

## PART 1

The purpose of my website is to educate individuals who may not be as familiar with the field of UX research but want to learn more about it. The information I convey within my website is a general overview of the field, qualities I believe make a great UX researcher, some popular methods, and information, tips, and pros/cons for each method. It is interesting and engaging because it uses easy-to-read language, bright colors, and animations. The target audience is people who want to possibly explore a career in UX research, but want some general knowledge about the field first. The target audience can also be people preparing for an entry-level UX research interview and want a consolidated website with some reminders of the important aspects of UX research.

## PART 2

(Actions to take for interactions are highlighted in yellow.)

- **“Home” page:** The home page has buttons that will allow the user to navigate the different types of content on the website. **Hover** over the buttons to see the animation, and click on the buttons to view the designated content. **Click** on “What is it?”
- **“What is it?” page:** I implemented on-scroll animation. See more content and see the content appear by **scrolling down the page**. **Click** on methods on the navigation bar at the top.
- **“Methods” page:** Users can hover over each animated “methods” card to see general information about it on the back. They can click on the card to view more detailed information about the method. **Hover** over the semi-structured interview card and **click** on the backside of the card.
- **“Semi-structured interview” page:** Users can scroll down to see more content on the method. **Scroll** down the page and scroll back up. **Click** on the button “Back to Methods” or click on methods on the navigation bar. **Click** on “Contextual Inquiry.”
- **“Contextual Inquiry” page:** Users can scroll down to see more content on the method. **Scroll** down the page and scroll back up. **Click** on the button “Back to Methods” or click on methods on the navigation bar. **Click** on the backside of the card “Think-Aloud Protocol.”
- **“Think-Aloud Protocol” page:** Users can scroll down to see more content on the method. Scroll down the page and scroll back up. **Click** on “Next Steps” in the navigation bar.
- **“Next Steps” page:** This page is intentionally left relatively blank. I made this page for myself for the future. I want to offer “next steps” or other resources for my users to explore in addition to my website. I plan to explore a lot of these UX research resources throughout the summer and add them to the page continuously in the future.

## **PART 3**

### **i. What?**

Animations (new JS library within animations)

### **ii. Why?**

I wanted my website to be engaging and fun to interact with. I did not want it to be static, which makes the website very boring.

### **iii. How?**

I used animations.css to create a bounce animation with the title on the home page. I also made the buttons animated when you hover over them using CSS border-radius and transition time. On the “What is it?” page, I used aos.css and aos.js to make more information appear as the user scrolls, and I used the fade down animation. On the methods page, I created cards for each method and had them flip over with more information about each method using CSS and the rotateY function.

### **iv. Value**

This adds more creativity and personality to my website. There are other UX research websites out there, but I wanted my website to be beginner-friendly. Many users might not know much about UX research, so I want them to have a fun first-impression of the field and enjoy reading and learning about it to spark their interests.

## **PART 4**

A change I made from Homework 7 was making the information vertical instead of horizontal. In homework 7, the content of my page stretched across the page horizontally, and I thought this was overwhelming, as the user has to look at a lot of information at once. I also decided that my Next Steps page from Homework 7 was vague and unhelpful, so I decided to leave the page open to adding more specific content as I discover more resources throughout the summer.

## **PART 5**

A challenge I experienced was usability testing. Because this project was remote, I did not have much access to doing a lot of usability testing. I wanted to have other people use the website and give me feedback on how it could be improved, but I did not have access to in-person

usability tests. Another challenge I ran into was learning Bootstrap because it was my first time using the library and I had to watch many tutorials about the tool.