

Tattoo Yoo

Major Project Report

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Table of Contents

Introduction

Phase 1: Concept

- 1.1 Twitter Description
- 1.2 Elevator Pitch
- 1.3 Target Audience
- 1.4 Unique Selling Point
- 1.5 The Problem
- 1.6 The Solution
- 1.7 Value Proposition
- 1.8 Rational

Phase 2: Cultural Context

- 2.1 Business and Cultural Context
- 2.2 SWOT Analysis
- 2.3 Research
- 2.4 Cultural Context

Phase 3: Commodity

- 3.1 Website Content
- 3.2 User Research and Experience

Phase 4: Delight

- 4.1 Brand Aesthetic
- 4.2 Color Palette
- 4.3 Typography
- 4.4 Logo

Phase 5: Firmness

- 5.1 Domain Name
- 5.2 Hosting Platform
- 5.3 Front End
- 5.4 Back End
- 5.5 Plugins
- 5.6 Responsive Design

Phase 6: Prototype

- 6.1 Previous Versions
- 6.2 Roadblock

Phase 7: Site Build

- 7.1 Implementation
- 7.2 Accessibility

Phase 8: SEO

- 8.1 Promotion
- 8.3 Validation
- 8.3 Apply Responsive Design

Conclusion

References

Introduction

The Major Project is a critical component of the MA in Web Design & Content Planning course at the University of Greenwich. It represents a significant milestone, encapsulating the fusion of theoretical knowledge, practical skills, and my creative vision. This report is designed to provide a comprehensive overview of the project's evolution, from its conceptualization and planning stages through the website's development, and ultimately, its presentation to viewers. It encompasses not only the technical aspects but also the underlying strategic decisions, content considerations, and user experience design

TattooYoo is a project created from my love and obsession of tattoos. From the beginning of my own tattoo journey, I noticed that there was a lack of cohesive information on the topic. I would need to jump from website to website to gather all the details I required to go through the necessary steps properly, and it almost deterred me from getting a tattoo at all. Upon my initial round of research, I discovered that a lack of knowledge before getting a first tattoo was a common problem that not only can result in a negative experience but can also cause a safety issue as well. After conducting my second round of research, I realized that there was more information available on the internet about tattoos than when I started out, yet getting a tattoo is an experience people will just do without taking the time to prepare. With tattoos literally being a permanent decision, I often wondered why anyone would go into it carelessly. Through my report, I will break down why people make tattoos a spontaneous event and my solution for it, drawing into existence my major project: TattooYoo.

Visit Site: tattooyoo.ink



Phase 1: Concept

Concept

1.1 Twitter Description

An informational support tattoo website offering a helping hand to people living in London seeking to get their first tattoo.

1.2 Elevator Pitch

Tattoos are becoming more accepted within society and in the workforce. They are now increasingly popular in the UK, with 1 in 3 citizens having at least 1 tattoo. The desire to express oneself through body art is a fun and freeing experience, but knowing how to go about the process correctly can be challenging. There is an abundance of information on the internet and unfortunately not all of it is correct, which can cause safety issues. Sorting through all of it can become overwhelming for someone just starting out, ruining the experience before it's even begun.

Now, imagine a trusted friend who can guide someone through the fascinating world of tattoos, from the moment they contemplate getting their first ink to the exhilarating experience of stepping into a tattoo studio. My website is that friend, providing first-time tattoo clients with expert advice, inspiration, and essential insights for their tattoo journey. From understanding the process to finding the perfect design, TattooYoo is a go-to resource for a safe, meaningful, and unforgettable tattoo experience. Explore, learn, and embark on a journey of self-expression with confidence – because a first tattoo should be as remarkable as you are.

1.3 Target Audience

A target audience, in the context of marketing, advertising, and communication, refers to a specific group of people or individuals who are the primary focus of a particular message, product, or service. This audience is carefully defined and selected based on various demographic, psychographic, and behavioral characteristics to ensure that the message or offering resonates with them effectively.

My target audience is aimed towards, but not limited to, people living in London between the ages of 18 to 30. The legal age in the UK for people to start getting tattoos is 18 years old. According to an article written by The Guardian, "half of people with tattoos in America and Britain got their first by the age of 21.". The target audience is also open to people of all genders, races, and religious backgrounds. Additionally, I want my website to be inclusive to those with anxiety. I tend to struggle with being anxious and overwhelmed when I see that there's too much content and information being pushed my way all at once. With tattoos already attached to the stigma of being something that's edgy and scary, I would like those who deal with the same issue to be targeted and feel safe and calm on my site.

