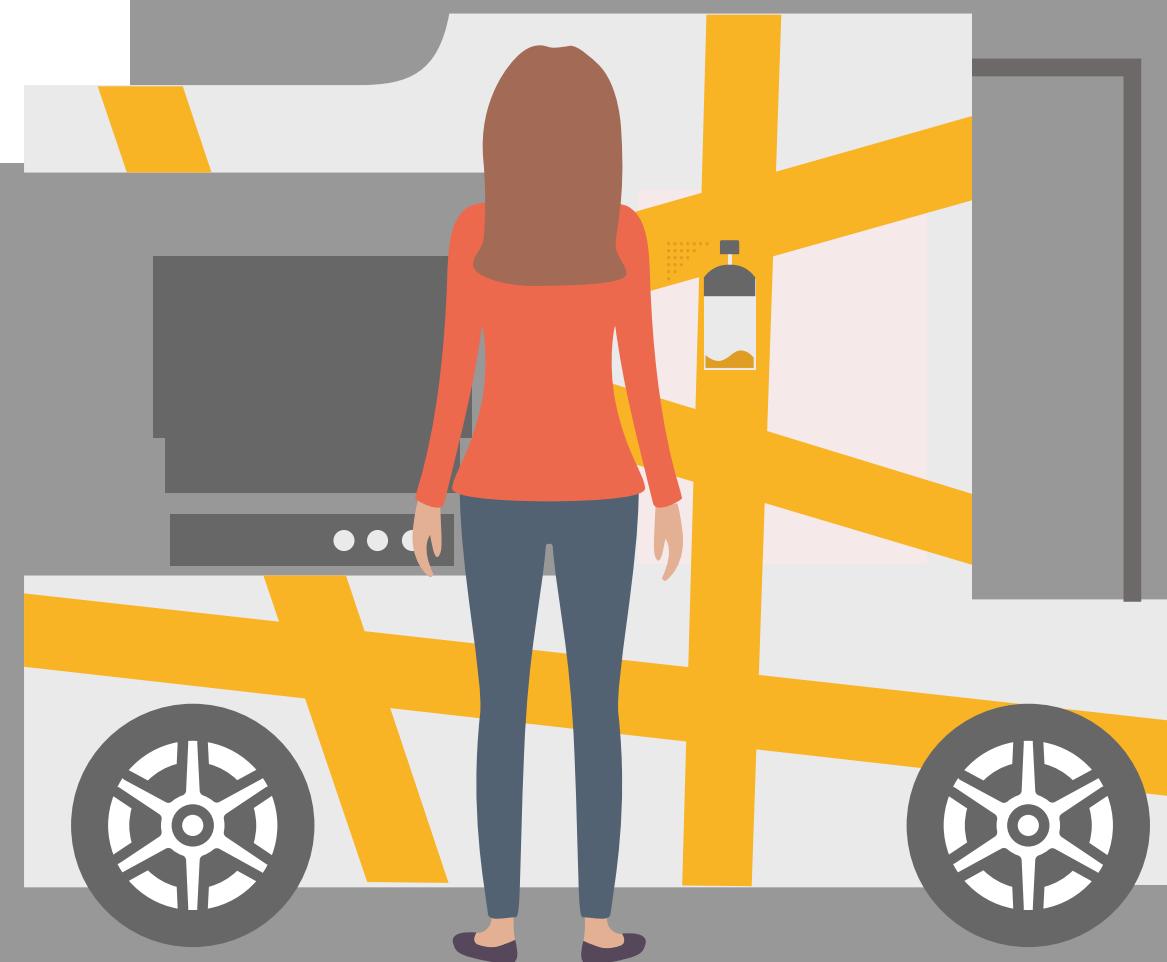


# Web Portfolio

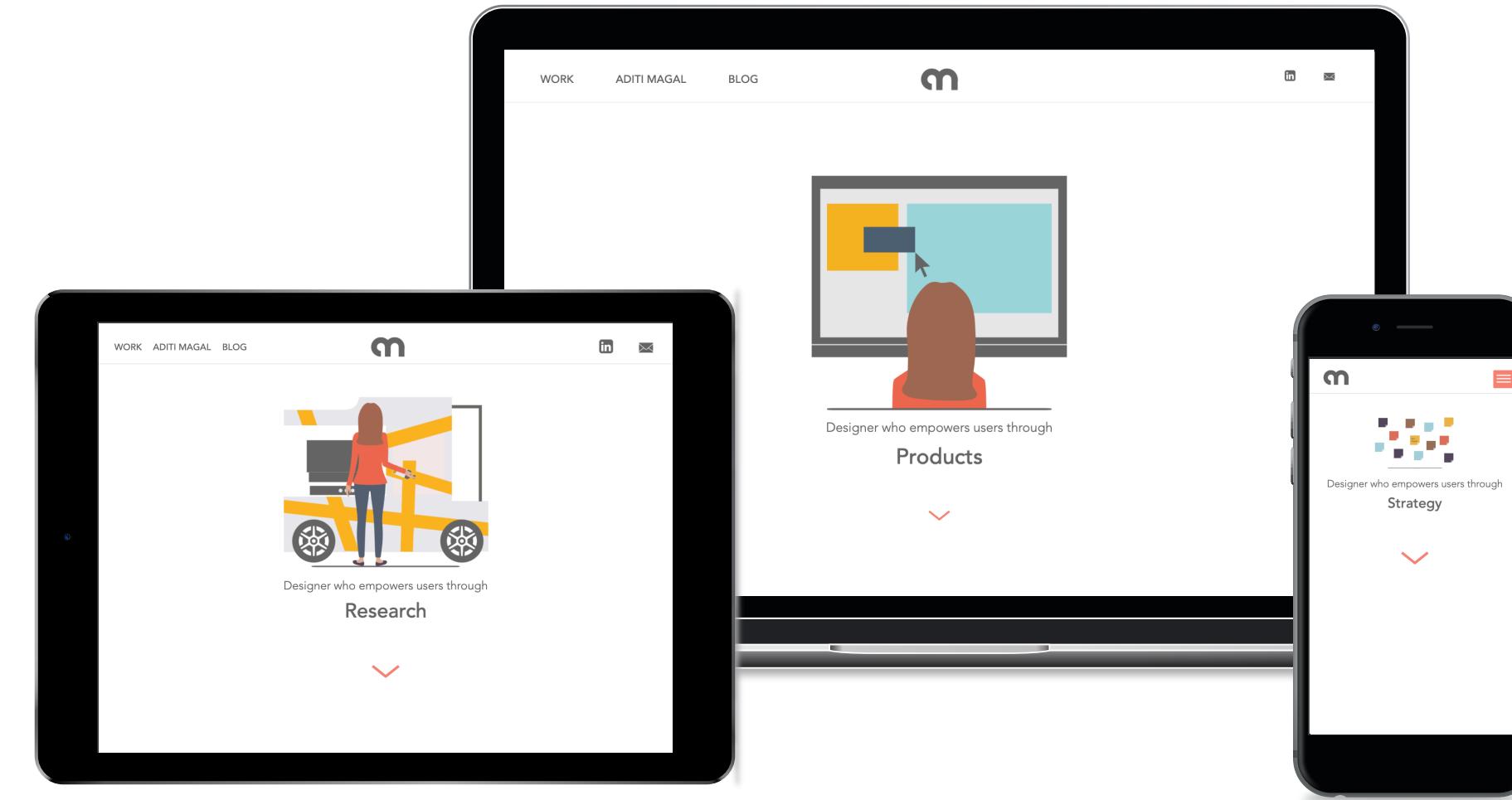
Aditi Magal

<https://aditimagal2.github.io/assgn8/>



## Part 1

# Website Description



I designed and built a responsive portfolio website that I could use to host all my UX/ UI and Industrial design projects. The target audience of my website is potential employers. The purpose of my website is to display my work and land a job.

The landing page contains my elevator pitch- I am a designer who empowers users through products, experiences, research and strategy. Each of these four categories (products, experience, research and strategy) are accompanied by animated svgs that are inspired by some of my work. The products animation shows me designing my website. The experience animation shows me painting an autonomous car I built. The research animation shows my user focused design process. The Strategy animation shows how my work combines business, design, technology and context. The animated elevator pitch is interesting and visually engaging.

Users get an overview of all my projects which link to individual project pages. The website also has an about me page with my bio and resume. The website nav bar also links to my blog, linkedIn account and contact information (email address).

I designed my website to be fully responsive using bootstrap. I chose a bright and happy color palette paired with simple layout and backgrounds, so that my projects are the main focus of viewers.

## Part 2

# User Interaction

- **Navigation**

When users hover over the navigation bar, the color changes to indicate a clickable area. Clicking on different text/icons, takes the user to different pages on the website.

- **Landing Page Elevator pitch**

The animation runs on an automatic loop, so users can see the animation as it loops.

- **Landing Page Arrow**

Clicking on this arrow/ scrolling through the page takes the user to my projects.

- **Landing Page Project**

Hovering over each project reveals a project description. This helps viewers choose which project to look at further. Clicking on this takes users to the detailed project page.

- **Project Pages**

