

Jianing Wang

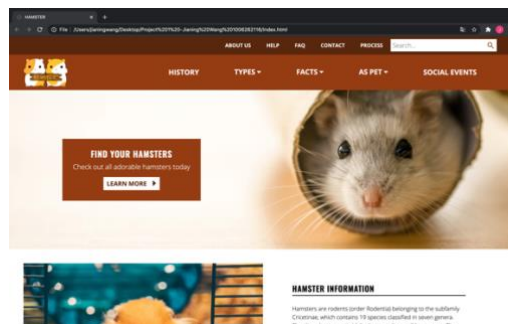
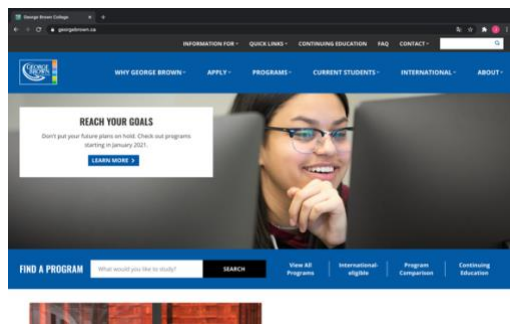
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## Project 1 Process

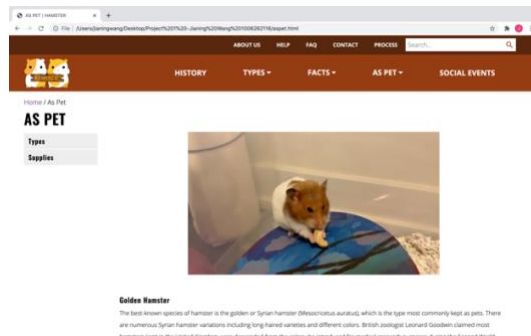
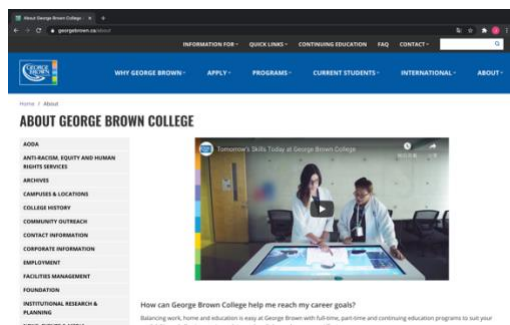
Wikipedia article: **Hamster**

Existing website from a Canadian public university or college: **George Brown College**. The links of pages I modeled after: 1. [Home Page](#); 2. [About Page](#).

George Brown College's home page and Hamster's Home page:



George Brown College's About page and Hamster's As pet page:



The reason I choose hamster as my topic has the following reasons:

1. I have a hamster as my pet, which is a golden hamster. She is adorable and docile. Therefore, when I choose the topic, I think about the hamster immediately.
2. When I search for some information about the pet hamsters online, some of the information is incorrect. Therefore, I want to share the correct information about the hamsters and let people treat their hamsters well.

## Content Study

Original Wikipedia contents:

Contents [hide]	
1	Classification
1.1	Relationships among hamster species
2	History
3	Etymology
4	Description
4.1	Senses
4.2	Diet
5	Behavior
5.1	Feeding
5.2	Social behavior
5.3	Chronobiology
5.4	Burrowing behavior
6	Reproduction
6.1	Fertility
6.2	Gestation and fecundity
6.3	Intersexual aggression and cannibalism
6.4	Weaning
6.5	Longevity
7	Society and culture
7.1	Hamsters as pets
7.2	Hamster shows
8	Similar animals
9	See also
10	References
11	External links

Original information architecture:

