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I've been bouncing back and forth between who I want my final target audience to be. In the last milestone, I had decided on styling the website for individuals who came to my site opinions on certain movies or music. As I worked on the site, I realized that this would take a considerable amount of time simply devoted to making this content. I would've had to in depth rewatched some of my favorite movies and listened to my favorite albums and wrote in depth opinion pieces on them. Yes, this would've been somewhat enjoyable to do, there are some obvious time constraints involved and this project is meant more towards me learning design and not writing critiques. So, I have decided for this final version that my website should be more centered about me and how on the whole, this is an introduction to what I like to do in my free time. This is most evident by my addition of a introductory paragraph to the site on my home page. This was a direct result of when the first person I user tested said, "what is this website for" as soon as we started. I realized then that that it was not clear at all what this website was for anybody other than myself.

On a higher level, my website takes my four main hobbies, gives each one a page, and introduces the user to my perception of each of these hobbies. So, for the tasks for my user testing, I had to ask users to ultimately find something out about me. For example, find out my two favorite soccer teams was an actionable task. It was through this process that the user went through the menu to the soccer tab and scrolled to find my favorite soccer teams. Since this test was done on my milestone 3 version, the user commented on how long it took to scroll up and down this page to find the info he was looking for. A TA had already commented that I should make my content more grid-like with floats, and this comment cemented that. This worked well to eliminate empty spaces on the website and make the content easier to navigate. As I mentioned in a previous rationale, by blocking the content into a grid like fashion the user has to bounce around on the page and becomes more engaged with the site as a whole. This experience reads less like a book, which is what my version 1 for milestone 3 was most similar to. Going back to the higher level view of my website, this puts into perspective what the goal of my website is. It is to introduce a user to what essentially what makes me, me. Thus, I think the new designated target audience would be individuals who are acquaintances and not friends. Thus, they would probably be in my same age group and come from a similar background as me (most of us here at Cornell arguably come from a decently similar background.) This is a change from my earlier rationales where I thought my target audience would either be individuals who shared these interests or friends wanting to hear my opinions. Now it is for those people who I'd categorize as "I sort of recognize his/her face but I wouldn't send them a friend request on Facebook just yet."

My design incorporated certain elements to cater to this new target audience. First, as previously mentioned, the use of grid like organizational patterns immerses the audience into actually having to physically interact somewhat with the website. This is important because the content itself will not keep this audience on my website. They are not too interested in the content compared to the previous target audience of individuals who shared common interests and hobbies as me. They are also not friends who would look through the content because they feel like it's an obligation to a friend. Citing the previous example from my user testing, the user asked bluntly what the website is about. This also indicates a subconscious question this user group asks itself, "why am I even here using this website?" Thus, in my design I must keep the users engaged. This flows into why I chose to use as many images and videos as I did, and the sizes of them as well. Often, the videos and images I use will simply dominate the page a user is on. This is to encourage the user to interact with the image or video and put these methods of communication as the center of my website. This target audience will be less concerned with hearing my descriptions of why I like the things that I do as opposed to seeing the things that I like. Maybe they're familiar with the movies and want to rewatch a scene, or maybe they're always been meaning to get into the musician I've linked. This offers a pathway for the users to have a meaningful interaction with the site rather than simply skim over some text.

Another important aspect of design that I improved upon for this final version as opposed to milestone 3 because of this shift in target audience was easing the navigability of the site. This, first and foremost, is good practice in design. All users should be afforded easy navigability. That is why I added a comprehensive navigation bar (a good suggestion from a TA) to allow users to hop around at their own will. Previously, on most pages all a user could do was return home from a page about a certain hobby. This was based on my presumption that the visitors to my sight would be interested in one of the particular hobbies and wouldn't necessarily navigate between them. However, my new target audience would be looking through most of the pages to get an overview about me and see what piques their interest. A universal navigation bar affords this. Also, I added a hover option to this navigation bar so a user is more aware that it is a navigation and where they can click on, again saving some time in a situation where the target audience may not be on the site too long. I also made the navigation bar fixed to the top of the page with this in mind as well. This time saving idea also comes into play in my use of a return to top button that is fixed to the bottom right of the page. On some of the pages, like the Movies and Music pages, the user has to scroll down quite a bit. The ability to return to the top quickly allows for easier navigation of an individual page itself. It completes the bigger idea of each page so a user who may not have read about the first two movies too intently but saw the video for it can quickly use this feature and return to the top to see the movies title.

