

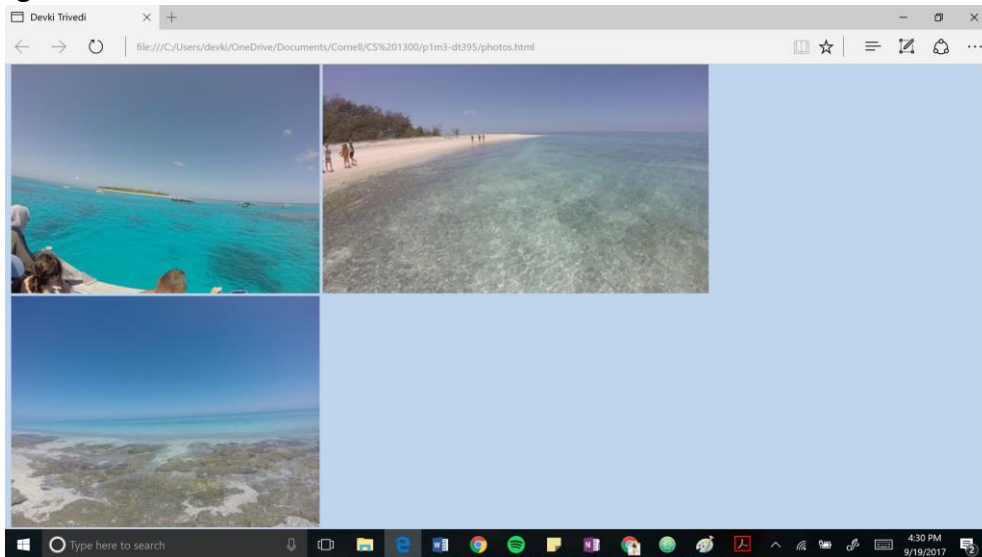
Project 1 Final Rationale

The audience for my website includes anyone who would like some photography inspiration and anyone who wants to know more about me. Because my audience can potentially include a wide range of people in terms of age and taste, I wanted my design to appeal to everyone. In addition, I wanted my website to be accessible to all types of people. While working on my webpage, I was striving to make it modern and easy to read and navigate. With my subtle colors, large text, and website organization, I believe I was able to achieve this. In terms of accessibility, I made the text size large so that the content is easy to read. Additionally, for my navigation bar, I added an effect so that when the mouse hovers over a tab, it enlarges by 50 percent. This guarantees that users can see where they are about to navigate to. Also, in my “About” and “Photography Portfolio” pages, I separate each main section by making the section title text large and adding a border so that the distinctions between sections are clear and that sections do not look jumbled together. As discussed in lecture, navigating a website should be intuitive. When a user is given a task to test the page, ideally, the page should be laid out in a way that doing the task is obvious. This is something I kept in mind while designing my website. I want the navigation of my website to be intuitive for users.

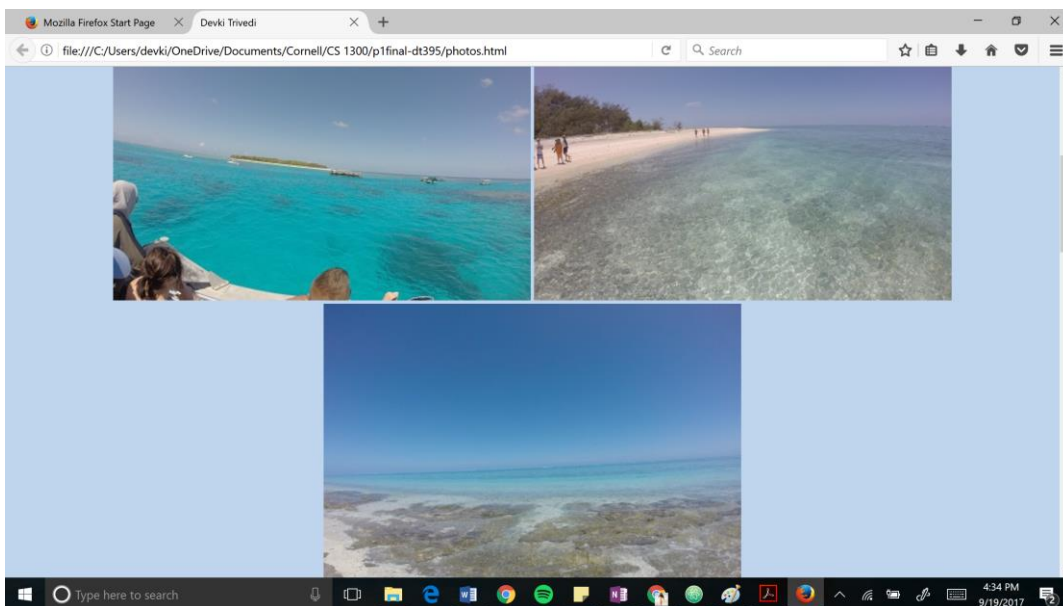
The emotions that I was trying to convey with my two designs are peacefulness and serenity. I did this by using subtle colors and subtle effects. I organized my page so that everything is centered, which saves the users from having to look around. As discussed in lab, colors play a huge role in emotions. The color of a website can really affect the user’s emotion. Colors like red, yellow, orange are not relaxing colors. Colors like blue and green are relaxing. Furthermore, the shade of the color can affect emotion. In general, lighter colors usually convey happiness and calmness. I chose to make my background color a light blue color because it conveys relaxation and calmness. I kept the text dark because having light text would make it hard for the user to read, and I am aiming for the user to have a super easy time navigating and reading my website.