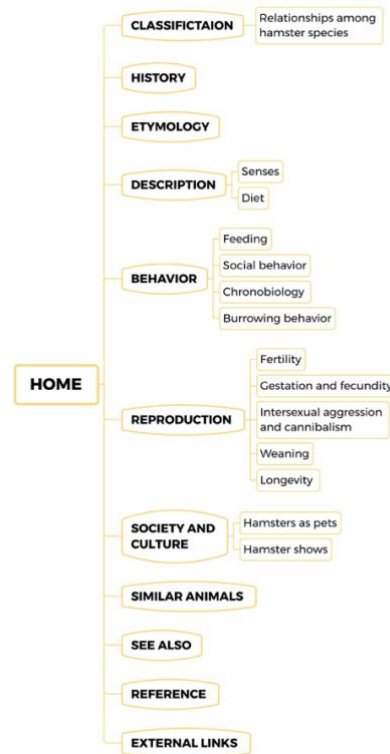


Chart compares the new IA and the original IA:

New IA	Wikipedia contents
History	2 History 3 Etymology
Types	1 Classification 1.1 Relationships among hamster species
Facts	4 Description 4.1 Senses 4.2 Diet 5 Behavior 5.1 Feeding 5.2 Social behavior 5.3 Chronobiology 5.4 Burrowing behavior 6 Reproduction 6.1 Fertility 6.2 Gestation and fecundity 6.3 Intersexual aggression and cannibalism 6.4 Weaning 6.5 Longevity
As pet	7 Society and culture 7.1 Hamsters as pets
Social events	7.2 Hamster shows

This new information architecture is reorganized from 11 global navigations to 5 global navigations based on the 3-5-7 rule, which 5 is the most ideal for a website. Also, it changes some professional words to the grade 9 level words, which are simple and easy for users to understand. In this way, it meets the readability from the four users' experience basics.

1. The "History" section contains the history and the etymology, which leads the user to the history of hamsters.

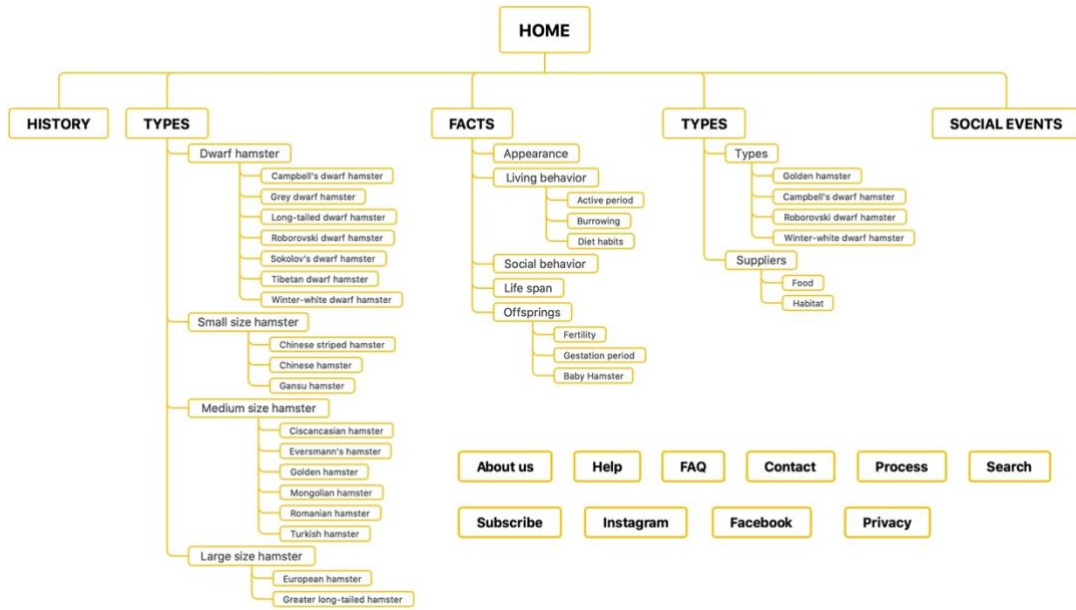
2. The "Types" section reordered the classification part by the size of the hamster with alphabetical order instead of the genus. In this way, users can understand and find the particular hamster more quickly. This lets users learn different types of hamsters. The original classification is hard for most users to understand. But under each associative navigation, there will be information like genus for professional users.

