Unit 1 - Learning diary   **November 1, 2020**

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Describe briefly what you have done as work for that unit.

Over the course of this unit, I:

Chose the theme and purpose of my website

Created personas representing potential users of this website to be able to imagine the potential different people accessing the website, their likes and dislikes, how they would typically interact with the website, what demographic they are in, and why they would visit the website, etc. Creating these personas forced me to see the website from the point of view of a different user and think of how they would want the site to cater to their preferences and needs. Ultimately, I think this exercise helps make the user experience more inclusive and accommodating.

Created Scenarios describing interactions that the personas established in the paragraph above have with the website. This process allowed me to improve on the site map and mock-up that I had made, because it gave me ideas of features that Danielle or Andrew (personas) would want when interacting with the website.

Made a website mock-up and a website map that allowed me to have a plan of the kind of structure and appearance that I want my site to have. Doing this in parallel with the personas and scenarios allowed me to improve the mock-up and map iteratively as I defined the interactions that the users would have with the website. I used Microsoft PowerPoint to make the site mock-up and map.

For each learning outcome for the unit, explain how you have met it, with reference to the content that you produce (typically your code or other design artifacts).

o   identify the potential audience and purpose for a website.
   ▪   In my *Site Design Document*, Section 1 defines the themes and purposes, and Section 2 presents the five personas that I have created that act as fictional members of the audience for this website.
o   use a simple but structured process to identify how the website will address the needs of the anticipated audience.
   ▪   This can be seen in the scenarios described in my *Site Design Document*, each persona in Section 2 has one or many scenarios that describe fictional interactions that they have with the website. While going through the structured process described in Unit 1 on moodle, I made sure to consider the needs of the audience (personas) when I was designing the site mockup

and map, and while I was choosing which features to integrate in my website. This proved a very effective way to do site design.

The outcome of following this methodology can be found in my bog post about Unit 1, specifically in the site design document.

Explain and analyze what went well and what didn't.

Things generally went very well for this unit; I think it's because I started by looking at the grading criteria before starting to work and tried to meet all of the requirements when I was completing my work. Here is the checklist I made to map my work with the Indicative Grading Criteria:

I think this site Design document meets the qualifications of an A, due to the following:

A) **Your design fits very well with:**
   a. **the site's purpose,**
      i. The site will have one purpose which is to be a source of information about things to do in Montreal's Old Port Neighborhood, and will do it for two categories of users, those who want information quickly and those who prefer to read articles.
   b. **the personas you have created**
      i. As I developed the personas, I made changes to make sure I could accommodate the needs of the personas I was creating.
   c. **the scenarios you have created**
      i. Defining the scenarios allowed me to gain a better understanding of the needs of the audience, and how I can address them, so naturally I was able to better my site design in the process, making sure that the site design was closely related to the needs of the personas.

B) **The design has clear links between the purpose, scenarios, personas, and design.**
   I believe that this document clearly communicates how each of the various pieces work together.

C) **Excellent presentation.**
   Everything is very well communicated with:
   a. **clear illustrations,**
      i. Yes, I think so
   b. **clear and unambiguous text,**
      i. I think my descriptions are sometimes a bit wordy but are also clear and unambiguous.
   c. **easily navigable structure and design.**
      i. Yes, I think so

D) Your design is extendible to accommodate all the requirements for the rest of the course outputs.

    a. Yes.

- **Unit 2 HTML Site Building:**
  I think this design will allow me to sufficiently learn about HTML's capabilities.
- **Unit 3 CSS Site Styling:**
  I believe this site can be sufficiently styled to meet this requirement.
- **Unit 4 & 5 Script Use and Augmentation & Writing JavaScript:**
  Many functionalities such as buttons, navigation, weather fetching and comparing, storing favorites as cookies will allow me to learn about this in creating my website.
- **Unit 6 Using Libraries:**
  This will probably be used when comparing Points of Interest, or as a search feature.
- **Unit 7 Using External Site Data:**
  This site design will allow me multiple opportunities to incorporate External Data such as weather, google maps embedded panes, etc.

E) An experienced web designer could take your design and create a site that would be an excellent fit with the purposes and needs that it is intended to address.

    a. Yes, I believe this is sufficiently explicit, and communicated clearly enough for it to be actionable to an experienced designer.

Describe what you would do differently if you had to do it again.

I don't think there's anything I would have done differently, other than potentially choosing a simpler website idea if I was able to think of one. This is because I have a tendency to bite of a little more than I can chew when doing these types of projects, and I want to make sure that I don't overdo it but still am able to have a website that is complex enough to learn everything I should be learning in this course.

I had a hard time choosing what kind of site to make. The freedom to do whatever I wanted as a website was paralysing at first, I had to tell myself that its ok to choose a website theme and purpose that wasn't a revolutionary idea, or a lifelong passion of mine, as long as it allows me to learn the things I had to learn for the scope of this course.