Project 1: Building a Professional Website with Inspiration from an Existing Model

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CCT360 Intermediate Web Design

May 18, 2022

Content Study

Figure 1. Shows the initial information architecture of the Wikipedia page of Witchcraft.

The Wikipedia page for witchcraft observed from the link

https://en.wikipedia.org/wiki/Witchcraft looks cluttered with sub-sections that are misplaced

and non-intuitive. For instance "White Witches" is not a practice of witchcraft. Therefore it

deviates from the match between the system and the real world heuristic. There is also no

guidance or helping documentation on how to cruise all the information. The user is expected

to simply scroll down. However, some sub-sections require understanding other subsections

to make sense. For instance, the section "Accusations of Witchcraft" would not make much

sense to the user if they did not know why witches and those who practiced witchcraft were

feared. There is a section explaining exactly this called "Societal View of Witchcraft".

However the subsection is hidden way below, under "By Region" and "Russia." To

summarize, the user experience is not satisfactory as more work falls onto the user to go and

extensively scroll to search for the information they are looking for. And when they do

manage to find it, it might not make sense in the context because the information is misplaced

in the information architecture.

Personas

Sarah Wildes

Spiritual | Kind

Bio

Sarah has always known that she is related to one of the witches that was tried in the Salem witch trials. Her parents named her after the very witch Sarah Wilde, accused of witchcraft and executed in 1692. However, her family does not know much about witchcraft other than the history of the Salem trials and Sarah wishes to know more. She hopes that before she leaves for university, she can understand where witches have come from by studying their history, literature, and art. She thinks that this will make her grow as a person and understand her roots before she finally takes off for university and starts a new life.

"I can only understand myself if I go back to my roots"

Age: 18
Work: Student
Family: Father, mother and a younger brother
Location: Salem, Massachusetts
Character: Curious

Motivation

Discovering her ancestry and history
Fear
Growth
Power
Social

Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Goals

- Sarah would like to study in a university out of her town Salem when she graduates from high school and is working hard to earn her place in a top education institution.
- But Sarah also wishes to know about her ancestors that were related to those accused in the Salem witch trials before she goes to study out of town, as her parents have not told her much about witchcraft.
- Sarah wants to discover more about her ancestry and be intune with her sixth sense she always have believed that she has and unlocks her potential by learning about witches and witchcraft.

