

John Caniglia
GRA-410 Process Book
john.caniglia@SNHU.edu

Home

```
graph TD; Home[Home] --- portfolio[portfolio]; Home --- About[About]; Home --- Contact[Contact]; portfolio --- Blender[Blender]; portfolio --- Maya[Maya]
```

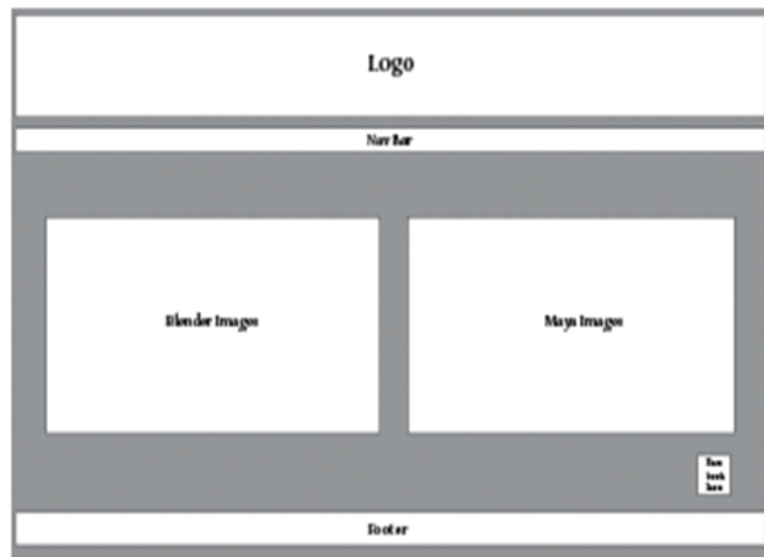
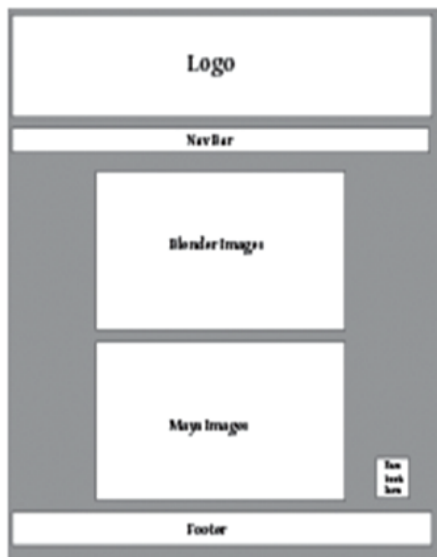
portfolio

About

Contact

Blender

Maya



User experience is how comfortable the user feels when using a certain system. The more experience the user has, the more comfortable they will be with the system. A person will usually gain more experience the more that they work with their particular software of choice. Whether it is with web design, graphic design, or 3D modeling softwares, experience is gained with hours logged on. When building a website, for example, the user experience or lack thereof, will show strongly. Having experience vs having little to none, will make all the difference in the world when making a web page for a client. Your user experience is what will set your professional looking page apart from those that look like the most basic of web pages.

User experience is more than just experience with the software. It is having experience with your targeted audience as well. Both knowing and understanding how the average person shops is very important. Knowing how to market a certain product is also very important. Also, just knowing how to draw your targeted audience in to your website is very important as well. Some people will use an e-commerce website to learn how customers prefer to do their shopping. With these sites they can learn what aspects of on line shopping people find easy and convenient vs. what they find to be confusing and/or frustrating. With these sites you can basically learn what works and what doesn't.

Knowing your target audience is important to designing a successful web page. As designers we must be able to deviate from what does not work or what makes people stray away from certain things. We must learn what types of images our target audience will find pleasant, and what types of images we can use as thumbnails to peak their curiosity and make them click on these other links. When a designer is creating a website he/she must also always remember that what we think looks good in an artistic composition may not always be correct for that particular product or client. The target audience will not always include us, so we must remember to stray away from doing what we like to see and do what the customers will want to see. Whether the target audience is an older generation or younger generation than us will make a huge difference in their interests. A target audience of elderly people are not going to enjoy the same types of images as a younger generation of high school skaters.

