



**Portfolio • 2024**

**K A T I E   C L O D E**

# Goodreads Usability Report

I created a usability report for the Goodreads website with the purpose of identifying issues with the design and usability to provide recommendations for improvement. This includes a heuristic evaluation, user research, user testing, prototyping, and more. [Click to View](#)

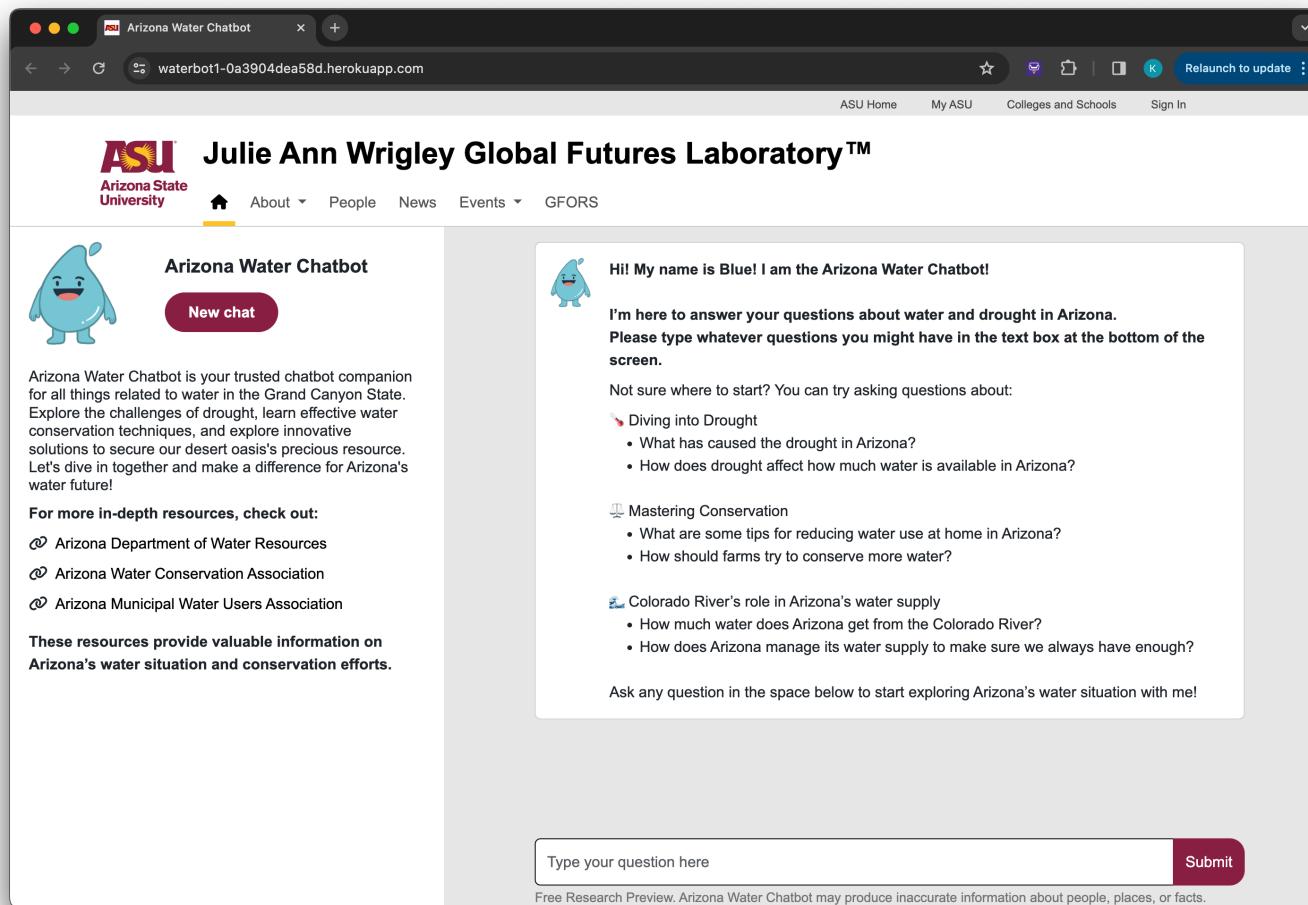
The screenshot shows the Goodreads website interface. The top navigation bar includes links for Home, My Books (which is selected), Browse, and Community. A search bar is located at the top right. The main content area is titled "Read" and displays a list of books the user has read. The list is sorted by Date Read, Ascending. The columns include Cover, Title, Author, Rating, Review, Date Read, and Date Added. Each book entry has edit and view options.

