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INFO/CS 1300

Project 1 Final Milestone Rationale

The target audience for my site, as stated on the site's home page, is "for cat

lovers, haters, prospective owners, and anyone hoping to learn more about these

amazing animals". My site is an educational resource for those doing research on cats.

It's also a source for people who want to adopt a cat and need info on different breed

characteristics or where they can go to adopt one. The interface is simple and sticks

with a cool, consistent color palette, with not too many words so as to keep the interest

of readers but just enough to get information across. There is a cat breeds page with

information on different cat breeds that includes hair length, size, temperament, color,

and if they're good with children. To go along with the educational aspect of the site,

there is a short history of cat domestication and scientific facts about their diet, physical

characteristics, and other quirks. The site is cat encyclopedia, with a wide variety of

different pages so visitors don't have to look up information on other sites. I included a

div box on the left side of the page that has information on charities to donate to for

helping cats out. My goal for this site was to convey as much information about cats as

possible, so that those who don't like them will be enlightened in some way.

In milestone 3 I created two versions of my site; version 1, which was made with

an older audience in mind, and version 2, made with bright warms colors and intended

for children. I ended up choosing version 1 of my site. Because of the older audience, version 1 was created with mostly blue tones. I found that "Blue signifies trustworthiness and provides an air of coolness...any other niche that demands reliability would be best served by this color." Since my site is an encyclopedia of sorts and one that can be used to research cats, I wanted to portray this reliability of the information on my site. But even though the site is an encyclopedia I didn't want to bore readers. My header, especially the font choice, and a focus on pictures and visual elements keep the site's image youthful and fresh.

Since I really wanted to polish off my site, I added more information since the last milestone to make it feel like a real encyclopedia. On my home page right underneath the "Donate Now" div I included a "Find a Shelter" div, which links to a site that lets users type in their addresses and find shelters closest to them. In my cat breed gallery I added three more rows to my table, adding nine more types of cat breeds. I also added a "Children?" section on my table which states if certain cat breeds are good with children or not. On the "Facts" page I included even more information and separated fun facts from just general facts (such as lifespan and diet). Through user testing I was able to fix even more. My two 'test subjects', whose names were Alison and Claire, gave me great feedback.

Alison and Claire are both university students, so close to the age I was searching for. I gave them a total of three tasks to complete. My first question to them was "I want you to find out if the British Shorthair is good with children or not". I knew this information was accessible on my "Gallery" page, but neither of them had navigated

