

1. Target Audience:

- I am designed this website to be a professional portfolio of my experiences. There are two target audiences that I have in mind: job recruiters and my fellow colleagues/students.

2. Design Goals:

- My target audiences will be interested in learning more about my work experiences, education, and also potential ways of contacting me. My design goal for this audience segment is to highlight features on my website so that it will be easier for a viewer to navigate the website and find the important information about me on it.

3. Design Rationale/Changes from M3:

- I made sure that the navigational system was easy to follow for my audience. I tested my website with my peers in 1300 Discussion and also with many of my friends. I had perform tasks such as: “download my resume” or “find a link to my LinkedIn account”. I observed their behavior and used that to adjust the navigational scheme that I used.
 - i. In M3 I had created 2 websites with different navigational methods (one website had next/previous buttons, the menu was vertical in one, and horizontal in another). After my user testing of over 10 peers (one of my target audiences), I learned that the next/previous buttons were not being used. Since I only have 4 distinct webpages, the users found it easier to navigate via the menu bar, rather than the next/previous buttons. Given this information, in my final version I removed the next/previous buttons.
 - ii. In M3 I had also experimented with the positioning of the menu bar. In V1 I had made it a horizontal bar on the top of the webpage and in V2 it was a vertical bar on the top left hand side of the webpage. In the user testing, I found that users defaulted to search the top of the webpage for the menu bar. When they realized that it was on the left hand side of the webpage, they maneuvered over to the menu. These actions, plus feedback from the users, confirmed that the menu placement at the top of the screen made the most sense to increase the navigational ability of users. Since my goal was to make is easy to find information about me on this webpage, I changed the menu bar to be across the top of the webpage.
- CRAP Design Techniques
 - i. Contrast
 1. For all the text on my webpage I made sure that it contrasted with the background color. I made the headings large and choose the color to me white, so that they would catch the attention of the viewer. Under the headings, I made the text inside the paragraphs to be light gray and any links to be white and underlined. This contrasted the text from the links and also made both visible against the dark gray background.
 2. I choose the menu bar to be red because the rest of the text in my webpage was a shade darker than white or white itself. Since red and white are Cornell colors, I wanted to include that theme in my website.

I also created a light green hover color for the menu because that matched with the menu on the color wheel.

- ii. Repetition
 - 1. I was consisted with the menu layout and color scheme throughout the webpage – it was at the top of each webpage. My goal by doing this was to be consistent with the navigational schema.
 - 2. I also maintained the same fonts (font family and size), colors, and styling (indenting and spacing) for each type of text (headings, paragraphs, links) in a webpage. I did this to give the website a professional and unified look.
- iii. Alignment
 - 1. As I mentioned above, I aligned my headings and paragraphs together to create a unified look.
 - 2. The navigational bar was in the same page on all 4 pages, so the viewer would always know where to go to navigate the website.
- iv. Proximity
 - 1. I grouped the text into paragraphs under headings throughout all the webpages. This way, when a viewer lands on the page he can decide whether to look at the section based on the headings.
 - 2. I also grouped the webpage titles together in the menu to help viewers navigate the content more effectively.
- F-pattern
 - i. Since my website is a barebones HTML/CSS webpage, with no JS, JQuery, or additional functionality, the F-pattern theory applies to my website. This means that viewers are more likely to read information in that pattern. That is why I structured my website to follow this principle. I created a menu at the top (I validated this position in my user testing), and then had headings with bulleted information under it.
 - ii. I also considered not writing so much text in each section of my website because research shows (also mentioned in DMMT book) that people tend to not read all of the information on a webpage. However, since my target audience is specialized to the professional recruiters and peers, their interest in visiting my site is to obtain more information about me – my background, experiences, skills, and interests. These two motives clash with each other, so I had to come up with a solution to accommodate both motives. I decided to keep short headings in bold letters, while also providing bulleted lists with additional information for those who are interested. I also included links to obtain more information about me (link to my LinkedIn profile, link to my Resume)
- Hero Image
 - i. The feedback that I got on M3 was that my V2 homepage was “eye-catching and modern” as the menu and text contrasted with the “black and white photograph”. However, keeping that hero image as the background for the other webpages made the pages look “redundant’ and “too busy”. This is why I

added the hero image to the background for only my homepage in my Final version and kept a simple dark gray background for the rest of the webpage, to keep in line with the color theme.

4. Things that are above and beyond:

- I made the background hero image on the homepage to be a responsive image that will resize when you resize the browser window. I also made the menu bar responsive, so if you shrink the size of the browser window to compress the menu bar, the item at the end of the horizontal bar drops below the rest (horizontal bar eventually becomes a vertical bar as you compress it). I tested this responsiveness in Google Chrome and Internet Explorer.
- I added a link to my resume on my webpage. Instead of posting my actual resume, I have attached a template in place to demonstrate that I understand how to link a document (I didn't want to post my actual resume).
- Under the About Me section I manipulated my picture to be circular instead of a standard rectangle. I did this so it merged seamlessly with the other content.
- I styled the navigation menu bar such that when the mouse hovers over any rectangular block in the menu, the entire block changes color (hover over color change for each block/button). The alternative was to have only the "Home", "About Me", "My Work", and "Connect with Me!" text links change color, while the background would remain the same dark red color.
- I edited the background image in a photo editor to be black and white, and lowered the contrast with respect to the text on the webpage.