



MA Web Design & Content Planning

Web Thesis Research Report

University of Greenwich

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Conclusion

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References

1. Concept

1.1 Twitter description

A Free Resource Website created to teach the different emotions in young Colombian women.

1.2 Project origins

In the beginning, I have two ideas.

The first idea, **What do I want to do when I grow up?**

I thought about how difficult it was school for me because I couldn't find something I liked; graphic design in the area where I was born was not popular, so I ended up studying economics. At that stage, I wanted to create a tool to find what you like when you are growing up, but any content related to kids is complicated to develop, and I will need the help of an educational counsellor.

The second idea, **Can we help to identify emotions in teenagers?**

I like reading psychology articles, and I am genuinely interested in my country's latest news. But I didn't have a clear idea of what to do. The only thing that I knew was something related to these two subjects. This project was born from a conversation I had with my cousin. She is the model of the illustrations. In this conversation, she was telling me.

- I feel depressed.

From my point of view, feeling depressed is a critical and challenging stage in someone's life that sometimes we tend to say wrongly or overused in the wrong context. After I spoke with her, we realized that she just had a bad couple of days. She told me

-I am feeling lucky because I can talk openly with you.

This sentence stuck in my head for a couple of weeks. At this moment, I realized that I would like to create a website to explain emotions and feelings. However, I was perturbed about the content because it is sensitive information, and things can go easily wrong.

The Journey

This project was called the Cousin project at the beginning. Later on, it was Bigsis, after Hermana's talk, and finally, it was Amigatalk.

The first draft concept for the master project was to create a web page with the different moods of adolescents called the Cousin Project. After that, Big Sis was born, and it was defined as a website that acts as a helpful tool simulating the advice of an older sister. In the end, it was Amigatalk, something slightly different. This project has evolved and grown with the various name changes. From the information perspective to the design, the main objective has not changed, which is to help recognize emotions.

1.3 Elevator Pitch

Mental health is as important as physical health.

Knowing how to differentiate between our emotions is vital for developing emotional intelligence. We can analyse how we feel and try to understand why and conclude how we can fix it, improve it, or simply learn from the feeling.

For example, it is not the same feeling upset as feeling hate. When we cannot explore our moods, we do not evolve.

The stage of adolescence is a roller coaster of emotions. We go from sadness to happiness in a matter of minutes. Many people cannot talk to their families because of shame or are not expressive and do not consider mental health an essential issue in their lives.

Many resources, such as books, articles, and countless websites, are dedicated to mental health. The problem is that these options are not visually attractive. They are long blocks of information which use too many technicalities, are challenging to understand, and are aimed for parents and not for young people.

When we are sad, we can resort to venting with a friend: something vital and good practice for human beings. But the problem is that sometimes that friend does not have the knowledge to decipher what is happening to you and cannot help you. Or we don't have a friend or family member we feel comfortable with to tell them how we feel.

At Amigatalk, we hope to help you take those first steps in managing your emotions. On this website, we want you to feel as if you were talking to a close friend. For each selected emotion, we tell you about a personal experience, the

emotion explained with our words and a series of questions to answer.

1.4 The Problem

In the beginning, I wrote that I like to know about the latest information about my country, sadness one of the news is the increase of suicide among females, one of the things that concern me the most is that the families did not know that their daughter was having a problem.

One of the cases that are most repeated in young adults is the problem of social media and the perfect body when the young lady start hating herself because she cannot reach the goal of the new trendy super starts. The beauty standards are skinny and have long legs and pale skin. K-pop in Colombia is popular, but one of the problems is that all the female fans want to look the same as the singers, and they do whatever it gets to achieve it. The big issue is that they keep all this information to themselves, they don't talk to their families about this issue, and they don't reach for professional help. Instagram, TikTok and other social media are a double-edged sword for young women.

Why Colombia and not another place?

A cultural factor in Colombia is that mental health is a taboo subject. The general mentality is the belief that only people who suffer from madness or disorders go to a psychologist. In addition, it is a religious country, and sometimes religion plays an essential role in how we think; it is popular that in some small villages, people believe that only "Locos"(crazy) have a problem with mental health. Another significant factor is that a high percentage of the population cannot access psychological help due to the high cost of living and the low salary. Some schools don't talk about educational sex, so talking about mental health is even worse. Things are changing slowly, but we must realise that mental health is for everyone. Regardless of your origin, your gender, your religion, or your economic resources.

1.5 The solution

This project is something personal. I cannot solve my community's problems, but most teenagers have access to a phone and the Internet. However, if they have a bigger problem with themselves and need professional help, I cannot help them, but this will be their first approach, and if they learn that taking care of our mental health is normal, I will be truly happy with the result.

When looking for information about mental health, you turn to the Internet. The problem is some of the information on the Internet is not validated by professionals or simply, instead of guiding you, it makes you feel more confused. The information is not accessible. I struggled to find information when I was looking for websites on mental health in Colombia for adolescents. You will also find information that helps you. That is the objective of the Amigatalk website. The main goal is to create a website designed with the help of a psychologist where you can begin to know your emotions and practice different introspection exercises in an easy-to-understand language and a visually attractive environment for young people. Learn how to take baby steps in the journey of understanding yourself.

For the website, I want the user to feel comfortable and make the difference between other websites. In this case, one of the most important factors is that the user understands the information, and it is easy to process it because this is a guide for beginners. The two main factors I would develop on the website are

the content's aesthetics and tone of voice. There is something unique about this website: inside the information, I put an example of how I felt in the same situation, how I improved myself and what I learned from the feeling. This is because I want to empathise with the audience. Woman to woman, friend to friend.

Unique Selling Point

1. Illustrations designed for each emotion based on actual photographs
2. The content is validated by a professional psychologist who has worked with many young people and their emotions.
3. The content will be designed to attract young people.
4. The content will be displayed in two languages, Spanish and English.
5. The tone of voice is friendly and easy to understand, in which we carry out an activity called rapport in psychology.
6. The website will be advertised on social networks where you can interact with more users.
7. In the resources category, there will be different posts about mental health and other websites that are beneficial to consult.

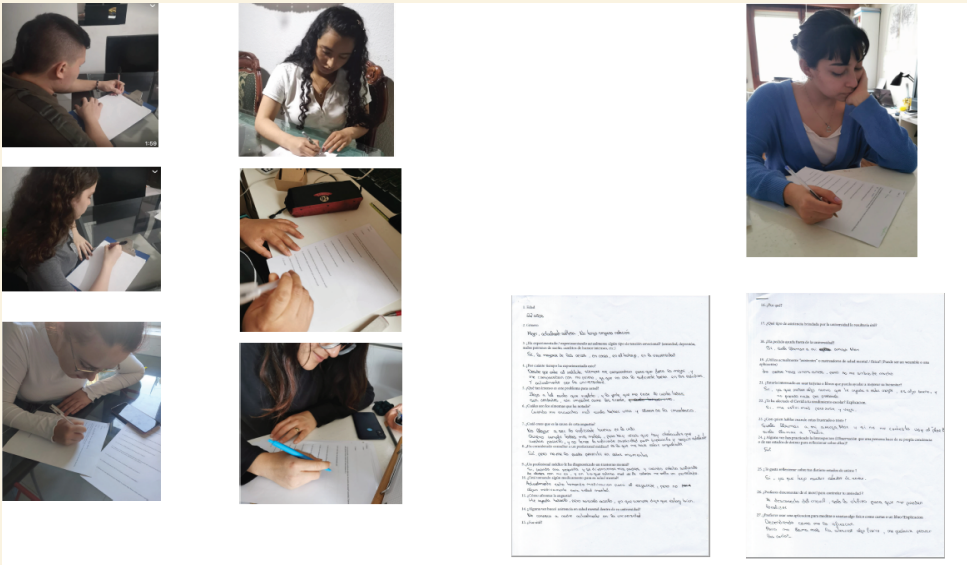
Why will people bother?

Teach

Emotions

Mental **health**

2. Research



FIRST START WITH THE CONTENT

2.1 Business environment

While searching for information about mental health, I realized that countries like the UK have resources and information, especially very well-structured websites, that are a study reference for this project.

In addition, in various universities in England, a well-being team is responsible for helping you if you have any problems during your academic years.

Experiencing the stress of exams or simply learning to manage your financial expenses in this new stage can cause anxiety.

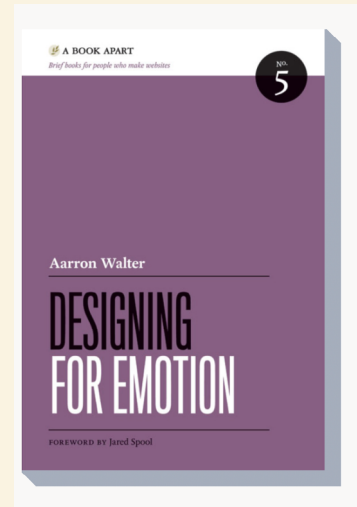
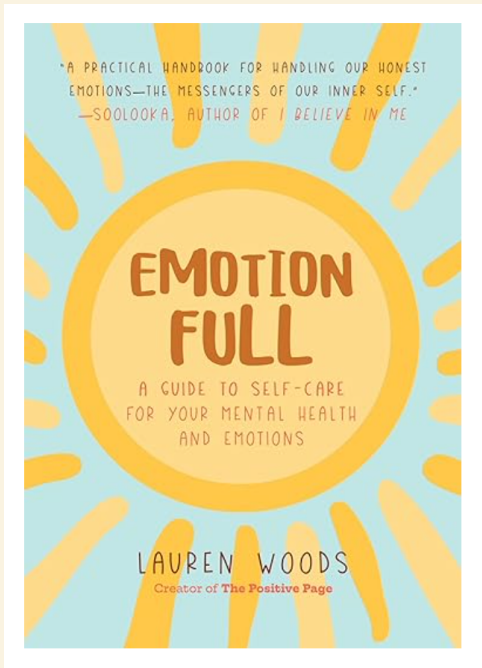
To have a clear vision of the problem, I asked around my community who are or have been to the University in Colombia and made a questionnaire about their opinion on how mental health works in the country; in the photographs, you will find men and women. This is because, at that stage, I did not narrow my target audience. In conclusion, mental health in Colombia works well if you go to a private University with much better resources. In the Public University, we will find resources, too. Some universities in Colombia have telephone helplines for students and advertising to seek urgent help. Still, they are more designed for when the person has suicidal thoughts. They are not intended to help you manage your emotions and not reach that limit.

I have also searched for information on Latin American websites that I will discuss later. I have focused on finding information about the mental health of young people. According to the Unicef Colombia website, From the educational field, risk factors in schools and communities, such as low economic income, intra-family or social problems and absence of educational tools, increased after the pandemic.

Furthermore, I will discuss the web pages or books that have been a reference and inspiration for developing this project.

2.2 Cognate texts

I loved this book, and it was a great reference. The author of this book is also the protagonist. She tells us about her problem with her mental health and being a woman with parents with an excellent economic position, both doctors and having been born in a country of opportunities that is England. How has she had to fight the stigma that she should not have any mental health problems because her life is perfect in other people's eyes? This book gives you another perspective, and while reading, you will find many exercises on how



to calm your anxiety and web pages that help you understand what you are feeling.

2.3 Non-cognate texts

Design for emotion

What surprised me most about this book is that it is small and easy to read, but the information is substantial. One of the chapters refers to stock photos and mentions that it is better to create our images if we want to connect with our audience. That's where the idea of the illustrations was born. It is also a reference to the help of the content for Amigatalk because it teaches you how to connect with your audience with different examples of what other brands have done and how important it is to design the 404-error page.

2.4 No-Cognate competitor sites.

During this research, I have found many web pages regarding the topic of psychology and mental health. Many of these have some patterns in common,

such as a white or light-coloured background, and they use blue tones a lot for branding, in addition to being web pages with a high percentage of body text. However, I am going to point out only the ones that have impacted me the most and those that have made a difference in developing my project.

