Keely Fowler

CSC 271

Assignment #2 – Process & Design

10, September 2025

Part 1.

N/A

Part 2. Identifying Your Product & Target Audience

A. Define Your Product

    1. What problem does your product website solve or address?

        Many people experience anxiety, indecision, or overwhelm that makes it difficult to choose how to spend their time. This often leads to "stuck" moments where nothing feels possible besides what's known today as "rotting" - reducing productivity and well-being.

    2. What is your product idea? How does your website support this idea and help solve the problem?

        The product, MindRacer (working name), is a decision-assistant app and website that guides users through moods, triggers, and coping strategies. Users can log how they feel, explore customized decision trees, and receive personalized suggestions like journaling, music, exercise, or self-care. The website supports this idea by offering an accessible portal for logging moods, visualizing decision trees, and showcasing resources through blog-style content.

    3. What type of website are you building?

        A portal-style website with interactive features (mood logging, decision trees), supported by blog-like content that provides resources and stories.

    4. What is your mission statement?

        MindRacer helps those who have ever been overthrown by executive dysfunction to manage anxious or overwhelming thoughts by transforming emotions into clear pathways of action. Curating and utilizing personalized decision trees and adaptive suggestions, the platform empowers users to move past indecision, build self-awareness, and reclaim their time.

B. Profile of Target Audience

1. *Primary Audience*

<u>Demographics</u>:

Ages 16–35, mixed gender, primarily U.S.-based, living in both urban and suburban areas.

<u>Socioeconomic</u>:

Middle-to-lower income ($25k–$75k/year), students or early-career professionals, varying levels of education (high school, associate, bachelor's, etc.). Mostly single or without children. Work/study 20–40 hours a week.

<u>Web</u> <u>Behavior</u>:

Daily internet users, mostly on smartphones, with some laptop/desktop usage. Comfortable with common social media apps or journaling tools.

2. *Fictional Visitors Chart*

Name, Sex, Age, Location, Occupation, Income, Web Use

Alex, M, 22, Boston, MA, College Student, $15k, Daily, mobile

Maya, F, 28, Providence, RI, Marketing Assistant, $40k, Daily, mobile + desktop

Jordan, NB, 33, Chicago, IL, Freelance Designer, $55k, Daily, laptop + mobile

3. Reasons for Visiting & Tasks

Alex:

Trigger: Needs help organizing study routines when anxious:

Action: logs moods and gets activity prompts

Maya:

Trigger: Wants balance after work stress

Action: uses decision tree to find healthy activities instead of doomscrolling

Jordan:

Trigger: Interested in journaling prompts and tracking mood over time

Action: explores blog + logs entries

Part 3. Planning & Designing Your Product Website

A. *Website Requirements*
1. *Purpose & Goals*
   - Help users reduce decision paralysis by logging moods and accessing and utilizing appropriately personalized coping strategies
   - Build self-awareness through mood tracking and visual decision trees
   - Create an accessible and welcoming platform that feels supportive rather than clinical; where a user sees it as a safe space to work creatively towards self-betterment, discipline, and organization.
   - The website will include relevant resources and community content, like blog posts, stories, or suggestions.
2. *Content & Features*
   - Homepage: quick check-in "Feeling enough" (triggers user to choose current mood and then prompt user with suggested habits/decisions/behaviors) or "Feeling expressive" (triggers user to open decision tree and make modifications, adding/removing moods/habits, and link habits to certain moods).
3. *Look & Feel*

   Inspirations:
   - Notion: clean and minimalist, with elevated customizability
   - Headspace: soft colors, rounded/soft shapes, friendly UI that's calm and approachable, similar purpose as it being a self-betterment app
   - Calm: soothing palette with adaptable backgrounds, similar purpose as it being a self-betterment app
   - I would describe the overall style of the site as calming, and playful, but more creative where users can choose their preferred style and eventually add dynamic style changes that can be linked to certain moods.
     o Tone – non-judgmental, calm, supportive
     o Color palette – soft pastels and earthy tones (default)
     o Typography – clean, rounded sans-serif for approachability
     o Layout – Minimal, grid-based, intuitive design
     o UI Style – eventually, adaptive elements like colors or icons that change based on the input mood