1.4 Unique Selling Point (USP)

A Unique Selling Point (USP), also known as a Unique Selling Proposition, is a distinct and compelling feature or characteristic that sets a product, service, or brand apart from its competitors in the eyes of the target audience. The unique selling points that are offered on my site are a direct step-by-step plan on how to go about getting a tattoo from start to finish, a simple breakdown of the healing process, concise explanations of different tattoo art styles with related imagery for those who need design inspiration, and London-based tattoo artist recommendations for my target audience. I also offer a personal touch to the site by adding my own tattoo story. This will allow the website to relate to my audience and let them see the quality of work that's possible to get if they take the advice offered on TattooYoo.

1.5 The Problem

There is a lot of tattoo related content that can be found online, whether it be from dedicated websites, informational articles, or videos. However, many of them just cover one topic related to tattoos or spread misinformation which may lead to health and safety issues. During the COVID-19 quarantine, people were bored in their homes and looking for something to do. An article from Refinery29 written in 2020 states, "Orders for DIY tattooing gear have increased by 150% since the stay-at-home mandates began.". With an uptick in DIY tattoo machines and the growing popularity of TikTok, it has become a trend for people to record tattooing themselves. It is obvious people want a personal reference to examine in their search for tattoo content. But, this type of activity is heavily discouraged, for at best it will result in a bad tattoo that may need to be covered up or removed in the future, and at worst can cause severe bodily harm and health complications.

In addition to the safety issues regarding misleading or lack of information, people today have a harder time concentrating on reading long-form articles, even if they would be helpful. In a 2023 article from Wyzeowl it states, "According to research, our attention span has markedly decreased in just 15 years. In 2000, it was 12 seconds. Now, 15 years later, it's shrunk significantly to 8.25 seconds.". I often find myself having a hard time paying attention to a single task or reading bits of information even if it's for something I'm interested in. Even when I'm on TikTok, an app that's known for creating concise short videos, I will keep scrolling if someone isn't getting through their content quickly enough.

As shown from my research into the safety issues surrounding an increase of tattoo misinformation, as well as a decrease in the population's attention span, there is a need for a tattoo website that details a quick, clear, and direct path to follow to take the viewer from the start of their journey to the finish line safely. This way it will cater to their needs in a healthy and mentally sustainable way.

1.6 The Solution

I plan to solve the problem by creating an informational website about tattoos that presents all the necessary details in a clear and concise manner while still holding factual integrity. This will allow the user to engage with the content and absorb imperative information about tattoos processes, healing, and different art styles very quickly, without losing their patience with a reduced attention span. The website will offer a blog featuring London-centric tattoo artists and shops, as well as my own tattoo story, providing a personal touch that users may want to experience. The user journey is structured to provide an easy-to-understand path, allowing the viewer to get to their desired content in as few clicks as possible. This is achieved by mapping out fundamental main subjects and creating sub content related to each section. The layout of the website also keeps the needs of my target audience in mind. It is simple, clean, and feels aesthetically safe and personal. There is not any clutter of adverts or unnecessary background imagery to distract from the main purpose of the site. The user will feel comfortable and safe while visiting, which is the entire goal.

1.7 Value Proposition

An article from Investopedia in 2023 states, "A value proposition in marketing is a concise statement of the benefits that a company is delivering to customers who buy its products or services. It serves as a declaration of intent, both inside the company and in the marketplace.". My project value is to provide users with a dependable tattoo informational guide that allows them to discover different tattoo art styles, learn how to plan, and heal safely to get the first tattoo of their dreams.

1.8 Rational

My rational for this project comes in two parts. The first is that I used to be part of my target audience when I started my own tattoo journey. I am someone who gets very anxious when it comes to making big decisions, and getting a tattoo is one of the biggest due to its permanency. I wanted to learn more about how to go about the process correctly and be more knowledgeable before committing, but I had to go to so many different sites and hop around from one YouTube video to another before I felt secure enough to move forward. Now that I am a few years into the tattoo world, I want to share all the helpful knowledge I've collected so someone just now starting out can use my site as an all-in-one tool to educate themselves thoroughly enough to take on their own tattoo journey confidently.

The second motivation to create my site has been from all the times I've seen people through TikTok and YouTube go about getting a tattoo in an unsafe way. For entertainment purposes I often watch a YouTuber called @treacletats. She creates content all about the tattoo world and everything that goes with it. In my years of watching her videos I have heard her stress on countless occasions how important it is to get tattooed in a safe, clean, and professional environment. With the increase in purchases of DIY tattoo machines and content of people tattooing themselves for views on social media, I believe that it is necessary for me to create this website and stop people from physically causing themselves harm. Not to be dramatic, but my site could literally save a life if taken seriously.

These reasons are the culmination of why I aimed to form this website and do so in a way that users can access critical information quickly and seamlessly with a simple, calm, and easy design, allowing me to provide a helping hand to guide them through the process of their first tattoo.