Cover	Title	Author	Rating	Review	Date Read	Date Added	Actions
	Fahrenheit 451	Bradbury, Ray	★★★★★	<a href="#">Write a review</a>	Dec 12, 2020	Oct 17, 2023	<a href="#">edit</a> <a href="#">view »</a>
	Yellowface	Kuang, R.F.*	★★★★★	<a href="#">Write a review</a>	Jul 10, 2023	Oct 17, 2023	<a href="#">edit</a> <a href="#">view »</a>
	Tomorrow, and Tomorrow, and Tomorrow	Zevin, Gabrielle*	★★★★★	<a href="#">Write a review</a>	Sep 2023	Oct 17, 2023	<a href="#">edit</a> <a href="#">view »</a>
	I'm Glad My Mom Died	McCurdy, Jennette	★★★★★	<a href="#">Write a review</a>	Sep 24, 2022	Oct 17, 2023	<a href="#">edit</a> <a href="#">view »</a>
	The Seven Husbands of Evelyn Hugo	Reid, Taylor Jenkins*	★★★★★	<a href="#">Write a review</a>	Mar 2022	Oct 17, 2023	<a href="#">edit</a> <a href="#">view »</a>
	It Ends with Us (It Ends with Us, #1)	Hoover, Colleen*	★★★★★	<a href="#">Write a review</a>	Mar 25, 2021	Oct 17, 2023	<a href="#">edit</a> <a href="#">view »</a>

# WaterBot Usability Testing

WaterBot is an AI chatbot funded by the Arizona Water Innovation Initiative and created by ASU students to help residents learn more about water issues in their state. Following the design thinking model, my classmates and I aided in this project by designing a user test and testing the chatbot on Arizona residents.

[Click to View](#)



The screenshot shows a web browser window for the "Arizona Water Chatbot" at [waterbot1-0a3904dea58d.herokuapp.com](http://waterbot1-0a3904dea58d.herokuapp.com). The page features the ASU logo and the Julie Ann Wrigley Global Futures Laboratory™. A sidebar on the left introduces the "Arizona Water Chatbot" with a blue teardrop icon and a "New chat" button. The main content area contains a message from the chatbot, "Hi! My name is Blue! I am the Arizona Water Chatbot!", followed by instructions to type questions. It lists several topics with icons: "Diving into Drought" (a person icon), "Mastering Conservation" (a leaf icon), and "Colorado River's role in Arizona's water supply" (a river icon). At the bottom, there is a text input field with placeholder text "Type your question here" and a red "Submit" button. A small note at the bottom states: "Free Research Preview. Arizona Water Chatbot may produce inaccurate information about people, places, or facts."

ASU Arizona State University

Julie Ann Wrigley Global Futures Laboratory™

Arizona Water Chatbot

New chat

Arizona Water Chatbot is your trusted chatbot companion for all things related to water in the Grand Canyon State. Explore the challenges of drought, learn effective water conservation techniques, and explore innovative solutions to secure our desert oasis's precious resource. Let's dive in together and make a difference for Arizona's water future!

For more in-depth resources, check out:

- Arizona Department of Water Resources
- Arizona Water Conservation Association
- Arizona Municipal Water Users Association

These resources provide valuable information on Arizona's water situation and conservation efforts.

Hi! My name is Blue! I am the Arizona Water Chatbot!

I'm here to answer your questions about water and drought in Arizona. Please type whatever questions you might have in the text box at the bottom of the screen.

Not sure where to start? You can try asking questions about:

- Diving into Drought
  - What has caused the drought in Arizona?
  - How does drought affect how much water is available in Arizona?
- Mastering Conservation
  - What are some tips for reducing water use at home in Arizona?
  - How should farms try to conserve more water?
- Colorado River's role in Arizona's water supply
  - How much water does Arizona get from the Colorado River?
  - How does Arizona manage its water supply to make sure we always have enough?

Ask any question in the space below to start exploring Arizona's water situation with me!