B. Design & Prototyping
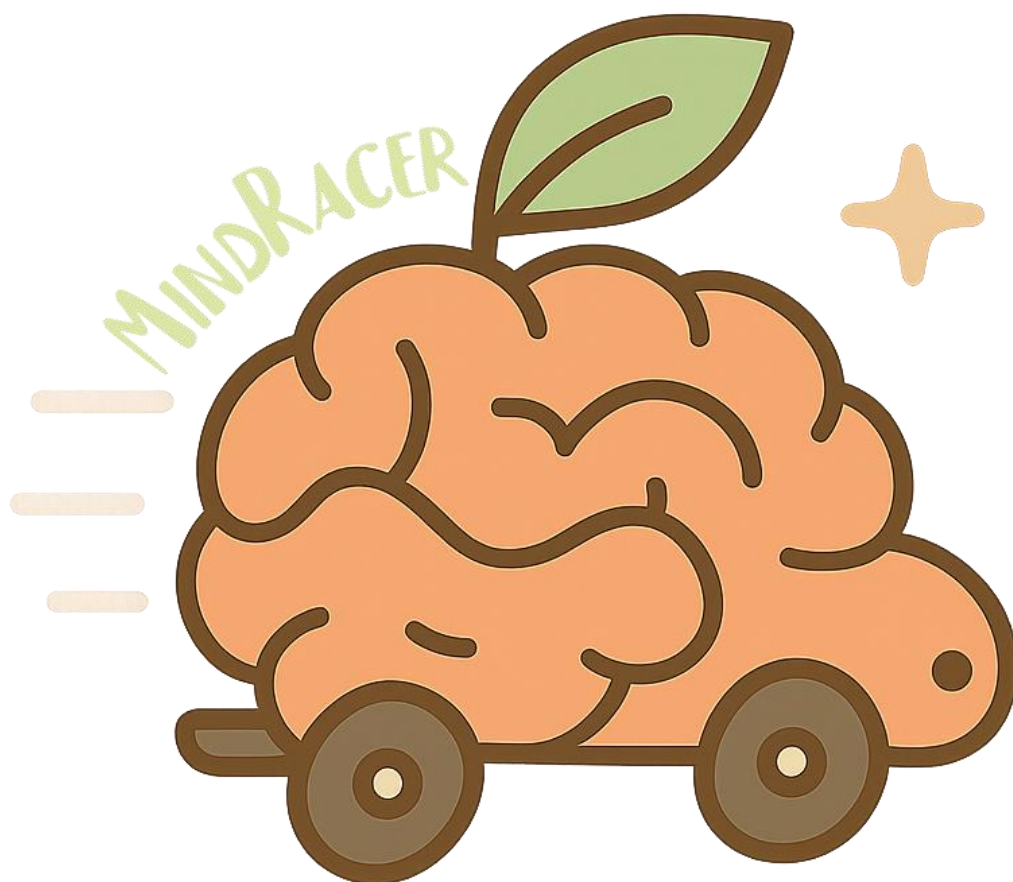