Design document

Based on my midterm website, I made the following changes.
1. Added slide show at the top of each page for aesthetic purpose, making the site more colorful.
2. Redesigned the homepage, with clearer purpose.
3. Added Fact page, using image (flip cards) to present information.
4. Added Test page, fun and engaged quizzes helping users to memory some nutrition information.
5. Added Q&A page, helping users clear out some common puzzles. Hope they can go vegan without concerns.

The goal of the website is to help users to get more information about veganism and to know veggies and fruits that are able to provide full spectrum of nutrients to our body. I restructured the website with separated 4 sections (Home, Fact, Test, Q&As), and made them easy to navigate. Each section supports users to gain information or reinforce the information they got from their learning experience. Hope after they browsing the website, they would have some basic knowledge about veganism, pay respect to vegans and want to try the vegan lifestyle.

On the Home page, I stripped out other content, left only the definition of Veganism with illustrations. One question I got asked the most is that what vegan eat and don't eat. A lot of users may not be familiar with meaning of the animal products, which could cause problems, such as, providing wrong food to their vegan friends, or eating wrong type of food when they do live a vegan lifestyle. I also added two illustrations (on the flip side) which hopefully can provoke some empathy from the users, and make them consider trying consuming less meat. The introduction video (camtasia project) is also included on the page, which gives users a quick run-through about veganism.

on the Fact page, I only used images to present the information. I hope the pretty, well selected images can be eye appealing and make users want to know more about them. The mouse-over function allows users to check the nutrition facts about each veggie/fruit. I deleted the text description from my midterm website. I think users are most interested in the nutrition info, which they didn't pay much attention before, even they have been eating them for long time. When users are cutting meat, they want to make sure their food intake are well balanced. So knowing more nutrition facts would be a huge help. One adjust I would make in the future is that make Facts (on the flip side of the images) bigger, or enlarge them when users click on them, otherwise, they could be a little bit small to some of users.

On the Test page, I wrote couple quizzes, which hopefully can help users remember and reinforce some of the knowledge they got from previous page. The drag and drop function makes the quizzes more visual and more fun to do. I hided the nutrition facts on the back of each card, user can check them if they don't know the answer. The purpose of quizzes is not to tell them they are right or wrong, but to help them remember the knowledge in a more fun way.

On the Q&A page, I listed 6 common questions people are always curious about. They can find out the answers by clicking the question boxes, and click again the answers will disappear. Instead of listing the answer right below the question, I think the click function would serve as a trigger to make them think more before they find out the answers. Hope in the future, the site will allow users to post their questions here, and other users can answer them, in that way, the site can help to built a community supporting each other to go further on the path of eating healthy and cruelty-free.

Overall, the website serves general purpose of introducing veganism and some nutrition facts. But there are more can be added. I hope in the future, with more in-depth studying in javascript and jQuery, I can add more functions and interactions on the site. Other adjustments are from the UX and UI perspective , for example, on the Fact page, the images might be too many for users to view. I may need to use some words (name of the veggies/fruits) to help users. I will also add alt-text, which will help people who have hearing problems to view the site.