

Janey Hann Website Experience

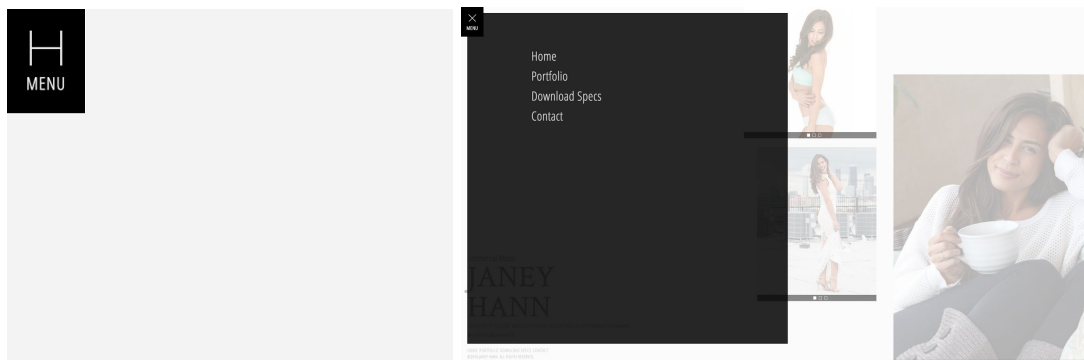
The purpose of this documentation is to provide a detailed understanding to the client, Janey, of all the significant nuances of this website.

Key Points from Competitors' Sites

1. Not a responsive site, which means it doesn't offer an optimal mobile experience.
2. When viewed on mobile device the navigation lacks in usability.
3. Because all the models have the same portfolio design, none of them stand out and it's extremely easy to overlook an individual model.
4. The slider, which is the component that uses left and right arrows to navigate from one image to the next, makes it difficult to click on the arrows when viewed on mobile.
5. When viewed on a phone, the website is only viewable when the phone is in landscape mode.
6. Difficult to click on the close icon on the lightboxed images.

Design of this Digital Experience & How it Stands Out from Competitors

1. Janey Custom Navigation

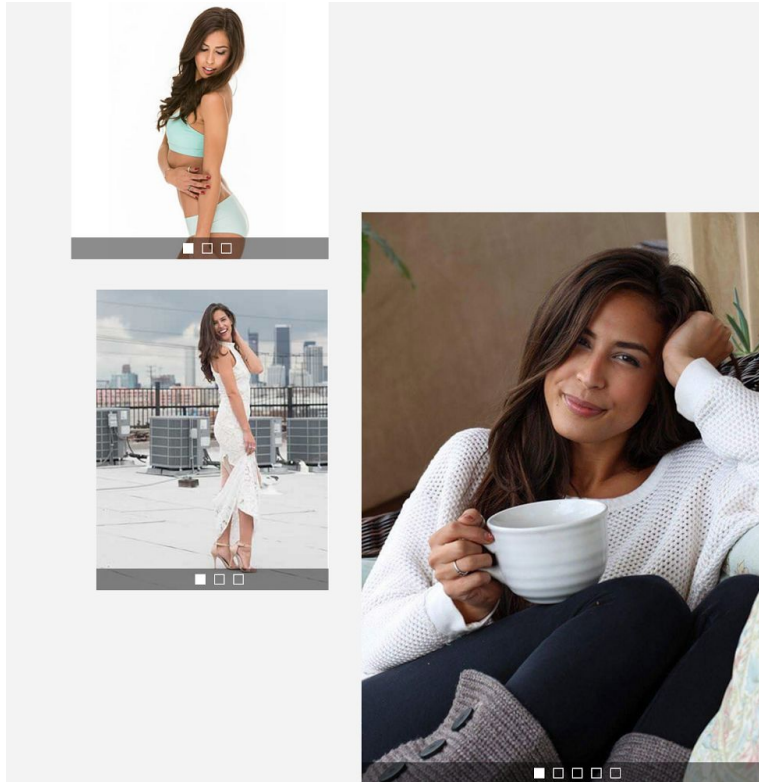


This custom built navigation is not only the key factor in delivering a great mobile experience, but also serves as a way to brand the client, Janey. Most mobile navigation use three stacked lines to indicate the navigation, but because of the linear shape of the client's second initial, it served as an opportune moment to program Janey's initial as the icon for the navigation and have it animate when clicked. Using the "H" as a navigation icon may cause some confusion; however, by incorporating the word "menu" it will give needed context to the user to click on the H. Overall this icon is very simple, making it easy to remember.