Frustrations

- Sarah was baffled when the other day one of her friends asked her if she knew anything about the history of witches since she was related to one. Sarah was embarrassed to say that she didn't. She does not want to be ignorant of her past, her lineage, and the history that ties her to this land.
- Although Sarah wants to learn more about the topic of witchcraft, she does not know where to start. Her parents don't know much about it outside of the history of Salem. But Sarah wants to learn more about witchcraft itself and its modern practices. Though so far when she has tried to search online, all the websites she looks at are cluttered with more information than she can handle.
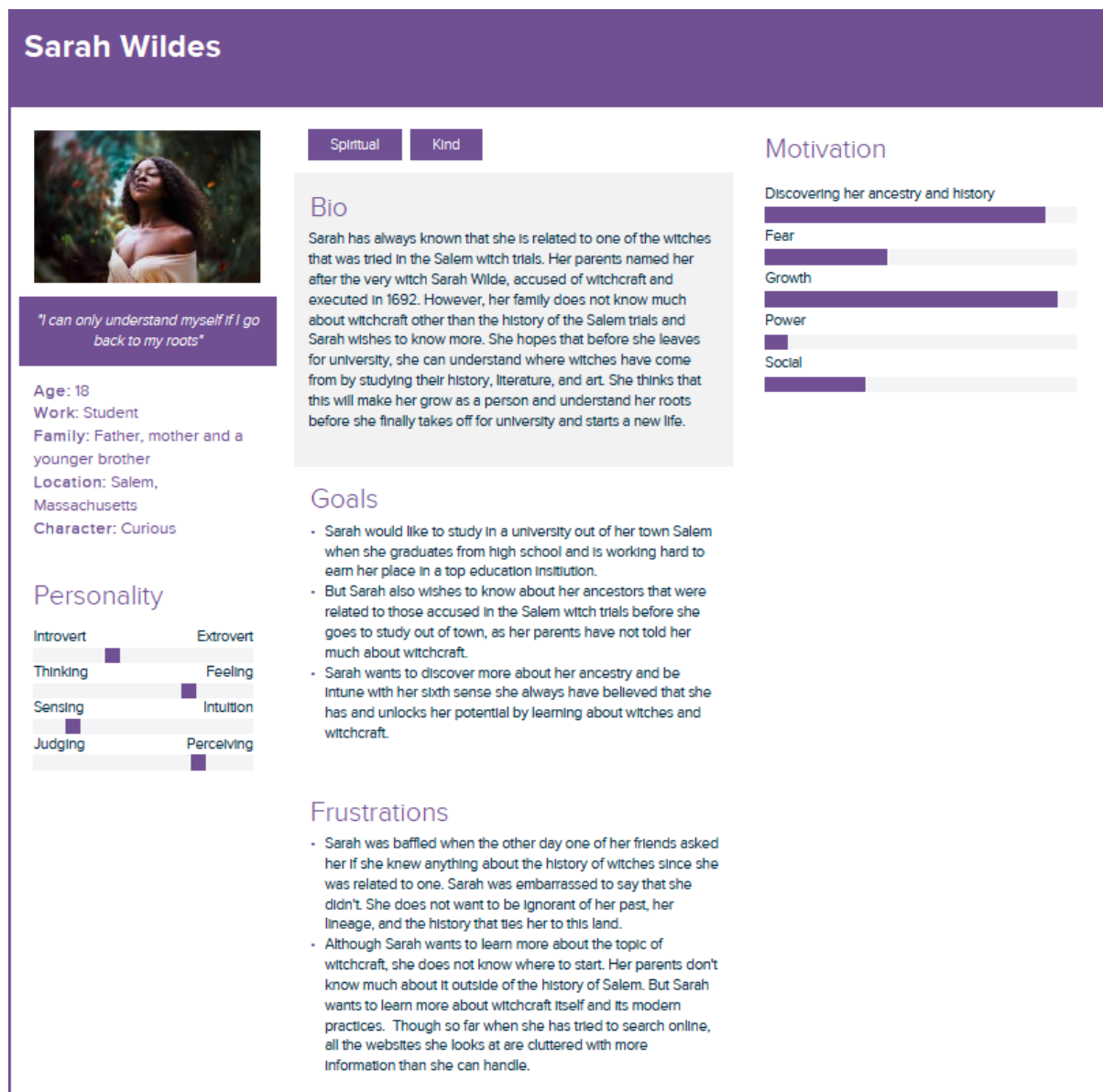
Figure 2. Shows the persona and attributes of Sarah Wildes.

The persona Sarah Wildes illustrates is a young adult that is trying to get a sense of her identity which is a common goal in her age group. She does not view learning about witchcraft as a fun side hobby. For her, learning about witchcraft is a path to discover her past and shape her identity. That is why she takes it very seriously and would be a prime use of the website.
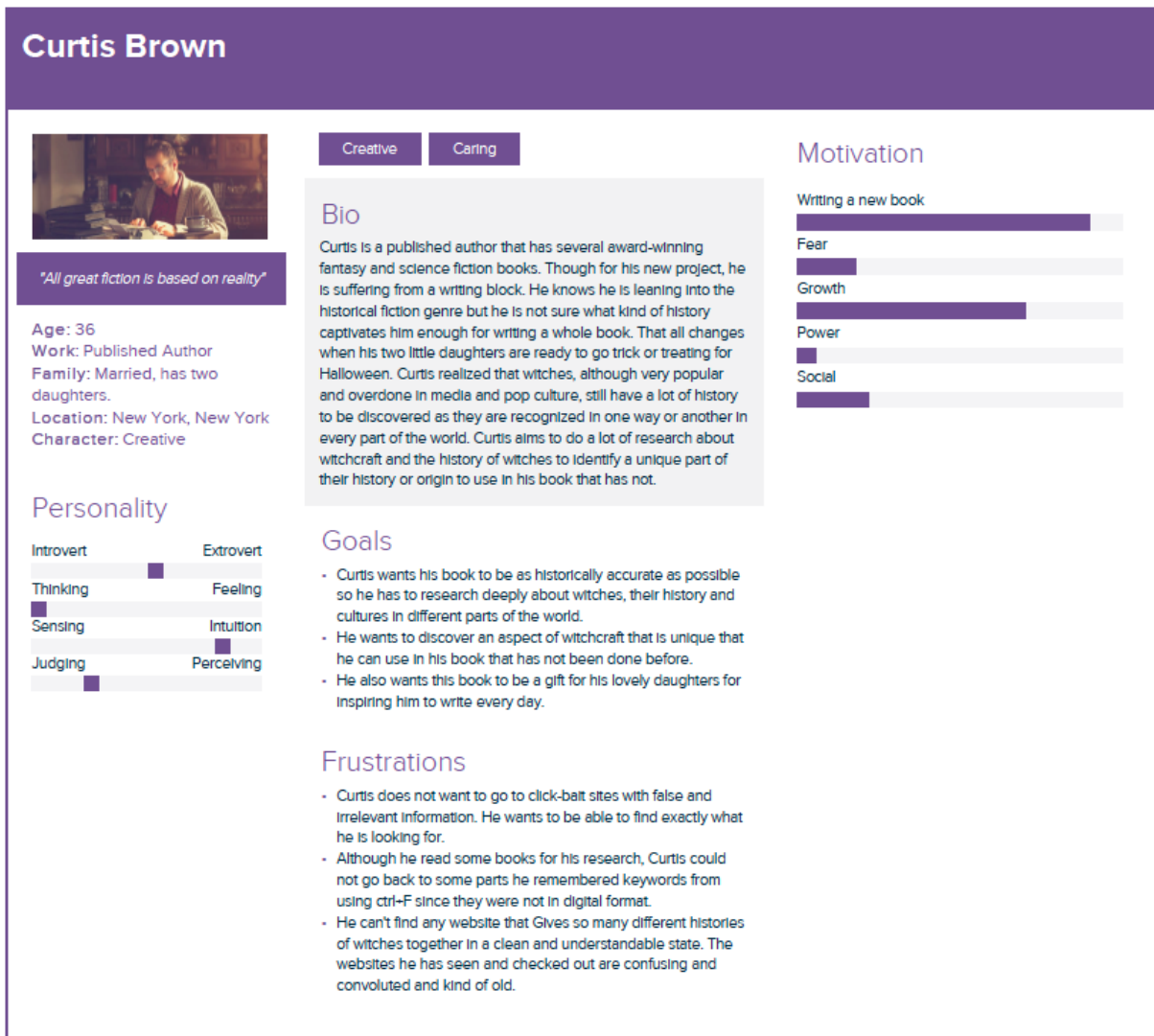
Curtis Brown