my site before. According to them the task was confusing because they didn't associate "Gallery" with a list of cat breeds. Claire thought it was just a photo gallery with no real structure, but said she clicked on it by process of elimination; none of the other pages sounded promising. Alison was totally confused and clicked on all of the other pages before selecting "gallery". I realized this was a potential problem and decided to name the page "Cat Breeds" so visitors would be certain on how to get information on cat breeds. The next task I gave them was to find out how many years ago cats were domesticated. They completed this task easily, as they associated the question with the "history" page. Lastly, I asked them to find a shelter close to them. This question they had trouble with, as I originally put the link to finding shelters in the lower right hand corner of my home page. I put it there to fill in empty space. Alison believed it was okay to put it there. She said people would read the home page and naturally scroll down, seeing it anyways. Claire said it should be placed somewhere more visible. After all, I wanted my site to promote cat adoption, so a shelter finding link should be a priority. I followed Claire's advice and placed the link in a div right underneath the "Donate now" div.
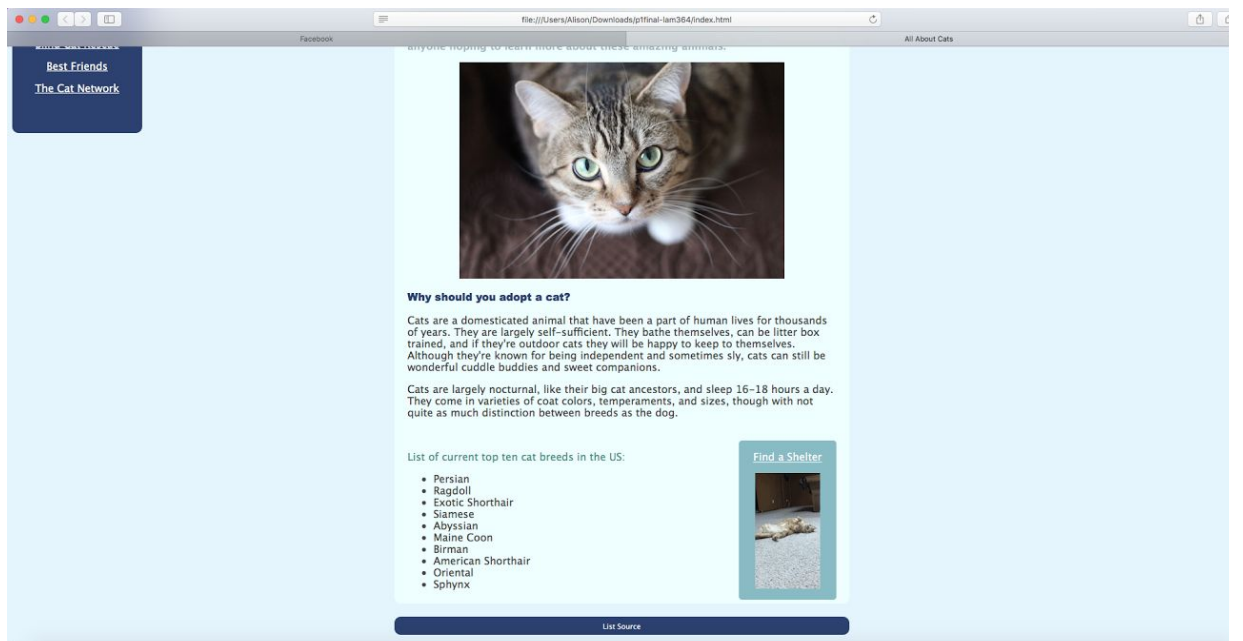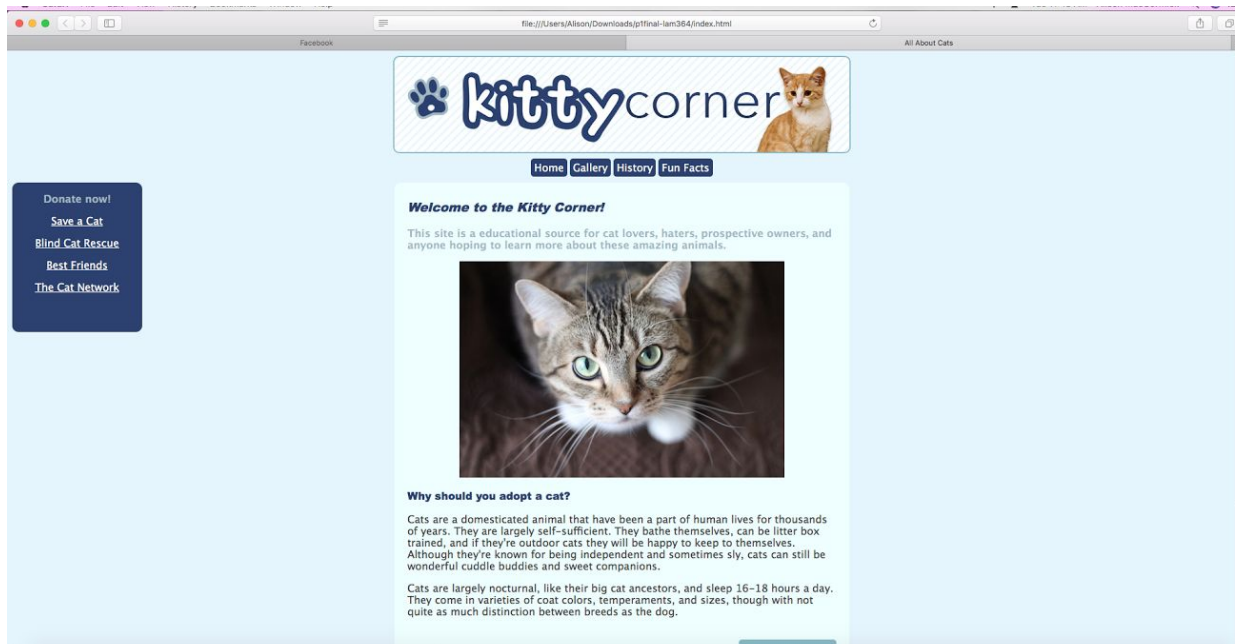
My old site design: The "Find a shelter" button was in the lower right hand corner of my home page. I ended up moving it underneath the "Donate now" div.

Overall, I think my site turned out how I wanted it to. I had some struggles configuring the two divs that sit outside my main div. I originally wanted them to sit right outside of my main div, stuck to the side of it, but I think they look good where they are now. One thing I wish I could've done better was with the photos I used in my cat breed gallery. I made them quite small to make sure they would fit, but looking back it would have been nicer for the pictures to be bigger, as appearance is a big factor in identifying breeds. I wish I could have done some sort of scrolling gallery, but that delves into javascript, which we have not learned yet. As for the positives, I really like how the color palette turned out and think I did a good job not getting carried away with too many colors. I also really like how I organized the elements on my page, with a div centered around a header, and a horizontal nav bar. I think it's really user friendly (after I fixed the changes from my testing). I think my site has enough pictures, information, and organization to make it look finalized.