Once the icon is clicked it activates a menu to further explore Janey's website. The icon immediately animates to an "X", letting any user know that the menu is open. In addition to that, the menu items are in a large enough font so that they are clearly visible on phones and tablets as well as desktop computers.

There is also a convenient navigation at the bottom of each page. It is less prominent; therefore, it doesn't take your attention away from the important things like the images or title.

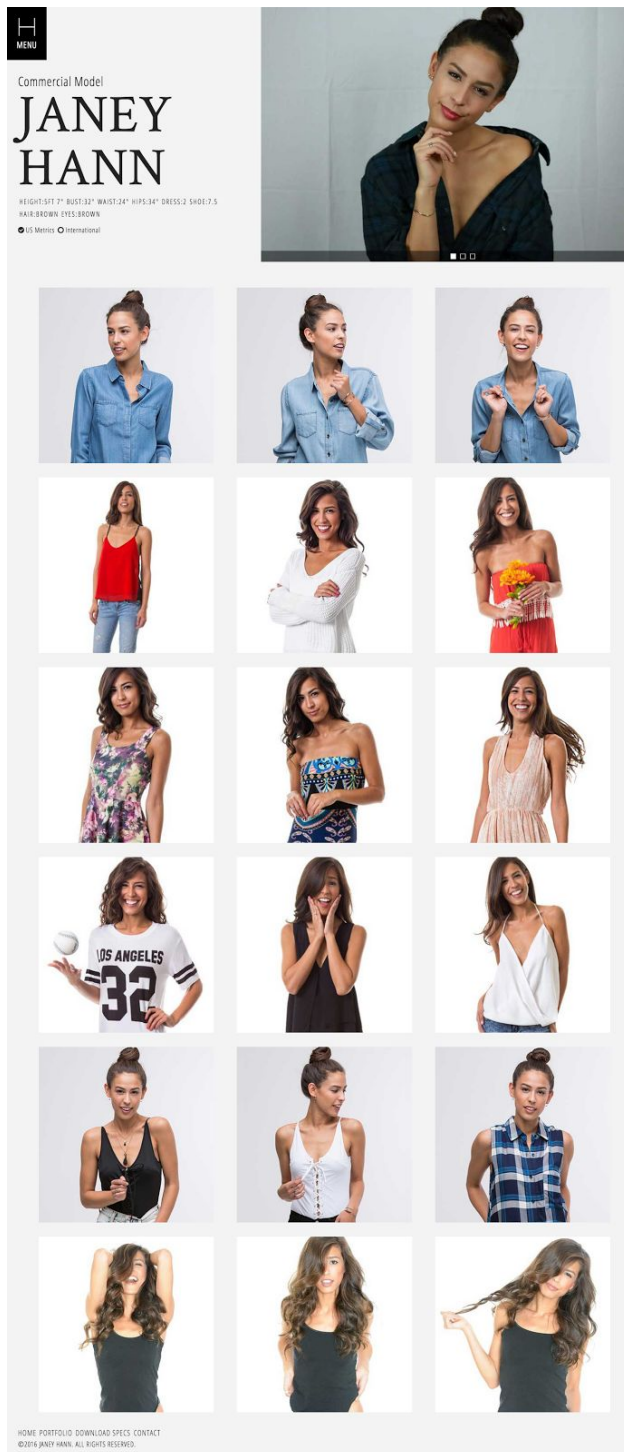
2. Sliders on homepage



One of the most difficult things when navigating the other competitor websites was viewing the images in their slider on a mobile device. The left and right arrows were difficult to click.

The slider for Janey's website negates those frustrations. In lieu of right and left arrows, small white boxes are used as the navigation element to view additional images in the slider. The transparent black underneath the white boxes allow legibility of the white boxes when paired with any photo.

3. Janey Portfolio



Janey's portfolio page proudly displays all her stunning images ready to be viewed by the user. The design of this page requires the user to scroll to view the images. This simple and yet intuitive action allows potential employers to see what they need to see without wasting their time. An upgraded feature, at no cost, has been added to the

pictures to allow users to view an enlarged version of the image. The enlarged image displays in a lightbox with information about the photographer.