Type your question here

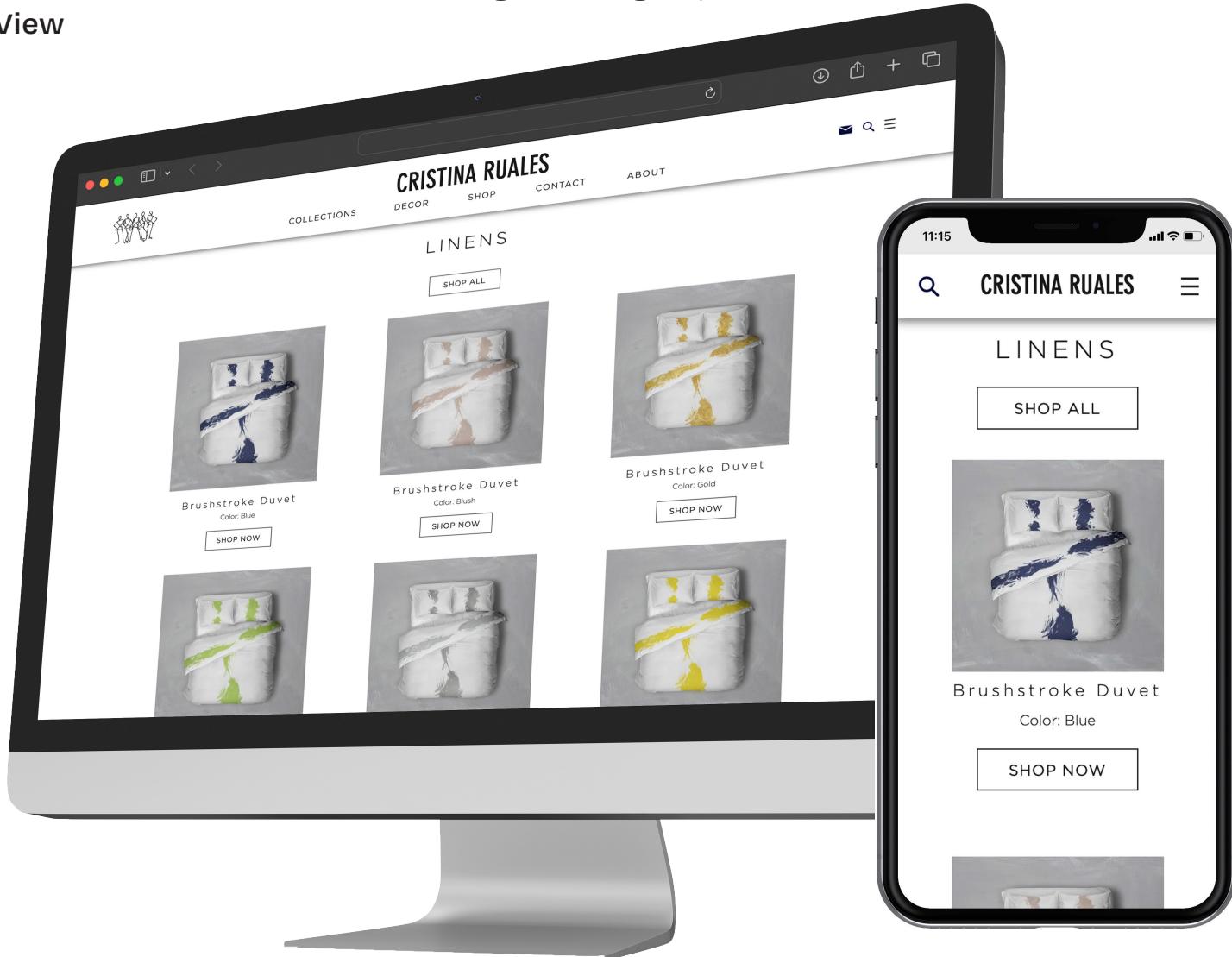
Submit

Free Research Preview. Arizona Water Chatbot may produce inaccurate information about people, places, or facts.

