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|  | 12/4/2017 |  | |
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Web Design and Dev

Alex Wu 10359232

# Summary

Report and experience logbook detailing the following items

1. What techniques you have used to improve the accessibility of your website.
2. How you have optimized your site so that it would be easy to find using a Search Engine.
3. A Logbook detailing your weekly activities and how you resolved them.
4. A short reflection (150 words) on what you have learned through the process of developing this site and what you would do differently if you had to undertake such a project again.

## 1-Accesibility

The following considerations and techniques have been used to improve accessibility and ease of use for navigation

Responsive design elements, navigation and accessibility:

1. The main page is supposed to be a like a “postcard” of the area, with the icon of the platform from which you can navigate to TripAdvisor reviews, and clicking on the logo to start the navigation.
2. The navigation bar is fixed on the top. Wherever you navigate the menu follows you along. You will never miss the menu regardless of where you are, making the navigation consistent.
3. The main navigation menu is a sidebar hidden on the left hand side and appearing on demand instead of a top bar menu. It also uses the vertical axis which is the most abundant resource on a mobile device on day to day usage.
4. The icon menu logo and the TripAdvisor icons resize and disappear beyond the width of 500 pixels. The menu is comfortable to use even on the smallest screen (iPhone 5).
5. I’ve used a clear open source font designed for the web and small devices (by Google Fonts)
6. The picture elements and the accompanying text use floats to occupy maximum width, but they align left and right and compress when resizing the screen into a single column. So image and content still readable even in very small screens. I‘ve kept font at the same size to avoid difficult reading when moving to a small device.
7. The screens have been kept consistent, the font large and the design fairly minimal.

## 2-SSO

The Standard Search Engine Optimizations have been used:

1. Meta tags for keywords, content, and titles referencing the area, the business, the content of the page, etc.
2. Good layout structure, header tags, css and style at the top, scripts at the bottom, etc.

## 3-Logbook

Unfortunately I only really started to code the website during the last two weekends for personal reasons, but everybody is on the same boat so no excuse:

The website has been designed across mostly 4 days.

1. First day.

Research for inspiration. Wireframe design. Decide on content pages and navigation bar. Pulling art assets, designing logo in illustrator as a transparent png.

1. Creation of Navigation bar and layout of Index. Creation of slide selector plus automated scripts for slider.

Creation of the navigation sidebar scripts

1. Struggle with layout and navigation bugs, create further pages and link them.
2. Create other pages, link them, verify responsive readability on Iphone 5, write site map and SSO Meta, script testing, testing, debugging, and cleanup and writing report.

## 4-Reflection

The main reflection is how time consuming is to build something beyond a basic content page. I didn’t truly appreciate the amount of work needed (back and forth between a text editor and chrome ad nauseam) to get basic niceties like animated buttons, or an interactivity layer, and I started too late to provide the vision that I had for the site.

Only the first page and the navigation features cover the functionality that I had originally in my head, but for the sake of delivery I provided something that I believe meets the basic criteria needed, on how I would like the content to look like, and filled the black with Lorem Ipsum.

Another thing learned is that I should written all the css as inline and then clean it up as a css stylesheet. I tried to have the css as a separate file from the start and I think that greatly decrease my productivity going back and forth between the different text tiles.

Overall I didn’t find the experience as productive as I would have liked, and important asks for the site were discussed quite late on the course. I would like to design a website using more modern frameworks as well to get an idea which tools can streamline even small tasks like layout and navigation.

## 5-Resources and Inspiration

The main resources used for learning, navigation inspiration, and design layout as follows:

1. The Maven Hotel : <https://www.themavenhotel.com/>

Navigation and layout

1. W3C Schools : <https://www.w3schools.com/html/default.asp>
2. Stack Overflow : <https://fonts.google.com/>

Html, CSS and Javascript examples and help

1. Google Fonts : <https://fonts.google.com/>

Custom Font