Cadey

Cadey is a website designed for parents, in which different courses are offered where they teach you how to manage your child's behaviour and where specialists inform you of how you should act depending on the situation.

Strengths

I chose this page a couple of months ago because they have very well-designed illustrations; this is one of their strong points. However, they have also included images in their content today, and the page's branding has not changed. From my point of view, they have done an excellent job with both the branding and the content.

Difference

Therefore, one of the significant differences is that this website is designed for parents, and the content is specialized for that target audience. In addition, the tone of voice is much more serious and formal.

<https://cadey.co>



Instant, science-backed strategies you can trust

Cadey's assessment tool relies on 20 years of proven research and evidence-based strategies from clinicians — so you can get out of internet rabbit holes with unvetted sources and conflicting advice.

A proactive path forward, with the help you need now

No waitlists for specialists or disruptive treks to the doctor's office. Cadey delivers prioritized recommendations that you can implement immediately — at home, at school, and in the world.





2.5 Cognate competitor sites

These two websites handle emotions but in a different way than Amigatalk will do.

Emocioland

Emocioland is a Spanish website designed to teach young children about emotions. They work with ten basic human emotions, such as sadness or joy, and have other types of resources, such as videos and learning sheets.

Strengths

The website's branding is designed to attract young children, with solid and fun colours where emoticons refer to each emotion. Therefore, each emotion is assigned a colour; for example, red interprets anger.

Difference

When you click on the About page, you realise the amount of work and the work team has a specialist even for the sound of the videos. One of the significant differences is the quality of the content because this website has robust and well-structured content with professionals. Furthermore, the target audience is entirely different. This page is designed for kids and the first steps

of recognising those first emotions.

<https://emocioland.com>

EMOTIONLAB

This website deals with emotions but in a historical context. In other words, it tells the origin of emotions; it is not associated with mental health. It is associated with history and the etymology of the word.

Strengths

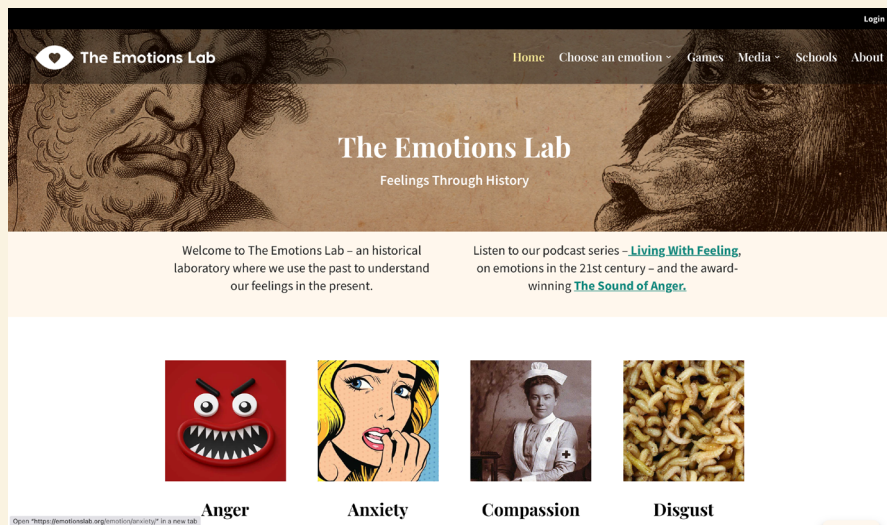
From my point of view, I found it fascinating because of the content. I think it is a unique and exciting source of information. It is an informative website that contains articles and different types of games. In addition, it is very well structured, and I do not consider it difficult to read. It is aimed at a more adult audience.

Difference

There are differences, but the most notable difference is in the content and how emotions will be treated. This page is oriented towards the history of emotion, and Amigatalk is more oriented towards learning how to manage emotions.

<https://emotionslab.org>

In conclusion, there are other websites, such as mind.co.uk, that have excellent branding and well-structured content. However, I had to choose my top three from those that represented a reference for this project. Finally, all the web pages work on small devices, and the information and images were adapted correctly. I have seen that many pages that try to understand emotions are designed for children, not for young adults. A large percentage had robust branding and was visually prepared for the target audience; the appropriate



colour palette and typography correlated with the website's content. On websites like Cadey, you must pay to access the content of the courses, and on others, the content is free, but on none of them I found adverts related to another topic.

2.6 Cognate competitor sites to avoid.

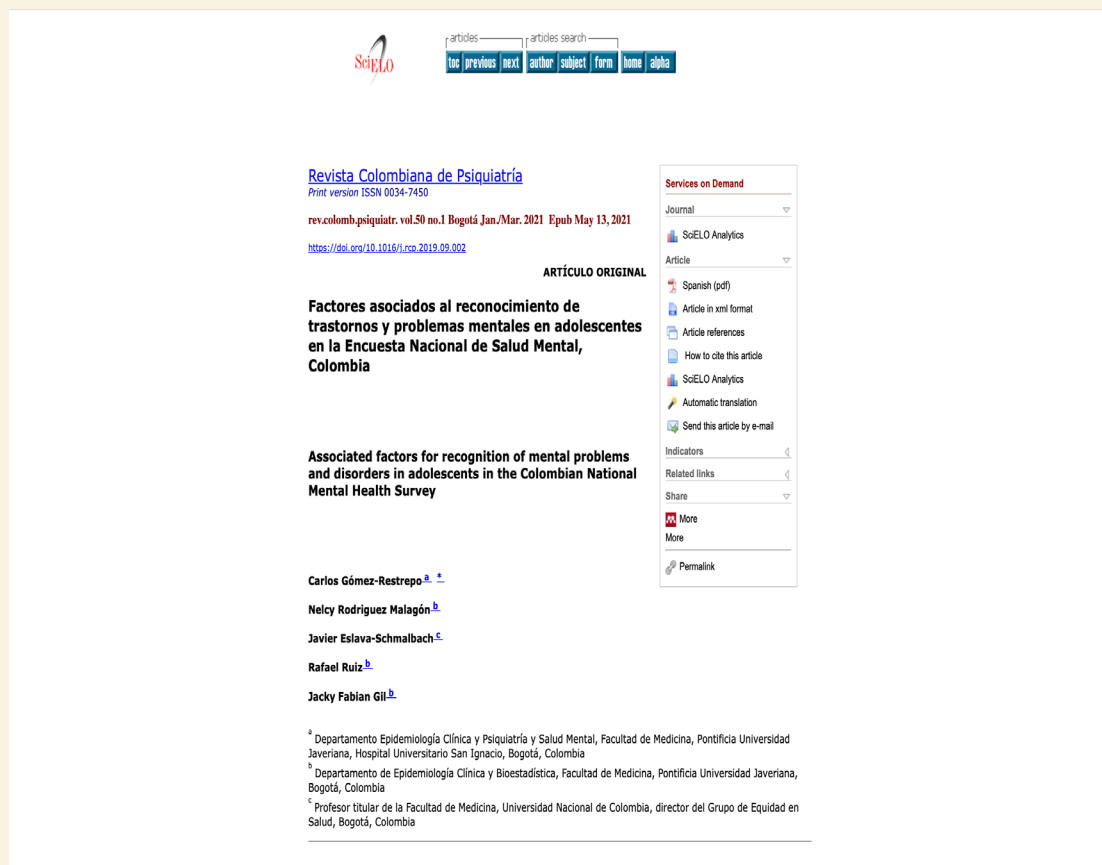
http://www.scielo.org.co/scielo.php?script=sci_arttext&pid=S0034-74502021000100003

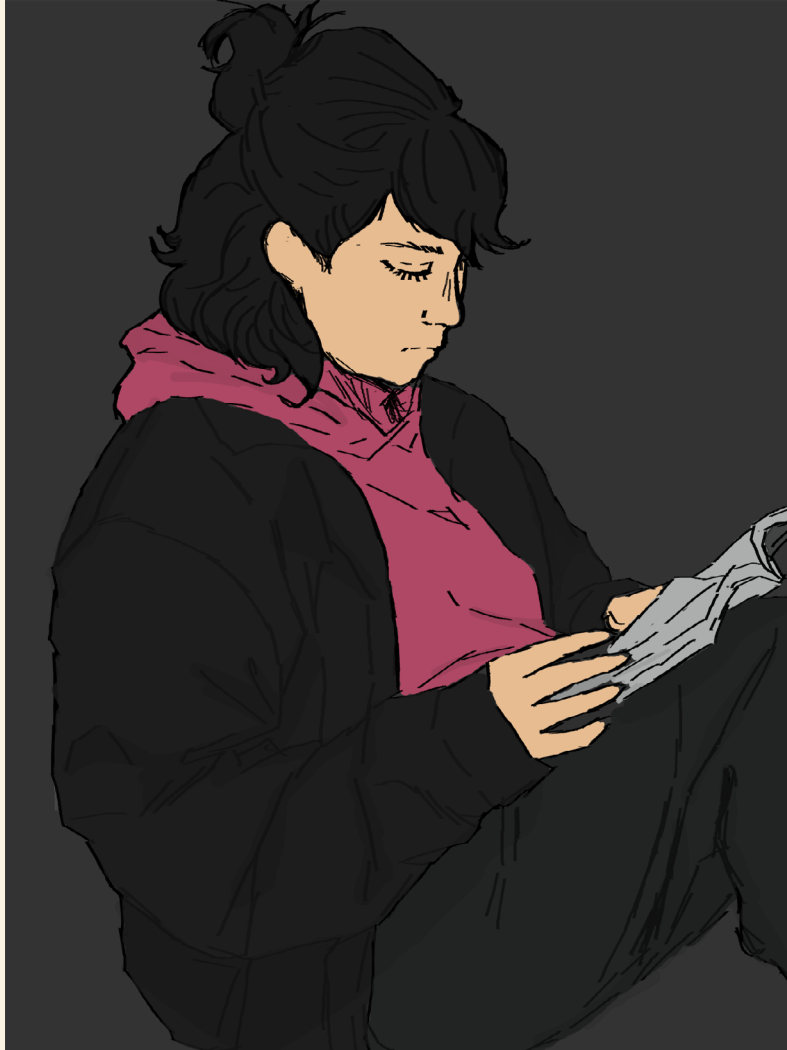
This web page was created based on a study article on mental health in young adolescents in 2018 in Medellin, Colombia.

The strength and the Weaknesses

The content is of outstanding quality, but the problem is that it is extensive, the typography is small, and the paragraphs are multiple lines, so the reader can easily get lost. Their eyes get tired after the amount of body text that is not well distributed. This website has no branding; however, it studies mental health and is designed for an audience with prior knowledge. And have a high reading comprehension level since many technical words are used.

As a result, I have put it as a reference because it is ultimately the opposite of what I want to achieve with Amigatalk. I consider the website poorly designed, but it fulfils its function. Some things could be improved, but it is a clear example of what I want to avoid.





2.7 SWOT analysis

After analysing other websites, I realised I could learn from my strengths and weaknesses.

Strengths

From my point of view, I have many things in my favour; the first and most important is that I like the topic. I like psychology. It is essential because it is an area where you will spend many hours researching.

Design thinking: if Anastasios has taught me anything during my years as a student in graphic design, it is learning to think. Web pages are designed differently; for example, typographical rules are not the same for a website as

for a book, but many rules, such as white space, apply to both worlds.

Psychology: all my information will be validated by a psychologist who will guide me in what I am doing well and what I am doing wrong. It is a great help because I am dealing with a susceptible topic, and having the acceptance of a professional creates peace of mind. In addition, to generate the content, I have developed tests, interviews, and group surveys.

Weakness

My skills are often limited by not knowing how to develop them in a code reader. During this project, I had the challenge of creating Amigatalk by designing a theme in WordPress, which involves learning the basics of PHP and investing more time in the code than in the design because, in this area, I am a slow learner.

