**Web Design 2 A3: Critical Reflection**

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**What was the general feedback provided to you by your tutor/peers about your work in progress? How have you considered and/or incorporated that feedback into your final website?**

Throughout the process of this assessment, I received feedback from my tutor a few times. Generally, the feedback was very positive, and I was assured that I was heading in the right direction. As I was very happy with my initial concept designs from assessment 2, my goal was to make my assessment 3 design as similar as possible with some minor adjustments. These adjustments were mostly derivative of feedback given for my designs in assessment 2 and involve slight layout changes and refinement regarding icons and other UI elements.

**Are there any aesthetic, conceptual, or functional differences between the initial design solution you proposed in Assignment 2 and your final delivered outcome in Assignment 3? If so, articulate what these changes are, and provide a considered design rationale about why you made these changes.**

Between my initial design solution and my final outcome there are a few noticeable changes that I have chosen to make. These range from small icon changes to much more impactful aesthetic and functional differences.

The first minor changes that I have made are the adjustments of some icons. The first example of this is the main navigation arrows for each main content section of the site. As advised by my tutor in my Assessment 2 feedback, I have adjusted the main arrow to more obviously show that its and arrow rather than some other icon. Next, I changed the return arrows for the product review pages. These are identical to the main arrows but are rotated to be pointing downwards. Doing this gives the site a better sense of direction and flow compared to these arrows facing right like the ones in the main content sections. It makes it more obvious that these pages are sub-sections. The final icon change is the newly filled in social media icons. In my initial design these icons had a transparent section that looked somewhat out of place, this section is now filled with solid white.

Another change that was made in the final outcome was the removal of the animated coloured circles along the bottom of the initial home page. I had initially included these in the website but after seeing how it looked in practice, I decided that the design was cleaner and less distracting with these elements gone.

A custom scrollbar was something that I was initially interested in implementing into the site, but shortly after I had attempted this implementation, I realised that many common browsers just don’t support custom scrollbars in the way that I wanted. Ultimately, I decided to completely scrap this idea as the default scrollbars for each major browser suit the design quite well, and implementing a custom one was overly complicated considering this.

The final major change that I made from the initial design was the addition of an extra page under the products section. In my feedback for Assessment my tutor suggested that it may be a good idea to include a back arrow in the products pages. I had thought about doing so but I really liked the idea of having a linear section that showcases each product, so instead, I opted to add an additional page after the fourth flavour and before the about section. This page included an image and text slider that features a smaller picture of the flavours’ bottle and explicit information about that product. This slider can be navigated both forwards and backwards on the same page, helping users to browse and even compare products.

**Do you think that your website solution satisfactorily addresses all of the project goals outlined in your assignment 2 proposal? If so, why do you believe this to be the case? If not, what factors have hampered its effectiveness.**

For the most part, I believe that my final solution does satisfy most of the goals that I had set in the previous assessment. Some of the goals that I feel were certainly achieved are placing a spotlight on each product, clearly displaying health information, giving each flavour an identity, creating an intuitive and clear design, including an inquiry and reviews section, and including a section dedicated information about the company and products.

For several reasons, including difficulty with coding certain aesthetic or functional features, I feel that some goals were only mostly or partially accomplished.

These goals were to create a dynamic site using animations and page transitions, and to create a responsive site. Whilst I feel that there is no doubt that I accomplished this to some degree in my final project, it was not quite to the extent that I wanted. Creating a responsive design, particularly for mobile devices, caused some trouble not only with the placement of certain elements but also with some of the page transitions. As I had developed my JavaScript and CSS primarily for my native desktop resolution, even with the use of CSS media queries I found it quite difficult to adapt some of the element animations and transitions to these smaller view-port sizes. In the end, whilst I feel that the mobile layout is acceptable, I was somewhat disappointed with the fact that I couldn’t make it feel quite as fluid as the primary desktop screen-size. Overall, I feel that I may have developed some elements on the desktop layout in a way that made it very difficult to adapt to a mobile screen-size, and unfortunately, I did not have the time to completely rebuild these systems in a way that worked on mobile more fluidly.

Despite this, I am happy with the result of this project as I am still very inexperienced with JavaScript. I feel that the experiences I’ve had with this assignment will certainly change the way that I engage with future projects involving both CSS and JavaScript.

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