COMP10310 – Web Design Project

Reference/Promotional Website: Skincare Website

<u>Main Features</u>

- *Clear Orientation* – This refers to how site visitors know where they are. This is indicated throughout my website by the:
    - Highlight/Darker shade in navigation bar to indicate which page they are on
    - Clear naming structure for sections & titles
    - Use of breadcrumbs in multidimensional pages (e.g., Routine Order > Morning Routine > Night Routine).
- *Variety of navigation* – Different forms to help users navigate through the website:
    - Navigation bar to bring you to different pages and let you know which ones you are on.
    - Action buttons such as buttons to the previous/next page or image in slideshow.
    - Fixed sidebar as you scroll with hyperlinks & anchor tags to bring you to certain places in the pages.
- *Three-Click Rule* – There is enough navigation in that users can find their specific information within or less than three clicks.
- *Fresh & Original content* – The information on each page is from my own knowledge of skincare.
    - It also contains information about myself and my own skincare routine which brings a unique perspective and shows authenticity.
    - It can also be engaging for users as it helps build trust knowing that this information stems from real experiences and opinions.
    - Mentioning modern skincare products and products that are trending at the moment on social media platforms attracts those who like to be up-to-date and generates interest to those who want to stay on top of trends.
- *Variety of media* – Use of images, slideshows, hyperlinks to other websites and gifs are used to make it more visually engaging and appealing. Media

was also either high resolution or enhanced using an AI-enhancer for more visual appeal and a better user experience.

- *Relevant colour palette and theme* – I chose a pink palette as it conveys femininity which creates a soft and gentle aesthetic and is appropriate as this website aims to promote beauty and self-care.
    - It is also a bright and bold colour that can make an impression.
    - Pink is also very versatile which is why I was able to pair it with some greens (leaves in the banner) for a fresh, clean, healthy look that a skincare website should promote.
    - It is also a great contrast to the warm white background that was chosen instead of normal white as it is generally softer and inviting to look at. It can also be easier on the eyes which is good for this website as it contains a lot of text which means the user would be reading it for a while.
- *Targeted-audience* – Simple, clear, and engaging language used throughout to aim at young adult or teen audience or those beginning their skincare journey.
- *Interaction* – Use of a contact form and hyperlinks to social media platforms to help users engage with the author and website.
- *Engagement* – Use of animation in previous/next page buttons, underlining links when hovered over and darker shade/highlight when hovering over certain sections help engage with audience and create a dynamic experience.
- *Use of Media Queries* – All pages on the website use a media query which helps build a more responsive website. It makes the layout more flexible and gives a better user experience so that the website is optimized for more devices.

References of Assets Used

Images Used Throughout

Leaves Banner Image

- AI-generated - https://www.craiyon.com/
- AI-enhanced - https://letsenhance.io/boost

2slides_media

- cleansingoil.jpeg - https://i5.walmartimages.com/asr/e1a9743f-fd65-4cb6-aab1-3f193b7746f1_1.7f3514a4227173e530485f2b17d7095a.jpeg
- snailcream.jpeg - https://static.beautytocare.com/media/catalog/product/cache/global/image/85e4522595efc69f496374d01ef2bf13/c/o/cosrx-advanced-snail-92-all-in-one-cream-100g.jpg
- sunscreen_.jpg - https://cdn.shopify.com/s/files/1/0254/3022/9055/products/211013_Reliefsun_980x_b1da8bc0-504b-40e1-928b-d9fe05da5fd0.jpg?v=1639318348

