**INFORMATION ARCHITECTURE**

### 

### GENERAL INFO

**Your Name: Meghan Rennie**

**Site name: Apologetically Unavailable**

### SITE DESCRIPTION

“Apologetically Unavailable” is a source of information and support for my various friends and family members—all the people whom I am currently ghosting via text, email, and social media. It is designed to be sent to these people as a URL, when I finally do return their messages. Ideally, it will convey my apology for a late response in a unique and entertaining way.

### WEBSITE OBJECTIVES

1. *Your site should have 2-3 objectives.*
2. *Include: what you want to achieve by creating this site AND why.*
3. *Think big picture goals and specific goals.*
4. *What are your conditions for success?*

|  |  |
| --- | --- |
| **Primary Goal** Most important! | I am terrible at checking notifications and answering messages, so my main goal is to deliver an apology I often espouse (“Sorry for not replying until now!”) in a unique way, thereby endearing myself to my exasperated friends and family.  Generally, sincere apologies are accompanied by actual changes in behaviour. I swear, I am trying to be more responsive! While I struggle to overcome this bad habit, however, I need to revert to other means to express my heartfelt apologies, while also acknowledging that I am serially guilty of re-offending. I care about my relationships, so I do sincerely want people to know I am not snubbing them intentionally.  I know my site is successful if the visitors reply to it positively. Something as small as texting me back with a laughing emoji or an *lol* will be considered a win. Potentially, it could inspire some actual deeper discussion about my conversational patterns, but that’s not required in every situation. |
| **Secondary Goals** | Entertain the user with cheekily self-deprecating humour and visually engaging content. Make them smile, or at the least, exhale through their nose in that I-find-this-mildly-amusing way. |
| Explain some of the reasons why I keep “disappearing” and not responding to messages. Have users understand that, honestly, “it’s not you; it’s me.” |
| Provide relevant “distractions” to engage the user while they wait for me to respond to them, or to entertain and comfort them during my absence. Have users spend some actual time on the site, not just click onto then away from it in a matter of seconds. Have them fully explore the site’s content. |
| Practice my web design and development skills. Display my abilities in relation to assignment criteria. Achieve a good grade. |

### TARGET AUDIENCE NEEDS

|  |  |
| --- | --- |
| **PRIMARY TARGET AUDIENCE** | |
| **Description** of group. Include demographic and/or psychographic identifiers. | Friends and family  Geography: Usually geographically distant from me, or otherwise unable to contact and engage with me directly in-person. Some long-distance friends in different time zones.  Age Range: Wide range. Mainly young adult friends (zillenials); some older friends and family members (older millennials, gen X, baby boomers).  Relationship to me: familiar and close; therefore, comfortable with an informal/unprofessional voice. People I interact with semi-regularly. Generally fans or supportive of my creative pursuits. So they are interested in navigating the site because they are willing to check out the content I create and give feedback on it.  Attitudes: Nobody is actually, significantly mad at me for my messaging style. They range from totally fine with it to occasionally irritated. So, I’m not responding overly-flippantly to actual agitation. This is something that’s okay to joke about.  All have strong skills with English and are able to access the internet |
| What does this audience **need** **or want from** your site? | If I send this to someone after not responding to them for a while, that person still wants some sort of response from me (e.g., answering a question they asked, providing a thoughtful conversational reply to an idea, updating them on my life events). The “joke purpose” of this site is to satiate them in the absence of such a reply. The link would be sent without any real context given, so the person would click on it and more-or-less figure out what what’s going on as they navigate the site. Therefore, they want answers/ explanations, want to explore/ discover/ understand/ gain contextual knowledge.  Ultimately, they want to have a unique experience and be entertained online. Potentially they want to gain a deeper understanding by going through all my content, too. |
| What “activities” are they **primarily** doing on the site? | Entire site: look, read, skim, scroll  Page-specific: search, watch, click |
| What is this user group’s **technical ability**? | Basic technical ability for adults (not seniors) in the digital age. Knows how to navigate a website, interact with different forms of digital media (e.g., videos, buttons). Familiar with technology as a user, not a developer, designer, maintenance person, etc.  Most will be familiar with digital colloquialisms (i.e., what “ghosting” means), but may have to watch out to not use slang terms for the sake of accessibility. |
| What **situations/contexts** are users in when they are on the site? | Device: May access it on their personal computer, but if this is being sent to them via a messaging app, it is probably going to be viewed on their phone.  Situation: While checking notifications on their phone. Checking their notifications  Location: may be anywhere, inside or outside—out and about, at home, checking idly while multitasking, during free time, or on a break between activities. |