# Brand Credibility Through Web Design

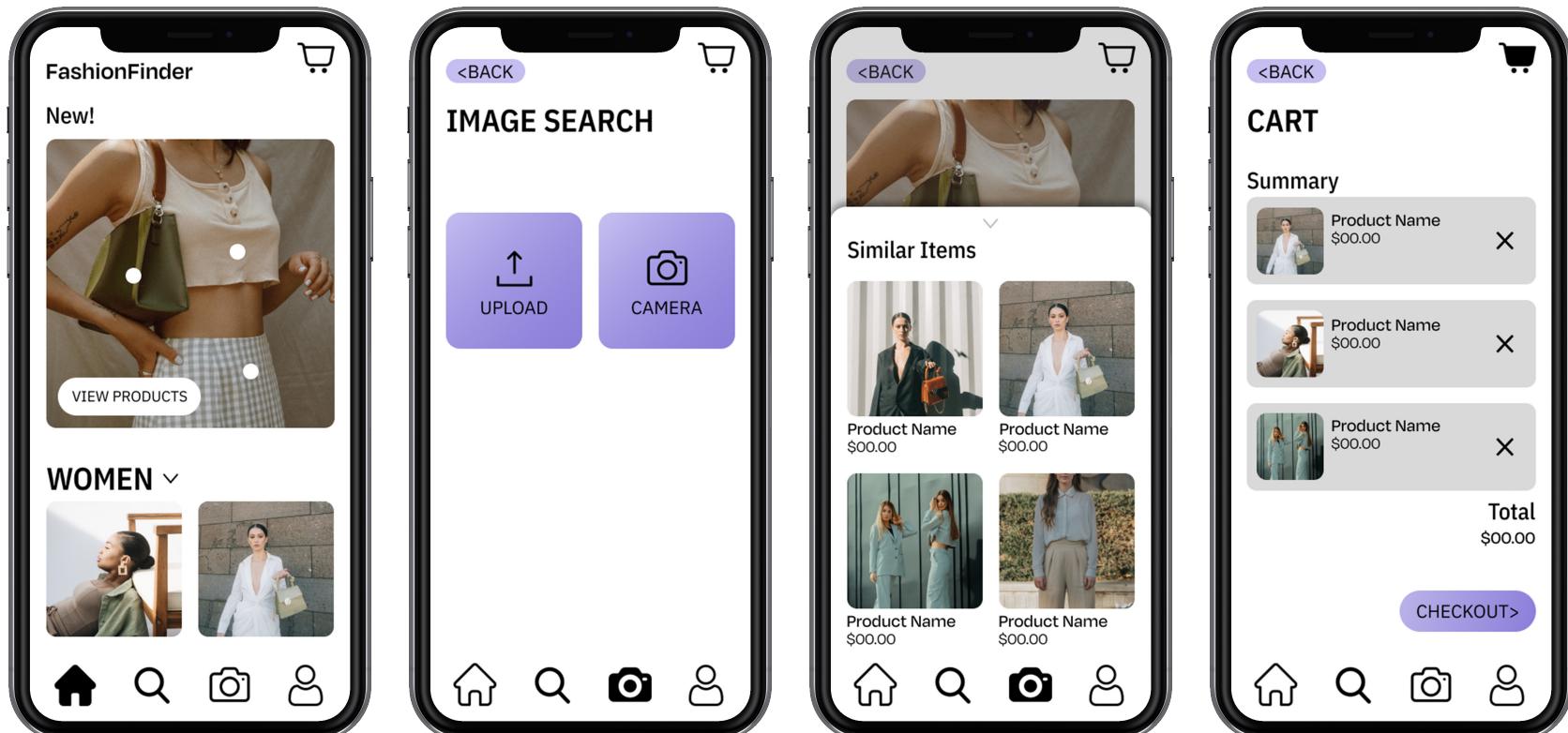
For my senior project, I redesigned the Cristina Ruales Co website. I sketched and wireframed a new design based on my research. I implemented my design on Wix.com and evaluated its success using a focus group.

[Click to View](#)



# FashionFinder Mobile App Proposal

FashionFinder is a fictitious mobile application that I created a proposal for. This proposal includes background research, a competitive analysis, branding guidelines, and wireframes. [Click to View](#)



# Color Analysis Website Design

This website utilizes Javascript and JQuery to teach about color analysis and includes a working quiz. I designed and coded a website using HTML and CSS and can be viewed on both desktop and mobile devices. [Click to View](#)

## COLOR ANALYSIS

[WHAT IS IT?](#) [QUIZ](#) [RESULTS](#)

### What is Color Analysis?

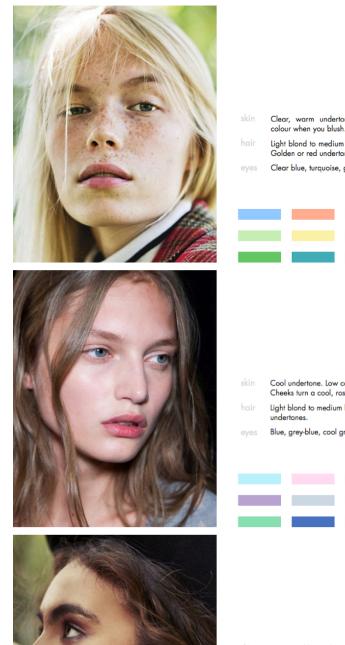
Have you ever noticed that certain clothing colours make you look tired and washed out, while others instantly make you look stunning? You haven't just imagined this; there is a reason why this happens. And it has to do with colour theory.

