

Project 1 Final Rationale

Audience and Theme

In my milestone's rationales, I stated my target audience as future employers who might be interested in reaching out to me or gaining more information about me. Since my webpage is an online portfolio of my work experience and skills, it will mostly be employers and recruiters visiting my website. The webpage acts as an online resume platform, but the design of the website itself is meant to act as a portfolio of my skills. When my target audience goes to my webpage, they will be interested in two things: the design and the content. The content will provide the information they are looking for about me while the design will showcase my expertise in web design and aesthetic.

The target audience's interest will primarily lie in the content of the website, but the content is very similar to what can already be found on my resume. Therefore, the design of the site is equally important for the target audience because it is the only thing that sets the webpage apart from just being an online version of a resume. Therefore, the design goals for my website are ones that are complex enough to show off my expertise and knowledge in web design, but clear enough that the site is easy to navigate. If those visiting my webpage are employers who are looking to create a webpage of their own, my webpage needs to look professional enough so that a company might want me to model their own webpage off of mine. To appeal to my target audience, my design needs to be professional, creative and sleek.

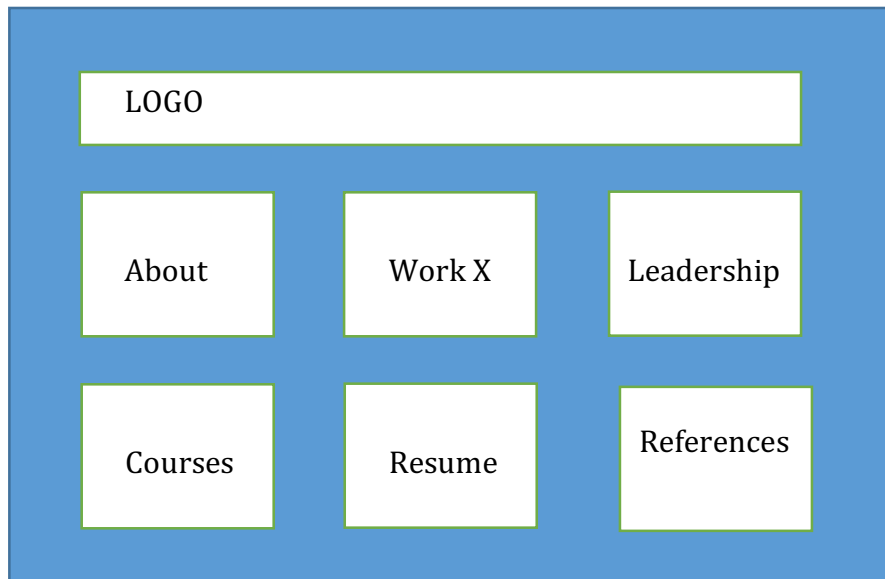
The theme of my site, as mentioned above, is meant to channel professionalism and creativity. I want any interested employer to see that I can create a professional site that can be used for their own companies, but at the same time one that will be able to stand out. It is important that the design of my website is unique enough that it doesn't blend in with other generic websites, but that it isn't too extravagant as to turn away any interested employers. Therefore, the theme for my website centers around neutral colors such as white, black and grey.

In my final webpage, I chose v1 of the designs I created for milestone 3. I went with a white and very simple design that would resemble the feel and look of a resume itself. Therefore, for this final version, most of the style and design went into creating a good looking navigation bar that stayed on one side of the page and make all of the content appear fixed without overlapping with the navigation bar. This design fits my vision of a black and white theme that is simple and not cluttered, white still containing some design elements that could show off CSS and HTML knowledge. One of the downsides to this design is that it is a little over simplistic.

In this designs, I was trying to channel the emotions of relaxation and calmness. Since this website is for future employers to see, I don't want them to feel confused or overwhelmed when on the site. Using neutral colors like white, grey and black convey emotions of knowledge and security in my mind, which is what I wanted the user to feel.

Changes and Improvements

One of the main changes to my design from milestone 3 to this final version was my homepage. In milestone 3's rationale, I expressed an interest in wanted to change my homepage so that it would consist of 6 images that took up the entire browser, creating 2 rows of 3 images. The 6 images would each link to a different page on my website, and add some color and design components to the website. I had a clear vision for this homepage, which was to have the 6 images be semi-transparent until the user hovered over them, in which case they would appear in full color. I had two options for this feature: either make the pictures semi-transparent and have them be normal when the user hovered over them, or have the pictures look normal until the user hovered over them, in which case they would turn semi-transparent. I chose the first option, which was having the pictures start off semi-transparent until the user hovered over them because I liked the feel it gave to the homepage when the user was first looking at it without attempting to click anything. The homepage looked cleaner and more neutral this way, whereas it looked too saturated and congested when the images were in full color as a default state.



