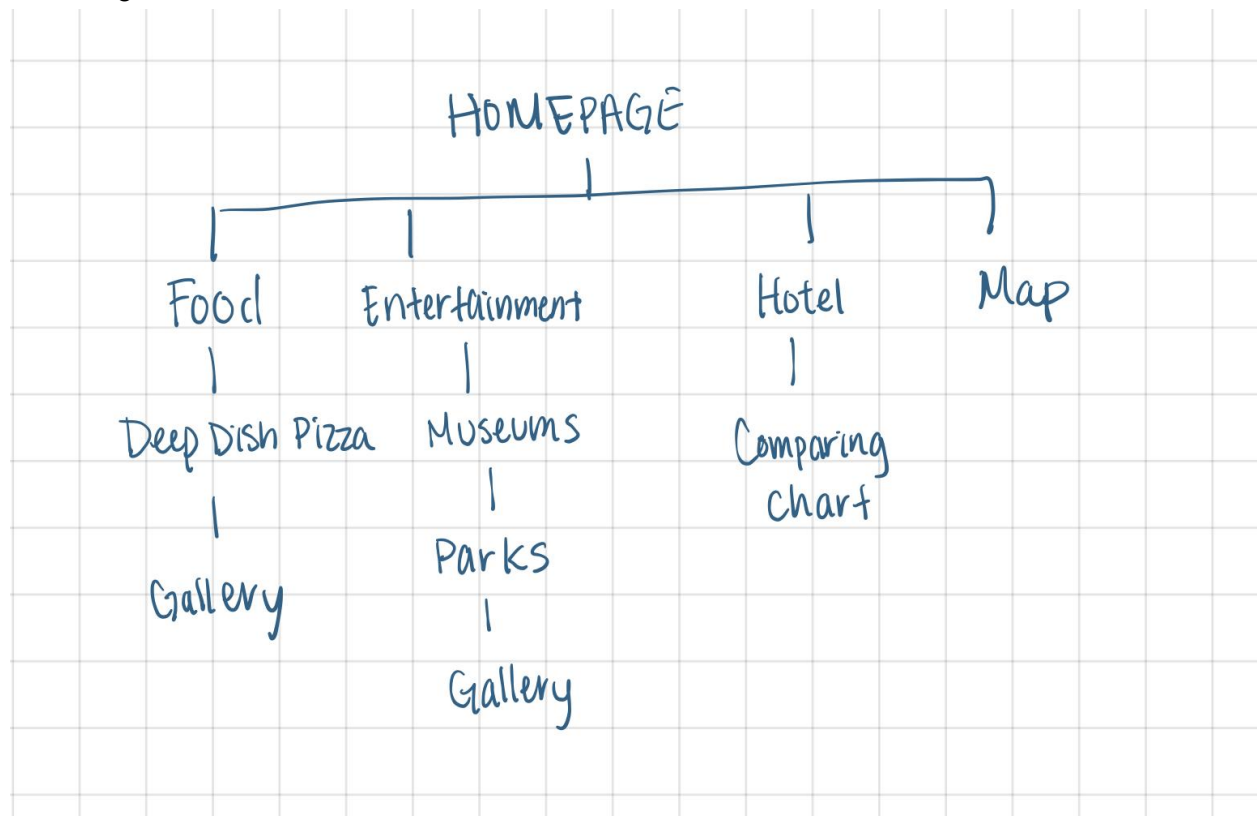


Tree Diagram:



The Vision:

My website is a travel guide of the city, Chicago. The inspiration behind this idea is because of my plan to visit Chicago over thanksgiving break. As I planned for my trip in Chicago, I wished there was a website with all the information I needed to plan which includes everything from food and entertainment to housekeeping things such as hotels and a map. Having a map is very helpful as I can visualize the distance between places and plan accordingly. Overall, my vision is to have an organized and user friendly website to help others plan their trip to Chicago without being overwhelmed.

Reference Websites:

<https://www.nycgo.com/>

- Pop of yellow for buttons
- Repetition of cards and hover to see more info over each card
- A lot of images to emphasize
- Use of bright colors to pop from so many photos
- All text is bold which i don't like

From this website, I really liked the use of bright colors such as yellow in buttons to pop out and engage users to click. I also like how they hide information through hovering the card. There were a lot of images to emphasize the city. Since most images have a different variety of colors, they decide to use super bright colors to pop out from the website such as the bright pink image which is the first thing you see in the website. However, one thing I did not like is the overuse of bold fonts. Since all the text were bolded, it was hard for me to see the hierarchy and difference except through font size. Learning from this, I did not bold all of the text in my website and instead choose which certain text such as heading that I want to emphasize.

<https://www.bostonusa.com/>

- Lots of color and less use of white space
- Makes me feel like a lot is going on in boston
- Less text since most boxes link to separate page

