I composed a webpage for my sister's ensemble group called Ensemble Blank. Ensemble Blank is a group of pre-professional college musicians from Korea, and they perform music pieces that vary from the 20th century to contemporary. According to my sister, the ensemble was named as Ensemble Blank to convey that the music they are performing are to be enriched through the audience. Moreover, the members want to show that classical or contemporary music does not target a specific niche but welcomes all. Hence, the potential target audience of the webpage would be users that are interested in music or learning more about the ensemble. In order to promote their "brand" image and help the ensemble market themselves as a group of growing young artists, many design goals had to be considered.

In the earlier stage of developing the webpage, I visited established professional websites to get ideas of useful designs that might go well with the purpose of my webpage. For instance, the website that greatly intrigued me was Will Sander's portfolio website (http://wills.world). Some of the pros of this website included user-friendly interface, stylish design and unique organization of the content. Moreover, Lordz (https://lordz.ch/) was another example that I thought would be helpful in applying its design principles. The main page includes a dancing video in the background, which quickly gets across the intent of the website, and the website has a clear division between different sections, which allow users to easily follow through a particular webpage. Taking these design principles into consideration, my main design goal was to create a webpage that involves simple and minimalistic feel with organized content but also incorporates a welcoming atmosphere in first sight.

As mentioned above, the purpose of this website is to inform about an emerging ensemble group to any users who might be interested in coming to one of its events or in Ensemble BLANK's past performances. When considering a structural design aspect, my organization for the website followed a logical sense. For instance, the first page displays the logo of Ensemble BLANK and its mission statement in both Korean and English. Then, the Performance page shows all of its upcoming performances as well as any relevant events they had in the past. The Performance page is the most important one because it demonstrates the characteristics of Ensemble BLANK. Therefore, I added thumbnail posters of its previous performances, and when user clicks on the poster, it directs to a more detailed page with additional photos or videos related to that specific performance. Some of the success of following such design structure is that the information is in highly organized form, so the webpage is easy to follow for the users. The last page is the Members page where it shows the current ensemble members with his or her profile photo and respective brief resume. This ordered list of Home to Performance to Members page was a logical choice because the first two pages are related to the ensemble itself whereas the last page shows a subset of the group which is its members.

In terms of focusing on the styling aspect of the webpage, having a minimalistic feel is a significant factor in the design. Such feel is important for this website because of the meaning behind the name, Ensemble BLANK. As the mission statement for this ensemble is to find the fundamental meaning behind art with the audience, I also wanted to integrate this parallel meaning. Thus, I designed my website to have sufficient white space and metaphorically coin the term "blank". These aspects are explored in my first version with minimal color and a horizontal navigation bar which maximizes white space. The second version, on the other hand, includes a background color and has a vertical navigation bar to differentiate the emotions from the first version. Although it is important to give off such minimalistic vibe, it is also critical to incorporate a welcoming feel. Again, the ensemble wishes the music performed to be supplemented by its audience. Therefore, the interaction between the group and the audience is pivotal, and this can be achieved on the website through providing a warm and welcoming vibe. Through discussions among classmates about colors and feelings during our section, I noticed that many people link adjectives such as serene, breezy and soothing with the color blue. Since the ensemble focuses on classical music in the 20th and 21st century, the adjectives for blue well describe the rationale behind choosing as the background color of the website. Moreover, adding the background color enhances a vibrant feel.

In order to receive feedback on my structural and styling designs, I sent out my two versions of the webpage to two users and gave the following tasks.
- You want learn more about the group and its purpose.
- You wish to attend one of the upcoming events that the group is holding and want to see the details of the event.
- You haven't been to any of the events. You want to find out what types of performances the group had done in the past and see related media.
- You really enjoyed listening to the flute and want to know more about the player.

Some of the questions that I asked while navigating the page were:
- Which structural design do you prefer and why?
- What emotions does each version bring out in you and why?

The first user testing was done by Jamie Rhee, a friend who performed in the same orchestra as me and might be interested in attending events that Ensemble BLANK holds. In terms of the tasks, she was successful in finding all the information she needed. Overall, she preferred the second version of the webpage because it "makes more efficient use of space (less white space)" and is more "welcoming and warm." The second user was Angela Son, who came to one of the ensemble members' performance. Angela was also successful in completing the tasks. Overall, she gave a slightly different perspective on the structural design, as she favored the first version because she liked "having the posts centered rather than alternating on the page." Through such arrangement of information, she was able to navigate easily and receive clear message from each page. When describing the emotions experienced when visiting the two different versions, Angela said that the first minimalistic website has "a chic and

modern appearance" while the second version is more welcoming. Although the two users differed on their opinions for the structural design, they both agreed that the second version was more welcoming due to the use of the background color.