4. Branded Title

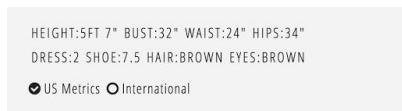


This website should not only be a website. It needs to serve as an experience and a professional representation for Janey. This website is a type of brand interaction.

Each page boldly displays Janey's name and her title. This declaration helps reiterate Janey is a commercial model and helps establish that brand.

Initial research indicated the term "fashion model" to be a better search term; however, further research indicates branding "commercial model" for the client will lead to higher success outcomes. In addition, Janey had a tremendous amount of image assets which fit perfectly as a commercial model.

5. Interactive Animated Model Specs



Research indicates every professional modeling site incorporates a model's measurements. Janey's website is no different. Janey's specs are designed to be placed clearly on every page for easy access to potential employers. In addition to that, it is interactive, which helps give it a contemporary and modern app feel. Users can select to display the information in US or International metrics.

6. Downloadable Model Spec Sheet

JANEY HANN

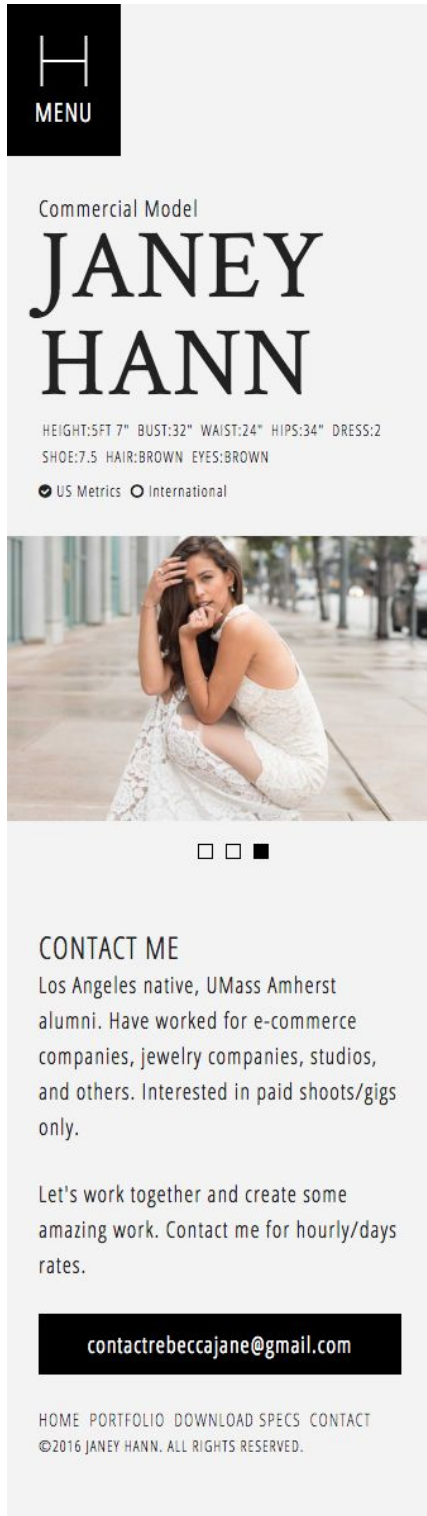


Height: 5' 7" Bust: 32" Waist: 24" Hips: 34"
Dress: 2 Shoe: 7.5 Hair: Brown Eyes: Brown

contactrebeccajane@gmail.com

By offering a way to download Janey's model specs, it creates another positive user experience especially for potential employers. This option allows for potential employers to easily print out Janey's specs and contact information without copying it from the website. It is a subtle convenience, but helps save time for potential employers.

7. Simple Contact



This is a straight-forward, simple contact. Users can press the button to contact Janey or users can copy the email address and put it into their contacts to have on file to contact Janey at a more opportune time.

Summary

In conclusion every design decision, every programmed piece of code is meticulously crafted to create a great user experience and assist the client, Janey Hann, in creating a professional modeling brand. This is done by creating a responsive website that is a great experience on mobile devices and desktop platforms, ensuring the site's navigation is still easy to use when users are on mobile devices, making sure images are still boldly presented on mobile devices, making sure the slider works correctly on mobile, and creating a custom website experience that doesn't look the same as every other model in her city. As these details are where her competitors' websites fall short, it will help the Janey Hann digital experience stand out from her competition.