

My design comp was almost nonexistent at the time of the peer review. However, My peers were able to look at my wireframes and offer some good advice. The first thing they said was that my design “reminded them of PowerPoint slides”. This is either a good thing or an awful thing, but I took it as a pretty bad sign. I realized that my website was set up in this sort of text box-plus-image layout that looked like the traditional default content slide in PowerPoint. Although that’s not necessarily a terrible design, it is a very boring one. I realized none of the other websites I was looking at for inspiration were laid out the same way and made some revisions. The next bit of feedback I got was that “awkward buttons.” In my wireframes I favored large rectangular buttons with only two navigation options, positioned in the center with the text aligned to the center. This ended up looking confusing, amateurish, and visually crowded. I reconciled this by getting rid of “buttons” all together, instead favoring textual links in a distinctive font with coloring based on navigation. I think this makes for a much better looking design, and is easier to use. Late in my design, I added a rectangular bar going the length of the page behind the text. I did this in order to facilitate easier navigation. I noticed a lot of websites have a top navigation bar that “sticks” to the top of the page no matter what, and I think this makes navigating the site much easier. I decided to replicate that, and I’m happy with how it turned out. I received positive feedback on my plan to utilize my own photographs in my graphics spaces, as well as positive feedback on my utilization of a one-page design. In my final design comp, I sectioned

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the one page into three separate sections, meant to mimic the window during scrolling.

The usability testing process was extremely interesting. This was my first time designing a website and using Photoshop, and I was thinking about the visual design of the site more before the peer review. After the peer review, I was newly refocused on the user. I did a lot more research on the websites of large companies, portfolio sites, and blogs. I took note of how I felt using their sites as a user, where my attention was directed, etc. This research, in combination with the feedback I received from my peers, allowed me to have a much better design comp in the end.