Creative | Caring

"All great fiction is based on reality"

Age: 36
Work: Published Author
Family: Married, has two daughters.
Location: New York, New York
Character: Creative

Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Bio

Curtis is a published author that has several award-winning fantasy and science fiction books. Though for his new project, he is suffering from a writing block. He knows he is leaning into the historical fiction genre but he is not sure what kind of history captivates him enough for writing a whole book. That all changes when his two little daughters are ready to go trick or treating for Halloween. Curtis realized that witches, although very popular and overdone in media and pop culture, still have a lot of history to be discovered as they are recognized in one way or another in every part of the world. Curtis aims to do a lot of research about witchcraft and the history of witches to identify a unique part of their history or origin to use in his book that has not.

Goals

- Curtis wants his book to be as historically accurate as possible so he has to research deeply about witches, their history and cultures in different parts of the world.
- He wants to discover an aspect of witchcraft that is unique that he can use in his book that has not been done before.
- He also wants this book to be a gift for his lovely daughters for inspiring him to write every day.

Frustrations

- Curtis does not want to go to click-bait sites with false and irrelevant information. He wants to be able to find exactly what he is looking for.
- Although he read some books for his research, Curtis could not go back to some parts he remembered keywords from using ctrl+F since they were not in digital format.
- He can't find any website that gives so many different histories of witches together in a clean and understandable state. The websites he has seen and checked out are confusing and convoluted and kind of old.

Motivation

Writing a new book
Fear
Growth
Power
Social

Figure 3. *Shows the persona and attributes of Curtis Brown.*

Curtis Brown represents the professional demographic that would use the site for business purposes. Writers spend a great deal of time researching the topics they want to write about according to former senior editor Evan Marshall. To do this research thoroughly, Curtis will need to find a website that presents information in a professional and non-chaotic manner. This will help him spend less time figuring out the website and be able to find exactly what he is looking for he is also in the target audience for the website.

