

## Written summary

The purpose of making this website was to portray a digital version of my journey map in a more interactive way that would engage and interest more users in reading and understanding the whole purpose of my interaction. When wireframing and designing my website, I wanted to create something that was fairly simple but effective in a way that visually speaks to users and lets them know that this website is worth looking at. I was also looking at consistency and keeping the almost infographic like theme of my journey maps onto my website so the transition between my storyboard (static element) and my website (interactive element) can be compared and seen more easily. I also like this style as it is simple and easy to follow in which users won't get frustrated in trying to find direction to the different aspects of the website.

When designing my website I also followed the (CRAP) design elements as these are four of the most important things to consider when making a website in terms of overall user experience. Contrast (C) is the first design element I tried to consider through the use of my green and brown colour palette almost symbolising an earthy kind of colour or renewal as if to say that this is a good interaction but there's room for it to grow/become better or room for improvement. The black font also played a good compliment towards the green and brown backgrounds increasing readability and visibility of certain elements on my website. Repetition (R) is another design element I used in terms of the overall style of every page within my website. Again, I tried to keep the infographic style consistent with the colours and fonts being basically the same on every page. I also kept the layout similar in order to keep readability high and consistent with the simple but effective factor being one of my main focuses. Alignment (A) is one of the main design elements I focussed on in terms of where the div positioning and the elements inside of them. On each page (specifically the home page), I tried to keep the header, body, and footer divs aligned with each other so that users can navigate themselves around each page of the website easier in which users will get less frustrated as there are clear pathways to reading through the website. Proximity (P) is the other main design element I focussed on in terms of the spacing of all the different elements displayed on my website. I used rulers to try and get the right spacing between all the element specifically in the body div (as this was where the bulk of the information on each page) which can be seen especially on the homepage in which creates less 'confusion' toward users who try to process and understand what's happening on the page.

One of the laws of UX design that I followed was Miller's law through my use of alignment and proximity in my design. I summarised the text to try and keep the overall amount on the homepage low so it wouldn't just be a whole bunch of information crammed onto one page making it hard for users to process and very uninteresting to look at. To compensate for this, I added external links at the bottom of each paragraph (on the homepage) so users can, if they want, to read information where they can understand it better. I also made sure that the text on all the other pages were kept low for this same reason with the fact that I'd like users to understand the purpose through visual cues rather than paragraphs of reading. Another Law I tried to follow is the Law of Common Region in which can be seen through my use of box borders specifically on the homepage in the body div where the most amount of text was and since it was important I had this text, I wanted users to understand the

boundaries of each text 'group' helping them figure out how much they have to read and which bits of text relates to which element on the page.