I have a full-time job, so I know I must start working on the project from the beginning; for example, with the illustrations, we start drawing once the emotions have been decided. The language barrier for the writing report and the website's content would be problematic.

Opportunities

As I said before, if I could help just one person, this project would be worth it, and I also want to put effort into the visual elements of the website to implement it in my portfolio as a designer.

Threats

There is a lot of information in the search engines; my problem is selecting the correct information to create my content and making it a differentiator from other web pages.

Revenue Generation

The website will be completely free; it is designed for Colombian women, but users can interact and learn from their emotions in Amigatalk. In the future, there are many things that I want to implement, for example, the interaction of the cards, learning how to give life to the graphics with SVG, improving the accessibility of the website, creating more emotions and improving the content.

Improve the social media as well.

3.1 Exploring the Target Audience.

One bullet point was that UX is not designed for us. Instead, we are designed for the users, and first, we need to understand the problem we want to solve. So first, we must understand our customer's needs.

Narrow down

In the first stage, we start narrowing and redefining the concept for a target audience. The culture and how we have been raised influence our personality and our way of seeing the environment that surrounds us. For this reason, one of the first problems I had to solve was defining the target audience. In the first stage, we specified that the public would be designed only for South America, but this would also include Brazil, and we would have to add a new language, Portuguese.

Initially, I wanted to include everyone on the website, but I realized it might not benefit the project. One of the points I must define is whether I will have parents in the interaction with the website since I will need to improve the

3. UX Research

content. The main problem is that the content would take me a long time. To accommodate these changes, the user journey would be very complicated, the user experience could fail, and it would no longer be a web page for young women if parents or friends were included. However, I don't want to limit parents to visiting the website because, from my point of view, parents should know what their kids search on the internet.

In the second stage, I decided to focus on my country of origin, Colombia. I want to include alternative information about other psychology or professional help web pages. Previously, the website was going to be designed for all genres. However, the different genres interpret emotions differently. The main idea is a woman talking to another woman, so I decided it would be for young women from Colombia between the ages of 15 and 25. With that in mind, I came to this conclusion. This website is a page for personal introspection and guidance so young Colombian women can explore their emotions. If the user has more severe problems, she cannot solve using this tool, she will be provided with additional information to find professional help.

Name: Juliana Martinez**Bio/Scenario:**

Juliana is a single mother with a 16-year-old daughter, the daughter is really shy and she do not want communicate with her mum about her feelings.

Goals:

The main objective is to learn to understand your daughter and how to help her

Motivations:

The main motivation is to have better communication with her daughter

Age: 44

Location: LA PAZ

Education: FEDERAL

UNIVERSITY OF LA PAZ

Job: ACCOUNTANT

Family: SINGLE DAD

Frustrations:

One of her frustrations is that in Latin American society, hiring a psychologist is highly frowned upon, which is why she wants to start with small steps.

Brands:

She likes to read psychology books by Walter riso

Persona 1 *Juliana*

Previously, I said that Amigatalk is designed only for young women because of its aesthetics and tone of voice. However, many parents want to know what content their daughters consume on websites. In Juliana's situation, she is a single mother of a 16-year-old daughter with communication problems. Juliana consults the page to have a general idea of how she can start communicating with her daughter since the page includes questions and resources that can be beneficial to communicate better with her daughter.

Name: Fernando Garcia



Age: 22

Location: BOGOTA, COLOMBIA

Education: UNIVERSITY

Job: STUDENT

Family: PARENTS AND 2 SISTERS

Bio/Scenario:

Fernando is a 22-year-old boy studying at the University; he has two sisters. Fernando has always had a good relationship with his sisters and is very concerned about them. However, lately, he has noticed that his little sister has had drastic weight changes.

Goals:

One of Fernando's biggest motivations is to understand why his sister has such drastic changes in weight and why she is hiding in her room.

Motivations:

Fernando's primary motivation is to be able to help his sister

Frustrations:

One of Fernando's frustrations is that he doesn't know how to approach his sister to talk to her.

Brands:

Fernando is a fan of anime and video games

Persona 2 *Fernando*

It is also essential to include friends or close people; for example, in profile number 2, Fernando has two sisters but many friends at his university. Lately, he has noticed one of his sisters eats less and less and always asks him if she is fat. Fernando doesn't know how to deal with the situation or tell his parents what is happening with his sister, so he decides to look for help on the Internet. Fernando found this page that talks about emotions, and there is an article about social media and their effects on young teenagers. Now, Fernando has more information about feelings and tries to help her sister.

Name: Maria Suarez



Age: 18

Location: COLOMBIA

Education: SECONDARY SCHOOL

Job: STUDENT

Family: DVORCED PARENTS

Bio/Scenario:

Maria Suarez is a student with self-esteem problems, affecting her academic performance. She often compares herself to other girls her age and doesn't understand why it's hard for her to get high school grades, making her feel frustrated.

Goals:

Maria wants to learn to manage her frustration and compare herself with others

Motivations:

One of her main motivations is to have a better quality of life and more friends.

Frustrations:

The frustration of comparing yourself with others and getting good grades

Brands:

She is a coffe lover

Persona 3 Maria

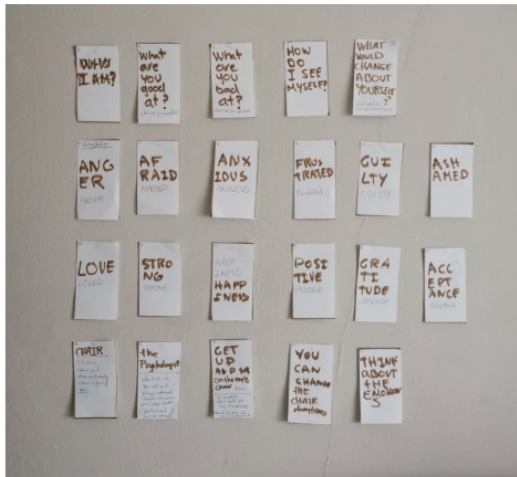
The young ladies are the leading group of users. The website is designed for exploring emotions. In this example, we have Maria, a college student. Maria, who has self-esteem problems, searches for information on the Internet about how she feels but only finds long texts about mental health. She is looking for a website for people her age. Since she cannot find anything online, she decides to look for resources at her school, but she is shy because she doesn't want her classmates to know. Maria feels confused until a friend tells her about a website called Amigatalk, and Maria decides to start doing introspection exercises. Upon realizing she has a severe problem; she decides to talk to her parents to seek help from a professional source.

4. The Content

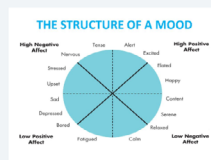
4.1 What will they find on the website?

This web page was created with the help of the psychologist Sorany Marin Marin. Amigatalk is an introspection exercise based on 18 cards divided into negative, positive, or neutral emotions. In the cards, you will find the six basic human emotions such as surprise, disgust, fear, joy, sadness, and anger, according to psychologist Paul Ekman. This project is developed through learning to discover your emotions and feelings. On this website, we want you to feel as if you were talking to a close friend. For each selected emotion, we tell you about a personal experience, the emotion explained with simple words and a series of questions to answer. The information you will find is based on experiences and many conversations with family and friends. At Amigatalk, we seek to help you take baby steps to get to know yourself.

There are six basic emotions: happiness, fear, sadness, anger, surprise, and disgust. But the brain is much more complex, and we can feel many more emotions. A study published in PNAS was conducted in the United States, in which they questioned whether humans were only capable of experiencing six emotions. The work showed that 27 emotions could be differentiated. By



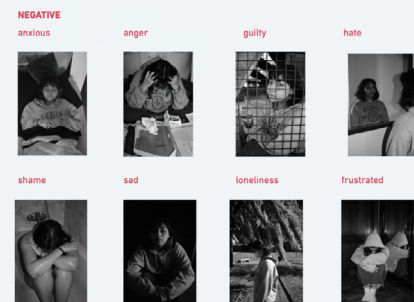
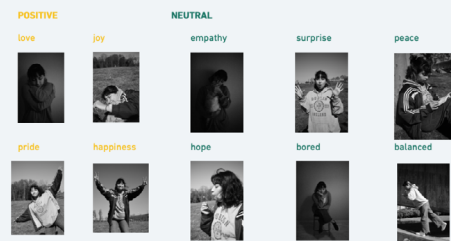
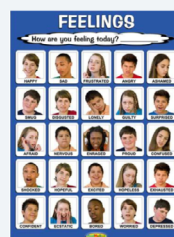
Amigatalk.com



NEGATIVE
hate
sadness
shame
guilt
anger
fear
regret

POSITIVE
love
pride
joy
happiness

NEUTRAL
empathy
hope
surprise

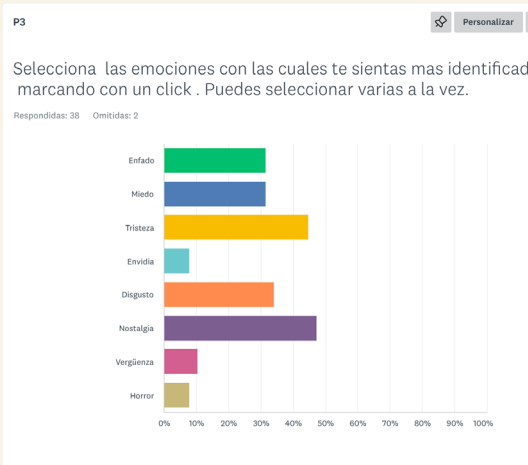
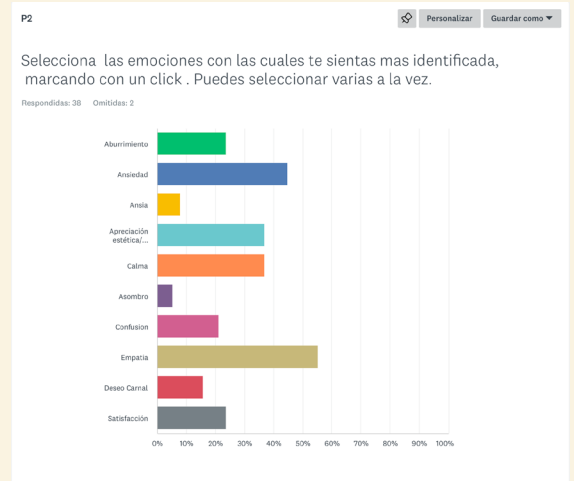
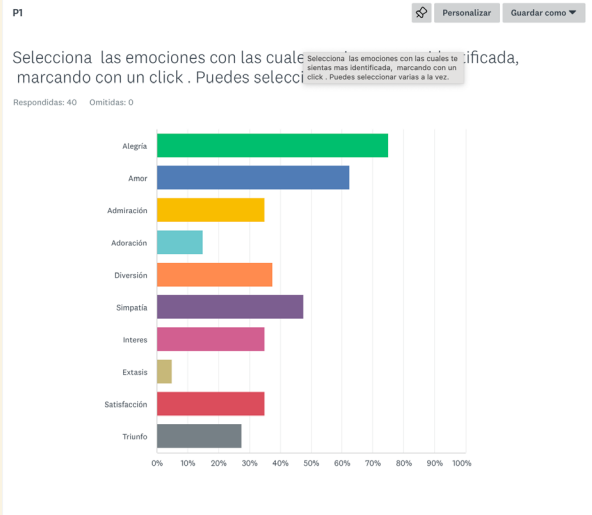


OPCIONES DE RESPUESTA	RESPUESTAS	
▼ Enfado	31,58 %	12
▼ Miedo	31,58 %	12
▼ Tristeza	44,74 %	17
▼ Envidia	7,89 %	3
▼ Disgusto	34,21 %	13
▼ Nostalgia	47,37 %	18
▼ Vergüenza	10,53 %	4
▼ Horror	7,89 %	3
Total de encuestados: 38		

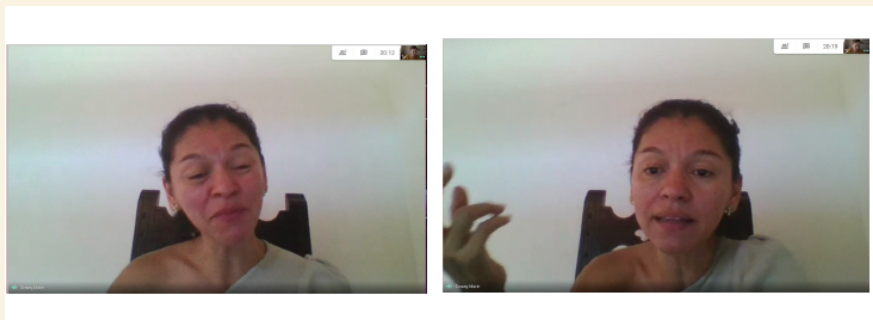
connecting and interconnecting with each other, it can form 27 emotions with which human beings can express and relating.