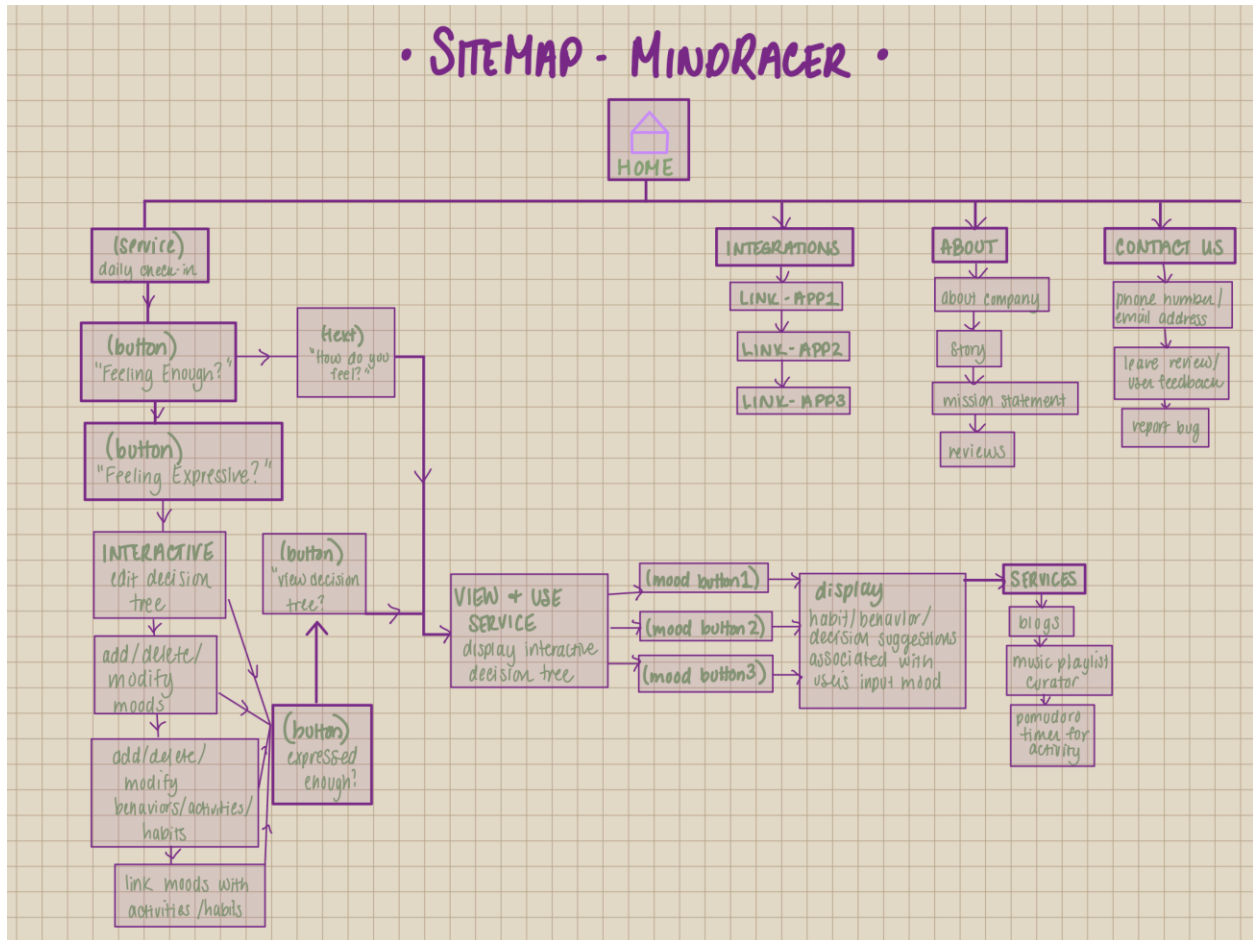1. SDLC Approach & Timeline
   **Made with ChatGPT;