Through user-testing, I recognized some of the problems associated on the webpage as well as the structural and styling designs to change from milestone 3. The first change was the position of the navigation bar. Since all of the sample users preferred a vertical alignment to the horizontal one, I adjusted my position for the navigation bar accordingly. Furthermore, one of the feedback from milestone 3 stated to avoid centering the members profile pictures because the page gets too long. Responsive to the comment, I re-arranged the page into two columns as shown below.
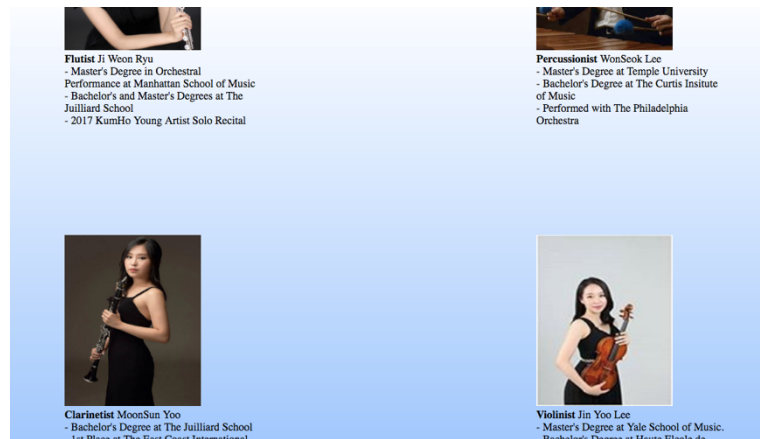
This was a reasonable change, as it also makes a good use of white space. Moreover, while exploring the second version, Jamie experienced some difficulty in noticing that the posters under the Performance page are clickable. In order to resolve the problem, I re-designed to have a blue, underlined image caption as well as a bold shadow surrounding the thumbnail image. Although the image caption is not directly linked to the corresponding page, such addition of styling tricks the users' eye. Overall, the addition of the borders, shadows, and underlined image caption allow the users to fully explore the webpage.
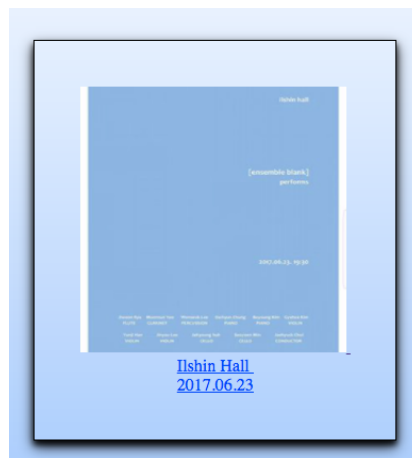
One of the main problems that Angela had was re-arrangement of the thumbnail photo corresponding to the movement of her keypad, which is shown below.
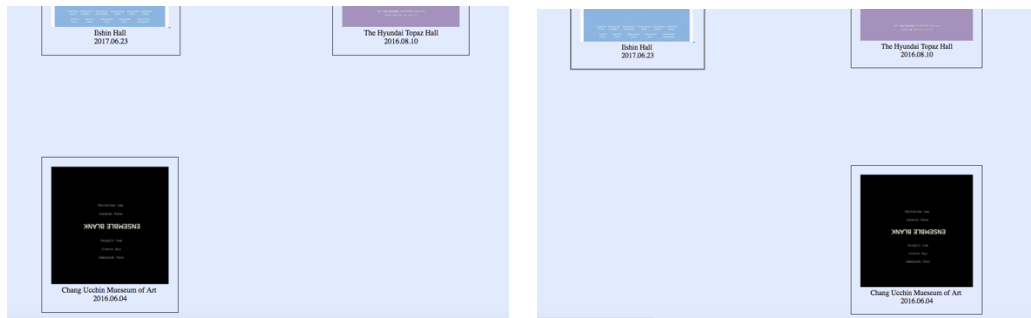
As she tried to click on the Ilshin Hall poster (blue poster), the bottom poster continued to re-position. This problem is more related to a technical issue, but it hindered with having a successful user-experience. In order to fix the problem, I changed the margins and the thickness of the border, which soon resolved the problem.

There are some problems that remain. For instance, I decided to use the vertical navigation bar, and this fools the users to believe that centered elements are not actually centered. In other words, the components such as the headings and images do not seem to be in the middle (although the alignment is set to center for its CSS) because the page has a fixed vertical navigation bar on the side while the users are only looking at the view that excludes that portion. Therefore, I assigned the margins individually to the headings and images to make them aligned in the center. However, changes of font style, font size or padding of the images affect the centering alignment, and I have to adjust the margins each time for individual components. Also, if I were to revisit this project, I would consider responsive design. While performing user-testing on my final version, I noticed that the column alignment is shown differently depending on the size of the computer or whether the user is zooming in or out on the webpage. Through resolving the problem, I wish all users who visit my webpage to have a pleasant and consistent experience of the website. Lastly, another remaining problem is associated with future updates of the website. Uploading additional images or information might alter some of the styling and can also affect user-experience.

In terms of the features that I went above and beyond for this webpage, I explored a monumental amount in finding a right emotional feel for the website. One of the key components in user-experience is how they perceive and what types of emotions the webpage bring out. In order to find a right balance between a minimalistic and a welcoming feel, I organized the information in the particular way to ensure that the structural design is the same across all of the three pages. This uniformity and structured organization adds onto the minimalistic feel. Furthermore, the change of font-style is shown below.

Ensemble BLANK [ ]

Version 1

Ensemble BLANK [ ]

Final Version

One of the comments from milestone 3 was to change the font-style for the headings. The font-style for the final version is more static and seems more professional, which are both of the qualities that I want the ensemble group to possess. Furthermore, I adjusted the background color several times ranging the whole color spectrum. The final choice of using the linear gradient for the background color enhances the calming atmosphere. While incorporating the welcoming feel through color, the minimalistic feel was achieved through organization structure and font-style. Moreover, I tested my webpages on Chrome, Firefox and Safari and got the same view results for all three. Overall, with these design principles, my webpage successfully fulfills the purpose of informing the users in the mission and value that Ensemble BLANK holds.