Selecting the wrong colours for your clothes can leave you looking ill or off. If you want to have a wardrobe that makes you feel great, it's paramount to find the colours that will flatter you the most. And colour analysis is a great tool to help you find them.

Color analysis, also known as personal color analysis (PCA), seasonal color analysis, or skin-tone matching, is a term often used within the cosmetics and fashion industry to describe a method of determining the colors of clothing and makeup that harmonize with a person's skin complexion, eye color, and hair color for use in wardrobe planning and style consulting. It is generally agreed that the wrong colors will draw attention to such flaws as wrinkles or uneven skin tone while harmonious colors will enhance the natural beauty of the individual making them appear healthy and fresh-faced.

To color analyze yourself, you must evaluate your:

- Skintone
- Hair color
- Eye color



skin Clear, warm undertone. Colour when you blush. Light blonde to medium blonde. Golden or red undertones.

hair Light blonde to medium blonde. Light brown. Golden or red undertones.

eyes Clear blue, turquoise, grey, green, brown, hazel.

skin Cool undertone. Low contrast. Cheeks turn a cool, rosy colour. Light blonde to medium blonde. Golden or red undertones.

hair Light blonde to medium blonde. Light brown. Golden or red undertones.

eyes Blue, grey-blue, cool green, grey, brown, hazel.

skin Cool undertone. Low contrast. Cheeks turn a cool, rosy colour. Light blonde to medium blonde. Golden or red undertones.

hair Light blonde to medium blonde. Light brown. Golden or red undertones.

eyes Blue, grey-blue, cool green, grey, brown, hazel.

## COLOR ANALYSIS

[WHAT IS IT?](#) [QUIZ](#) [RESULTS](#)

### Eyes

What is your eye color?

-- select an eye color --

### Skin

Select what best describes your skin tone:

Cool

Warm

### Hair

Select what best describes your natural hair color:

-- select a hair color --

Submit

katieclode.github.io

# Luminate Website Design

Luminate is a fictitious jewelry store based in San Luis Obispo. I designed and coded a website using HTML and CSS for the business that can be viewed on both desktop and mobile devices. [Click to View](#)

The image displays the Luminate Jewelry Store website, showcasing its design across different devices. On the left, a desktop browser window shows the homepage with a light green header containing the logo 'LUMINATE' and navigation links for 'ABOUT', 'PRODUCTS', and 'LOCATION'. Below the header is a large, blurred photograph of various jewelry items like necklaces, bracelets, and rings displayed on wooden stands and mannequin heads. To the right, a smartphone screen shows a 'PRODUCTS' page with a header, a descriptive paragraph about handmade products, and a 'EARRINGS' section. Under 'EARRINGS', there is a product card for 'Clay Earrings' featuring a white, textured pair of earrings and a price of '\$20.00'. The website URL 'katieclode.github.io' is visible at the bottom of both screens.

# ISO 800 Website Design

ISO 800 is a fictitious online magazine for low-light photography. I designed and coded a website using HTML and CSS for the magazine that can be viewed on both desktop and mobile devices. [Click to View](#)

The ISO 800 website is a responsive design built with HTML and CSS. It features a dark theme with high-contrast colors for readability. The desktop version includes a prominent banner image of a city skyline at night, followed by a navigation bar with links to 'FEATURED PHOTOGRAPHERS', 'TUTORIALS', 'NEW TRENDS', and 'EDITING'. Below the navigation is a large, dark image of a city street at night with illuminated buildings and streetlights. To the right of the image are several article cards: 'SUBSCRIBE TO OUR NEWSLETTER' (with a form for email input), 'HOW TO MASTER ISO', 'WHAT IS THE TONE CURVE', 'ADOBE LIGHTROOM 1', and 'TAKE CONTROL: USE MANUAL, APERTURE-OR SHUTTER SPEED-PRIORITY'. Each card contains a small thumbnail image and a brief description. The mobile version of the site follows a similar structure, adapting the layout and font sizes for a smaller screen.