Revised Information Architecture
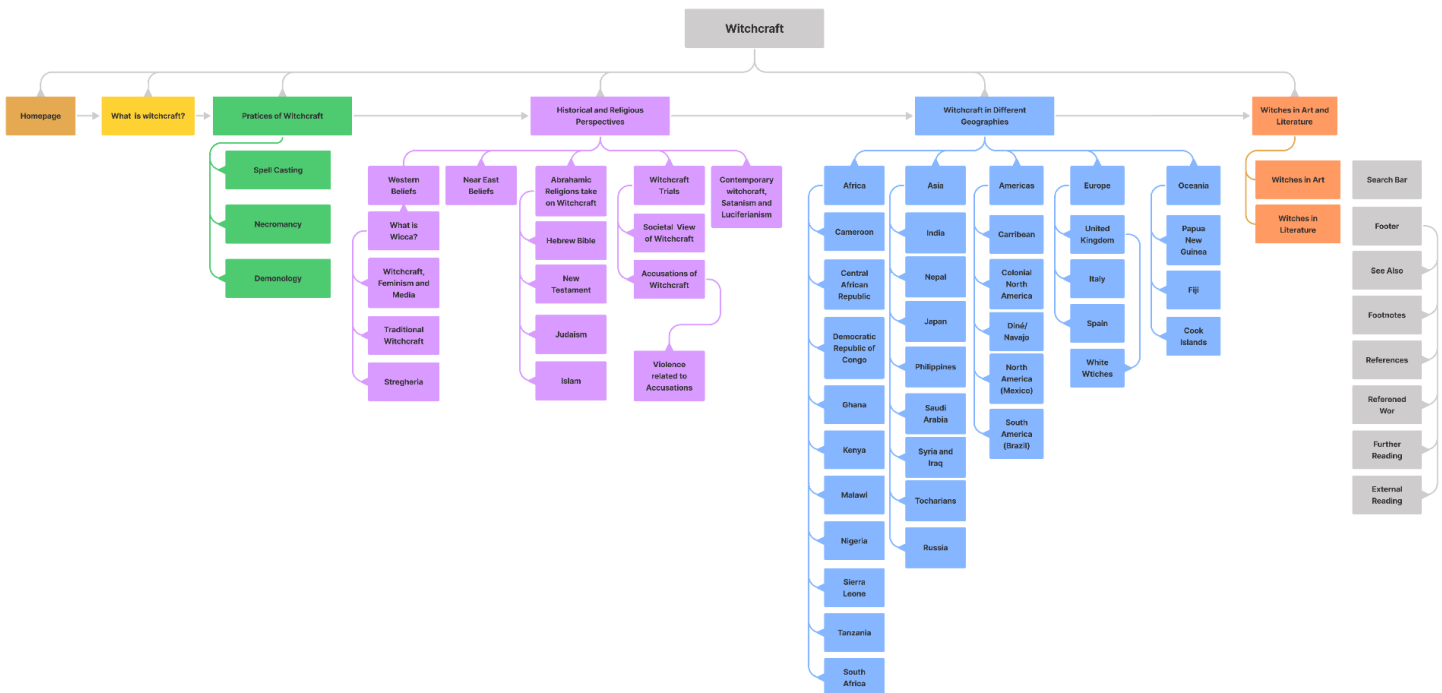
Figure 4. Shows the revised information architecture of the Wikipedia page of Witchcraft.

In the new IA, the main changes were on simplifying the main page titles and placing some of the pages under the more applicable sections. The titles "Concept", and "Etymology and Definition" in the old IA were both talking about what witchcraft is and how it originated. I combined the two of them into one simpler page called "What is witchcraft?". As the scholarly and niche jargon is reduced, now it sounds much less technical and more of a place to start exploring the website who want to learn more about witchcraft. Consequently, a page titled such as this appearing as the first option would guide them on where to start and adhere to the consistency and standards of the users. As the users can understand the basic concept of what witchcraft is, they will naturally have questions like "What does witchcraft entail?", "Who performs witchcraft?". And these questions will lead them to the Practices of Witchcraft page, directly from the "What is witchcraft?". This enhances one of Nielsen heuristic principles, the match between the system and the real world. It feels intuitive to a

user that grasps the basic understanding of witchcraft to search for some examples and dive deeper into the topic. The page "Practices of Witchcraft" could also be found in the main navigation bar options, making it easy for a user that does not choose to follow the path from the "What is witchcraft?" directly onto "Practices of Witchcraft". Also, I created a guided flow wherein the homepage, the user will click on the button "Start your journey here" to start their learning. Under every page they are taken to, there will be an option to move onto the next page that is more easily understandable in the learning process. For instance, after the user has learned and grasped the practices of witchcraft, they will be taken into "History and Religion" as the users will know at that point what witchcraft is and what practices they entail. Another change made is on the "Practices of Witchcraft" page. In the original IA, there used to be an extra sub-section to "Practices of Witchcraft" called "White Witches." Upon reading the material I decided that rather than talking about a practice of witchcraft, the page "White Witches" was talking more about how the term "white witch" was used in England in the early modern period in a positive manner and synonymous with "wise-woman". As the section was not particularly talking about a practice of witchcraft, but more about how a specific location regarded the practice of witchcraft, it was more appropriate to move it under the "United Kingdom" which is under "Witchcraft in Different Geographies.".Next, I reframed the already existing page title of "Historical and Religious Perspectives" in a way to make it more easily digestible and renamed it "History and Religion" to make it sound simpler. In the old IA. the section "Wicca" and its subsections fell under "Overview". However, for someone not familiar with the concepts and history of witchcraft a bizarre jargon like "Wicca" might confuse the user. To prevent this I changed the page title from "Wicca" to "What is Wicca?" and put it under the "History and Religion" options. This signals to the user that Wicca is either a historical or religious perspective taken on witchcraft. Again, someone who is not acquainted with witchcraft might