My milestone 3 webpage and final milestone webpage look quite different. I tried to make this final design look more clean. By changing positioning, margins, and padding, as well as adding divs and spans throughout my pages, I believe I was able to achieve a clean and sleek look. I learned a lot from user testing. For instance, in my “About” page, I had centered all the section titles but hadn’t centered the content in the section. Users thought this disrupted the flow of the page, so I changed the positioning and made everything, including the photos on my about page centered. This definitely made the page look cleaner. Additionally, in my “Photography Portfolio” page, I originally had three photos in a row per section. I also had an effect where when the user hovers the mouse over the photo, it enlarges. However, this effect was causing the rightmost photo in the row to go onto the next line, making it hard to hover over the rightmost photo. When hovering over the rightmost photo, the photo would flicker

fast. I decided to address this issue by making all the photos 30 pixels larger and putting the rightmost photo on next line. Now, the user is able to hover over any photo without issues occurring.

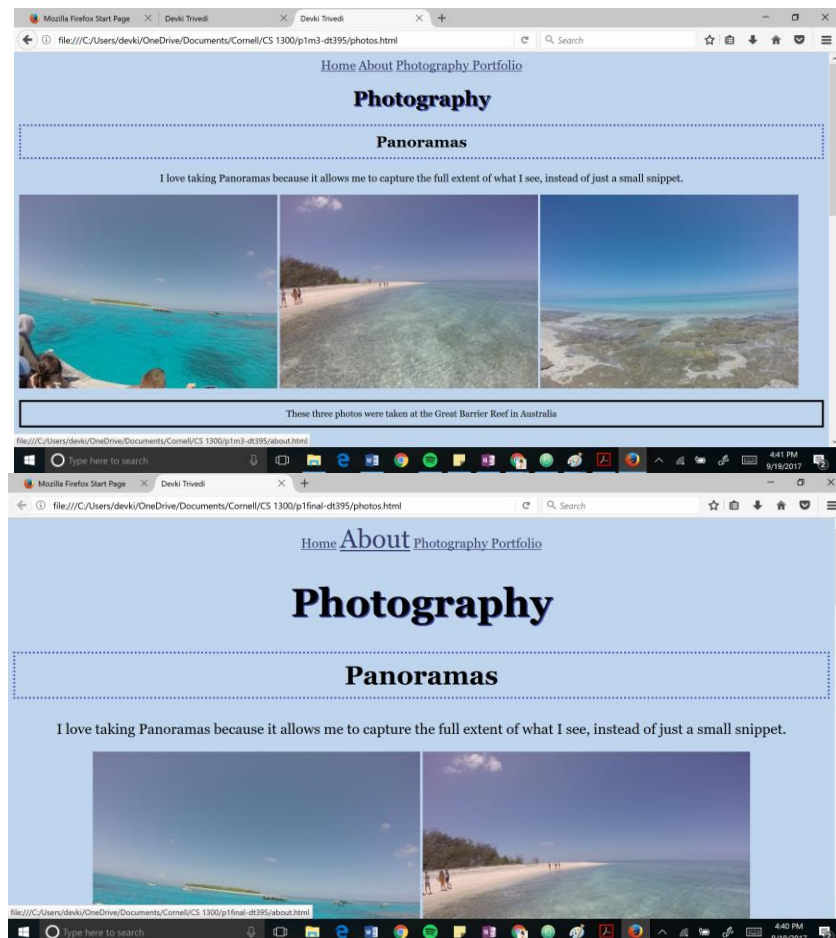


As seen in the screenshot above, in Milestone 3, when I hovered over a picture, the rightmost picture would go onto the next line. I did not like how this looked and neither did my users.



With the new design, photos are all centered and the rightmost photo is on a new line. I like this look better. To me it looks cleaner and it also allows users to hover over a picture without disrupted the layout of the page.

Additionally, something I struggled with was getting my navigation bar to only enlarge the text that is being hovered over. Users that were testing my page thought it was confusing that when they hovered over a tab, all the tabs enlarged. By going to office hours, I was able to learn how to just have the text that is being hovered over enlarge by using spans. The difference in the navigation bar design can be seen in the photos below.



Another design principle that my TA's in lab talked about was consistency and alignment. Consistency was very important to think about while designing my website because I didn't want each page to have a different design because this can result in each page conveying a different mood. I wanted my pages to all convey a similar mood. Though I wanted my design to be the same for all pages, I still wanted each page to be unique in content. I was able to maintain the same design for each page while having completely different content. For alignment, I made all text and images aligned to the center. I chose to do this because centering everything made the pages look cleaner.

Something unique that I did was add the hover effects. I think this makes my page a little more interactive with the user. However, I would have liked to make the hover effect on my "Photography Portfolio" page a little different. I think having the photo that is being

hovered over enlarge while having the photos in the same row that are not being hovered over shrink a little bit would allow the photo that is being hovered over to be more isolated. In addition, this would allow me to keep my original design of three photos per row. Though I like my current design, I think it would be unique to be able to change the size of photos that are not being hovered over.