3. The "Facts" section contains description, behavior and reproduction. This global navigation contains all the essential information and reorganized it by basic appearance, living behavior, social behavior, life span and offspring. This is clearer and more understandable for users to find what they need.

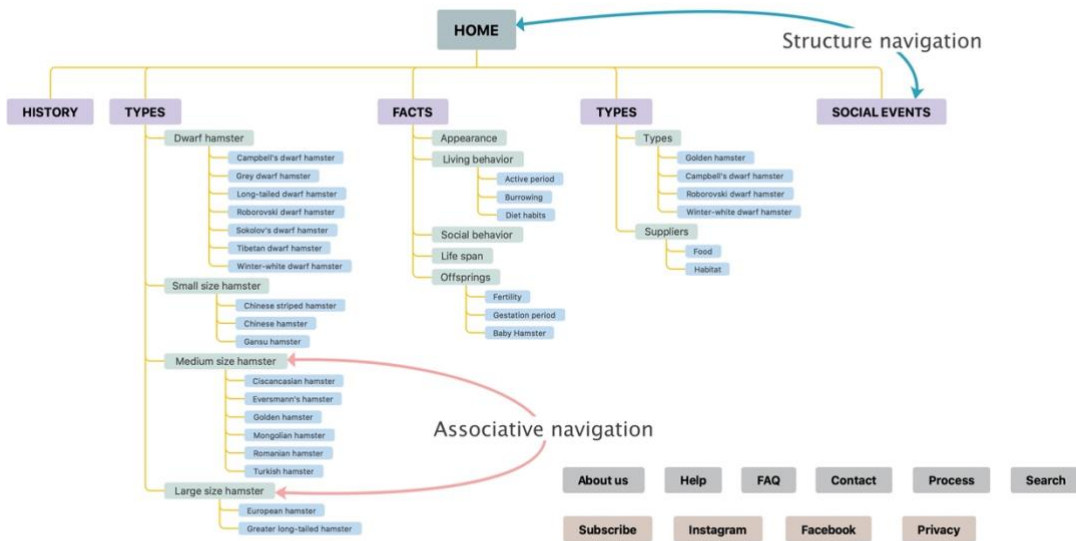
4. The "As pet" is a section which contains society and culture to let users find what they need easily.

5. The last section is "Social events," which contain the hamster shows.

# New IA



# Navigation



## Legend

- Global navigation
- Utility navigation
- Local navigation
- Footer navigation
- Associative navigation

## Visual Identity

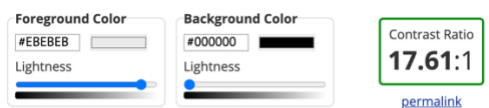
### Color scheme:

I choose these two major colors because they are similar with my hamster which showed in the videos and these two colors are warm tones which is the feeling my hamster give me: warm and happiness.



### Contrast test:

All the color contrast tests between contents and backgrounds are bigger than 4.5:1 and pass the WCAG AAA standard.

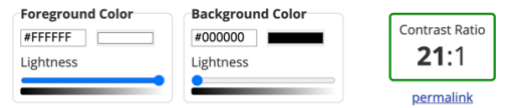


Contrast Ratio: **17.61:1**  
[permalink](#)

**Normal Text**  
WCAG AA: **Pass**  
WCAG AAA: **Pass**  
The five boxing wizards jump quickly.

**Large Text**  
WCAG AA: **Pass**  
WCAG AAA: **Pass**  
The five boxing wizards jump quickly.

**Graphical Objects and User Interface Components**  
WCAG AA: **Pass**  
Text Input

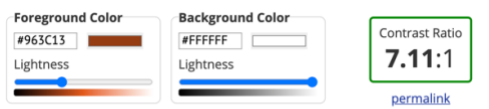


Contrast Ratio: **21:1**  
[permalink](#)

