

Tiarra Alexandria Website Experience

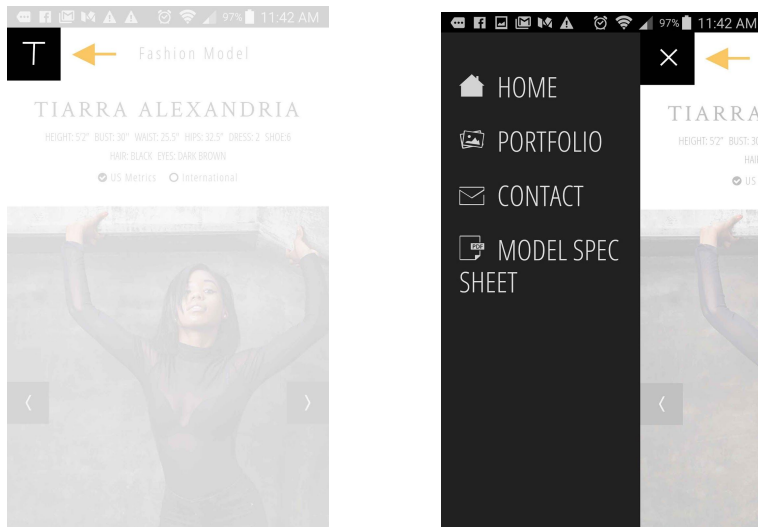
The purpose of this documentation is to educate and provide a detailed understanding to the client, Tiarra, of all the significant nuances of this website. After analyzing the competitors, the decisions implemented on this website allows for a custom-crafted digital experience to stand out from her competitors.

Key Points from Competitor's Site That Can Improve

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.

Design of Tiarra Website & How This Website Experience Stands Out from Competitors

1. Tiarra Custom Navigation



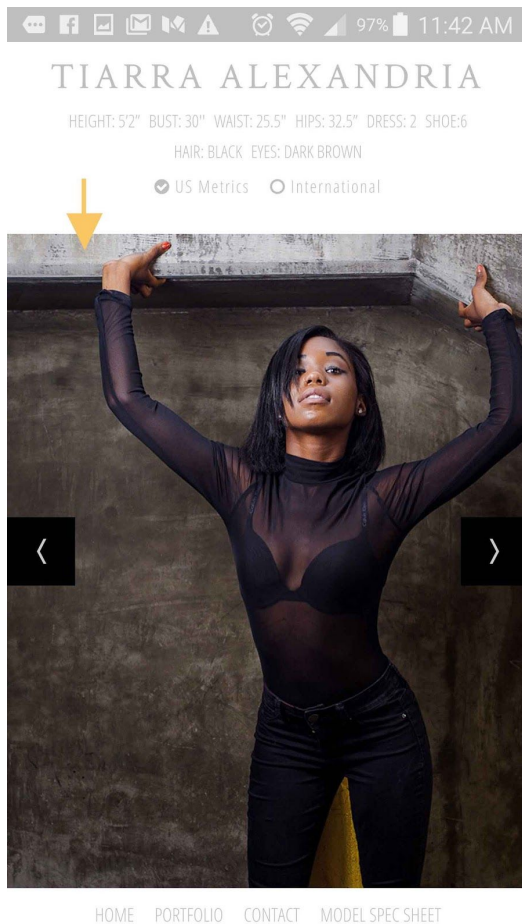
This custom built navigation is not only the key factor in delivering a great mobile experience, but also serves as a way to brand the client, Tiarra. Most mobile navigation use three stacked lines to indicate the navigation, but because of the linear shape of the client's first initial, it served as an opportune moment to program Tiarra's initial as the icon for the navigation and have it animate when clicked. Overall this icon is very simple, making it easy to remember and because it sits around an area of white, the contrast of the icon and white allow the icon to stand out.

Once the icon is clicked it activates a menu to further explore Tiarra'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. The menu items also display a small icon on the left side to represent it. These small icons give a user contextual information about the contents of the menu item. For example, the icon next to portfolio is a graphic of two polaroid-type images.

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.

