



**Queensland University
of Technology**

DXB111

Introduction to Web Design

Assignment 2 - Interactive, responsive website

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Target audience: High-school aged users

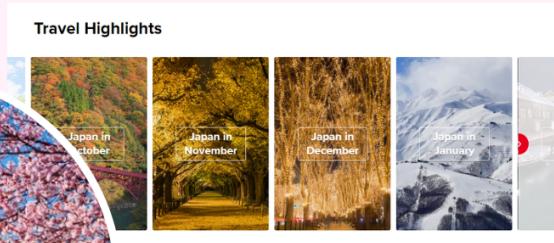
The idea of traveling to different countries is an appealing idea to many high-school aged children, and in particular, Japan. They are curious about exploring new places, cultures and experiences. Growing up in the digital era, high-school aged users have developed shorter attention spans which make it important to design a clean, streamlined website with clear and engaging navigation. As high-school aged children have access to social media, their main priority is to seek trendy activities such as local delicacies, popular tourist attractions and other entertainment options. This website aims to tailor towards the high-school aged demographic interests and preferences to ensure an engaging user experience.

Mood board

Inspiration



Japan Trip
Tourist



iPhone X Wireframe (Home page)

Embark on a journey of a lifetime to Japan and broaden your horizons. Whether you're exploring historic temples, tasting delicious local cuisine, or diving into the world of modern pop culture, Japan offers high school students a culturally rich and unforgettable adventure!

Explore Japan

Places

Food

Follow us

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iPad Wireframe (Home page)

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Desktop Wireframe (Home page)

Desktop - 1

JapanTrip

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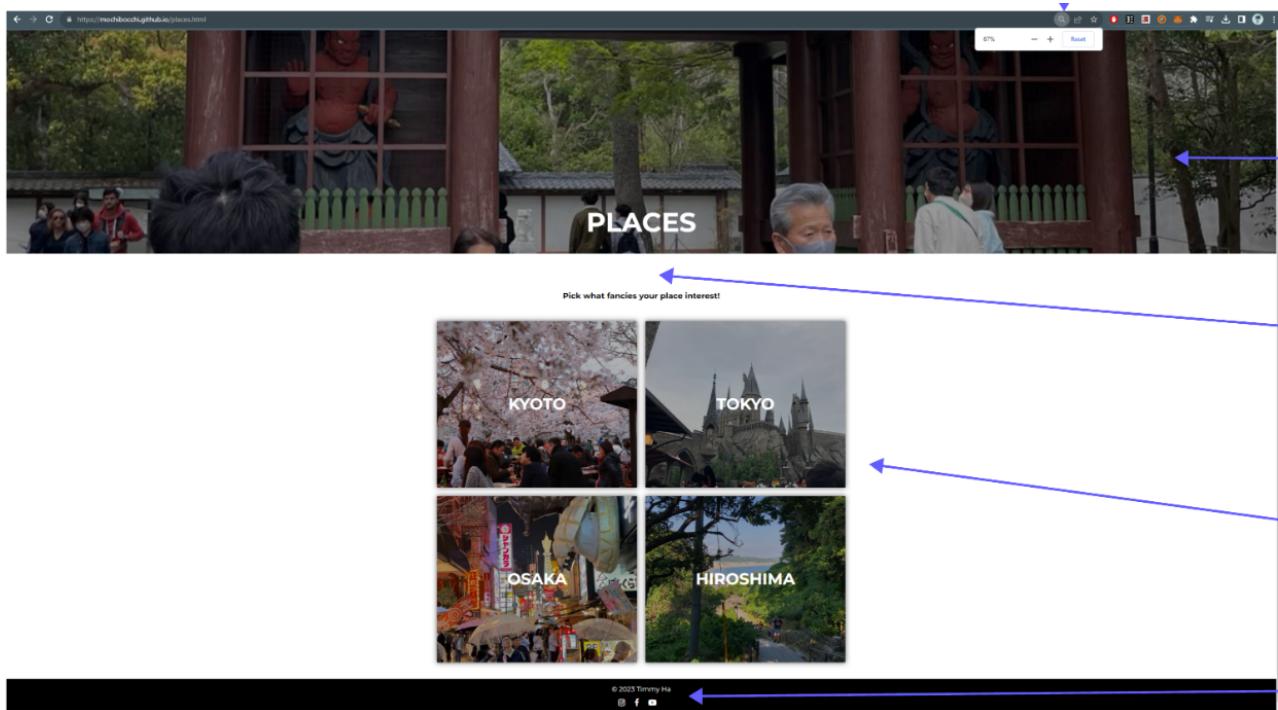


