

Final Project Write-Up

SCREEN SIZES: 1440px, 1024px, 390px

Part 1:

The purpose of my site is to teach people about the five hypotheses of Social Psychology that I learned about during my time as an undergrad. The content is pulled from a class taught by Professor Julie Smurda at UCLA.

The information that is conveyed is: (1) situations are powerful, (2) we often don't know why people do what they do, (3) we don't know what we don't know, (4) it's amazing that we are as accurate as we are about why people, and lastly, (5) people have two fundamental social motivations which is to be liked and to be authentic.

It is a single page, interactive website that users can play around with to learn about the hypotheses and their subsequent corollaries. Prior to the actual hypotheses, I tested my abilities by making an engaging introduction to the site using mostly clickable buttons. Later, I incorporate many more interactions such as dropdowns, sliders, and text boxes to engage the user for each hypothesis. I sourced images and materials from Canva.

I decided to make it understandable to the general public, using layman's terminology instead of academic papers and experiments. The target audience is for teens and older that may not be familiar with how social psychology affects them everyday.

Part 2:

- Intro
 - **Button:** Scroll until you see “eyes” and “shape”. These should be pressed to start an animation
 - **Toggle Switch:** Next screen, “magic mode” can be flipped on and off to show the northern lights as a background (Note: first press takes a while to load, should be more immediate after that)
 - **Button:** “Develop film” should be pressed to introduce title and site
- Hypotheses:
 - **Dropdowns:** Three dropdowns should be selected from user; the selection of these alter the image to the right and the sentence below
 - **Toggle Switch:** Switches perspective from “others” to “ourselves
 - **Slider:** Slider should be slid. Notice the 4 distinct steps.
 - **Button:** Plays gif of characters flashing on screen (note: there is supposed to be a delay here before characters appear)

- **Text area:** User should just type into the text box following the instructions; note that there is NO submit button.

Part 3:

The primary tool I used was jquery, followed by css animations, and google fonts API. I chose to use jquery because it offered the functionality of being able to dynamically change the class properties of elements in Javascript as opposed to CSS. This was helpful because I can add a class to an element if a certain event occurred. I used this for when I wanted the user to be able to switch from clicking on the “eyes” and “shape” buttons.

Part 4:

I definitely strayed away from my original design. My original design was simple and neat, but I wanted to add more character and personality to it. So, I added more color, animations, and characters to the final site.

Part 5:

The biggest challenge for me was figuring out the actual content. I would love to have had an iteration where all the content should be fleshed out. I feel like since we had iterations that focused on brainstorming and some on design, I think having the actual content all done before beginning the site would be helpful.

WAVE Screenshots:

Note: The one alert pertains to page regions. Since it is one long interactive site with overlapping design elements, the page regions in this way become blurred.