not know this, so placing it under "History and Religion" will ease some confusion and feel more natural. In the new IA, the page "Contemporary Witchcraft, Satanism and Luciferianism" is also moved under "History and Religious Perspectives" while it was under "Overview" in the old IA. The content of "Contemporary Witchcraft, Satanism and Luciferianism" is mainly about how these ideologies came to be in religion and how they were considered as a "dark side of Christianity". That is why it was appropriate to put it under "History and Religion" instead of leaving it under an ambiguous title as "Overview" that does not tell the user much.

Another major change was moving the page "Witchcraft Trials" from under "Russia" into "History and Religion". Since witchcraft was viewed as "evil" or "unholy" by most in history according to the Wikipedia page, the witchcraft trials were a means to capture the suspects associating with witchcraft. It is an important part of the history of witchcraft and witches, especially for one of my persona Sarah Wildes as she is intending to discover mover of the history around witch trials. However, a page like this would be difficult to find under the page "Russia" which is under "Witchcraft in Different Geographies". Since accusations of witchcraft and trials are not specific to Russia alone but were a part of the history of many different geographies, it would make more sense for a user to find it under "History and Religion" as it was a historical perspective to see witches as "evil". Also reframing the historical and religious perspectives very clearly makes it easier for personas like Curtis Brown who are doing research and would like to be able to find exactly what they are looking for. Before, in the old IA, the "History and Religious Perspectives" was missing information, as the rest of the historical and religious perspectives were muddled together on different pages. Now the pages about the history and religion surrounding witchcraft are all under "History and Religious Perspectives".

Another change was made in the title of "By Region" in the old IA. This page title was very vague and was prone to confuse users. As the content pertained to the witchcraft practices and history in different parts of the world, I renamed it "Witchcraft in Different Geographies" clearly signaling the users that they will find specific and niche information about the specific geography they are searching for. Again, for a persona like Curtis Brown who is researching his upcoming book, this is crucial as he would like to search all the intricate origins and stories of witchcraft before he picks a concept that he likes. To leave no room for confusion, I also removed the "Spells" page under "Russia" and combined it with the "Spell Casting" page that was under "Practices of Witchcraft". The "Spells" page was mainly talking about how spells were a practice of witchcraft in Russia and Eastern Slavic Culture. Having similar page titles as "Spell Casting" and "Spells" in different locations would confuse some users that knows very little about witchcraft and hopes to understand. Having one page about spell casting would adhere to Nielsen's heuristic, consistency, and standards as similar information is not given in two different places but combined in one location.

Navigation

Rationale

The chosen model website for the assignment was https://witchipedia.com/ . The reason for this choice is mainly because the website caters to a similar intended demographic of my website and targets people who are knew to or want to learn more about witchcraft. The general layout of the website was not very complicated yet offered a good enough challenge to be able to make most of the elements from scratch. The color scheme of witchipedia also included colors like purple and black that are mainly associated with magic and witchcraft. The website's simple layout is also catering to the needs of personas such as Curtis Brown where information is presented in a clear and concise way. Screenshots from the website illustrates the major pages and components that inspired the design of my own website.

Figure 5. *Screenshot of the homepage of https://witchipedia.com/.*

The Witchipedia

An online encyclopedia of witchcraft, magick and the occult.

◉ BECOME A PATRON

New to Witchcraft? Start Here!

Welcome to the Witchipedia. Whether you call yourself a newbie, a baby witch, a seeker, an acolyte or just a beginner, you are welcome! I understand the getting started in witchcraft, magic and the occult can be overwhelming. Where do you begin? The Witchipedia is a wonderful resource, but it's Just. So. Much. So, I have put together this handy getting started guide.