For this project, we will work with these 27 emotions. The content is based on a survey in which the 18 emotions on the website have been selected. In this survey, we asked 50 young Colombian women to choose the feelings they identified the most in their daily lives. This study will be conducted in Spanish and show the different emotions divided into positive, negative, and neutral. The idea is to select the most marked feelings to analyse them and be able to develop them during this project. Emotions are not the same as feelings. This has been vital to creating the site map and distributing the information.

OPCIONES DE RESPUESTA	RESPUESTAS	
▼ Aburrimiento	23,68 %	9
▼ Ansiedad	44,74 %	17
▼ Ansia	7,89 %	3
▼ Apreciación estética/ sentirse atraído por la belleza de una persona	36,84 %	14
▼ Calma	36,84 %	14
▼ Asombro	5,26 %	2
▼ Confusion	21,05 %	8
▼ Empatía	55,26 %	21
▼ Deseo Carnal	15,79 %	6
▼ Satisfacción	23,68 %	9
Total de encuestados: 38		



OPCIONES DE RESPUESTA	RESPUESTAS	
▼ Alegria	75,00 %	30
▼ Amor	62,50 %	25
▼ Admiración	35,00 %	14
▼ Adoración	15,00 %	6
▼ Diversión	37,50 %	15
▼ Simpatía	47,50 %	19
▼ Interes	35,00 %	14
▼ Extasis	5,00 %	2
▼ Satisfacción	35,00 %	14
▼ Triunfo	27,50 %	11
Total de encuestados: 40		



The Activity.

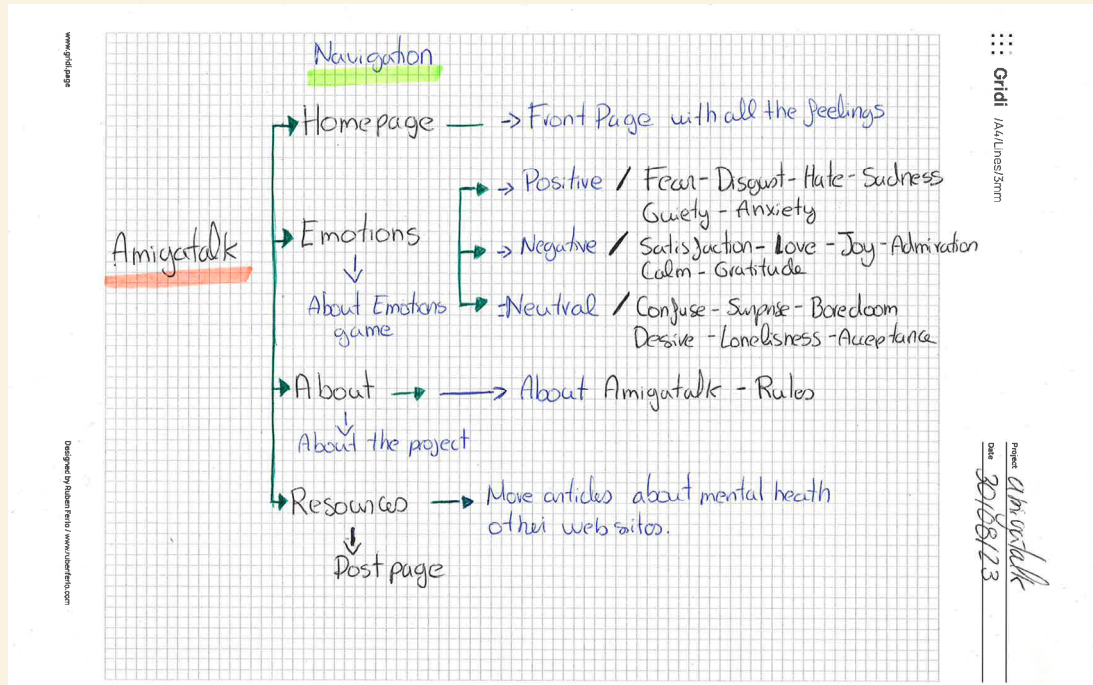
The activity asked is to select the emotions you feel most identified daily. In other words, highlight the feelings that you most often feel.

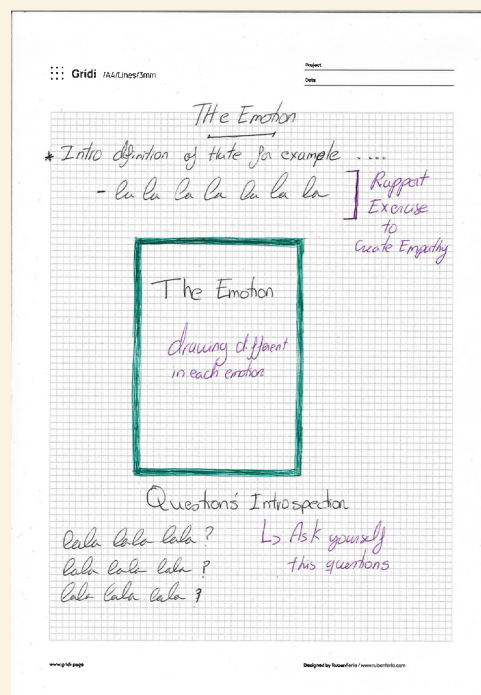
In the positive section, the least selected are adoration and ecstasy. The second question deals with neutral emotions with the same dynamics as the previous one. The results of this question are that the least selected is astonishment. Finally, we have the negative emotions in which people have decided that envy and horror are the ones they feel the least. In conclusion, this test helped me select the emotions for my web page with an investigation behind it. I chose the 18 emotions based on my search for information.

4.2 Information Architecture

The architecture information is quite simple and has remained the same since the beginning. In it we can find four main categories in the navigation which are the homepage, about, emotions which is divided into three subcategories that are positive, negative, and neutral and the last category which is resources

where the different posts about mental health and more information. I have not included all the emotions in the navigation because they will be included in each sub-category in addition to the home page, I wanted to keep it as simple as possible. **The cards**





It is essential to talk about the information on the cards page. We will find a small introduction at the beginning. In the second part, we use the rapport technique to create an environment of trust. This technique is based on the social phenomenon of “feeling” or “connecting with someone” and is not limited to the field of psychological therapy. In our lives, we tend to connect better with people like us, with whom we identify at some point or in some way. In Amigatalk, I want to create that type of connection using this technique. For this reason, my experience with each emotion is added to the information to make the user relax and make it easier for them to answer the following questions. The questions are designed to create an Introspection exercise. The general idea is to make the user think about the feeling. During this course, a rule has become clear to us: the content always.

Before starting to design and give a concept to the website, I applied a series of questions that Miriam Sorrentino taught me during Branding and Marketing classes to be able to decide on my brand personality.

5. Delight

ABOUT THE BRAND AND ITS PERSONALITY

Who do you want to address? What are they like?

Young women who are studying at school or university.

How do you want to communicate with your audience?

I want to communicate in a personal and empathetic way.

What brands do you like? (even if they are not from your sector) and reasons.

One of my favourite brands is Pret a Manger. I like their branding and always notice how they play with food to make fun posters. Another brand that I like is Hermanos. It is a new coffee brand installed in London. It has a minimalist and modern feel but uses traditional resources such as preparing coffee.

How do you want your brand to be?

If I must define Amigatalk with words

Friendly

Creative

Open-minded

Sincerity

Encouraging

Playful

This exercise can help you decide on your brand personality.

You are not talking about the product but the brand and how you want people to perceive it. Do you want it to be perceived as an expensive or cheap brand? Regardless of what it costs. Add more fields if you consider it necessary for your brand.

Cheap/ Neutral/Expensive:

Neutral.

Ecological/ Indifferent to the environment

Ecological

Male /Neutral/Female

Female

Adult/Child

In the middle

Funny/Serious.

Funny

Gourmet/Popular.

Popular

Local/International.

Local

Colourful/Neutral.

Neutral

Smart/Casual.

Casual

Classic/Modern.

Minimalist

Organic/ Technological.

Organic

Better define the personality of your brand: This exercise can help you focus on your brand.

What would your brand be if it were:

- An animal:

A butterfly and its metamorphosis

- A type of person/s:

Someone who empathizes and cares about what happens to their surroundings.

- A landscape:

A Japanese tea houses.

- transport/vehicle:

A bicycle because it is the first transportation that adults learn to ride.

- A colour:

Any earth colour that generates peace for me

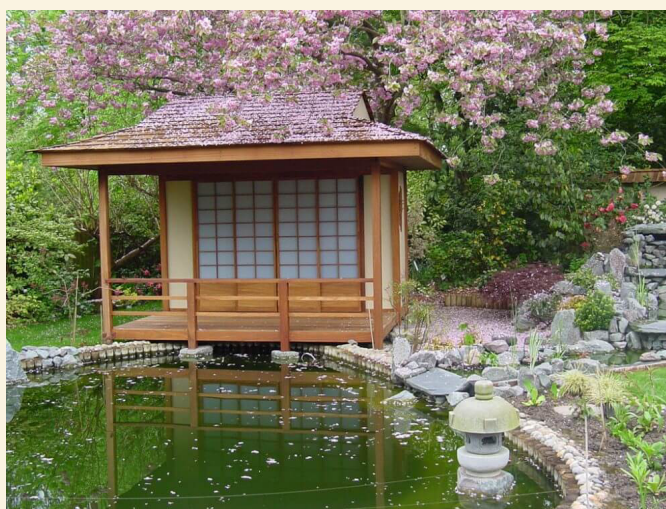
- A personal object:

A diary

- To font:

A custom font but easy-to-read

After these questions, I can generate the keywords for my brand. Harmony. Neutral or playful colours to transmit peace and calm or bring attention to the user. Adapted to the audience's informal and aesthetic designed for a young audience. Feminine but not girly, prioritizing the content. Before starting with the final concept of Amigatalk, I worked on other ideas that were not as strong as these and which I did not feel satisfied with the result.



Intro

When we talk about Amigatalk, we want the user to find a relaxing aesthetic that does not resemble other existing mental health websites. Our main objective is that the aesthetic is attractive to young women, our primary target audience. However, the proposals for this project are not to cross the line between the girlish and the feminine.

During the project's design stage, the typography and colours evolved after the feedback to create a more consistent design.