I also added some content to the webpage that wasn't there in previous milestones. In my 'About' page, I added some activities, interests, and languages to the description about me. In my 'Work Experience' page, I added links to the companies I interned at so that the user could access their webpages when clicking on the name of each company.

Some of the changes I made to the design were to add a logo to the top of my website that is present on all pages. Clicking on the logo is the only way to link back to the Homepage as there isn't a link to it on the navigation bar. I liked the idea of a consistent logo that links back to the Homepage as that is a common practice for a lot of the websites I looked at for inspiration when coming up with design ideas. I also altered the navigation bar. In the previous milestone, each link to a different page on the navigation bar would bold and underline when the user hovered over it. In this final version, I changed it so that the link would bold and the text size would be slightly bigger when the user hovered over

it. I liked this hover effect better as it resembled more that of the Mac Dock, where each icon gets bigger as the user hovers over it.

User Testing

Task 1: You want to view the website to one of the companies Paula interned at in order to find their summer internship programs and learn more about her potential experience and skills learned during her time there. Begin at the Home Page.

Task 2: You are trying to print Paula's resume in order to annotate it and pass it on to your boss. Begin at the Home Page.

Task 3: You want to find the contact information for someone who has worked personally with Paula in order to ask them about their experience with her. Begin at the Home Page.

Some of the feedback my users gave me was that the words on the homepage were a little hard to read once you hovered over the image. The words were originally sitting on the picture in light grey. In order to fix this issue, I added a semi-transparent background box behind them in a light color so that the text would pop out a little more. This background box helped 2 issues at the same time. Not only did it make the words easier to read, but it also made it clearer to the users testing my website that the clickable point on the image was the box with text on it. Before that, one of my users had tried clicking the center of the image in order to be directed to my 'Work Experience' page, even though only the text box is what is linked to the page.

Both users had some trouble with Task 1. Before my users tested my webpage, the links to each company didn't have any hover effect on them. Therefore, it was hard for my users to know that the bold text was clickable in the first place, as they stopped using their mouse when they got to the "Work Experience" page. One of the users, through moving the mouse around the text, saw that a finger appeared when she hovered over the company's name, eventually deducing that it was clickable and that it would direct her to the company's website. The other user, after looking at the 'Work Experience' page for a bit and not finding anything she deemed clickable, opened a new tab herself and searched the company's name. In order to fix this problem, I added a hover feature to all the text in my content that was clickable. Now, the text appears underlined whenever the user's mouse crosses the text. Even if the user wasn't trying to click on it, he or she might move their mouse around, see that the text changed and deduce that it is a link.

Both users had no trouble finding their way to my resume and downloading it. From the Homepage, they both directly clicked on the Resume box, linking them to the PDF document. One of the users did try to click the center of the image once before clicking the text box, which I addressed above.

Both users completed Task 3 with close to no trouble as well. One of the users clicked directly on the 'References' link and from there scrolled down to find the information she needed. The other user first checked the 'Leadership Positions' page. When seeing that there was no contact information on that page, she then clicked on the 'References' page and found the information she needed.

Problems and Limitations

One of the issues that still remains is how clickable the links within the text look, as demonstrated by Task 1. I wanted to avoid having to color the text blue, since I tried it out and did not like how it looked on my page. I searched up different ways to make text look clickable on a webpage, which is where I eventually got the idea to make the text underline when the user hovered over it. Even so, I don't think it is 100% intuitive to a user on my page that the company names on the 'Work Experience' page are clickable.

Another issue may be that the images on my homepage still look like they are clickable, and a user might click the image several times with no result before clicking on the text on the image.

However, I did think that I did well in conveying the feel and I wanted through my website. I had a vision for a minimalist website with a good use of white space, which is what I tried to achieve. Below are some websites I looked at for inspiration.



about
AW17
SS17
lookbooks
stockists



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From the TAs, the feedback I would like is to know whether or not my website fits my theme and design ideas appropriately. I would also like to know how I could make my homepage more user friendly by making the whole image clickable to link to whatever page it needs to, as well as finding a better placement or design for the text that's on the images.