Roshan Selladurai
PUI Assignment 8

Assignment 8: Reflection

<u>Part 1</u>

For my final project, I made a landing page website for an app concept project from my portfolio. The purpose of this website is to serve as a landing page for HeySquad, an iMessage application that allows users to schedule and plan group hangouts directly in group chats. This website is intended to educate the audience, digital-first millennials/Gen Z, on the app features and get them to download the app in the future when it is available (not yet active). I designed it to be interesting through the use of colors and visuals--primarily iPhone screens that show the app's features and use cases. In addition, I used effective layouts and animations to make the website engaging for the user to learn about the features in a simple way that does not overcrowd them with information.

I purposely focused on keeping the written content brief since this website's purpose is to quickly inform users about HeySquad and get them to be interested in downloading it. Taking inspiration from other communication apps, such as Snapchat and Instagram, I focused on making the website as clear as possible and letting the product screens and features be the main focus versus text and unnecessary info. This follows design patterns set by industry leaders since my ideal users are likely similar and are used to brief landing page websites for mobile apps. Since I want to convey to the user that HeySquad is fun and easy to use, I leveraged animations and interactions to make the user experience engaging, while also making the website responsive so users could view the website on a mobile device, which will be important since the app itself is for mobile devices.

<u>Part 2</u>

- Navigate to the features of HeySquad
  - Interaction type: Navigation button and Features section on the main page
  - Reproduce it: either 1) click "Features" on the main page, or 2) scroll down to the features section on the main page
- Learn about the different features of HeySquad
  - Interaction type: Text links (navigation style) on the features section
  - Reproduce it: Click through the feature descriptions (Pick Days, Send Times, Vote, and Invite) on the feature section
- Download the app on the Apple app store (not yet active but the interaction is designed/coded)
  - Interaction type: Download button in the main navigation
  - Reproduce it: click the "Download on the App Store" button in the navigation on the main page (currently does not link to App Store but will once the app is added)
- Input mobile number to receive a download link
  - Interaction type: input form and button

- ○ Reproduce it: input a mobile number on the "Phone number" text form on either the main page, features section (all 4 features), or the bottom section above the footer, and then click the "try now" button
    - ■ This feature is not yet fully functional given the scope of this project but I hope to use Twilio in the future to send an SMS message with a link to download HeySquad. Right now I used JavaScript to replace the text box with "Download Link Sent!" to provide feedback to the user clicking the button.
- Navigate to HeySquad's Twitter or Instagram account
    - ○ Interaction type: Clickable text that links to external site
    - ○ Reproduce it: click the Twitter or Instagram text links in the footer to navigate to HeySquad's profile (currently my own accounts)

Part 3

i. Bootstrap 5.1.3 (framework/Javascript Library)

ii. I chose to use Bootstrap because it would allow me to create a responsive website in an efficient manner. Also, I learned in class that Bootstrap is well-known in the industry so I wanted to learn this skill set.

iii. I used Bootstrap to build the entire structure of my website by following their element structure to create items such as containers. I also used Bootstrap's Javascript to create a smooth scroll with an anchor link ("Features" in the navigation scrolls to the features section).

iv. Bootstrap added structure to my website that allows it to be responsive so that when the screen is decreased the elements are structured properly. For example, when the screen size is adjusted to a smaller, mobile-like screen, the navigation becomes a hamburger menu which is an advantage of using the Bootstrap framework as the structure for my website.
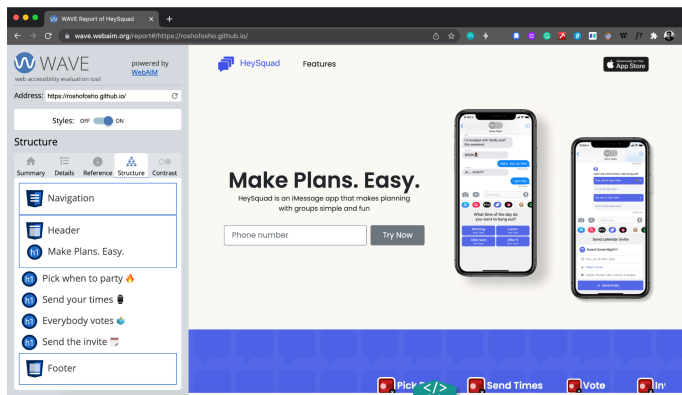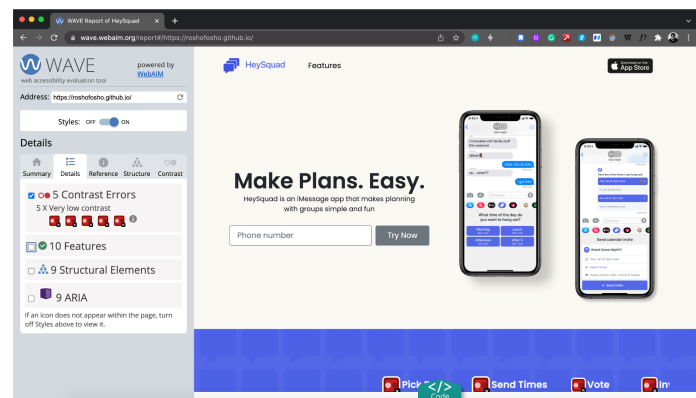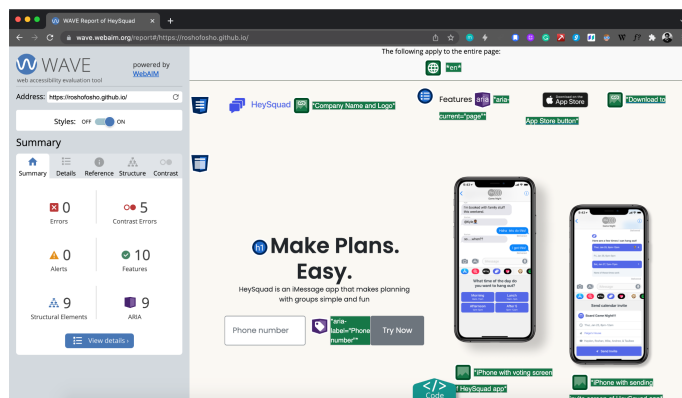
Part 4

Overall, I followed the HW7 mockup for this project, but I did decide to use a clickable interaction to move through the features of the app instead of my original idea of having the user scroll down to scroll through the features. Before finalizing my website, I tested it with friends and family (all from non-technical backgrounds) who preferred to have the clickable features text/navigation since it was more clear to them what they should do versus having to discover that scrolling down reveals more features. I also decided to use animations on the features section to make the navigation underline, iPhone screen image, and feature text change with a slight delay/fade to make the user experience a bit more engaging and interesting.

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Part 5

Since I did not have an extensive background in using a framework/JavaScript library, I struggled to understand Bootstraps initially--even going back and forth between starting with Bootstrap versus adding responsiveness towards the end. Ultimately, I decided to read the documentation and watch videos to learn Bootstrap so that I could start my coding with the framework rather than adding responsiveness myself. Also, I faced challenges with adding the delay/fade animation on the features page since I had not used this type of JavaScript animation before. It took me a while to properly understand how to structure this within Bootstrap but I was ultimately able to use querySelectors to target the proper Bootstrap element and transition in the CSS to create the feature section's navigation underline and delay/fade animations.

WAVE Accessibility Check

The contrast error is because the white text color is on an image background (purple pattern on repeat), which the WAVE tool is not registering and assumes there is a contrast error even though white text on purple does not create an issue.

Extra Credit: Screen Reader
Link to video