

PART 1: Purpose

i. What is the purpose of your website?

The purpose of my website is to demonstrate the resilience of Pittsburgh after the horrific shooting that took place on October 27th, 2018. As a Pittsburgh native and longtime Squirrel Hill resident, this mass shooting affected me deeply and I constantly found myself looking for moments of hope in some attempt to process things. I thought of the famous Fred Rogers quote that his mother would often say to him when things were scary: “Look for the helpers. You will always find people who are helping”. As a result, I sought to look for different examples of how the city was helping each other as a way of demonstrating that while we are grieving, we are still making sure to look out for each other.

ii. What information do you convey with your website?

In this website, I included several images taken from around the Pittsburgh area of how people have come together to help those who are struggling to process these events, be it through grieving together, showing support, or otherwise standing with those affected by the shooting. I’ve also included a help section full of links for those looking to either help somehow or looking for help for themselves in processing the events.

iii. How is it interesting and engaging?

I’ve chosen a color scheme relevant to Pittsburgh’s colors and included several large, bright examples of images of hope that have risen from the city. Users are invited to click on an image, which brightens on hover and expands on click, and learn more about the story behind that image in a brief caption.

iv. Who is the target audience?

The audience can be anyone who wants to know more about Pittsburgh and how we’re more than just a sports town or a “rust-belt” city. Ideally, this is for people who may be struggling to find hope after the shooting and need a reminder of this city’s resilience.

PART 2: Interactions

1. To view more information about an image:
 - a. Hover over an image while it brightens on hover. Click on the image. The image will expand and provide a brief caption description of what is in the photo. Click outside of the photo or on the X to exit the photo and view a different one.
2. To quickly access different sections of the website:
 - a. When fully expanded on desktop, click on the sidebar to select areas of the page you would like to navigate to. On click, the screen will jump to that part of the page. On mobile, select the hamburger menu at the top of the screen to select an area of the site you would like to view.
3. To submit a moment of hope:
 - a. Fill out the form with your information regarding the message you would like to send. Click on the send link, which opens a mail client on your desktop and allows you to type out your thoughts more fully, perhaps including attachments. Send this email and it will go directly to an email account (currently my Andrew account) which processes every submission for review and adds appropriate image examples to the website.
4. To get more help or information:
 - a. After sending a message for hope, the application redirects you to a thank you page which gives people access to resources on how to help further as well as resources for yourself if you feel you need additional counseling. You can also click on the link in the about section which redirects you to the same page with the same resources.

PART 3: Tool

i. Name of tool

For my external tool, I used animation libraries from w3 as well as simple Javascript to animate the flow of image views.

ii. Why did you choose to use it?

The inclusion of animation adds a level of intimacy to the website as you view each moment of hope. Instead of passively scrolling through images like you would on Facebook or Instagram, the animation of the hover brightens an image and invites users to click to learn more. The expand-on-click animation also allows viewers to dive in to a moment and learn more about the story behind the picture.

iii. How did you use it?

I implemented animation libraries from w3 and played around with the different animation ideas until I found one that suited the style I was going for, in this case allowing users to select an image and literally jump in to learn more about it.

iv. What does it add to your website?

This adds a level of interactivity to the website that goes beyond a simple scrolling newsfeed or a newspaper article by making the animation more engaging. With each moment of hope, users can physically brighten that image with a spotlight hover and then click to examine the story behind it. This shows that not only are these moments inspirational from the outside view, but with a closer look you get a glimpse into the story behind it as well.

Part 4: Changes

Describe how you iterated on your HW7 mockups including any changes you made to your original design while implementing your website.

Between homework 7 and 8, I made a massive shift in project focus, as my initial project was focused on creating a music ancestry tree. However, with the events that took place in my neighborhood, I felt this was the best way to both pay tribute as well as possibly help anyone else who may be struggling to move forward from this. From a design standpoint, I changed the interaction to be primarily image-based instead of data-based; in this prototype, I also encouraged users to submit their own moments of hope to the collection whereas my original idea was more a visual demonstration of artistic roots (not meant to be interactive).

PART 5: Challenges

What challenges did you experience in implementing your website?

While researching for content, there were many moments of hope I wanted to capture that were unfortunately not in image form - perhaps in future iterations this design would support news clippings and other forms of media. I also struggled with implementing a PHP library to handle the user submission mailbox and ultimately decided against implementing it, choosing instead to use a mailto desktop client feature instead.