

Liam Hoole Elements of user experience

Strategy: When looking at how I aim to make use of my website the aim is to let it showcase me as a person and as a graphic designer. By having my website showcase me as a designer, then it will come in handy for if I plan to future develop my website as the main way people can view my work. By letting people view my work then the user that see my website will feel that am a reliable individual and if they plan to hire me for a project. It will also focus on self-promoting my work from either course work I have done at university or when in the industry. By doing so I have full control on what goes on my website, from having no ads that sell random stuff that other website use, to having reviews from past clients on how well I was on the project they give me to do. My website will also be the face of my branding as a graphic designer. This can be in terms of what I may specialises in, from making booklets, to packaging or maybe poster design. But by having a platform to show them on the website will be an easy way of the user seeing my work without having to come see me in person. Handy if they live far away. When looking more at the user that will see my website it will help me to understand what kind of people will use my website and how to best showcase myself to them and many other users. For example, if a user that view my website is someone in a computer company, they will use the internet a lot, leading to my work from the project they have given me to be show thought there network of other computer business. Were as if someone is like a butcher, they will use the internet less being there business reply's on people coming into their shop to see their products. Overall the main aim is to showcase my designs for people to see that my need me services.

Scope: When it comes to looking at the scope of how I will use my website. The scope will be around having made my website with the intension of selling myself as a graphic designer. The content as such will be my projects of work that I have created and then showing it to a wide scope of users that will be interested in my work. This will be the contact of the website and what follow user will be coming to see. From how my booklet's look, to my packing that have been used and poster that have been show commercially, all on my website. By having the scope be this the main furcation will work very well and help me in my goals for the websites. The scope will be ok to manage on my own, were as most company or small business have to deal with will be on having a website scope be like by nearly everyone, were as I will know the scope of content I need my website to be and the features needed to go with it in the most useful way I can showcase it. When looking at what I am to not make is a website that is hard to find, overly messes with unclear pages to follow, links that do not work, be furcation to outside user that will be push away from using my website and something that will end in a bad product. The aim of the scope will be to make a functional website that is clear to navigate, understandable message of me as a graphic design and what I do in detail. As well as reflecting me overall and drawing user in. most scope will follow a flow of writer to contact editor, then stakeholder, copy editor, lawyers and the to the user. Were as my website scope will be handle on my own to the best of my abilities and have the content of my work and being scope to a wide range of users that will look at my work thought my website and see me as the designer I am.

Structure: When going into deep of how the structure of my website will be is about the planning of were the links will go, the title pages, how the average user will look around my

website and what the overall theme of my website will be. One task will be making a structure for the user over for the system it runs on, by having a structure that is easy, clear and understandable the user will be able to use without the in depth knowledge that as the design I will know. It will also help make the user feel more at ease and possible recommend the website to other user that may need my services and in turn give me more work or projects to do. When looking at my website links they will need to be clear in terms of the kind of jobs the user are looking at hiring me for, if finding the page is too hard they will be put off and not use it. Title pages can help as a way to make the user feel there on the right track to finding the information they will find on my website. Another area of work on the structure can be the user error, being if they go to the wrong page or not finding the information they fully need. Best way is making a website with zero error or a little error as possible, or make the system be able to fix the error the user has done. There are two ways that also help with structuring my websites. The top-down approach being having the broad categories being the main areas the user will look for, then going into subsections to further help the user find the information they are needing to find. The second is the bottom-up approach which is the same but in reverse, which works in very few cases of websites. However for my website structure I will aim to create a clear and easy to navigate website with a followable structure that will help my user find the information about my work they are looking for.

Skeleton: When going into detail of my website skeleton the goal is to make the placement of buttons/links, the page layouts of information and how to best help users look for what they are after finding out. The three ways to tackle this are the interface design, the navigation design and information design. When looking at the interface design it is the way the user comes into contact with the functionality of the website and how well the structure of the interactive design was put together. These can be thought of as checkboxes to look at key points, Radio buttons that let the user pick from a range of options, text fields that let the user put in text they are looking for as well as dropdown lists which are similar to radio buttons but in a list format and helpful if there are a lot of options. When looking at my website it will be an interface that represents me and how it functions for the user to handle. Then there is the navigation design which is in a way the lens through which the user can see the structure and how they should be able to find what they are looking for in the most easily and stress-free way as possible, the key being it helps the user get from point A to point B in the most direct way the site can. Which in terms of my website will be done in hyperlinks or a content box that will take the user to the pages of my work and allow them to find the information from that list of work. Then the last one is the information design of the website which is the middle line of the previous two designs, because without good information they cannot be formed or work to the best way they can. Even for information you would not normally think to put like name, age, place of work, location, number of contact or social media places of work. My information on the website I will create will be about my work, what I do and how I will do the task the user that plans to hire me can see me doing.

Surface: When going into the look of the overall surface of my website it will be the main pages and what all of the users for the site will see. From the images of my work that I will show, the colors that will be fitting and pleasing on the eyes, the fonts that will support the content in a clear way and how it reflects me as a graphic designer. One idea to keep in mind is using research that people have done with eye tracking technology, which shows the common way a person may look around a new or common website, which can help in terms of layout or where to put the main structure parts. Such as if I see that most people will be drawn to the top of a website, then placing the links to other pages will make it easier on the user to find the information they are looking for on my website.

The font I choice well also reflect the website in terms of having a serious or mature theme. In the case of my website it would be a font like Helvetica, for it is a well know font to be clear, easy and legible, leading to the user being able to understand the body copy of the text. Next would be colors, if there to bright they would make it hard to read or look at. If the colors are too dark it well put someone off looking. There needs to be a nice balance and clarity of what I well need people to look at. A grid layout that is mostly used in print design is also a good website design, as when using it for my website it well keep the structure, and scope together well and support the skeleton of the website I well create. For the images that my website that well be use will allow the user to see what kind of work I create and how they feel about me work, which will help them to decide if am the right graphic designer they can hire for the project they want me to undertake.