Agile SDLC Timeline (Phases & Milestones)

Week 1–2: Planning & Design

- Define product concept and mission statement
- Profile target audience with personas
- Create site map, wireframes, and logo
- Set up GitHub repo and documentation

Week 3–4: Iteration 1 – Basic Structure

- Build homepage skeleton (HTML/CSS)
- Implement navigation and core layout
- Add placeholder content for main pages
- Peer feedback & adjust design

Week 5–6: Iteration 2 – Features & Content

- Add About, Product/Service, and Contact pages
- Insert text, images, and logo
- Style pages for consistent look & feel
- Peer feedback & accessibility check

Week 7–8: Iteration 3 – Enhancements

- Add interactivity (forms, buttons, basic JS features)
- Refine responsive design (desktop/mobile)
- Accessibility testing (WAVE, Lighthouse)
- Incorporate feedback

Week 9: Testing & Final Review

- Full site walkthrough and usability testing
- Fix bugs, polish styling, check consistency
- Validate HTML/CSS

Week 10: Deployment & Submission

- Upload final site to GitHub Pages
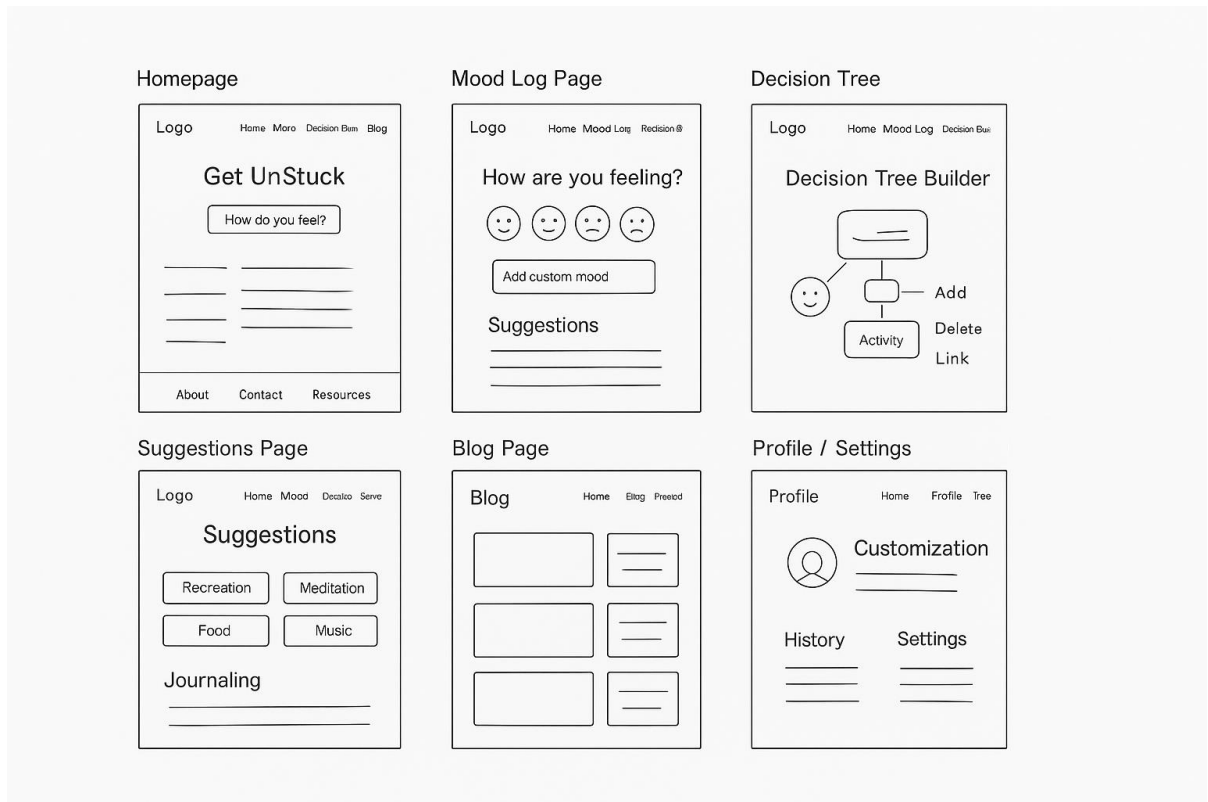- Submit repo link + documentation

2. Original Logo

MindRacer

3. Site Map

• SITEMAP - MINDRACER •

HOME

(service)
daily check-in

INTEGRATIONS

LINK - APP1

LINK - APP2

LINK - APP3

ABOUT

about company

story

mission statement

reviews

CONTACT US

phone number/
email address

leave review/
user feedback

report bug

(button)
"Feeling Enough?"

(text)
"How do you feel?"

(button)
"Feeling Expressive?"

INTERACTIVE
edit decision tree

(button)
"view decision tree?"

add/delete/
modify
moods

(button)
expressed enough?

add/delete/
modify
behaviors/activities/
habits

VIEW + USE
SERVICE
display interactive
decision tree

(mood button1)

(mood button 2)

(mood button3)

display
habit/behavior/
decision suggestions
associated with
users input mood

SERVICES

blogs

music playlist
curator

pomodoro
timer for
activity

link moods with
activities/habits

4. Wireframes

5. Accessibility

Visual Impairments:

- Alt texts for images/icons/buttons
- High contrast between text/foreground and background
- Adjustable font size and scalable units/dynamic resizing

Hearing Impairments:

- No audio-only essential content
- Anything audio based (like guided meditations) to include transcripts/captions

Motor Impairments:

- Site able to be navigated through using keyboard only
- Adequate spacing with large buttons
- No time-sensitive interactions

Cognitive Impairments:

- Simple, plain language for instructions
- Consistent layouts and navigation
- Not too much visual clutter/noise… adaptable per user preferences & moods

Tools:

(googled some examples)

- WAVE Web Accessibility Evaluation Tool to check color contrast, structure, alt text
- Google Lighthouse to audit accessibility scores and highlight improvements
- Keyboard testing to make sure site is navigable without a mouse
- Screen reader testing like w/ NVDA or VoiceOver to confirm content reads well, and in a logical order