KOBO Final Report

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## Audience

My website, kobo, is a curated catalog of self-development books. It is meant to help users find an audiobook that will increase desired skills. The ideal audience for this site is driven adults between the ages of 25 and 45. Generally, the user has a profession and is in or is seeking to be in a long-term relationship. They are busy and try to fill their time with meaningful pursuits. Kobo can be found at <https://kailamcd.github.io/WDD-130/kobo/index.html>.

## Goals and Objectives

My goal for kobo is to offer a simple solution to the overwhelm someone might feel as they look for a self-development book. There are so many to choose from, all with varying degrees of reliability. My ideal audience doesn’t have time to sort through the plethora of books available and prefers having a curated list to choose from. They want only the most reliable information from the most authoritative authors. Kobo seeks to provide that curated list. While that is the micro goal, at the macro level, I hope kobo would help individuals live happier, more fulfilling lives.

## Design

I wanted kobo to feel modern, luxurious without being pretentious, and simple. I chose a color scheme that contrasted a rich, dark purple with neon green. I wanted to experiment with a background image that felt a bit like modern art. It is not typical in web design right now, and I hope that makes the site memorable. I chose fonts which were very close to familiar, but with some small departures. It gives the feeling of comfort and interest simultaneously. As for layout, I knew I wanted most everything to appear “above the fold.” There is very little scrolling, and a user can take in all the essential information at a glance. This site looks comfortable and energetic, grounded and playful, and professional and personal.

## Conclusion

This project helped me develop an understanding of how to build and use wireframes, break plans into grids, create interesting alignments for content, troubleshoot using “inspect” on my browser, optimize images, and how to take an idea out of my mind and built a tangible site. While my career goals are not web design specific, I believe most people benefit from having a personal website. I plan to use these skills to build my own to support my future career.