|  |  |
| --- | --- |
| **TARGET AUDIENCE 2 (Optional)** | |
| **Description** of group. Include demographic and/or psychographic identifiers. | Professor and/or TA  Age: adult  Gender: female  Relationship: not the actual people I am ghosting. Can access me in-person. Viewing the site as “outsiders.”  Attitudes: receptive to the topic. |
| What does this audience **need** **or want from** your site? | Need to evaluate it, ensuring it meets assignment criteria. Want to access, navigate, consume the contents of, and form a final judgement on, the site as easily as possible. Focusing on HTML and CSS code, alignment with best practices for website structuring, etc.  Secondary want is entertainment |
| What “activities” are they **primarily** doing on the site? | Entire site: look, read, skim, scroll  Page-specific: search, watch, click |
| What is this user group’s **technical ability**? | Higher level of technological savvy. Familiar with the concepts from a creator’s standpoint. Academic and professional experience. Engaging with the site at a deeper level, technically, compared to the primary audience segments. |
| What **situations/contexts** are users in when they are on the site? | Have the additional context provided by this document and the background of the assignment’s objectives. Know beforehand “what they are getting into,” so to speak. May be covering the site somewhat during an in-class review, but marking it out of class time, in their office or at home (i.e., will be inside). May check its compatibility on multiple devices. Probably looking at this site in conjunction with many other students’ assignments, meaning that uniqueness is important for the site to stand out from others’ work. Also note potential for eye strain due to looking at so many websites. |

CONTENT INVENTORY

1. *Describe the content and features on the site specifically and with as much detail as possible.*
2. *Do not include the content itself, rather an itemized list and description of your content.*
3. *AVOID grouping the content by page/section for now – this should be a non-hierarchical list. We will do a card sorting activity to help you arrange it into sections and pages.*

*Replace the example content below with your own.*

|  |  |
| --- | --- |
| **CONTENT** | **REQUIRED ASSETS** |
| Apology | The primary piece of content for the website, around which its entire concept is situated. Potentially will be delivered in the format of a snail-mail letter coming out of an envelope. Elements include:   * Written content of the apology * Letter and envelope graphic (unsure if this is something to be coded in directly with CSS, or an image asset to somehow be formatted around the text by the code. Will research further) |
| Excuses | A variety of explanations for why I have yet to respond to the visitor’s text/ email/ message, ranging in seriousness and believability. Potentially in the format of a grid of squares that the cursor can hover over to reveal each excuse, or that can be flipped through in a carousel format. Elements include:   * Written content of the excuses (>=12) * Card graphics (coded) * Hover/flip functionality (coded) or carousel functionality (coded) |
| FAQ | Clarifying Q-and-As about my communicative behaviour. Not actually providing much new information—more-so meant for added entertainment. Ideally formatted as if it’s a back-and-forth text conversation between the visitor and myself. Unsure yet as to how to best achieve this/ what level of interactivity it should aspire to include: should the visitor be able to select the questions to ask them, like interacting with a virtual assistant chat-bot? Should it be one of those cheesy pre-recorded text drama videos? Elements include:   * Written questions and answers * Text conversation – if chosen to do an embedded video, can check out software/apps to make it: <https://www.kapwing.com/resources/how-to-make-a-fake-texting-story-video/> <https://company.wattpad.com/archives/2017-3-31-create-your-own-story-in-minutes-with-tap-by-wattpad>   <https://www.makeuseof.com/tag/chat-stories-fiction-apps/>   * Text conversation – if chosen to do an interactive virtual assistant/ chatbot, will have to figure out how to do that. Code it on own, or use pre-made software to help? <https://www.tidio.com/blog/how-to-create-a-chatbot-for-a-website/#choose-the-chatbot-platform>   <https://www.youtube.com/watch?v=Ewxwls63QyE>   * <https://collect.chat/> (the demo for this one was nice) |
| Distractions | A master-list of links and/or gallery of embedded media. Need to make sure content is properly cited. Elements include:   * Images: Memes about being a bad texter * Videos: wholesome animal videos to provide comfort and entertainment * Hyperlinks: links to the webpages for organisations/projects I’m involved with, and probably busy with instead of responding to my notifications. The visitor can check them out and might be interested in getting involved, as well! * Audio: embedded play button for a Spotify playlist or something. Songs about trying to contact people/ not getting called back. |
| Project About | Drops the façade/goes out of character. More honest, direct, and sincere. Explains the context of the assignment, the website’s intentions. Elements include:   * Written content description |
| Forgiveness Vote | A poll that lets the visitor vote on whether or not they accept my apology. Once an answer is submitted, it would then show the total results of all of the people who have voted thus far. Need to make sure it doesn’t reset every time the visitor returns to the page, though (i.e., only one vote per IP address?) Elements include:   * Button * Response to button click (written content) * Collection and storage of data (everyone’s votes) * Display of data after the user votes * Code to track if the visitor already voted or not |
| Bio | For the purposes of including this in my portfolio. Elements include:   * Written biographical statement   Image (portrait) |
| Contact Info | Contact information that doesn’t go anywhere. Elements include:   * Text content: phone number (one of those joke phone numbers that just goes to a dial tone or something)   Text content/link: email address (see if I could set up a dummy email account that automatically messages back to any emails with a pre-written reply?) |