All project pages follow the same template and format. They have a standard scrolling interaction.

- **About Me Page**

Follows a standard scrolling interaction.

- **Blog link in navigation**

Takes users to my blog hosted on wordpress.

## Part 3

# Tools

- **Bootstrap**

I chose it because I was told it is the easiest way to make a website responsive. I used it on every page to make my website responsive. I used the containers and rows feature, by learning the 12 boxes rule.

- **Owl Carousel**

I chose this tool since it makes looping animations easy. I added owl carousels js and css to my code and modified it. It makes my elevator pitch automatically loop.

- **SVGator**

I chose this online platform since it makes static svgs animated svgs. I made my files in illustrator and imported them into svgator to make them animate. Svgator works like after effects so I was able to use animated svgs like they were images.

- **JQuery**

I chose this library since it works with the other libraries I used. I used this to make my bootstrap and owl carousel work.

- **AOS**

I chose this library since it makes scrolling transitions smooth. I added this to all the images and containers. This makes the images appear smoothly when users scroll on my website.

## Part 4

# Iteration on hw7

### Landing Page

After talking Skip Shelly I decided to change the visuals for the animation loop on the landing page. Instead of having icons for each design process (products, experiences, research and strategy) I showed an animation of a girl designing at different phases.

### Color Palette

I changed my final color palette.



### Password protection

Initially I thought I would need to write code for password protection, but I realized that this is not a safe method. This is why I will use my hosting website for password protection.

## Part 5

# Challenges

My biggest challenge was integrating different libraries together. I was not able to integrate owl carousel with animate.css. I also had challenges with looping the landing page animation and making it perfect.

**Website in Github: <https://aditimagal2.github.io/assgn8/>**

**Github link to all files:**  
<https://github.com/aditimagal2/assgn8>

