

PUI HW 8

a. (5 pts) Part 1: In 300 words (only!) describe your website (We will stop reading at 300 words, so please be concise). Include the following:

- i. What is the purpose of your website?
- ii. What information do you convey with your website?
- iii. How is it interesting and engaging?
- iv. Who is the target audience?

My website is a short and concise travel site that shows the user the visuals of the main attractions in Colorado and also gives them a 4-day itinerary on what they can do with their time there. The landing page of the website is interesting and engaging because it shows a cool parallax effect which is a scrolling effect and technique where the background of a website scrolls at a slower pace than the foreground. Another fun effect is when the user clicks on one of the two nav elements and the page auto-scrolls to either section, also showing the parallax effect in the process. A subtle effect is when the user scrolls to the itinerary section and the opacity increases. The days in the itinerary are organized in card displays which is a visually appealing way to view the itinerary. The target audience is someone who is looking for a simple itinerary to act as inspiration for their trip to Colorado and someone who wants to get excited for their trip. It is also someone who would like to view this information on devices/screens other than a computer - such as a phone, tablet, or TV. In the context of user experience, I can imagine the user may need to quickly pull up this site for reference while they are on the trip as well.

b. (4 pts) Part 2: Use a bulleted list to describe how a user would interact with your website. For each item in your list, say

- i. the interaction type you implemented
 - ii. how I should reproduce it (i.e. click on X on page Y, or scroll on page X, etc.)
- Parallax scrolling effect: when on the landing page, scroll down to see the parallax scrolling effect with the person on the rock, mountain background, and text
 - On-click nav element auto-scroll: when on the landing page, click on "Itinerary" element on the top right and the page should auto-scroll to the Itinerary section - also the parallax effect should work as this happens. When on the itinerary section, click the "Visit Colorado" nav element on the top left and you should be taken back to the landing page (parallax effect should still work)
 - Slight opacity change on scroll: as you scroll from landing page to itinerary page, opacity should slightly increase in the itinerary section
 - If on website view (not mobile or ipad) - if you hover over one of the nav elements (visit colorado or itinerary) - it should turn into pink text on hover

- On ipad/iphone etc view - nav element that is active will stay that color

c. (4 pts) Part 3: Describe what external tool you used (JavaScript library, Web API, animations, or other). Following the bulleted list format below, reply to each of the prompts. (I will stop reading at the 4th sentence, so please be concise)

i. Name of tool

- a. ScrollMagic and GSAP JS Libraries

ii. Why you chose to use it? (2-4 sentences max)

- a. I used the ScrollMagic library because it helps you easily react to the user's current scroll position. I used it to enable my parallax effect with the person, background, and text. It enables animations based on scroll position, you can either trigger an animation or synchronize it to the scrollbar movement.

iii. How you used it? (2-4 sentences max)

- a. I used it to pin an element starting at a specific scroll position (the landing page section) - for scroll progress. I used it as a controller to move the person image, background image, and other elements from a certain y position to another y position triggered by scrolling.

iv. What it adds to your website? (2-4 sentences max)

- a. This javascript library helped me enable the parallax effect. This parallax effect adds a cool element to the website that keeps the user engaged and adds to the fun aspect of travel and planning.

d. (2 pts) Part 4: Describe how you iterated on your HW7 mockups, if at all, including any changes you made to your original design while you were implementing your website. (2-4 sentences max)

I changed the image from a person in Iceland to a person in Colorado since the image I used in my prototype was difficult to photoshop as the colors were all shades of blue. Because of this, I also changed the concept of the website to a travel itinerary website about Colorado. My prototype had a different layout of content images and text in the bottom section which I changed slightly for it to be simpler and a focused itinerary.

e. (2 pts) Part 5: What challenges did you experience in implementing your website? (2-4 sentences max)

The main challenges I struggled with were styling using CSS, making the website responsive (as I didn't use bootstrap), and certain elements being very challenging to style since the parallax effect was messing with them. I also struggled with the navigation, making it a sticky nav, and the auto-scroll function.