

The graphic features a large teal triangle on the left side of a light pink background. In the center is a square with a red interior, surrounded by a green border and a thin blue outer border. The text 'PORTFOLIO WEBSITE' is written in large, bold, white capital letters, and 'Charley Lowis' is written in a smaller, bold, white font below it.

# **PORTFOLIO WEBSITE**

**Charley Lowis**

# BUILDING THE WEBSITE

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Some things I learned throughout the process of building this website was that it's easier to start with all the most basic information first, like getting down html text and styling all the basics of css like headings and body text before going to style things like headers and footers.

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The easiest thing in building this website was just getting all the html information down. The hardest thing was having to refresh everything so many times and being frustrated after trying multiple potential solutions to the same problem over and over again.

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If I could do this project over again I would probably do everything pretty similar to how I did it this time, or I would give up at the start. I would also give myself more time to build the prototype of each webpage.

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I do not think this website has any more steps in it's life.

# THE SITE

## Home page

CHARLOTTE LOWIS

About Me

Restaurant Branding

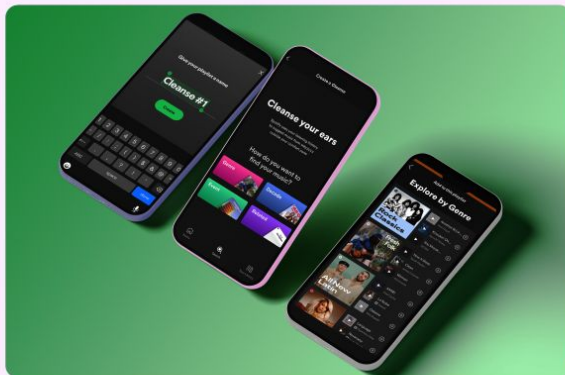
Spotify Cleanse

Sins & Virtues

Data Visualization



Restaurant Branding



Spotify Cleanse



Sins & Virtues



Data Visualization

# THE SITE

## Project page

## Spotify Cleanse

Class: Information Architecture with Fish McGill  
September to October, 2024

[To Process Work](#)



## Feature Video

In my final video, I used the prototype of my wireframes to show the flow of the app feature as well as used my user persona to give an example of when this feature might be used. I tried my best to implement Spotify's visual formatting by researching their own feature ads from YouTube, with this I got the idea of having a soft beat in the background of my audio, and to focus a lot of attention on the overlaid text of my video to drive the narrative and to point out the unique qualities my feature has. Through the course of the project, I got to immerse myself into Figma and learn more about the software's structure and how to prototype and make components. I also learned a lot about Adobe Premiere Pro and how to edit visuals as well as audio to create a seamless video that would properly demonstrate my idea for the feature.

# THE SITE

## Project page

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### Week 1:

In the first week of Information Architecture, we paired up and started working on our first assignment, which was to create a small exhibition to do with sounds: either current, past, or potential. During the course of the week I met up with my partner, Lauren Ferreira, and we discussed possibilities for what the final project could look and sound like. We explored the possibilities of sounds of nature, school, and all the concerts we've been to. Finally, we decided to focus on sounds from our childhoods, I constructed the audio for the listening experience with Adobe Premiere Pro, taking audio from my own recordings as well as free use audios online Lauren and I decided to look for. Lauren created the poster for the visual experience of the exhibition and we were ready to present it.

### Week 2:

For this project was a small listening station that aimed to allow listeners to hear sounds reminiscent of their childhoods. To create this, my partner Lauren Ferreira and I discussed sounds that made us nostalgic. We got a wide array of sounds from the cicada-clad woods of Missouri to the soft ocean waves of Massachusetts. We also discussed our favorite pop-culture videos and games from the late 2000's to early 2010's, such as the Disney fast play introduction, Barbie and the 12 Dancing Princesses, and of course, Wii Sports. With this collage of sounds, Lauren put together and illustrated a collage depicting the both of us as small children with the title of our installation, "The Sounds of Nostalgia". To set up our space, we used a children's pair of bluetooth headphones to listen through, and hung up the collage, as well as a placard for the exhibit and a bibliography of our sources.

[Listen to the final audio file here.](#) (WARNING: May be loud)

### Week 3:

For the first week of this new project, we explored the listening experiences of multiple apps in relation to a specific context. The context chosen for this preliminary research was customization and profiles. With this in mind, with a partner I analyzed how apps like Spotify, YouTube, and Netflix use customization and individual profiles to enhance the listening experience for their users.

### Week 4:

After this first week of research, we moved onto individual brainstorming on what we wanted to make our feature provide for the app and its users. For my project, I chose Spotify because it had been my primary music app for several years and I felt like due to its already existing customization, it was the most personal app for me.

The inspiration for my feature came from Spotify's Discover Weekly playlist. As much as I love exploring new music, I often don't know where to start and so I often use the Discover Weekly playlist that Spotify generates for each of its users every week. Unfortunately, I often find that the playlist contains several songs and artists that I've heard before, and it sticks to the same genres I already habitually listen to. With this, I feel like I'm not actually discovering new music, but adding many similar songs that make all of them blend together.

The feature I chose to implement in week two of this project was aimed so that users could employ it to help them search for songs outside of their established music taste without having to type anything in a search bar. I gravitated towards the discovery and suggestions context for my app feature since I feel like that is one of my main problems with the Spotify app. As stated above I really enjoy the suggestions Spotify gives based on a user's listening history, however I often find the suggestions don't really stand out to me compared to the songs I already listen to. To solve this problem, my feature would use your listening history not to find similar songs, but to find songs from







# CONCLUSION

**If I were to build another website this way I would pay more attention to building the prototype of the website beforehand, and overall conceptualize it more.**