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PUI Assignment 7 Write-up

Part 1:

The website I created is a scrollable infographic that shows fun facts and Statistics about Uber. It is made up of several illustrations, which I made myself and added animated features to using skrollr.js. The website consists of five infographic parts, which each convey different information; an introduction explaining how Uber started, an animation of cars and planes which shows important events in Uber's timeline, an animation which relates an Uber fun fact to Space, an animation of an overhead view of a car driving down a road showing information on Uber drivers, and an infographic of fun facts about Uber usage.

This website uses scrolling animation to make otherwise static facts and information very engaging and story-like. The target audience is anyone who uses transportation. One audience who could use this website are people who use Uber regularly but don't know much about the company or its history. I could also see the target audience for this website being people who don't know what Uber is, and want an overview.

Part 2:
- This website consists of one long page, where the main interaction is scrolling, watching, and reading information.
- First, users will scroll through an introduction where they will read information o how Uber was founded.
- Next, users will scroll through a horizontal car-driving animation where they will read chronological information on some significant events in Uber's history.
- Next, users will scroll through to a space scene, read a fun fact about Uber, and watch an animation of a rocket flying from Earth to the moon.
- Next, users will scroll through an overhead animation of a car driving down a road, and read various statistics about Uber drivers.
- Lastly, users will scroll through an infographic of three Uber usage statistics. At the end of this infographic, the website will conclude.

Part 3:
- The tool I used was skrollr.js
- I chose to use skrollr.js because it is generally considered a good tool to use for dynamic webpages and webpages that have timelines. Additionally, when I saw it used in lab, I thought it looked very engaging and wanted to use it to make my website more engaging. I have seen scrolling websites before and always thought they were a very intriguing way to show a small amount of information.
- I used skrollr.js to implement horizontal scrolling features, change text opacity, and animate different features within the infographic. Some of the animations included a car driving and turning, a plane flying, and a rocket launching.
- The main benefit of using skrollr.js for my website is it made the website more dynamic and engaging, so that users would be more inclined to read the info

shown on the website. It gave my website a "story-like" feel, which was aided by the illustrations on the website.

Part 4:
I completely changed my idea from HW6, which was originally to create an interactive website that showed different Uber data visualizations, made by visualizing data from existing data sets. This seemed like too large of a project to complete in such a short period of time, so I pivoted to an infographic website, showing fun-facts and other interesting statistics using animation.

Part 5:
One of the largest challenges I faced was getting skrollr.js animations to work the way I intended. For example, it was very difficult to animate the car animation to drive exactly on the curved road for one of my infographic parts. Additionally, it was extremely difficult to make the website responsive.