**Normal Text**  
WCAG AA: **Pass**  
WCAG AAA: **Pass**  
The five boxing wizards jump quickly.

**Large Text**  
WCAG AA: **Pass**  
WCAG AAA: **Pass**  
The five boxing wizards jump quickly.

**Graphical Objects and User Interface Components**  
WCAG AA: **Pass**  
Text Input




Contrast Ratio: **7.11:1**  
[permalink](#)

**Normal Text**  
WCAG AA: **Pass**  
WCAG AAA: **Pass**  
The five boxing wizards jump quickly.

**Large Text**  
WCAG AA: **Pass**  
WCAG AAA: **Pass**  
The five boxing wizards jump quickly.

**Graphical Objects and User Interface Components**  
WCAG AA: **Pass**  
Text Input



Contrast Ratio: **12.29:1**  
[permalink](#)

**Normal Text**  
WCAG AA: **Pass**  
WCAG AAA: **Pass**  
The five boxing wizards jump quickly.

**Large Text**  
WCAG AA: **Pass**  
WCAG AAA: **Pass**  
The five boxing wizards jump quickly.

**Graphical Objects and User Interface Components**  
WCAG AA: **Pass**  
Text Input

### Photographs and videos:

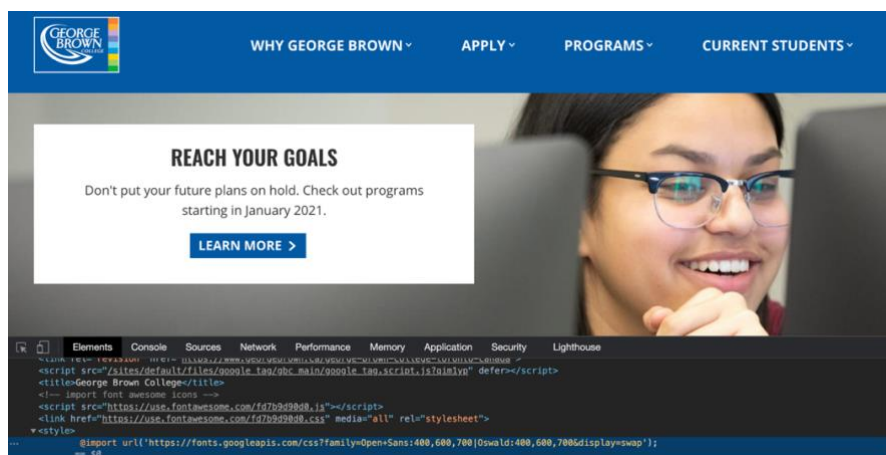
All the images are freely-usable and either came from a website called [Unsplash](#) or my own videos.

## Logo:

The logo I designed contains a cartoon version of hamsters and is holding the board, which has the name of the website “HAMSTER.” In this way, this logo can show the hamster and the website name. And this logo is interesting to use since it looks like two hamsters are welcoming the users.

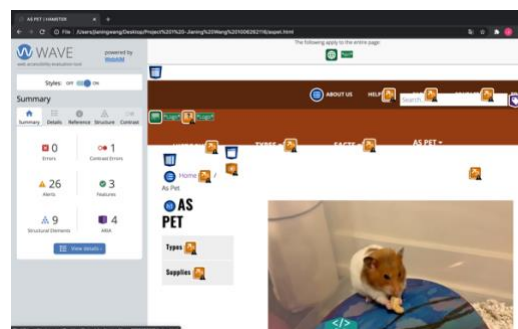
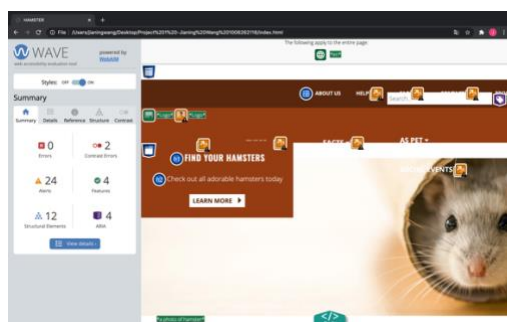
## Typography:

According to the UX basics, there is a maximum of 3 types of font on each page. Therefore, I choose two fonts: Open Sans and Oswald. Also, these two fonts are used in the George Brown College's website as well.