How to get started

1. Start a journal. It does not have to be fancy. You can use it to keep notes on what you learn, as well as observations of your environment, your feelings about things, behaviors you observe in others, your dreams, etc. You can draw in it, paste pictures and articles you like into it. Or just write in it. It doesn't have to be fancy. You don't need to worry about your Book of Shadows right now, but this journal will eventually be a part of it.
2. Meditate. Daily. Learn to observe your thoughts and feelings without judgment. You will use this in magic one day. It will help you know yourself (Witch Skill #1 Know Yourself) and focus your energy as well as segue into things like divination lucid dreaming and astral projection.
3. Observe the world around you. Don't worry right now about what they did 1000 years ago on another continent. Learn about your immediate environment. Identify the plants, birds, and other life in your own yard and get to know them. Go to your local historical places, cemeteries, monuments, even churches, and spend some time in them. Note how they make you feel and the effect they have on others. This helps you learn about energy, how it affects you, how you can affect it and how it flows. This is a basic skill for spellwork.
4. Observe natural cycles. Again, don't worry about what they did 1000 years ago on another continent. Take note of the changing of the seasons and how they are marked in your own community. Take part in those celebrations. Tend a garden, take regular nature walks, and observe the changes in the scenery. Mark the full moon and the new moon. How you do it is not as important as just doing it. If it is helpful to you, you can join our Virtual Circles on the Discord group. But you can create a simple ritual to do on your own. Light a candle and meditate. Take a moonlit walk. Play some music and

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Categories

Select Category ˅

Tags

Abundance air autumn Balance banishing beauty cleansing courage death divination dreams earth exorcism fae fertility fire flower healing herb jupiter leo love luck mars mercury money moon peace prosperity protection purification rebirth saturn spirits spring sun toxic travel tree uncrossing venus ward water wealth wortcunning

RSS - Posts

Figure 6. *Screenshot of an inner page of* https://witchipedia.com/*.*
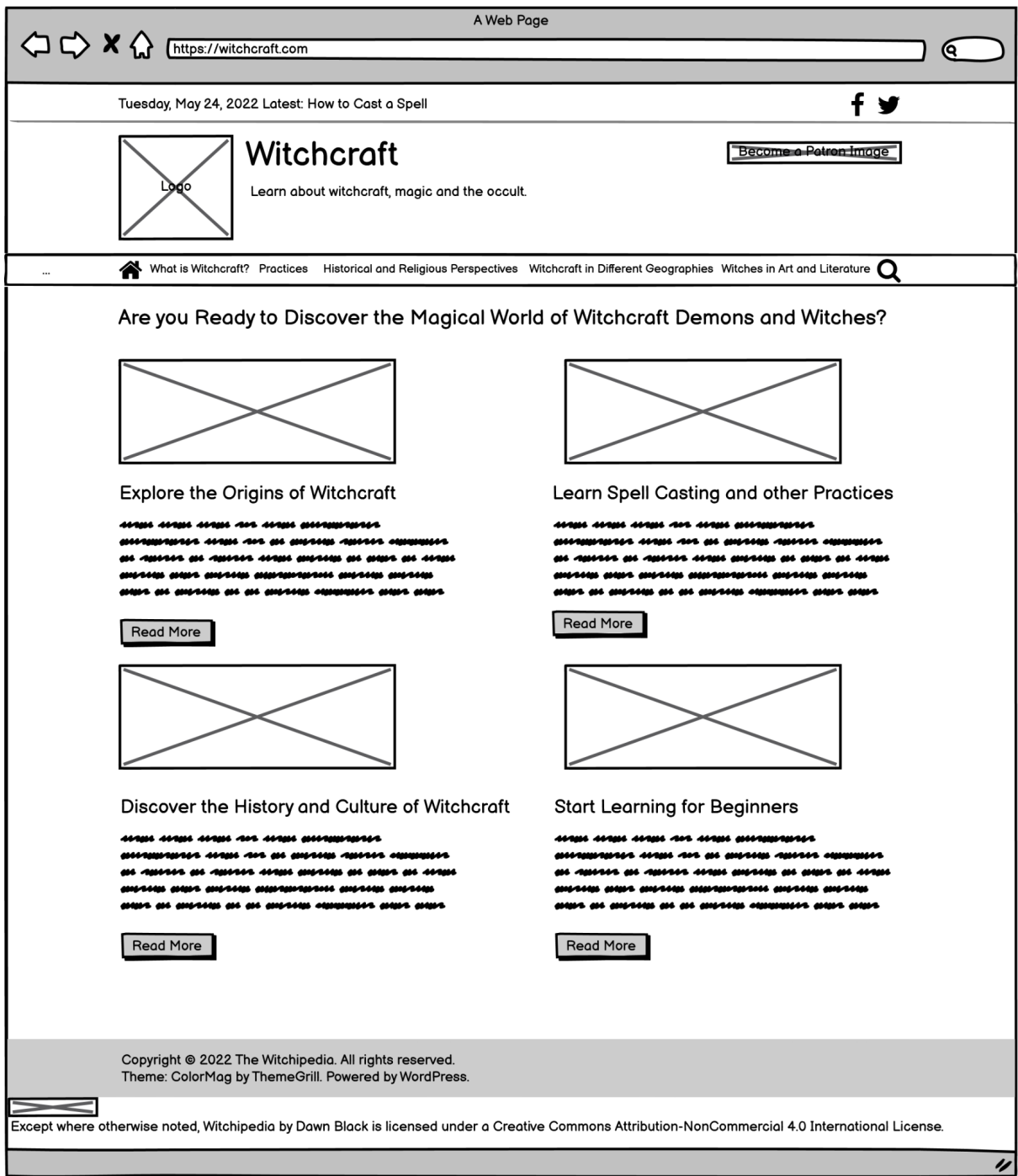
Wireframes