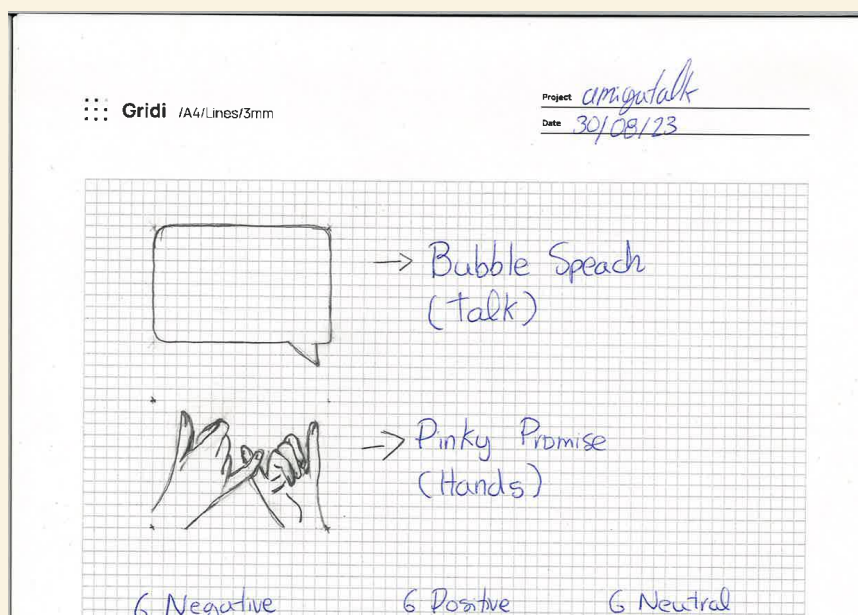
In the design context, we will follow a line of inspiration based on Japanese tea houses since everything is related to an oriental theme, including the pinky promise logo. The illustrations also have a manga drawing style, thus creating a solid attachment to the website's branding. One of the first impressions that we want to offer the user is to be able to relax when entering the web page. At first, I thought of using a handwritten font. The problem with this type of font is that it is challenging to read and can be unprofessional.

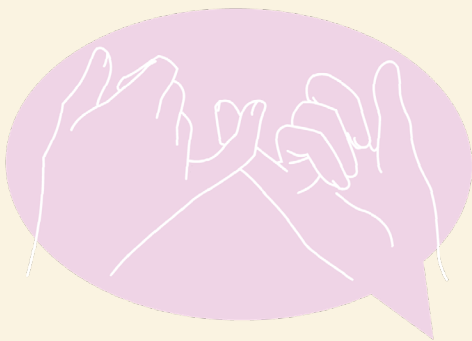
The Logo Idea

It is said that the "pinky promise" or "pinky swear" originated in Japan, where it is known as yubikiri, which means "finger cut-off." The person who broke the "pinky promise" had to cut off their pinky finger from her in

Japan. However, over time, the “pinky promise.” has become a more casual way of making a promise. When designing the Logo, I realised that when I was little and a friend told me a secret, we did the pinky promise action, so we kept it secret between us.

For the Logo, I decided to use two hands, making Pinky Promise and a conversation bubble shape, which was later added to the design, forming a compact logo that conveys what I want the website to reflect, which is a space where you can vent about your emotions and learn from them like a diary. Below, you can see the evolution of the Logo from its beginnings to the final Logo. We can see that the Logo has evolved with the name change of the website; it has gone from having a handwriting font to having other more decorative fonts, but the main idea has been maintained until the end of the current version. Most importantly, the Logo conveyed playfulness and harmony and attracted women.







AMIGATALK

AMIGATALK

AMIGATALK



SONO FONT
REGULAR AND SEMIBOLD





Noto Sans

Noto is a global font collection for writing in all modern and ancient languages. Noto Sans is an unmodulated ("sans serif") design for texts in the Latin, Cyrillic and Greek scripts, which is also suitable as the complementary choice for other script-specific Noto Sans fonts. It has italic styles, multiple weights and widths, and 3,741 glyphs.

To contribute, see github.com/googlefonts/noto-source

Typography

As I said before, Typography has evolved with the Logo. For the website design, I have decided to use a single familiar font but in different sizes and weights. The final typography is Noto Sans. We can also see that we play with typography, which also applies to the website in some minor details. For example, In the Home page illustration or the error page, we use the weight change in the typography.

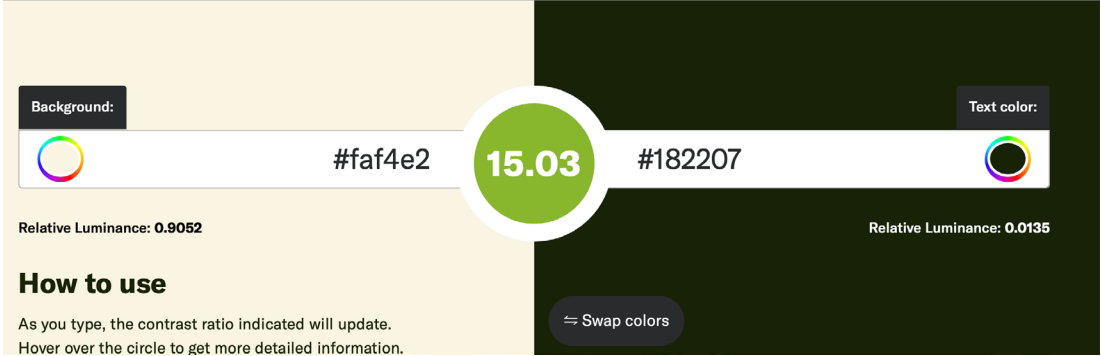
The colour palette / Colour Scheme

Why neutral colours?

Colours can influence the mood of the user. Tea houses symbolise spiritual purification. I always check the contrast ratio. To choose the colours, use Photoshop to select the Tea House selection from the image. Before deciding on this image, I created a mood board of several photos and chose the ones that best matched my main idea.

The palette has been evolving but has always preserved the colours that we can find in a Japanese tea house. The colours must have a good contrast between

Contrast Ratio



Background: #faf4e2 **15.03** #182207 Text color:

Relative Luminance: 0.9052 Relative Luminance: 0.0135

How to use
As you type, the contrast ratio indicated will update.
Hover over the circle to get more detailed information.

⇌ Swap colors



FAF4E2 AE4865 A69A6E 845E73 182207

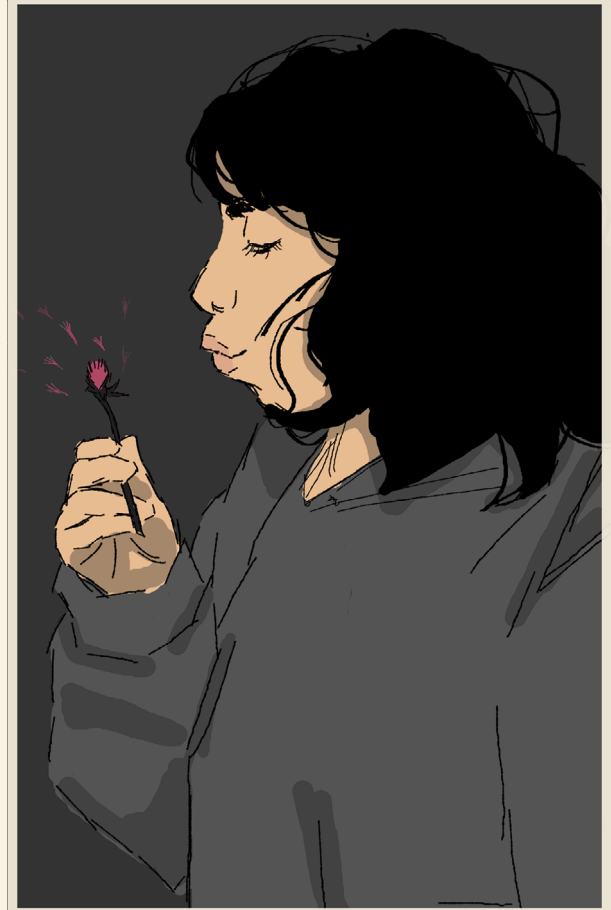
Final Colours **coolors**

them to give the user a better experience. For example, reading the page's content does not tire their eyes. The colours have evolved through feedback after the presentations.

The illustrations

The illustrations are one of the essential elements of this project. However, the digital drawings are based on photographs representing each emotion we will work on in Amigatalk. After selecting the final shots for each emotion, I created a digital copy of the pictures, adapting them to the website's needs. Like all the design elements, the Illustrations have evolved in the drawing style and the colours. For the Illustrations, I decided to use a young woman, my cousin, who helped me as a model. Creating the illustrations digitally is straightforward, but it takes time to make it right. I put the base photograph as a guide and made it layer by layer until I finished the Illustration. In the beginning, the Illustrations were drawn with more background details, but since there were 18, I didn't have time to complete them all, so I decided to make them as simple as possible.

The Illustrations were made in Procreated but saved in PSD format. I have had several problems with the Illustrations because I couldn't save them in SVG. When I tried it in Illustrator, it automatically turned black and white. I tried Photoshop, but the same thing happened. So, I decided to continue with PNG, and since the illustrations were large, I optimized them to be less heavy for the web page and loaded faster. The cards are 15cm high x 10.5cm wide. All illustrations have approximately these measurements; some were cut out, then exported to the web in Photoshop and saved as PNG-24 for better quality. I repeated the procedure for the Illustration I use as the home page, but obviously, this is a much larger size, 1500px by 800px. However, the Home page Illustration is not used for the mobile version. In the future, I want to use SVG. I already have the Code Snippets plugin installed that allows you to use SVG with WordPress, but I must find a way to keep my illustrations from being black and white. Below, I will put the Illustration saved in SVG, and as until now, I have not been able to make the Illustrations work in that format.



In this Illustration, we can see how the young girl is blowing a pink dandelion flower. Most people have the habit of making a wish by blowing a dandelion flower due to the many legends behind this plant, worldwide and throughout history, which attribute magical properties to it..



In this image, the young girl has her eyes closed and is hugging a tree; this represents the feeling of calm. It is said that if you hug a tree, you get benefits, like connecting with yourself.

There is a whole philosophy around this idea—the therapeutic powers of the tree range from charging us with good vibrations. Tree therapy is the doctrine that I practice to calm anxiety, depression or headaches.

6. Firmness

The domain name

As I mentioned at the beginning of this report, the project's name has undergone several phases. Big Sis already had a reasonably important website with that name, so the domain was unavailable. In Hermanas Talk, it was a name that was a bit complicated to read. Finally, I found the name amigas talk, which means friend in Spanish, and talk means conversation in English. However, it was not so accessible until a classmate in the course gave me the idea of removing the s and calling the project Amigatalk. The name was appropriate because it matched the branding of the page and mixed two languages. I searched for it on Google Domains, and it was available. In Colombia, .co and .com are used at the URLs' end. I did some research and discovered that websites in Colombia use more .com than .co, so I decided to use it for the website. So, we ended up with the domain www.amigatalk.com

Hosting

One of the teachers' advices was to keep the domain and hosting in different companies, so for the domain, I decided on Google and for the hosting,

I decided on Clook. The main reason why I decided on Clook is that they have outstanding customer service. Last year, I mistakenly deleted critical documents, and they helped me resolve it in a couple of hours. During this project, I wanted to feel confident that I would have immediate help if something happened. The second reason is that I feel comfortable because I already know how their c-panel works; they have a good capacity for all the illustrations, and the price is affordable.

