

PUI

Assignment 8

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The goal of your write-up is to clearly convey the work you did on this project (i.e., make it VERY clear to your TAs how to evaluate your work). The following will also be useful to you when you showcase it. In your write-up, please clearly mark each part (i.e. Part 1, Part 2 and so on).

Part 1

a. (5 pts) Part 1: In 300 words (only!) describe your website (I 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?*

The purpose of 'The Significance of the Honeybee' website is to educate people about the critical yet also routinely overlooked role that honeybees play in our daily lives, and motivate them to take action.

The site first provides information about the role that honeybees fill in our ecosystems and a brief background on their colonies to establish a foundational understanding for the user. Interesting facts about bees and their abilities and impact are playfully incorporated throughout the site to keep user attention. The site focuses on making personal the effects of bees on humans by connecting honeybees, and their role as pollinators, to the food that we eat and to economic production using the second person. The site's look and feel markedly shift in sections that describes the current threats to honeybee populations around the globe, and what's at stake.

The site engages the user by weaving in elements of popular culture and using animation to create moments of delight and discovery. In 'The 3 Bees' section, each image has a hover state that connects the given bee role to a figure in pop culture. For example, when the user hovers over the queen bee photo, the photo changes to Beyonce Knowles. The 'Fast Facts' section also has a "buzzing" button, which returns a new bee fact and illustration on each click.

The site also aims to mobilize the user to take steps that support their local honey bee population. The final portion of the site enumerates ways that an individual can be mindful of their impact on their environment and honeybee health.

The target audience is mindful millennials who care about the environment, and might be interested in hiking, gardening, and eventually starting their own hive. It may also appeal to K-12

science teachers, as the pop culture elements and animations could pique the attention of young people.

Part 2

b. (5 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.)

i. The user can mouse over the honeycomb in the Hero and About sections to make them float up and down.

ii. Scroll down the page and put your cursor on the large block of honeycomb on the left side of the Honeybee Apis mellifera header.

i. The user can hover on the bee types photos in The 3 Bees section to see the popular culture equivalent to a given type of bee.

ii. Scroll down to The 3 Bees section and move your cursor over the circular avatar above The Worker, The Queen and The Drone to reveal images of Rosie the Riveter, Beyonce, and a Lego Star Wars Droid, respectively.

i. The user can discover bee facts and illustrations by clicking the 'Show Me The Facts' button, which also "buzzes" on hover.

ii. Scroll down to the Fast Bee Facts section and hover over the button, then click the button.

i. The user can reveal a heart over a photo of a bee and a highlighting squiggle behind important text as they scroll through the By The Way section, encouraging them to stop and pause to think about the impact bees have.

ii. Scroll slowly down through the By The Way section to reveal the aforementioned elements.

I. The user can hover on the threats photos in the Threats to Honeybees section to see the a thematically-related emoji.

ii. Scroll down to Threats to Honeybees section and move your cursor over the circular avatar above Colony Collapse, Parasites, and Pesticides to reveal images of emojis.

i. The user can reveal a highlighting squiggle behind important text after scrolling through the Help section, drawing their attention to the call to action.

ii. Scroll slowly down through the Help section to reveal the aforementioned element.

i. The user can mouse over the flowers in the How to Help section to make them float up and down.

ii. Scroll down the page and put your cursor on the large flower on the left side of the How to Help Honeybees header.

- i. The user can click on the 'Buzz to Top' button at any point while browsing to be brought to the top of the page.
- ii. Scroll part of the way down the page and click the 'Buzz to Top' button located in the bottom right hand corner of the page.

Part 3

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: Animate.css and hover.css
- ii. I chose these tools because they added a sleek element of surprise and an opportunity to recapture the user's attention during crucial moments of the online experience. They were also fairly straightforward to integrate into my existing css, html, and javascript.
- iii. For the By The Way section with the animated highlight and heart, I used jquery to calculate if the height of the vertical scroll bar in the element was greater than the sum of the top of the heart (or highlight) and the inner height of the element minus the height of the window divided by 1.1. If it was greater, I added the Animate.css class fadeInUp to the heart and/or highlight images. I also added hover.css by copying the css from the creator's github files and adding it to my stylesheet, and then applying those classes to my html elements.
- iv. I used Animate.css to emphasize pieces of the By The Way and Help sections that tie the plight of the honeybee to the user's own life. The on-scroll reveal of the heart and the highlight along with the section's copy and large font-size, stand in stark contrast to the interactions throughout the rest of the informative site. These interactive elements enhance the section's design, helping mark a pivotal moment in the user's experience and build momentum before the user learns about the threats to the honeybee.

Part 4

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 removed the historical timeline from the website because creating a responsive modal proved very challenging and the content within this section seemed to verge out of the education-to-mobilization scope of the site. I also got rid of the wavy text within the What's More section. After trying to adjust the text line using an svg, numerous ids, and javascript, I decided to scrap it as the method did not seem conducive to responsive web.

Part 5

e. (2 pts) Part 5: What challenges did you experience in implementing your

website? (2-4 sentences max)

Setting up the javascript for the heart and highlight animations [as described in Part 4] and adjusting the z-index on the classes and ids of the over- and underlying elements was challenging. I also have difficulty placing the blue squiggle within the center of the page in the hero image, and ultimately used a combination of margin, position: absolute, z-index, and a negative bottom value to adjust its location on both desktop and mobile. Lastly, while Bootstrap made it much easier for me to make my site responsive, adjusting various elements for mobile screen sizes also proved tough, in particular adjusting the size and centering the returned images in the Fast Bee Facts section.