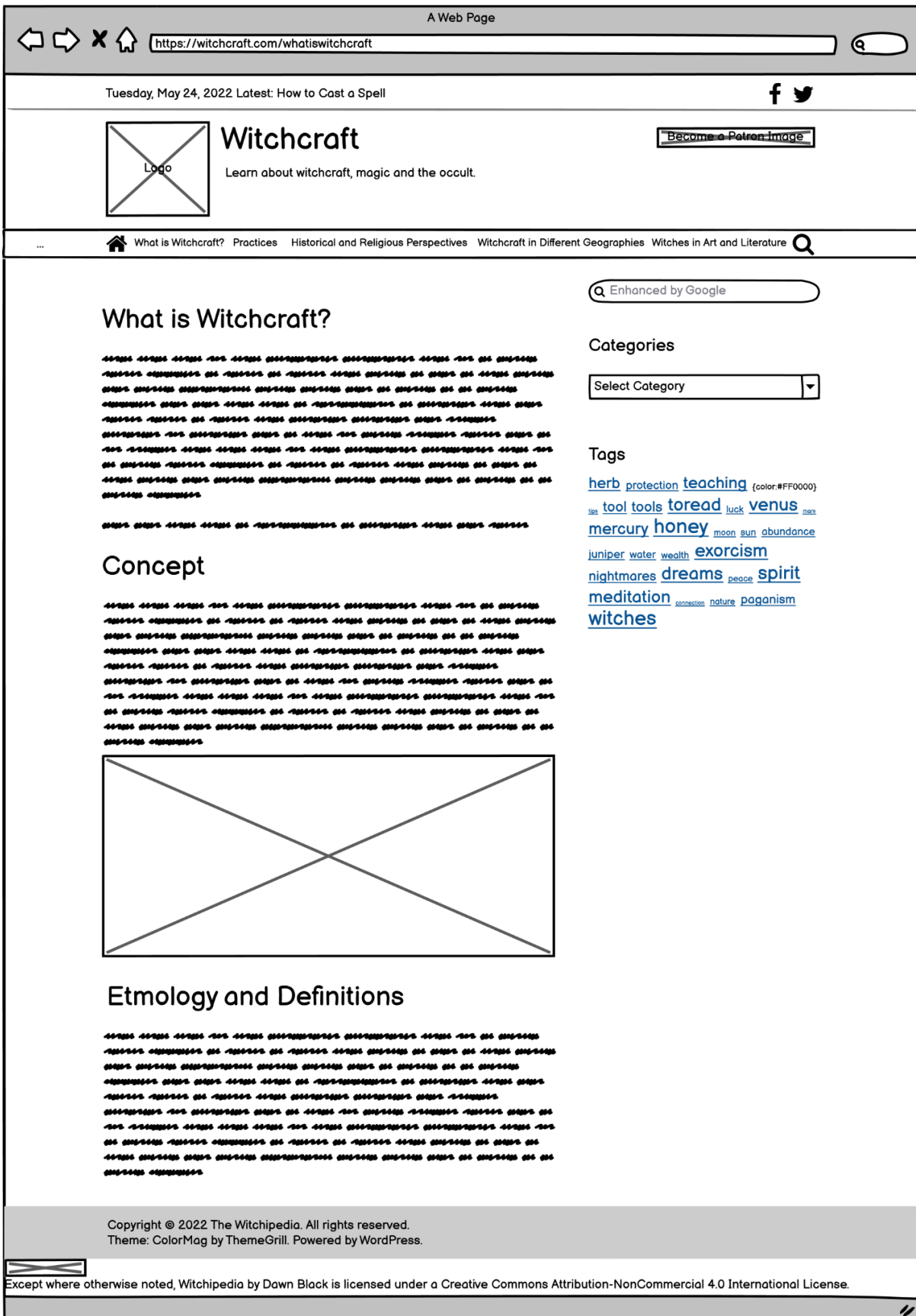*Figure 7.* *Wireframe for the homepage of the Witchcraft website.*