CMS

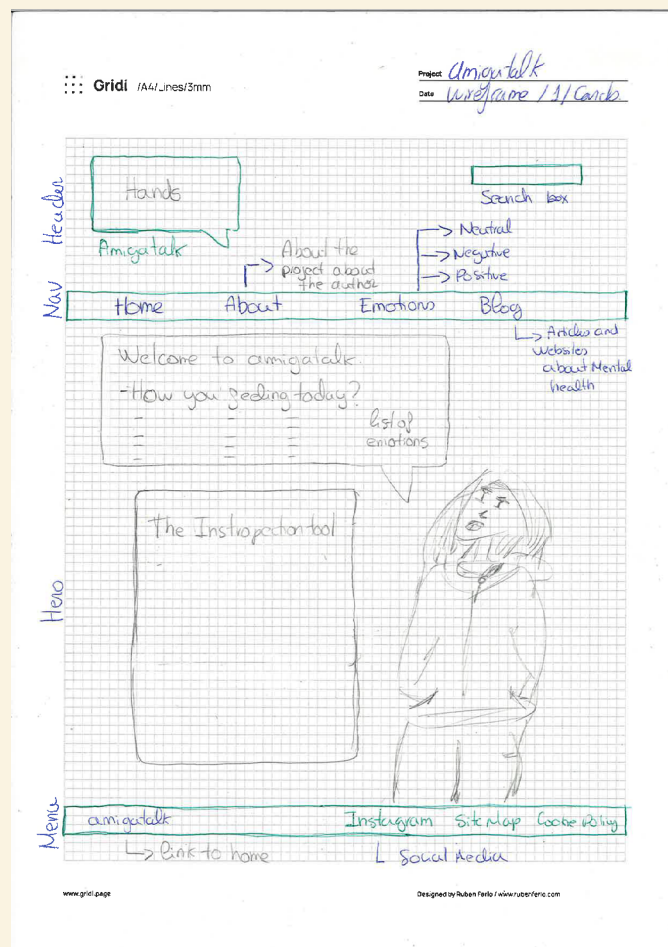
I was familiar with web pages created with HTML, CSS, and JavaScript. During this time, I worked with WP twice and built my graphic design portfolio on the platform. However, I had never created a theme. I have always used already-designed themes; for example, I use the Vanilla theme on the university blog.

I decided to use WP because, in the future, I wanted to add more content and include more emotions. In addition, I could benefit from plugins; for example, my website must be in Spanish and English and with the help of a plugin, it is much easier, even with SEO. After concluding that, at first, it would be more difficult, but in the end, it would be beneficial, I decided to opt for WordPress. In addition, it has an infinite number of resources and many tutorials dedicated to this platform, and it is free. But I wasn't sure about using WP because you need a basic knowledge of PHP, but I wanted to try it. If it didn't work, I had my plan B, which was to use a static website and apologize.

Front End technologies

After deciding to use WP during the class with Prisca about this topic, I did not understand any of the code written in PHP, so I decided to start learning PHP. After learning the basics of PHP, I began to understand the topic developed by the teacher, and now everything was starting to make sense.

In addition to creating a WP theme, my goal was to create an interactive website with SVG vector graphics in JavaScript and an animated logo. These plans have been left to be developed in the future. However, thanks to the help of tutorials, I have included a hamburger menu for small screens, such as mobile sizes.



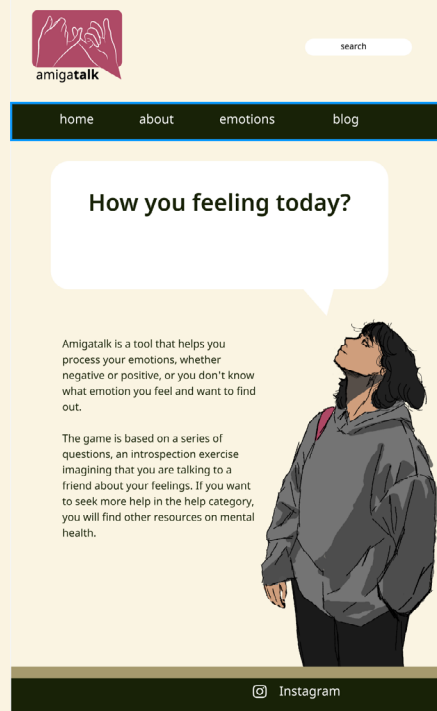
7. Prototype

The final step before creating the site is to create a prototype. We implement all the colours, typography, and resources we developed this year. One of the points during my critique of the prototype. It demonstrated where I had gotten the content from and what my website page would look like. I used Figma to create the layouts and a generalized calendar with the distribution of how long each task will take me. However, the content has been kept intact, but the design has changed a little after the feedback obtained from this presentation.

During the presentation of the prototype, several suggestions for changes occurred.

I have applied these changes that you see below and have adapted the colours of the Logo, the colour palette and the colours used in the illustrations to provide further consistency to the elements.

1. Change the background colour (D1C9B5). It is a little too dark and would work even better if it were a bit lighter.
2. The illustrations are dark; it is better to use lighter shades of grey, especially for the figure, and for clothes, you could use that lovely Rosé shade as a colour accent.
3. Change typography to Noto Sans. I suggested this to them as they must accommodate various languages with special characters, such as Spanish.
4. For the face icons, it is better to create a scale instead (still involving the faces as anchor points on the scale) to have a broader range of emotions to present "How are you feeling today?" Only three options oversimplify what you are trying to do, and the icons may trivialize the feelings.



In option number 4, I decided not to implement icons because I felt that I would have to put 18 emoticons on the main page, plus the drawing would look busy. It would break the harmony of creating a simple aesthetic. I decided to write all the emotions worked on in Amigatalk. On the main page, there should be links that will take you directly to the emotion.

For the other pages, the content is quite simple. I already knew the distribution of the cards. There would be six on each page. I decided to put the negative emotions first because we typically feel inadequate when seeking help. Since I had not completed the final content, I used alternative text to create the prototype and photographs.

Mobile First Design and Accessibility

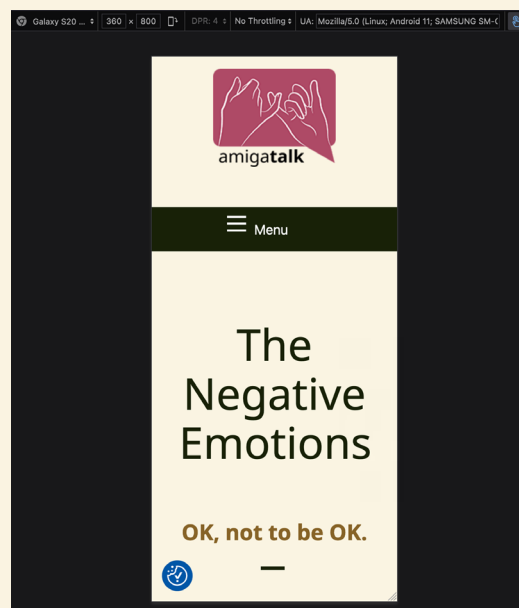
One of the points I decided to work on was small screens. One of the essential things I learned during this course is that starting with small screens makes it much easier to create a responsive design.

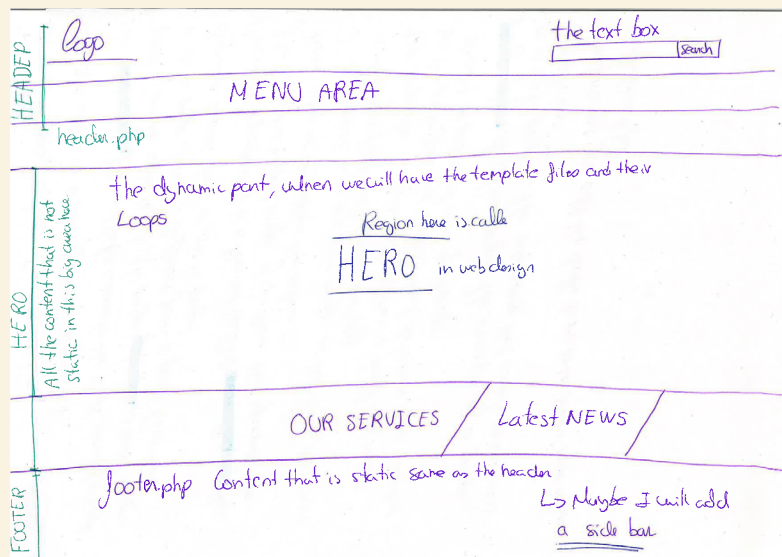
It is a vital issue because not all website users have a computer or a fast Wi-Fi connection. This means that the page must be easy to load on a mobile device

and not have heavy content, costing the user more money when interacting with the web page.

Furthermore, this is because my target audience is in Colombia, and they are young women who use their mobile devices for everything in their daily lives. For them, create two versions, one with illustrations and one without. I decided to use the graphics because they are the main point of Amigatalk. I took the risk that the website would be heavier for small screens, but I optimized them to make them as light as possible.

For accessibility, create a concise description of each Illustration in the WordPress library for those people who are blind or have some difficulty seeing, in addition to underlining the links. One of the ways to check accessibility is with a tool we can find in Chrome that allows you to listen to the website elements and put yourself in the shoes of a person who cannot see the content, only listen to it.





Wireframes and content

After presenting the prototype and establishing the changes generated by the feedback, I made a list of what I should do and finish. From the beginning, I knew that my content was the most important thing, but I also wanted to have the challenge of creating the WordPress theme, so I decided to start learning PHP. I tried to alternate both during this process. I am not good at writing; the deeper I went into the content, the more complicated content I generated, so I decided to keep it as simple as possible because I added more and more every day. It was becoming something I wanted to avoid from the beginning, which was long blocks of text. Once I had all the illustrations and the content ready, I began to create the final wireframes for both mobile and large screens. I started with the smallest screen, as seen in the image, and then I continued with the different breakpoints that can also be seen in the picture. Picture of the code.

I used Visual Code for the code reader because I was using Emmet to write the code faster and following several tutorials on YouTube about Emmet.

After Prisca's class on WordPress, I started learning about PHP to understand the Vanilla Theme. The next step was to learn the anatomy of WordPress, that is, the template hierarchy. Index.php is the main entry of our theme, and

style.css is responsible for telling WP, the author of our theme description. In addition, I learned about using single.php or, for example, that page.php is for a static web page, which differs from a post with more dynamic content. The file names must follow the WordPress names and be in lowercase.

While creating the theme, I wrote comments throughout my code, mainly to remind me what to do with each element since I am new to PHP and WP. Below, I will describe the general steps I took while creating Amigatalk.

1. For my local server, I used the program called Local because, with MAMP, I had some problems changing the PHP version.

2.

We need three blocks to build a theme: the header, the dynamic content, and the footer. The dynamic content is exposed in the index.php. The header and footer will continuously be repeated, and the content will change depending on the page we visit.

3.

Unlike static web pages in WP, we never introduce style sheets directly but instead use functions.php. Within this page, we execute the functions we want WP enqueueing; this word means putting in a queue. Hooks and parameters have been a long process to learn during this project. For example, to call the header, we use wp_head.

4. To enter the Noto Sans font. I went to the Google Fonts website and chose only the needed styles. Because the more types you choose, the heavier the website will be. Pass the URL directly in the second parameter in functions.php. Researching typography, I found that since 2022, WP has discouraged developers from using Google links in the theme. But since I'm not going to sell my theme if it's for personal use, I hope I won't have any problems.

5.

One of the problems was that the CSS changes were not visible through the cache on the web page. To organise the colours of my website, I used variables in addition to defining general rules. For example, centre the content in the container. In addition to using Flexbox to make all the elements responsive. One of the changes I made is to stop using pixels for typography; this is because some users must zoom in on the body text to be able to read it. I started using rem for accessibility purposes.

6.

In this project, we will add some JavaScript files responsible for controlling the behaviour on the theme-responsive menu. dropdown.js. This file will be inside a folder called JS. How to add JavaScript differs from how we do it with a static web page. This is very interesting because you can move some files to the bottom of the page, improving the performance since the whole page can be loaded without waiting for the JavaScript file. In this stage of the project, I wasted a lot of time. I discovered that spelling mistakes take a significant amount of time.

For the mobile, we use a Hamburger button. The problem is that some people don't know what this icon represents, so I used the word Menu next to the icon for accessibility purposes. We add some interaction and grab the menu icon, which we convert. a x

7. Register our menus in the functions.php file. WP has a function for the menu. However, we can register more than one menu at a time. First, we will register the menu for the main navigation and the footer, `amigatalk_main_menu`. After this, we will register both menus in WP in the appearance section.

