

PART 1

A.

i. Because of America's rapid urban development, many people are unaware about where our food comes. Thus, the purpose of my website is to inform people about food ingredients in order to bridge the gap between "farm and fork".

ii. I chose the most common foods and displayed information on how these foods are grown and/or made as well as additional information that may be important in getting to know these foods (i.e. their origins). I also displayed pictures in an automatic carousel for each food which will give users a visual understanding about where their food comes from.

iii. I made this website engaging by including animations. For animations, I incorporated parallax scrolling into the banner of the homepage, so that users will get a more 3-D effect. When the user scrolls down, the description then fades, so that they can focus on the categories of food. I have each category of food items bounce up when the user scrolls up to that section of the page to add more life to the page. To catch the users interest, I placed the description above the fold for quick access to understanding the goal of this website to catch their interest.

iv. This is targeted towards the general audience, so I made the website easy and simple to use. Users simply scroll down and choose the food they want to learn more about because it is all laid out. Additionally, I made sure to make each food description short and concise so that they can learn about the important information without getting bored.

PART 2

B.

Interaction Type #1

i. Viewing multiple images for a food item

ii. User has to click on the food item of their choice to get to the description page from the homepage, and they will see each image slide automatically since the image on the carousel scrolls every 3 seconds

Interaction Type #2

i. Viewing the food options below the fold on the homepage

ii. User can simply scroll down to reveal the food options or click on the bouncing arrow beneath the description to direct them straight to the food choices

Interaction Type #3

i. Going back to the homepage from the food description page

ii. User clicks on the back button on the top left corner of the description page

PART 3

C.

Library #1

i.Bootstrap

- ii. I chose this tool because it allowed me to design a responsive website faster and easier than coding the HTML from scratch
- iii. I used it to create the layout of my pages, captions underneath the food options, the circle shape of my food options, buttons, smooth scrolling effect upon clicking the button, and the automatic carousel.

Library #2

i.JQuery

- ii. I chose this tool because not only is it one of the most common libraries to use, but also it was the easiest tool which would allow me to select HTML elements and perform some action to them
- iii. I used it to initiate the AOS library and perform fading animations on the homepage.

Library #3

i.AOS library

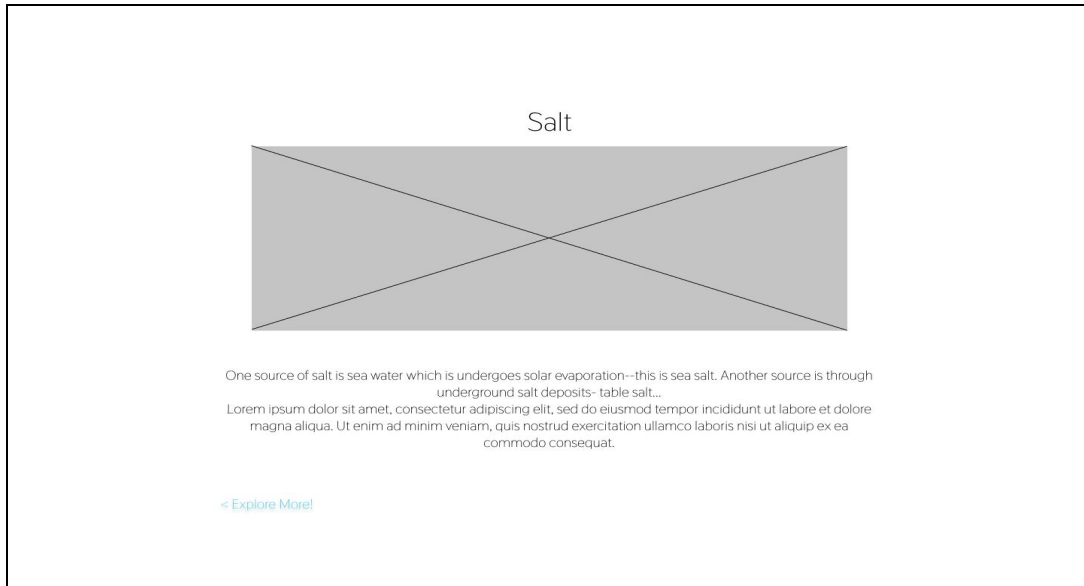
- ii. I chose this tool because it was the quickest way to get scroll effects without having to code this effect with JavaScript
- iii. I used it to make the food choices bounce up when the user scrolls down the homepage.

PART 4

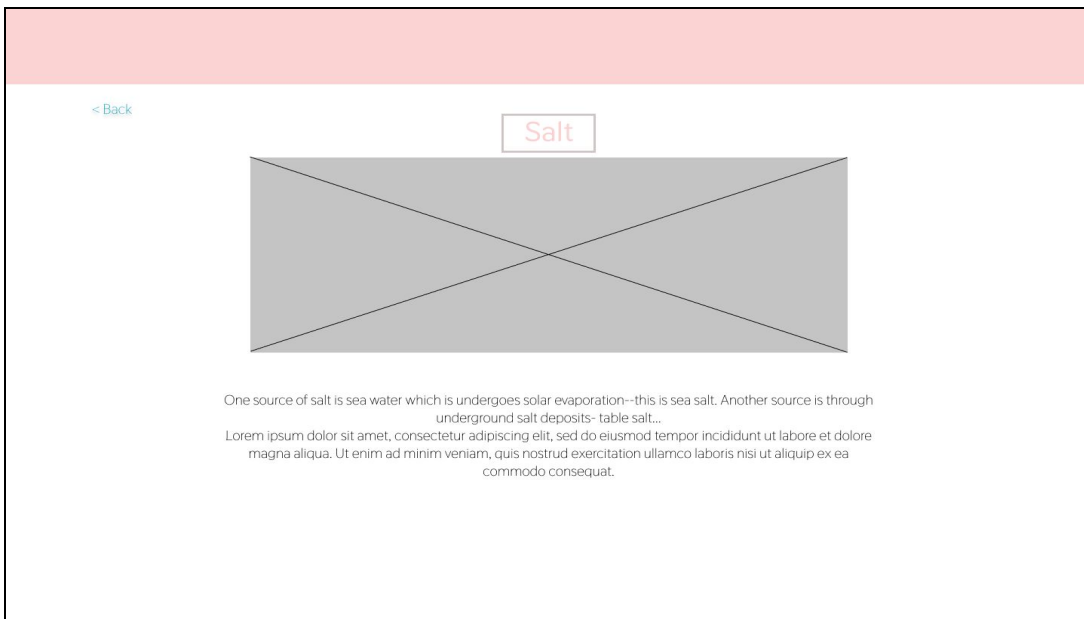
D.

From one round of three user testings that I've conducted for my low to mid-fi prototype, I received feedback that the "Explore More!" button was ambiguous because users didn't know that clicking on it meant that they would be sent back to the homepage. Additionally, they didn't want to scroll all the way down to go back to the previous page. Thus, I changed the term from "Explore More!" to "Back" to follow the heuristic of consistency and placed it on the top so that users were able to see it better for visibility. After another round of three user testings, I thought it was best to give the food content page more color so that it would be more aesthetically pleasing to users since there was some feedback on the blandness of the content page.

Original (Homework 7):



Final (After changes):



PART 5:

E.

One surprising challenge that I experienced in implementing my website was linking my html file to my css file relatively to each other (GitHub didn't take direct links) because I organized my files in sub-folders. I eventually had to email a TA regarding this issue. Another challenge I experienced was finding and narrowing down the right library for the animations on my page. There are many helpful libraries; however, some are much more complex than I needed and it distracted me from my focus which was to create a simple, easy-to-use website.