Figure 7. Wireframe for the What is Witchcraft page of the website.

The wireframes takes elements from the major website like the general layout and look of the header, navigation bar, sidebar and content placement. I chose to take out some of the social media and sharing buttons related to blogging since it was irrelevant to the primary user of the website. This is a website made for people who are going through a learning journey and while social media makes sense for them to join the necessary witchcraft learning communities, there were too many socials and irrelevant details before the footer of the homepage that I decided to not include. Instead, the user is greeted with the header, a big website title a short description of what the website is about and four main images, headings and descriptions summarrizing the four points discussed in the website. The user can therefore start navigating the website via the navigation bar or thorough homepage contents that have links to their described page. For instance, the heading "Learn Spell Casting and Other Practices" leads to the page of "Practices" when clicked on the header, the image or the "Read More" button below it. Similarly, the "Explore the Origins of Witchcraft" leads to the "What is Witchcraft?" page allowing the users to navigate easily weather they are just starting to learn about witchcraft or interested in a niche practice like how Curtis Brown might be.

The inner pages are also structured similarly to the major website with mostly writing and images as content for the main content and a sidebar on the right as can be seen form the screenshots. The inner pages includes links in the body of the main content that are distinguished by their purple color. These links makes users gravitate to them to click on phrases they don't know too much about or if they are curious about learning more. The links are all linked to their respective wikipedia pages and therefore allows users like Sarah Wildes who would like to learn more about the historical aspect of witchcraft more venues to explore her past. The links also makes it easier for people like Curtis Brown to get to more information quickly and effectively for his writing research. Curtis is a writer and would appreciate learning infromation like where a certain word originated and could take writing inspiration from it. On the sidebar next to the main

content in the inner pages is a search bar, a dropdown menu in witch users can select topics they are interested in and a collection of tags they might be interested in viewing that takes them to different inner pages of the major website. In short, the sidebar allows the user to diverge into different topics while not being distracting to the main content. After the user is done examining the main content that covers most of the page, by the rule of visual hierarchy their eyes will slide to the side bar to check out if they are interested in anything there.

Consideration of Accessibility and Usability Requirements

As part of my accessibility considerations, I added alt texts so that even when the image does not load, people will be able to see a description of the images and it is beneficial for people with visual disabilities as the alt text can be read out loud via a screen reader.

Also the colors chosen in the major website has a good level of contrast, making the text content easy to read. The page is not cluttered both in the home page and inner pages. Furthermore, the global navigation and footer are present on every page of the website. This enables user control and freedom, allowing them to go back and forth through the pages, and even if they click on embedded links and buttons, going back is simple and intuitive.

The website has a media query to re-align content when the page screen is smaller. For instance the images that are side to side drop down after one another when the screen size is small, enabling a better viewing experience by scrolling for phone view.

The elements have enough white space thanks to the margin and padding of various div elements that the page does not feel cluttered and the elements do not overlap even when the page is resized to smaller dimensions and screen sizes. This enables easy readability and makes the website look elegant and well planned out.

References

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   https://i.pinimg.com/564x/4f/56/cb/4f56cbb56a98d7e2d49274f805a5da2d.jpg

7. *A witch making a potion in a cauldron*. (2022). [Illustration].

   https://i.pinimg.com/564x/cf/8c/08/cf8c08566862d574176a967480edd089.jpg

8. *Witches Dancing in a Circle*. (2022). [Photograph].

   https://i.pinimg.com/564x/6b/d2/dc/6bd2dcbb80fa423ff0e5b1393aa3b974.jpg

9. *Wizard reviving the dead with necromancy*. (2022). [Illustration].

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10. *Womans' hands working on smashing herbs*. (2022). [Photograph].

    https://i.pinimg.com/564x/1f/97/dd/1f97ddb2240d327c644988596c6fced8.jpg