8. Inside WP, the Loops display posts' content. In this theme, the resources page will be our `index.php`, where we will find different posts. The home page will be the `page_home.php`. This type of page is not reusable, meaning it only controls the look of the home page and no other page. I created the `general_template.php`. This template allows us to use it on different pages. For example, I use the template in the About and Emotions page. I added a custom header on these pages because, after the last crit, David advised me to use more Illustrations. One of my most challenging things was not creating a file for each page, as if we were creating a standard HTML and CSS website. It is not wrong, but it is a waste of work since there are ways to make it easier for WP.

9. Sidebars: a little box where we can add some stuff, for example, widgets. In my case, I use a widget for each card. There are 19 widgets, 6 for each emotion and one for the custom error `404.php` in the functions.php. I built the widgets area and as well in the resources page. Probably, I should use an image instead, but it was easier for me to work this way.

10. The search box: I was not sure if I should add one or not, but the idea is that in the future, I will add more posts on the resource's pages, so I decided to add on the theme for a better user experience. I discovered that some posts are hidden. This happens when there are more than ten posts. That is why I created a pagination on the resources page so we can access the older posts.

12. I created a folder called parts; this work is like the header and the footer. I replaced several lines of code and moved them to the parts folder. I use `get_template_parts`. One of the goals of this function is to help us create a better structure for Amigatalk, and it is easier to read the code because it is less amount.

13. `Screen_reader_text_accessibility` is the code I add to the CSS at the end. We can find this code on the WordPress website, and it is for accessibility reasons.

14. I learned that there is a difference between translating the theme and translating the site content. The first one is called Internalization. In the beginning, I followed some YouTube tutorials because I thought this function would translate the content of my theme. However, this is designed to translate your theme into other languages. After realising that, I tried different plugins, such as Polylang, Weglot and WPML. Prisca recommended I should not use Weglot because it will translate my whole page, and some parts will not make sense. I agree with that, and I will use WPML in the future. Still, I am running out of time, so I will use Weglot because I already paid for the pro version, and my content in Spanish makes sense when I use this plugin, but in the future, for a better user experience, I will translate the content myself.

Specific plugins help you create WordPress themes more efficiently and much faster; the problem is that with plugins, it is tricky because less is more, and I mean that with plugins, the site is more sustainable and faster. In addition, a reference that helped me was WordPress themes, like in Twenty-one. Some plugins will be inactive because we will not need them once the page is built. For example, the plugin Show current template; others, such as Cookiesyes, Weglot and Yoast SEO, will be necessary. They will remain active for better performance and user experience of our website.

Plugins

1.Query Monitor

It helps us know how long it took to load the page, how much memory it consumed, what type of PHP version a plugin used, and much more.

2.Theme check

The theme check adds a new tool that helps us check that our theme is correct and has passed all the tests.

3.Show current template.

Show us which template we use on the page we are working on. This plugin was handy because it was easy to build the site with this.

4.Menu image plugin.

I used this plugin because it allows me to add social media icons in the footer menu.

5.Weglot.

This is the plugin I use to translate the content into Spanish and vice-versa. One of the small mistakes I made with the illustrations is that once designed, I included the emotion within the image without thinking that Weglot would later be unable to translate them since the text was inside the image. At the end I discover That if you paid the premium version you are allowed to translate the content yourself The price for 10,000 words is 20 euros.

5.CookieYes

The plugin I use that helps me with the EU Cookie Law is one of the plugins that I find more useful.

6.Yoast SEO

This a helpful plugin that most colleges recommend for the SEO of the website to help you improve and have better results.

7.WPvivid backup

My teacher recommended this plugin; the main functionality is to help you safely migrate your site.

These two plugins are on my site, but I will use them in the future for improvement purposes.

WPCode Lite

I used this plugin when I tried to upload the images in SVG but failed to export the pictures; I will try in the future.

Thumbnails

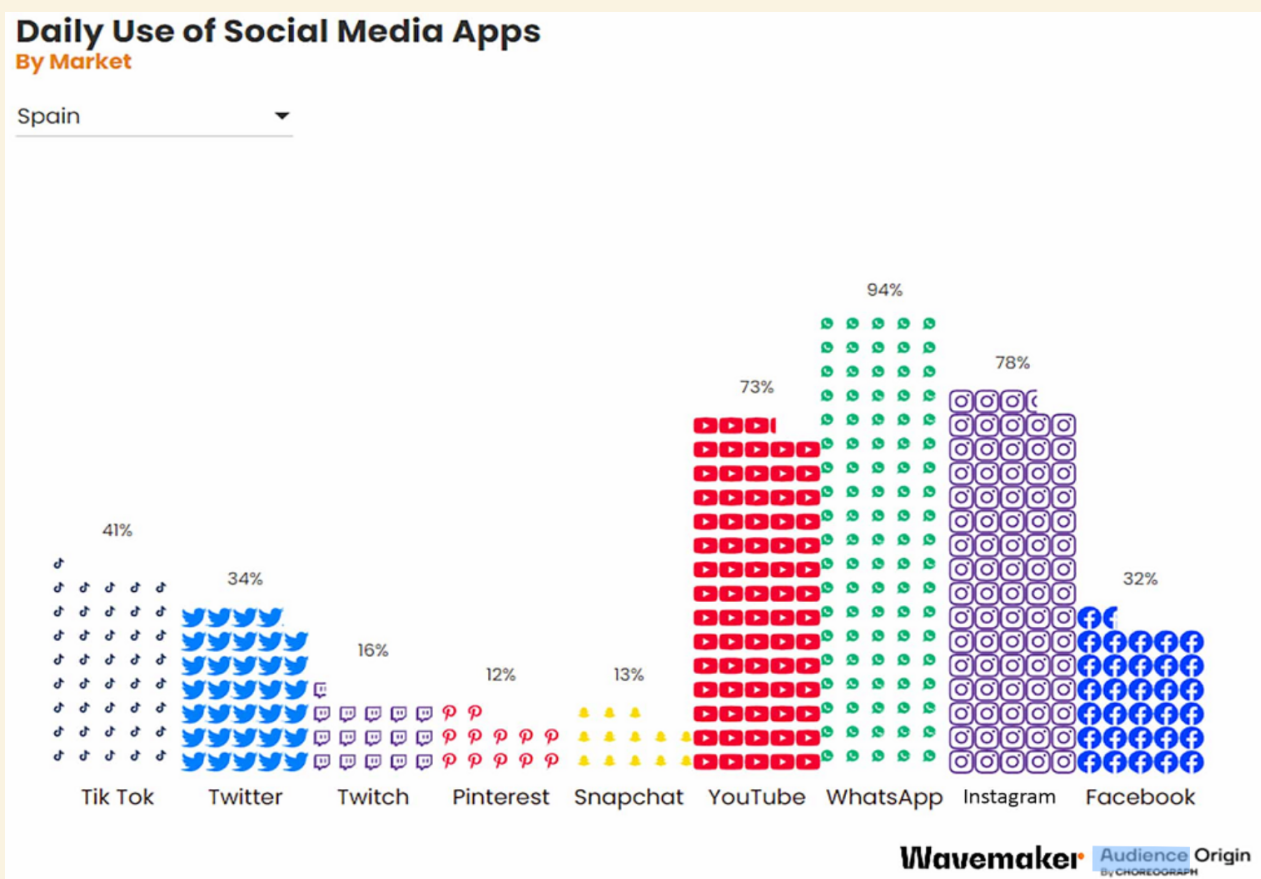
Post Thumbnails in the future. I want to add my images to the posts in the resource's pages, so I added this plugin. It is now deactivated, but I will activate it in the future.

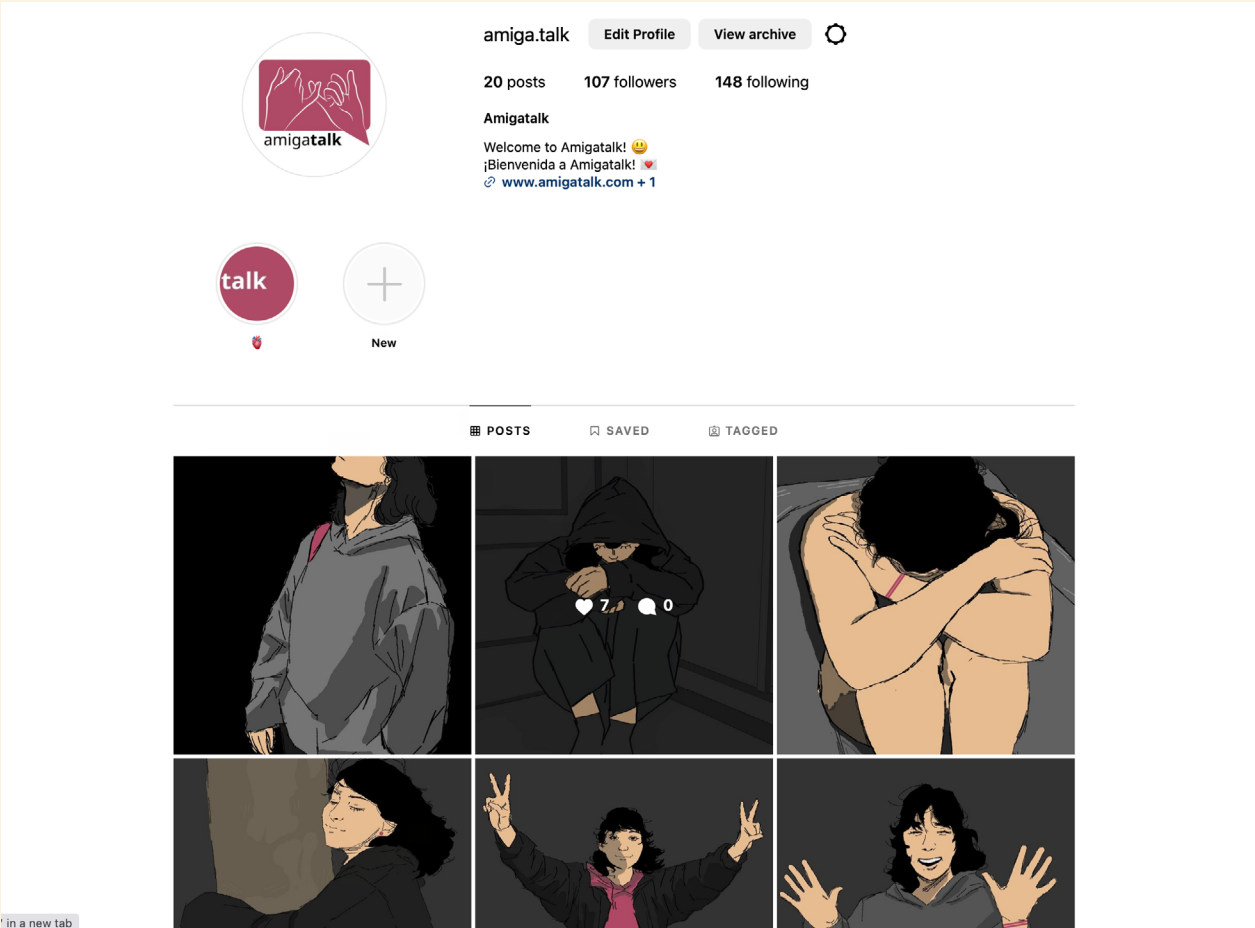
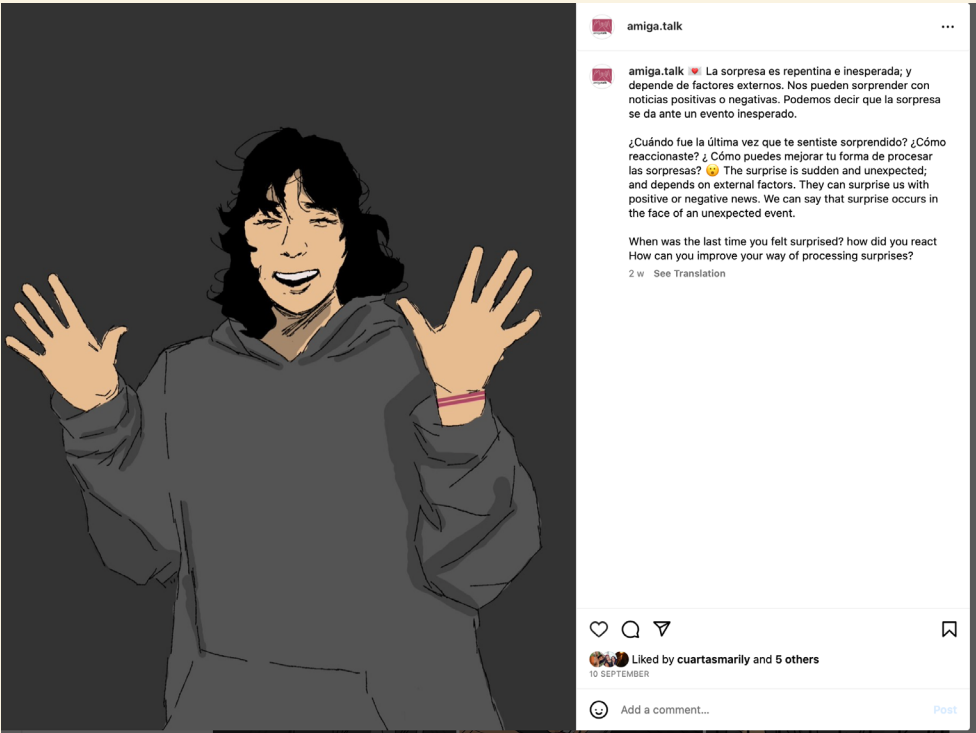
SOCIAL MEDIA