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The screenshot shows a responsive website for travel to Japan. The hero image is a large, slightly darkened photograph of a traditional Japanese temple with red walls and a white tiled roof. Overlaid on the image is the text "Explore Japan" in bold, white, sans-serif font, and below it, a smaller line of text: "Come see what Japan has to offer for high school students!". At the top of the page is a navigation bar with links for "HOME", "PLACES", "FOOD", and "ABOUT". A small circular logo with a stylized letter "T" is located in the top-left corner of the hero image area.

- A simple logo to help reinforce the professional look of the website
- A simple navigation bar to help highschool students see exactly what can be pressed. If you hover over the options, it will have an underline, making it more aesthetically pleasing and engaging.
- Use big bold text and colourful hero image to catch highschool student's attention. In terms of accessibility, the used image hero is slightly darkened and the font size is large enough to make it pop out. There is also an alt text description to every single image in the website, which helps to include screen readers.
- Make the hero image a little more interesting and engaging on PC view by cutting it into a asymmetrical shape. But on smaller PC views, the hero page is rectangular shape.
- The blue polygon background shape has an animation when you switch from PC view to a smaller window. Helps to engage highschool students.



(This page has been zoomed out, for the sake of showing all the elements)

A half-sized hero image that shows an interesting cultural area of Japan to help increase viewer engagement.

In terms of accessibility, the used image hero is also slightly darkened and the font size is large enough to make it pop out.

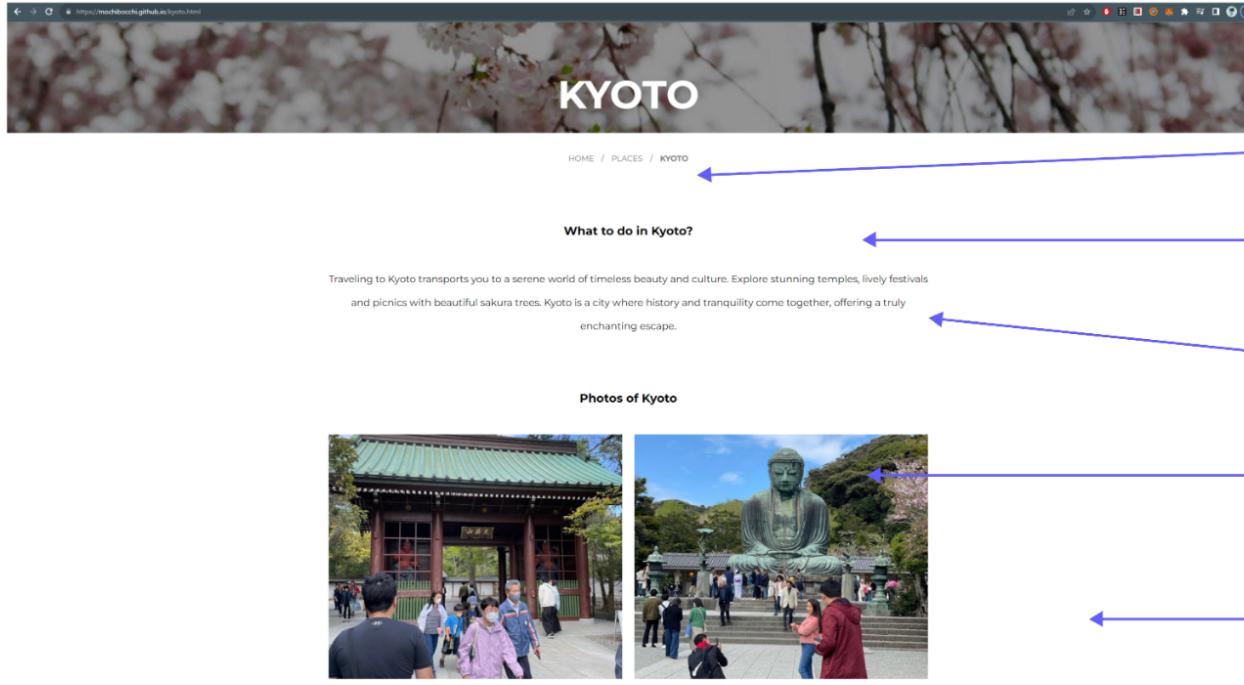
I originally had breadcrumb nav at the top here, but decided to remove it because I thought it would be distracting for highschool users. I also asked some of my highschool-aged peers, and they all unanimously agreed to remove it. However, I included it in my other pages that require you to go through a few pages first.

