Topic Proposal

I'm aiming to create a sophisticated and polished website that not only adds significant value to my portfolio but also pushes my skills to a professional standard. The goal is to design a visually appealing and fully functional landing page that serves as a testament to my web development expertise while also adhering to best practices in terms of both design and user experience. This project will allow me to demonstrate my ability to craft a professional website that meets industry standards while showcasing my technical abilities. The challenge is to design something that isn't just aesthetically pleasing but also intuitive and accessible, focusing on the overall user experience. I want this project to be a reflection of my growth as a developer, allowing me to show that I can implement modern web technologies and best practices—from responsive design and clean coding to interactive elements and a seamless user interface.

I am particularly excited about the opportunity to work on this landing page project because it will allow me to expand on the knowledge I've gained so far and push me to tackle more advanced concepts and technologies. By taking on this project, I'm looking to refine my understanding of front-end development, especially areas like advanced CSS for layouts and animations, JavaScript for dynamic content, and ensuring that the website is fully mobile-responsive. These areas are central to creating a modern, polished web experience, and this project will provide an opportunity to apply those concepts in a practical and real-world context. Additionally, I will be pushing myself to make sure the site functions seamlessly across a wide range of devices, from smartphones to large desktop monitors, ensuring that the user experience is consistent no matter how the website is accessed.

To ensure a comprehensive and well-rounded development process, I plan to incorporate the following three research artifacts: researchers of the UX/UI design field, competitors or similar websites, and user testing. These research artifacts will guide my development and design choices, helping me create a product that not only functions well but also resonates with the target audience.

One of the most important research artifacts would be a mentor or industry expert who can provide professional insight and guidance throughout the process. Their input will help me align my project with current industry trends, encourage me to adopt modern frameworks, and ensure that I am following effective methodologies. A mentor can offer invaluable advice on how to refine my approach to web design, interactivity, and user experience, giving me tips on making the design process more efficient and ensuring that I am applying best practices.

Another important research artifact will be analyzing websites or projects that are similar in scope or functionality to mine. Reviewing existing websites, especially those within the same domain or industry, will help me gain insight into the design trends, functional requirements, and features that have proven successful in the real world. The final research artifact will be the real users I interact with during the user testing phase of my project. This will be a crucial step in ensuring that the website I create meets the needs and expectations of my target audience. By gathering feedback from actual users, I will be able to understand how well the design and

functionality align with their preferences and behaviors. User testing will provide invaluable insights into potential usability issues, such as unclear navigation, unresponsive buttons, or confusing layouts, allowing me to make data-driven adjustments to improve the site. Through testing, I will also gain a better understanding of how users engage with the site, which will help me refine interactive elements, such as animations or forms, to ensure they enhance the user experience rather than detract from it.

I want to craft a website that not only looks visually striking but also functions seamlessly, demonstrating my ability to deliver high-quality work that can be applied across a variety of industries. Between now and the end of this semester, I hope to learn several key skills and concepts that will enhance my technical abilities and overall understanding of web development. I am eager to continue building my proficiency in front-end development, improving my design skills, and learning more about back-end technologies and how they interact with the front end to create a cohesive user experience.

Since I am also a user experience major, this project will serve as a valuable opportunity to improve my skills in UX design. I am particularly interested in learning more about user research, wireframing, prototyping, and testing, which will allow me to create websites that meet the needs of users while also being intuitive and easy to navigate. This project will push me to apply UX principles in every stage of development, from initial concept to final implementation, ensuring that the website I create provides a seamless and satisfying experience for its users. Through this process, I hope to continue refining my skills and become a more versatile and proficient developer.