Another change in design I decided to implement in this final version was removing a good amount of the borders I had placed around objects previously. This, again, came from user feedback, as a user muttered "a lot of white here," while navigating on one of my content page. While I realize that using these white block kind of make for a good design choice based on some design concepts that make blocking out certain items makes them more striking and easier to noticed, I realized that in previous rationales I talked about the somewhat minimalist element I wanted to include in my design. The user's comment brought this back to light. The white on dark grey background I feel aesthetically works and provokes an emotional response I want users to have. The white on dark colors I feel gives this sense of purity of my ideas, and I want users who are acquaintances to associate this notion with the grander sense of me they will get from the website. A TA had suggested I used an image with low opacity as my background instead of the simple color. However, I felt this would add another layer that would serve as an obstacle for my audience to use the website. It would conflict with my heavy use of images at the center of my pages. Most of the time spent on my website the user has images and/or videos at the front and center. So, I feel it makes it unnecessary for an image to be my background, rather than the subtle uniformity a simple one color background provides. The other color that takes effect on my website is black, which I use as the background on the return to top feature as well as the navigation bar. I chose to do this for three reasons. One, I wanted to keep the font color uniform and a dark background affords this. Two, I wanted to add the hover feature for these elements and for the hover a lighter color is needed for it aesthetically pleasing over a dark background. If you hover over a feature and the color it changes to is similar to the background color that the salience of the hover is compromised and the point of using a hover feature is put into question. The third reason is that the use of images and videos means that there is already a decent presence of black on the page. The video links before they load are black and most of the images include some black on them. Thus, for a third present color I felt black made the most sense as it was already present. I personally feel too many colors in the website would make it hard to navigate. This is based off of personal experience with websites I found easy to navigate because the shades of colors they used were mostly in line with each other and there were not a lot of different colors.

Some problems that still remain are definitely evident in the amount of content I have and also the design uniqueness. I could definitely build upon each page and go into further depth about each of my interests and more about their particulars. For example, for a movie I include I could even link another page where I discuss the movie in depth. This would again would make more sense for my previous target audience of people who share the interest, but by making this an extra page that a user doesn't necessarily have to use, it opens up the site to incorporate where this old target

audience may intersect with my current new target audience. If an acquaintance finds they have similar musical tastes, maybe they want to read more about how I feel about Freddie Gibbs' latest album. The content could also be expanded to include more than four distinct items for each of the four hobbies. I definitely have more than four movies I really like and the same goes for many of the other hobbies. It would make the website more interesting for a user and provide more information about me. Right now, the total time it would take to go through all the content of my site is not too much, which would be concerning for the overall longevity of my site.

I do still think I did go above and beyond in certain regards in this project. First, I think my use of images and videos added a different type of content and I had to look into doing this on my own as there weren't many examples of this in labs and in class. For example, some of my videos start at certain times, which is a small feature but what something I had to look into how to do (it also helps keep my website PG13 by focusing on certain more censored version of my favorite music. I think the hover features I included add a nice element of design that helps with user experience that is above and beyond what was demonstrated in class. This goes also with the the return the top function I added. All of these make the site more navigable, which is useful for me to reach my target audience. I would want some advice from the TAs about how to add some even more interesting and unique features to the site. Also I would like to hear more about the readability of the site across different screen sizes because my laptop isn't exactly too standard. Put some cooler things to add are always appreciated. Maybe a search function. You guys know more so your suggestions go a long way.