INFORMATION ARCHITECTURE ANALYSIS

*In 1-2 sentences each, describe how the content on your site contributes to:*

1. *achieving your website’s objectives*
2. *meeting your target audience’s needs*

The site’s objectives include providing an apology whilst being entertaining, and exploring a variety of web design/development capabilities. The content of the website meets this by providing a multimedia experience (including audio, static images, video, interactive interface, etc.) alongside tongue-in-cheek written content. The variety and humour of the content makes it engaging for visitors, allowing them to enjoy the experience of navigating through it and hearing out my apology.

[**https://codepen.io/danielkov/pen/WOyYyY**](https://codepen.io/danielkov/pen/WOyYyY)

**<div class="container">**

**<div class="message-bubble megh">**

**<p>Some message here and so on lorem ipsum dolor shit ...</p>**

**</div>**

**</div>**

**<div class="message-bubble user">**

**<p>Some message here and so on lorem ipsum dolor shit ...</p>**

**</div>**

body {

  margin: 0;

  height: 100vh;

}

.message-bubble {

  background: lightgrey;

  text-align: center;

  height: 120px;

  width: 200px;

  padding: 12px;

  box-sizing: border-box;

  display: flex;

  align-items: center;

  border-radius: 10px;

  position: relative;

}

.megh {

    border-bottom-left-radius: 0;

}

.user {

    border-bottom-right-radius: 0;

}

.megh:after {

  content: ' ';

  position: absolute;

  width: 0;

  height: 0;

  transform: rotate(0.75turn);

border-style: solid;

border-width: 30px 0 0 30px;

border-color: transparent transparent transparent lightgrey;

  bottom: 0;

  right: 200px;

}

.user:after {

  content: ' ';

  position: absolute;

  width: 0;

  height: 0;

border-style: solid;

border-width: 30px 0 0 30px;

border-color: transparent transparent transparent lightgrey;

  bottom: 0;

  right: -20px;

}

The texting video is actually quite effective - there is something to be said for absolute control over timing and sound. The chatbot libraries might not be the answer for this as they are designed for the user to type in their own response, rather than you giving a series of pre-written Q&A statements. For the poll, you might use something like this: https://www.powr.io/poll-for-html-how-to-add-to-your-site?src=tutorials. Doodle might have embeddable polls too.

<https://codepen.io/peiche/pen/AxWYdO>

<div class="grid-parent">

            <div class="button padding-light current-location">

                <a href="index.html">Apology</a>

            </div>

            <div class="button padding-light">

                <a href="excuses.html">Excuses</a>

            </div>

            <div class="button padding-light">

                <a href="distractions.html">Distractions</a>

            </div>

            <div class="button padding-light">

                <a href="about.html">About</a>

            </div>

        </div>

/\*

/\*@keyframes tonext {

    75% {

        left: 0;

    }

    95% {

        left: 100%;

    }

    98% {

        left: 100%;

    }

    99% {

        left: 0;

    }

}

@keyframes tostart {

    75% {

        left: 0;

    }

    95% {

        left: -300%;

    }

    98% {

        left: -300%;

    }

    99% {

        left: 0;

    }

}

@keyframes snap {

    96% {

        scroll-snap-align: center;

    }

    97% {

        scroll-snap-align: none;

    }

    99% {

        scroll-snap-align: none;

    }

    100% {

        scroll-snap-align: center;

    }

}

\*::-webkit-scrollbar {

    width: 0;

}

\*::-webkit-scrollbar-track {

    background: transparent;

}

\*::-webkit-scrollbar-thumb {

    background: transparent;

    border: none;

}

\* {

    -ms-overflow-style: none;

}

ol {

    list-style: none;

    margin: 0;

    padding: 0;

}

.carousel {

    position: relative;

    filter: drop-shadow(0 0 10px #0003);

    perspective: 100px;