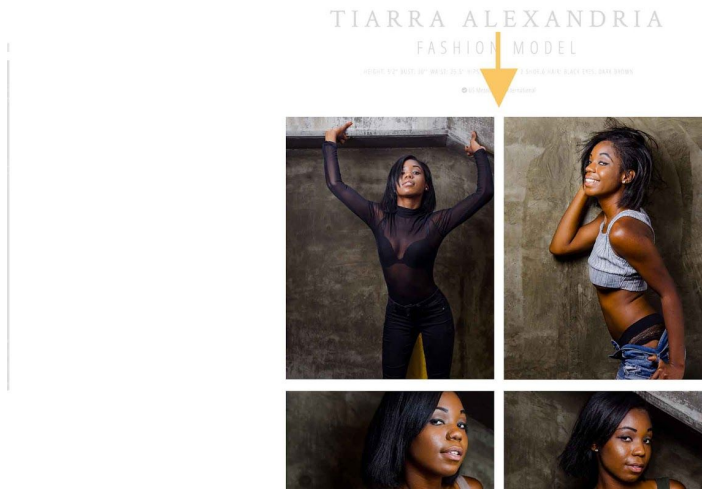
2. Slider on homepage



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 Tiarra's website negates those frustrations. The left and right arrows are more than large enough to click with your fingers allowing the user to easily navigate to the next image in the slider.

3. Tiarra Portfolio



Tiarra'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 only 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.

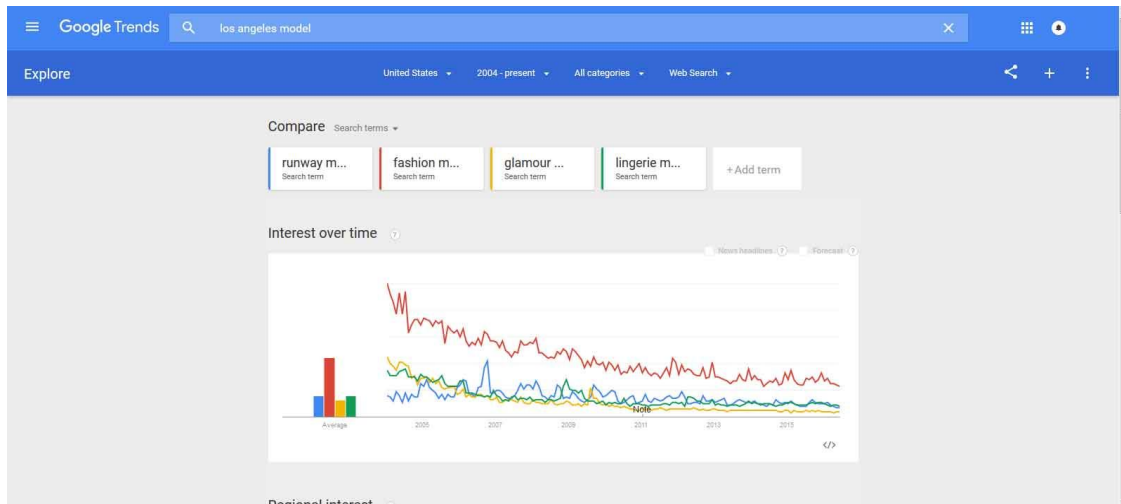
4. Branded Title



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

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

(see below chart for further details)



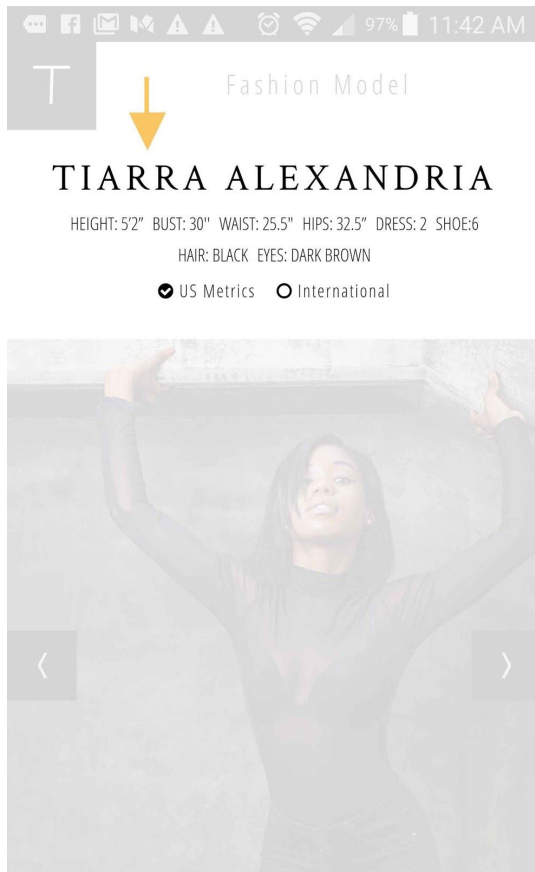
**The red line represents Fashion Model.*

According to Google as of July 2016, searches for model have dropped over the past decades, however, searches and inquiries for Fashion Model are vastly higher than any other type of model.