HTML

about.html

- skincare-gif - https://i0.wp.com/hypebeast.com/wp-content/blogs.dir/6/files/2018/07/jenn-im-nighttime-skincare-routine-k-beauty-la-mer-clinique-dr-jart-0.gif?w=960

morning.html

- Morning Window Image - https://www.thespruce.com/maintain-window-in-shower-privacy-5213764
- Skin by BYS Extra Gentle Jelly Milk Cleanser - https://www.bys.com.au/wp/wp-content/uploads/2021/07/CO_SCKMJC2.jpg
- Cosrx Advanced Snail 96 Mucin Power Essence - https://cdn.shopify.com/s/files/1/0271/7351/9412/products/cosrx-snail-96-mucin-power-essence-hover_1024x1024.png?v=1630432272
- Beauty Joseon Glow Serum: Propolis + Niacinamide - https://cdn.shopify.com/s/files/1/0558/4135/7989/products/0O8A9448.jpg?v=1653271835
- The Ordinary Natural Moisturizing Factors + HA - https://static.thcdn.com/images/large/original//productimg/1600/1600/11638505-9675023393773417.jpg

- Beauty of Joseon Rice Probiotics Sunscreen SPF 50+ - https://cdn.shopify.com/s/files/1/0558/4135/7989/products/0O8A9467.jpg?v=1653271992

night.html

- Night Window Image - http://www.home-designing.com/2016/02/6-perfectly-minimalistic-black-and-white-interiors/dark-luxury-bathroom-design-ideas
- Cetaphil Gentle Skin Cleanser - https://static.thcdn.com/images/large/original//productimg/1600/1600/13105737-2004862460272670.jpg
- Cosrx AHA/BHA Clarifying Treatment Toner - https://static.thcdn.com/images/large/original//productimg/1600/1600/11401176-1244945375644537.jpg

recs.html

- Skin Types Image - https://cdn.shopify.com/s/files/1/0428/8063/0937/articles/skin_types.jpg?v=1642396695
- La Roche-Posay Effaclar Purifying Cleansing Gel - https://static.thcdn.com/images/large/original//productimg/1600/1600/11434754-8895036866079892.jpg
- Youth To The People Superfood Cleanser - https://static.thcdn.com/images/large/original//productimg/1600/1600/13324144-7904896743335317.jpg
- LANEIGE Cream Skin Toner & Moisturizer - https://static.thcdn.com/images/large/original//productimg/1600/1600/13311671-1864896643296690.jpg
- Pyunkang Yul Essence Toner - https://cloudinary.images-iherb.com/image/upload/f_auto,q_auto:eco/images/pky/pky68005/l/29.jpg
- ETUDE HOUSE SoonJung PH 5.5 Relief Toner - https://cdn.shopify.com/s/files/1/1323/4713/products/Etude-House-Soon-Jung-pH-5.5-Relief-Toner-180ml-Nudie-Glow-Australia_800x.jpg?v=1645377317

- La Roche-Posay Effaclar MAT - https://static.thcdn.com/images/large/original/productimg/1600/1600/1109182 6-5394684952065356.jpg
- iUnik Centella Calming Gel Cream - https://cloudinary.images-iherb.com/image/upload/f_auto,q_auto:eco/images/iuk/iuk08011/l/9.jpg
- Skincare-gif - https://media4.giphy.com/media/XJ1hz2W1ZHAJ7uqAWb/giphy.gif

routine.html

- Layering Skincare Image - https://d2hy56m2o6qi9y.cloudfront.net/wp-content/uploads/2019/03/17234122/Morning-Routine2-e1584474347726.jpg

thanks.html

- Skincare-gif - https://media3.giphy.com/media/v1.Y2lkPTc5MGI3NjExZjFiZGVkMTY4 MDRjNzA5N2Y1NjYxNDFkMjA2MGQxZGRjZmI5ZjRjOSZjdD1n/bJfb0 wtSS4zQRZqpTd/giphy.gif

CSS

main.css

Social Media Icons

- 'Icon Library' - https://cdnjs.cloudflare.com/ajax/libs/font-awesome/4.7.0/css/font-awesome.min.css
- W3School's 'How to Style Social Media Buttons' - https://www.w3schools.com/howto/howto_css_social_media_buttons.asp

routine.css

- W3School's 'How to Animate Buttons' - https://www.w3schools.com/howto/howto_css_animate_buttons.asp