

1. Describe your website

My website is an informational website for Carnegie Mellon's Business Technology Group. We are hosting a virtual event next semester and this website serves as a way to promote and inform the CMU body of the event and what will happen during the event. The purpose of this website is to not only inform the CMU body but to entice them enough to go – all whilst making sure that the website is accessible and user friendly.

The information on the website includes a short summary of what the website is about, a schedule of events and a frequently asked questions page. This website tries to be interesting and engaging through the use of animation, bright color, and use of typography to draw in the user at specific moments.

The target audience for this website is the CMU student body at large – specifically ones that are interested in working within the tech industry.

2. Homepage

The homepage is simple. One load, the “you’re invited” text is animated with an underline appearing underneath it. The goal is to lead the user’s eyes toward the main body text and see what this event is about. Then as the user scrolls down, they see more information (that smoothly glides in as you scroll).

Schedule

The schedule page showcases all of the different times that events will be happening. This gives users a breakdown of the timeline of the day.

FAQ

On this page, the user is able to see frequently asked questions. They can hover over a question and that will prompt them to click on it and see the full answer to the question.

3. Bootstrap

I used Bootstrap to help with my CSS framework. I learned Bootstrap from scratch with this project and it showed me the capabilities of material design and how much simpler web design can be. Using Bootstrap also allowed me to easily make my website responsive to different displays but also give me autonomy to do what I wanted with the website.

Animation

I utilized animation within this website in order to breathe life into the interactions. Whilst a static website can be clean and beautiful – animations serve as a way to guide the user towards what you want them to see. The parallax effect brings movement into

the homepage and guides the user's eyes towards the image of CMU. I had the hand drawn text slide into the screen as well as some subtext that slides in from the left so that it would make the scrolling experience feel like less. I think animation can be used as a way to intrigue people and guide them towards having a more enjoyable user experience.

4. I iterated upon my HW7 mockups by bringing in some hand drawn text into the homepage. I brought this in in order to break the modular scrolling experience within the home page. I also used it to emphasize the image and help with the visual hierarchy within the homepage.
5. The biggest challenge that I found whilst coding my website, was of course the coding part! I love designing websites and creating interactive experiences, but it was difficult for me to implement the code behind the website. It was my first time every using Bootstrap and while this framework made the coding so much easier – there was still a learning curve that I had to get past. I also found it slightly difficult to implement styles