The client, Tiarra, listed many modeling interests on her profile including fashion. As we can see in the above Google analytics, positioning Tiarra as a Fashion Model will help in search rankings, which in turn get more potential employers seeing her portfolio.

This website also uses "Tiarra Alexandria" as the title. Because her existing modeling profile uses that name, it helps with search rankings to use the same name.

5. Interactive Animated Model Specs



Research indicates every professional modeling site incorporates a model's measurements. Tiarra's website is no different. Tiarra's specs are designed to be placed at the top of 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

TIARRA ALEXANDRIA



US METRICS

Height: 5' 3" Bust: 30" Waist: 25.5" Hips: 32.5"

Dress: 2 Shoe: 6 Hair: Black Eyes: Dark Brown

INTERNATIONAL

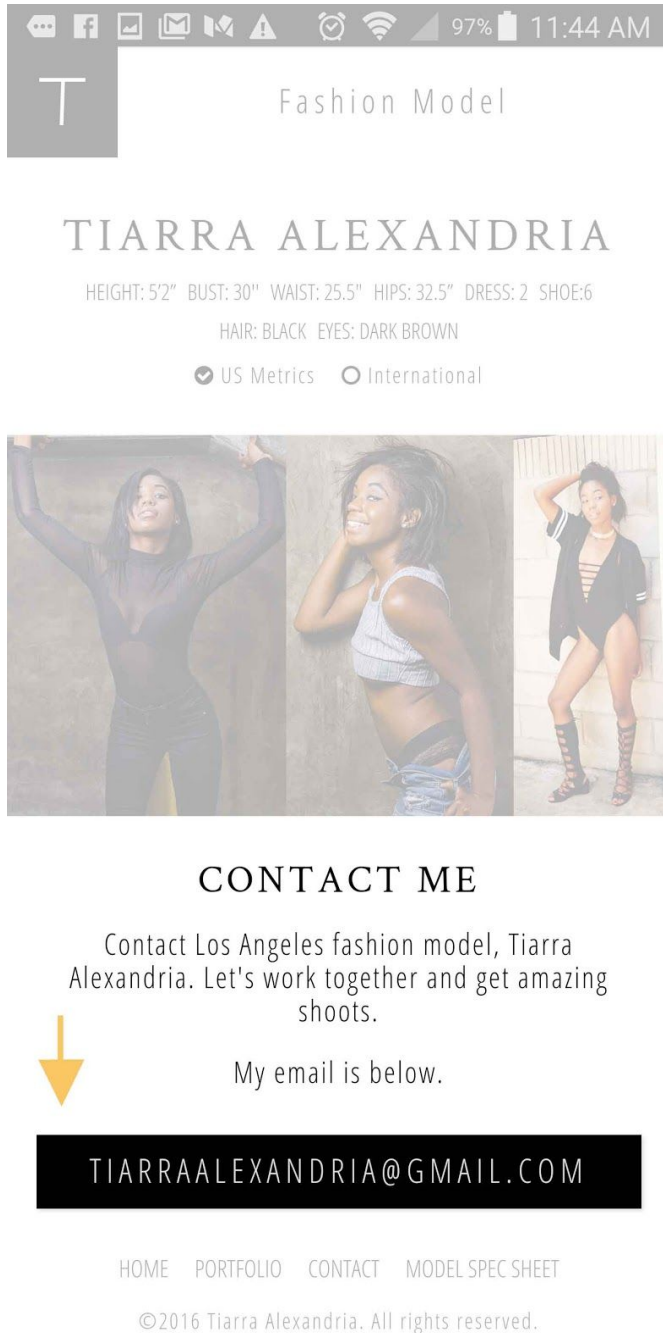
Height: 157 cm Bust: 76 cm Waist: 64.7 cm Hips: 82.5 cm

Dress: 2 Shoe: 6 US Hair: Black Eyes: Dark Brown

Email: tiarraalexandria@gmail.com

By offering a way to download her model specs, it creates another positive user experience especially for potential employers. This option allows for potential employers to easily print out Tiarra'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 Tiarra or users can copy the email address and put it into their contacts to have on file to contact Tiarra 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, Tiarra Alexandria, 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 are details where her competitor's websites fall short, they will help the Tiarra Alexandria digital experience stand out from her competition.