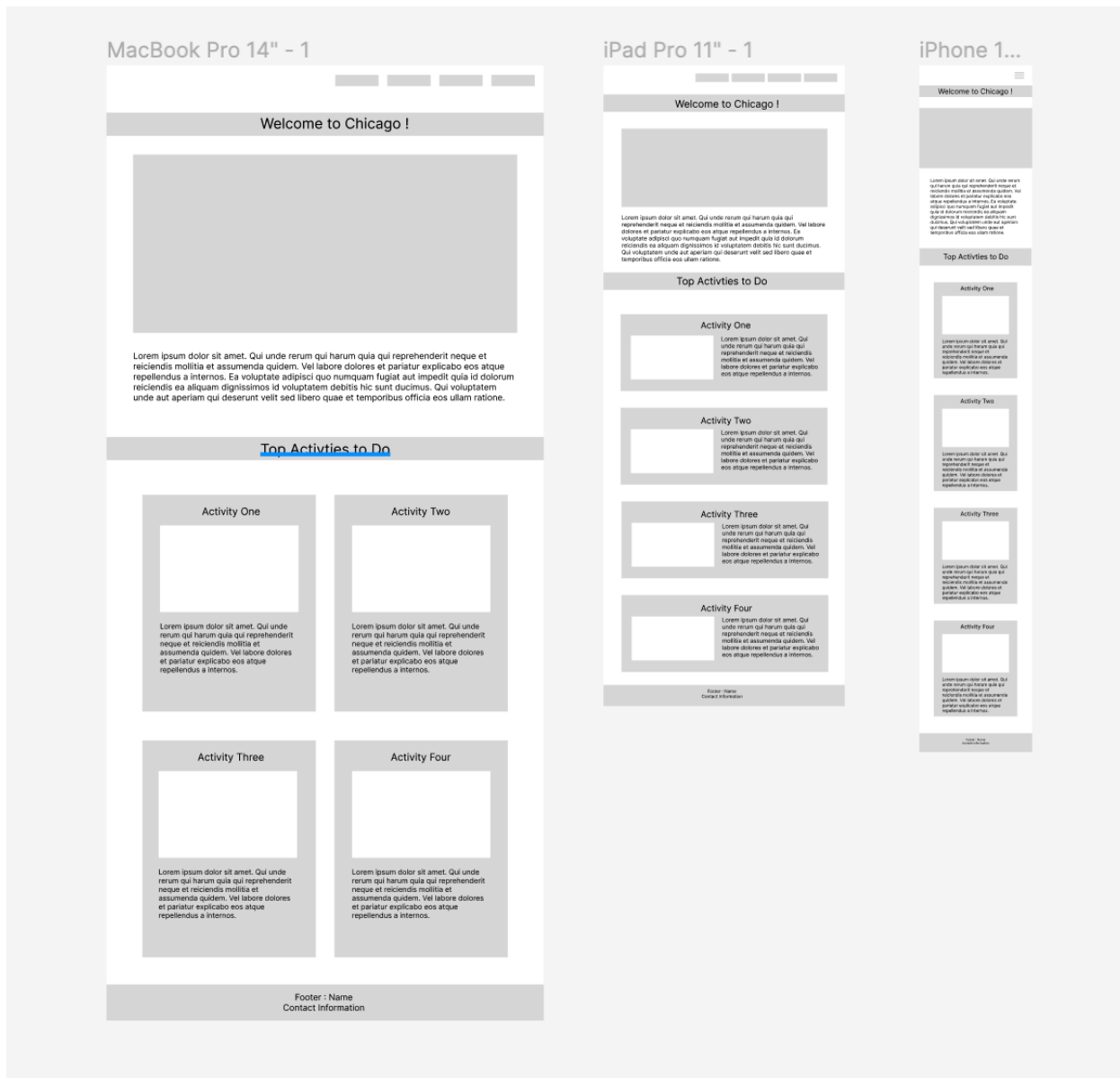
Through this website, I noticed the less use of white space. There were also a lot of big images which also decreased the white space. However, I don't really like this design as it makes me feel overwhelmed as a user. There are also a lot of transition effects going on which makes it a busier website. Overall, there was not a lot of text except for titles which helps with organization since hovering over the title allows me to go to a different page. Learning from this, I choose to use less images on each row in my website so users won't be overwhelmed by information.

<https://visitseattle.org/>

- Good use of fonts
- Good use of lines for section organization

This website utilizes a lot of lines to efficiently separate sections. I think it is a very good design strategy as it allows white space but also adds a clean feeling. There are only two distinguishable font styles which allows for a clean and easy to read page. Only a few words are extra big in font, making it easy to see what they are trying to emphasize. They also only apply color on small lines and icons which adds on to the clean feeling of the website. Learning from this, I applied blocks and lines in my website to section each part, making it more clean.

Wireframe:



Design Transition :

For transition design, I use mostly fluid. For desktop design, due to sufficient space, I was able to use repetition of cards to highlight recommended activities to do in Chicago. I grouped these cards closely together since they are related. Changing to a tablet, instead of two cards per row, I changed to one card per row. Due to this change, I also changed the format of each card a little, by making pictures and text next to each other instead of stacking. I find this a better utilization of space and easier to read for users since tablets are still pretty wide and therefore changing the width of the textbox helps with readability. Finally, for mobile, I was able to stack all the information on top of each other leaving white space for organization purposes.

Font :

For the font, I choose to use Avenir and Didact Gothic. Since this is a travel website, using clean and legible fonts will allow my viewers to read easily. Since both font styles are similar in style, being clean, I choose to emphasize Didact Gothic by adding letter spacing between the letters and enlarging font size to emphasize the words.

Color:

For color, I chose to use mainly blue and yellow. Since blue and yellow are complementary colors, it is better for contrast. Blue has calming effects which won't overwhelm trip planners and yellow has the effect of happiness and positivity which sets a good tone for trips. I choose to use yellow to emphasize headings since it is a bright color and draws attention.

URL:

<http://www.andrew.cmu.edu/user/denac/>

homepage.html (lowercase)

<https://www.andrew.cmu.edu/user/denac/homepage.html>