There are various platforms to attract users to our website, including social networks. The best known are Facebook, Instagram, TikTok and Twitter, in addition to Snapchat and more.

According to Pew Research's annual report in the United States, adolescents ages 13 to 17 use YouTube, TikTok, Instagram, Snapchat, Facebook, Twitter, Twitch, WhatsApp, Reddit and Tumblr.

In my case, I have discovered that the platforms most used by young people in Colombia are YouTube, WhatsApp, Instagram, and TikTok. To promote Amigatalk, I have created a social network, Instagram. Why Instagram? Because it allows me to share both the images and the website's content in Spanish and English. Plus, it's easier to promote it from my social networks. Another plus for Instagram is that many posts and other accounts are responsible for teaching users to create good habits for mental health. If we follow these posts, we make a link network. Additionally, I have asked people close to me to repost the Amigatalk content to generate more views on social networks. I have developed 100 followers with this action, which is a good start.





8. SEO

SITE SEO

To improve my SEO performance, I followed the steps described below.

1. Work on the images in the correct format and their optimization. Technically, Google supports the BMP, GIF, JPEG, PNG, WebP and SVG formats, which have different performance. It is advisable to use SVG due to the web page's weight. In my case, use PNG, which has a medium weight. As I said before, I will find a way to work with SVG in the future. The resolution of the images is also essential. In the 18 cards, we work with standard size and adjust all the Illustrations to that size. This helps the compression of the images. In other words, if we reduce their size, they weigh less. We must not forget to use Responsive Illustrations, which must be adapted to look good on small screens and other website elements.

2. Implement Cache

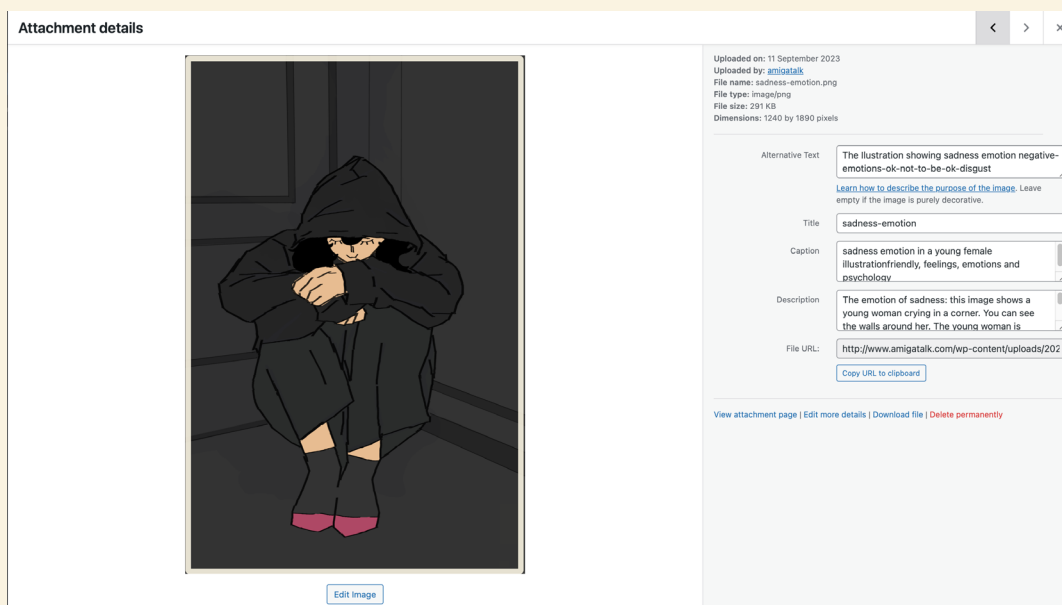
Simply put, the Cache is the process by which your server creates a copy of your website, including the images and illustrations. The server does not have to build the website from scratch, thus improving the performance and loading of the website. Using a caching service is 100x100 necessary to improve the SEO of the website and have a better User experience. In this case, we can use the Lite Speed Cache plugin.

3. Use a CNN

Content distribution network.

The hosting service that I contracted is located in the UK. If someone in Colombia or another country wants to access my website, that person's closest server will be the one that displays my website.

In the future, I was planning to use Cloudflare as a CNN service so that my images load faster no matter where my visitors are from.



4. Help Google understand my illustrations to rank them first and provide a better user experience. For example, using relevant illustrations and originality also counts for Google. In addition to obtaining high-quality content like the one we have developed at Amigatalk. In addition to positioning the images near the relevant text as we have done in the cards template.

5. Alt text is for those who cannot view images on the web or have slow connections. It is used for accessibility; when we define the alt text, we must focus on making the description informative. One of the advantages of WP is that it makes things easier for us, for example, the descriptive Metadata, the titles and legends of the illustrations, and the names of the illustrations. The file helps Google to position, which is why at Amigatalk, we always add a detailed description in the description of the WP library.

6. Create a site map and use the Yoast SEO plugin that tells you where you can improve. At this moment, I realized that the hard work of creating a WordPress theme was worth it because these types of plugins make things much easier for you.

In conclusion, with the SEO of the website, I think I could have done a better job. I made a big mistake: uploading my website very late to the Internet. In

addition to not managing time correctly, however, I tried to get the most out of it as possible. The plugin in the future, I want my SEO to be better.

Analysis results

^ Problems (8)

- **Keyphrase distribution:** Have you evenly distributed your focus keyphrase throughout the whole text? [Yoast SEO Premium will tell you!](#)
- **Outbound links:** No outbound links appear in this page. [Add some!](#)
- **Keyphrase in introduction:** Your keyphrase or its synonyms do not appear in the first paragraph. [Make sure the topic is clear immediately.](#)
- **Keyphrase in SEO title:** Not all the words from your keyphrase "Love self-love emotion" appear in the SEO title. [For the best SEO results, write the exact match of your keyphrase in the SEO title, and put the keyphrase at the beginning of the title.](#)
- **Keyphrase density:** The keyphrase was found 0 times. That's less than the recommended minimum of 2 times for a text of this length. [Focus on your keyphrase!](#)
- **Keyphrase in meta description:** The meta description has been specified, but it does not contain the keyphrase. [Fix that!](#)
- **Keyphrase in subheading:** [use more keyphrases or synonyms in your H2 and H3 subheadings!](#)
- **Text length:** the text contains 198 words. This is far below the recommended minimum of 300 words. [Add more content.](#)

^ Good results (8)

- **Image Keyphrase:** good job!
- **Images:** good job!
- **Internal links:** You have enough internal links. Good job!
- **Keyphrase length:** Good job!
- **Meta description length:** Well done!
- **Previously used keyphrase:** You've not used this keyphrase before, very good.
- **Keyphrase in slug:** More than half of your keyphrase appears in the slug. That's great!
- **SEO title width:** Good job!

Yoast SEO

SEO Readability Inclusive language Schema Social

Focus keyphrase ?

Love self-love emotion

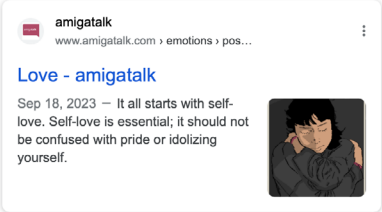
Get related keyphrases

Search appearance ^

Determine how your post should look in the search results.

Preview as:

☒ Mobile result ☐ Desktop result



amigatalk
www.amigatalk.com › emotions › pos...
Love - amigatalk
Sep 18, 2023 — It all starts with self-love. Self-love is essential; it should not be confused with pride or idolizing yourself.

SEO title Use AI Insert variable

Title Page Separator Site title

Slug

love-selflove-emotion

Meta description Use AI Insert variable

It all starts with self-love. Self-love is essential; it should not be confused with pride or idolizing yourself.

Nibbler SEO audit for www.amigatalk.com

6.3

Overall

The overall score for this website.

8.3

Accessibility

How accessible the website is to mobile and disabled users.

[See contributing tests](#) ▾

4.9

Experience

How satisfying the website is likely to be for users.

[See contributing tests](#) ▾

3.7

Marketing

How well marketed, and popular the website is.

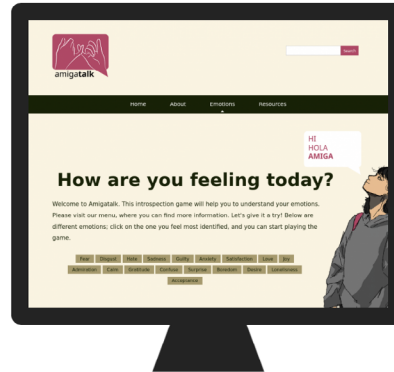
[See contributing tests](#) ▾

6.3

Technology

How well designed and built the website is.

[See contributing tests](#) ▾



Nibbler tested a sample of **5 pages** from this website at 01:58 on 28 Sep 2023 (BST).

[Retest](#)

8.4

Meta tags

[Help](#) ?

This is how this website will look in Google search listings:

[Home - amigatalk](#)

www.amigatalk.com/

Welcome to Amigatalk. This introspection game will help you to understand your emotions. Please visit our menu



All pages include at least some metadata, but only 80.0% of pages have a description meta tag. The description meta data is important as it appears on Google's search result pages. [Show recommendations](#) ▾

[Meta Tags \(name attribute\)](#) ▾

[Meta Tags \(http-equiv attribute\)](#) ▾

9. Conclusion

In conclusion

After making the report, I realized all my mistakes that I could have fixed with more time. During this learning period, I did not manage my time correctly and found myself behind with the project. I am satisfied because I learned a lot about PHP and WordPress. I took a risk because if I had made a static web page, perhaps the result would have been different. But, I feel that my knowledge has improved, and I have reached the most important goal: creating a theme in WordPress. However, everything is a learning experience, and in the future, I know I can fix those small details and make this website a better project.

- If there is something that I am 100% sure of since I started this Master's, I have learned a lot, and what I have managed to do today with Amigatalk, I would not have imagined the first day I opened a code reader.

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THANK YOU