Utilise flex boxes to contain all the image buttons so that when the window view changes, it will dynamically stack the images into the next row when it tries to overflow from the container. To further engage highschool students, I made it so it feels good to hover over the image buttons: it plays an animation that brightens up the image and reduce the drop-shadow.

Made a very clean, simple footer that doesn't distract the highschool user from the main content. It also has social media icons that can be pressed, redirecting you to that particular website.

My final product here is slightly different from the wireframes after considering accessibility and user-experience designs for highschool users. For example, I decided to include the social media icons in the footer rather than in the actual main section. I believe having less elements on the main content will help highschool users to engage better with the web content. It will help with user retention as highschool students can get irritated by unnecessary self-promotions, especially when it interferes with their reading. It will be better to tuck away the social media icons at the bottom of the footer, so that when they finish reading/scrolling down the web content, they will see it there instead.

Social media is a good resource for highschool users to connect with. It helps to add further credibility and professionalism, as it reassures the user that this website is being managed by an actual group. This way, they will feel more open about sending inquiries in the about-page, if they want to seek professional advice regarding potential events to add to their trip itinerary.



(This page has been zoomed out, for the sake of showing all the elements)

Added a clean, simple breadcrumb navigation. In terms of accessibility, I added aria-current="page" attribute to the breadcrumb to help screen readers know that this is the current page. I did this to all the breadcrumb navigations in the website.

Clear separation of sections by use of bolded headings and line height space.

Short, straight to the point paragraph about what to do in Kyoto. High school students generally have a shorter attention span, so they would rather look at pictures than read a long text about itinerary. In terms of accessibility, I adjusted the line height so that it is easier to read.

Again, I utilised flexboxes here so that you can dynamically keep adding more images without worrying about window size.

Clean, simple white background so that it does not distract highschool users from the main content.

In conclusion, I applied foundational principles of web design that we learned in this unit to improve interface, navigation design and user-centered design. I considered accessibility in my web content such as visual elements, top navigation bar, bread-crumb navigation, aria current attributes and alt text. I applied knowledge of semantic markup of web content and appropriate embedding of media assets, and also aimed to deliver dynamic web content through use of technical CSS such as use of selectors, properties and values, cascade and flexbox.

I also implemented technologies that were briefly mentioned in class such as animations, and took it a step further by implementing it into a polygon background to improve aesthetics. Additionally, I also utilised animations when user hovers over flex image items by changing opacity and drop shadow filters.

Figma link:

<https://www.figma.com/file/RHgc6uSPXlcEOMCwOdsKRy/Untitled?type=design&node-id=0%3A1&mode=design&t=LfwN7ShDzCTQKEmb-1>

Github link to my website:

<https://github.com/mochibocchi/mochibocchi.github.io>