

Which existing websites out there most inspired your website design thus far?

Since the website I designed is an e-commerce extension of my existing blog, PoshRx.com, a lot of guess work was taken out of the overall visual design of the site. I mimicked the modern and clean design of the existing blog in my shop, keeping the layout simple, colors limited and the most focus remaining on the promotional and product images. When I was researching layout for e-commerce I was inspired by retailers such as Bauble Bar, Henri Bendel and Kate Spade New York. I was inspired by these websites' modern layouts with bold visual elements and girly whimsical images.

Which parts of the design are you most proud of?

I am proud of my design's modern simplicity, ease in navigation and good use of focal point in my choice of layout and images. The resulting responsive format also worked seamlessly on devices of various formats and sizes.

What struggles did you encounter in your design process?

For awhile I struggled with the formatting of my website - wrapping and aligning images with paragraphs and figuring out padding and margin values.

Which struggles did you encounter during page development?

Another struggle was creating a good shopping experience that is at once simple to navigate and sophisticated for the needs of the e-commerce order processing. I created a simple one-page layout split into merchandise categories for the time being but plan on incorporating Shopify platform retail plug-in in the future.

What did you learn from making your project responsive?

It was interesting to learn about "mobile first" even though I did not get a chance to build my website in that way. Learning about ems and percentages as well as margins to balance white space to content ratio was useful in understanding how layouts get optimized on different screens.

REVIEW of <http://squarespace.com/home/overview/>

Overall I love the novice layout of Squarespace website. I enjoy its minimalism, vertical scroll and presentation of content. The choice of putting the web design examples images relevant to various customers (restaurants, artists, bloggers) inside the desktop screen resonates with me as it makes me, as a customer, imagine how my own website would look on their platform. I find the subtle changes in layout based on content type appealing as it draws the focus to each category and makes you want to explore each section further. The table style presentation of various additional services (high quality images, email address integration, mobile apps etc) is concise and visually engaging. The balance of white space to content is aesthetically pleasing and flow of the focus and content hierarchy is excellent. I like how the prices are listed last after the potential customer had a chance to learn more about the product and engage with it. It does not

feel pushy or sales-y but still gets the point across. The monochromatic color theme and Gotham, sans-serif, font are uniform throughout the design adding to the modern minimalist feel of the website. The size of the font and whether the designers chose to use all uppercase or regular variation of the font works to emphasize section separation as well as highlight content hierarchy.

The use of white space is where I feel the vertical scroll needs some work. There are too many moving elements and balance of space is changing as you look around and oftentimes does not sync perfectly with the images. I wish the pages with the desktop layout would simply change altogether with a new example as opposed to paragraphs moving up and down. To a customer it distracts and slightly irritates the focus. Also the homepage has too much white space on the right hand side. I would move the content in the middle of the page or have an image to the right to balance out the space. Also one of the campaign videos could be featured there as well instead of being presented as aside in small font in the lower left conner. I feel it would have more impact since Squarespace videos are beautifully made and engaging. The traditional menu as a shortcut would also be a welcome addition for those with a specific action/question in mind to forego all the scrolling and exploring if that was not their first time visiting the website.

Overall the design of this website is coherent and beautiful and, aside from a bit to much scrolling/movement of its structural elements and lack of traditional menu, I enjoyed exploring the website and learning about the services provided.

REVIEW of <http://www.warnerbros.com/archive/spacejam/movie/jam.htm>

The Warner Bros website of “Space Jam” definitely goes with a humorous theme of the movie but visually it is cluttered and busy. The use of planet illustrations for the navigation menu is clever and works well to navigate from page to page but the balance could be used better by increasing the illustration size, fonts and reducing the white space around them. Each page lacks enough content to fill the entire page and can benefit from a larger image and expanded text content. Each page could also benefit from a sticky navigational menu instead of going back to the homepage to choose another page from the “planetarium”. The font is generic and seems to be on a default setting. The text for additional navigation is embedded in some of the images on the pages and is confusing and busy. The color choices for fonts and background are garish and could benefit from a more monochromatic choice leaving color to images only and planet illustrations. The hierarchy of content on pages is hard to differentiate and follow and the flow is defocused. Although the “planetarium” idea for the design presentation is witty and fun, the design needs a major overhaul in terms of layout integrity, spacial use and stylistic choices.