}

.carousel\_\_viewport {

    position: relative;

    top: 0;

    right: 0;

    bottom: 0;

    left: 0;

    display: flex;

    overflow-x: scroll;

    counter-reset: item;

    scroll-behavior: smooth;

    scroll-snap-type: x mandatory;

    max-width: 1000px;

    height: fit-content;

    margin: 0 auto;

}

.carousel\_\_slide {

    position: relative;

    flex: 0 0 100%;

    width: 100%;

    background-color: var(--med);

    counter-increment: item;

}

.carousel\_\_slide:before {

    content: counter(item);

    position: absolute;

    top: 50%;

    left: 50%;

    transform: translate3d(-50%, -40%, 70px);

    color: #fff;

    font-size: 50px;

}

.carousel\_\_snapper {

    position: relative;

    top: 0;

    left: 0;

    width: 100%;

    height: 100%;

    scroll-snap-align: center;

}

@media (hover: hover) {

    .carousel\_\_snapper {

        animation-name: tonext, snap;

        animation-timing-function: ease;

        animation-duration: 4s;

        animation-iteration-count: infinite;

    }

    .carousel\_\_slide:last-child .carousel\_\_snapper {

        animation-name: tostart, snap;

    }

}

@media (prefers-reduced-motion: reduce) {

    .carousel\_\_snapper {

        animation-name: none;

    }

}

.carousel:hover .carousel\_\_snapper,

.carousel:focus-within .carousel\_\_snapper {

    animation-name: none;

}

.carousel\_\_navigation {

    position: relative;

    right: 0;

    bottom: 0;

    left: 0;

    text-align: center;

}

.carousel\_\_navigation-list,

.carousel\_\_navigation-item {

    display: inline-block;

}

.carousel\_\_navigation-button {

    display: inline-block;

    width: 1.5rem;

    height: 1.5rem;

    background-color: var(--dark);

    background-clip: content-box;

    border: 0.25rem solid transparent;

    border-radius: 50%;

    font-size: 0;

    transition: transform 0.1s;

}

.carousel\_\_prev {

    left: -1rem;

}

.carousel\_\_next {

    right: -1rem;

}

\*/

  <section class="padding-thick">

    <div class="carousel" aria-label="Gallery">

      <ol class="carousel\_\_viewport">

        <li id="carousel\_\_slide1" tabindex="0" class="carousel\_\_slide">

          <div class="carousel\_\_snapper">

            <a href="#carousel\_\_slide4" class="carousel\_\_prev"></a>

            <a href="#carousel\_\_slide2" class="carousel\_\_next">Go to next slide</a>

          </div>

          <img href="/images/meme1.jpg">

        </li>

        <li id="carousel\_\_slide2" tabindex="0" class="carousel\_\_slide">

          <div class="carousel\_\_snapper"></div>

          <a href="#carousel\_\_slide1" class="carousel\_\_prev">Go to previous slide</a>

          <a href="#carousel\_\_slide3" class="carousel\_\_next">Go to next slide</a>

        </li>

        <li id="carousel\_\_slide3" tabindex="0" class="carousel\_\_slide">

          <div class="carousel\_\_snapper"></div>

          <a href="#carousel\_\_slide2" class="carousel\_\_prev">Go to previous slide</a>

          <a href="#carousel\_\_slide4" class="carousel\_\_next">Go to next slide</a>

        </li>

        <li id="carousel\_\_slide4" tabindex="0" class="carousel\_\_slide">

          <div class="carousel\_\_snapper"></div>

          <a href="#carousel\_\_slide3" class="carousel\_\_prev">Go to previous slide</a>

          <a href="#carousel\_\_slide1" class="carousel\_\_next">Go to first slide</a>

        </li>

      </ol>

      <aside class="carousel\_\_navigation">

        <ol class="carousel\_\_navigation-list">

          <li class="carousel\_\_navigation-item">

            <a href="#carousel\_\_slide1" class="carousel\_\_navigation-button">Go to slide 1</a>

          </li>

          <li class="carousel\_\_navigation-item">

            <a href="#carousel\_\_slide2" class="carousel\_\_navigation-button">Go to slide 2</a>

          </li>

          <li class="carousel\_\_navigation-item">

            <a href="#carousel\_\_slide3" class="carousel\_\_navigation-button">Go to slide 3</a>

          </li>

          <li class="carousel\_\_navigation-item">

            <a href="#carousel\_\_slide4" class="carousel\_\_navigation-button">Go to slide 4</a>

          </li>

        </ol>

      </aside>

    </div>

  </section>