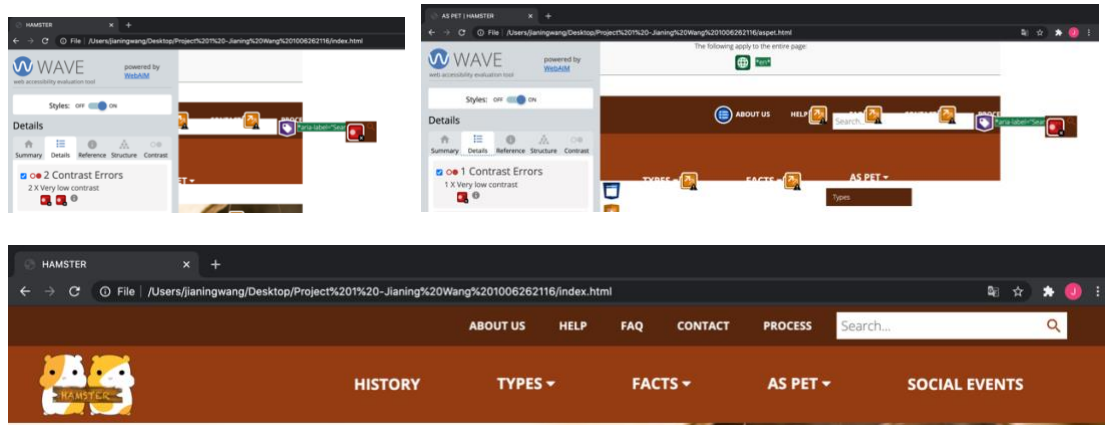
## **Accessibility and Usability**

Based on the extension WAVE evaluation tool, the home page and inner page results are 0 errors.



The contrast error on both pages is the same and is due to the responsive design.

If I close the extensions, there will not have the color contrast issue.



These websites are efficient, allows users to find what they need quickly with clear navigation. Besides, the websites are fit the users' experience basics, scannability, visual hierarchy, contrast and readability. Moreover, based on Nelson's heuristics (user control and freedom), users can go to any pages they want (back to the home page when they want). Last but not least, the websites provide feedback (Donald Norman). When users want to click on a hyperlink, the hyperlink will change the color. In this way, the action has a reaction. This allows users to know that something will happen after they click on the link.

### Accessibility:

1. These websites are well structured based on George Brown College's Website and have a clear section (header, navigation, main content, secondary content, and footer).
2. All images have an alt text and is meaningful. This allows users who cannot load the images or disabled people to know what these images are.
3. All the hyperlinks are meaningful and provide useful information.

4. The color contrast tests' results are all bigger than 4.5:1, which is accessible for users to see clearly from the background and the fore texts.

5. The texts are readable when resizing to 200%, allowing low-vision users to increase the website.

6. The website can work without JavaScript.

7. The contents are based on the Wikipedia Hamster website, but the new navigation is all in plain language and can be understandable for users.

#### Usability:

1. These websites are designed based on George Brown College's website, which can allow users to understand and interact with the home page. Also, the navigation is clear, and it is efficient and effective for users to access.

2. In the inner page As pet and Process, the "Home" at the left corner allows users to go back to the home page.

3. Users can interact and engage in the website with videos, search, subscribe and social media.



## Reference

### Image:

Green, K. (2020, March 18). [Digital image]. Retrieved October 23, 2020, from

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### Website:

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<https://en.wikipedia.org/wiki/Hamster>