

Final Project Write-up: K/DA Universe

[Part 1]

The website I created is the “K/DA Universe,” taking users through an immersive journey as they learn more about the virtual girl group, K/DA. The purpose of my website is to introduce, inform and promote the content of K/DA to people who are interested in learning more about the group. By trying to balance the elements of gaming and music, my website elevates the learning experience of people who may be curious about K/DA. After exploring the content that is available on my website, I provide users with external resources.

On a more specific level, my website describes the type of music K/DA makes and their music journey since debut. I also delve into each member of K/DA, providing fun facts that distinguish each of them. As a music artist, it is also important to link relevant social media and music platforms so that fans can stay connected even after exiting the website. Lastly, I included some information about Seraphine, another character in the League of Legends world that works with music. Since her introduction, Seraphine has garnered much attention related to K/DA so it felt logical to add her content to my website.

I used a variety of animations, visual techniques, and audio inputs to keep the website engaging and interesting. To recreate the feeling of entering a completely new universe, I needed to rely heavily on sight and hearing stimulation. This goal of mine is clarified throughout the entire website, given the number of pictures and colors I incorporated. My website is open to anyone who wants to learn more about K/DA. Yet, the target audience could be people who regularly listen to Pop and EDM, as these are the two categories K/DA falls under.

[Part 2]

- Entering the universe
 - Press ‘Space’ on the landing page
 - Automatically jump to the next page with the music video
- Back and skip buttons for music video
 - Both buttons will appear at approximately 25 seconds of the music video

- Click 'Back' to move to the landing page
- Click 'Skip' to go to the home page with the rest of the content
- Navigating the home page
 - Scroll horizontally and vertically to find all the individual webpages
 - Click on either the animation of the member or the caption underneath to go to the respective page
- Social media and official fan club links on the 'Who is K/DA?' page
 - Hover over the text about the official fan club for it to turn pink
 - Click on the text to open up the fan club link
 - Click on the social media icons or names to be redirected (via a new tab) to Twitter, Instagram, and TikTok
- Find out more about each member on the 'Meet the Members' page
 - Hover and click on the 'More on _____' button for it to respond visually and take users to a site giving more information about each character
- Shuffle through member profiles on the 'Meet the Members' page
 - Click on the four buttons (each showing a different member's emblems) to see each profile
- Find out more about Seraphine in the 'Collaborations' page
 - Click on the 'More On Seraphine' button to open up a new tab with the character information presented by Riot Games
- Spotify music player on the 'Who is K/DA?,' 'Meet the Members,' 'Collaborations,' and 'Wallpaper Gallery' pages
 - Click on the play button in the Spotify feature for it to play a 30-second preview of the songs
- Music platform buttons in the footer
 - Click on the icons for Spotify, Apple Music, Youtube Music, and Deezer to open the K/DA profiles on those sites
- Navigation bar buttons
 - Click on the K/DA logo to go back to the home page
 - Click on the League of Legends logo to open up the game website on another tab
 - Click on the Riot Games logo to find the company page website

[Part 3]

1. Youtube Video API

- I chose to use the Youtube Video API because I wanted to incorporate one of K/DA's music videos as a page users would see before they arrive at the main content. Youtube is a popular video streaming platform that most people know of. The API was efficient in that I could hide the controls of the video player while keeping the captions on.
- I used the Youtube API to get the music video of K/DA's song "More." I displayed the video as a full page that would automatically start playing when opened.
- Using this API to play one of K/DA's music videos was a way for me to keep users from leaving the site early on. The music video is quite attention-grabbing and flashy, which could entice users to explore more of my website. They also get a preview of what is to be expected from K/DA.

2. Spotify Music Player API

- I chose to use the Spotify Music Player API because Spotify is one of the largest music streaming platforms that people use. Given that K/DA is a music group, I wanted some way for users to hear what kind of music K/DA makes without having them play entire videos on a new webpage. Using the music player helps to eliminate any hassle for them.
- Using the API, I added music players of various sizes and colors to different pages. Some players are fixed at the bottom of the screen while others are located underneath text.
- By adding Spotify music players to my website, I allow people to explore K/DA through listening. Music helps to elevate the experience for users since it makes K/DA seem more real despite their 2D forms.

[Part 4]

While implementing my website, I tried to stick with the original concept and design I had in mind to create a full experience. Yet, I did make some changes, especially when it came to the layout of the 'Meet the Members' page. In particular, I pivoted from the version where each member's information was displayed after another's, to a format where only one member is shown. Doing this allowed me to dynamically update the content of the page using Javascript without having to manually make 3 more copies. To make my website more responsive, I had to remove some of the design elements that I had envisioned. This prompted me to experiment more with the fonts, colors, images, etc. that

were on my website to fill up any unintended empty spaces. Hence, a lot of the iteration came from playing around with how the website looked and displayed content.

[Part 5]

One challenge I experienced when implementing my website was managing the level of contrast for accessibility purposes. Even if some page designs looked high enough contrast to me, I had to consider the visual design from an accessibility perspective as well. I also struggled a bit with formatting the click-box for links but this was resolved after a bit of testing.