Phase 2: Cultural Context

Business and Cultural Context

2.1 Business and Cultural Context

Tattoos are becoming increasingly more popular and socially acceptable in the UK, even in the workforce. COVID-19 has assisted in the spike of tattoo popularity as it has changed the workplace dynamic. A lot of companies are now offering positions with a hybrid work schedule, or just going fully remote. The ability to work from home has given people the freedom to get a tattoo without the possible judgement of office culture or fear of looking stereotypically “unprofessional”. In return, tattoos have turned into a favorable form of self-expression.

Due to the rise in tattoo acceptance, there is a higher amount of the population seeking to get one. As stated in the first phase of this report, 1 out of 3 UK citizens have at least 1 tattoo. With this high of a demand, it’s extremely important to provide factually correct information in a clear, concise, and accessible way to help guide people through the process of receiving a great piece of tattoo artwork.

2.2 SWOT Analysis

For the Business and Cultural Context presentation of the project, I had put together a SWOT analysis as shown below in Table 1.1.

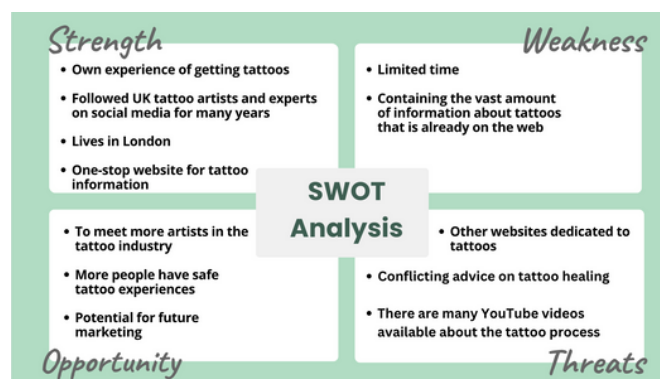


Table 1.1 SWOT Analysis

Strengths

My own experience with tattoos is what brought me to create this project, and it was a great strength to the entire process. It allowed me to stay motivated, even during difficult times. I remember what it was like to be a first-time tattoo client and the difficulties one can face when you don't know where to start. Now, I am able to pass on this valuable knowledge. As the proud owner of 6 tattoos, my time receiving this artwork has allowed me to create factual and meaningful content for the site from the side of the client's perspective. To coincide with the experience, I am also able to showcase my own tattoos to make the site feel more personal and relatable.

The passion I have for tattoos has also led me to follow multiple UK-based artists on Instagram for several years. Having them in mind, coupled with living in London, gave me a head start on my research process for content. I was even able to get tattooed by one of them during the Brighton Tattoo Convention back in February 2023, allowing me to experience the client side of getting a tattoo during my research process.

Weaknesses

My weakness is that I had limited time and resources to gather in depth content about tattoo artists and studios in London. Not only was the project's due date a limitation, but I also had to move back home to the USA over the summer. My time studying web design and planning the formation of the site prevented me from taking enough time to travel around London looking for tattoo shops. Luckily, from my time spent at the Brighton Tattoo Convention, and the fact that I already followed several London-based tattoo artists on Instagram, I was able to put together a small list of artists and their studios for users to get inspiration from. However, after the project has concluded I intend to keep up with the site and add more enriching content to it periodically.

Opportunities

One of the opportunities will be creating a website that has a calm and personal style to it, enabling a higher percentage of people have confident, safe, and happy tattoo experiences.

Due to the growing popularity of tattoos, I will also be able to expand the site in the future to include artists and shops from locations in the USA. Most notably from where I'm from, Boston.

During my time researching for this project, I had the opportunity to meet a couple of the artists I featured on the site, and even get tattooed by one of them. Not only did that provide me with valuable content, but it also gave me a memory from my time in the UK that I'll carry around with me forever.

Threats

The biggest threat is the vast amount of conflicting advice and misinformation that already exists on the internet. There are competitor websites dedicated to tattoos that contain more information than my site currently has to offer, and they have access to more resources than I do at this time. However, from my research I noticed that their content tends to be more text-heavy, overwhelming, and generic. Whereas my site provides a lighter user experience with a personal touch for a target audience of first-time tattoo clients.

Revenue

My website is free for all users, offering open access information about tattoos, and does not aim to build revenue. Although, there is opportunity in the future for my website to generate revenue either through advertisement spaces or partnerships with tattoo shops or tattoo equipment companies.

2.3 Research

Cognate Websites

'Cognate' is a term described by the Cambridge Dictionary as, "a word that has the same origin as another word or is related in some way to another word.". Therefore, a cognate website is referring to websites that are related to each other in either the same subject or genre, style, or audience.

My cognate website competitors are tattoo informational sites as they offer a wide range of tattoo content, including a categorized and curated artist to client tattoo matching system so people can find the right artist to create their tattoo. However, these sites can feel overwhelming with the amount of content they provide as they have a big information architecture structure. It may not seem like it due to the reasonable number of tabs they have on their main navigation, but getting to certain sections is confusing, and I would often find articles randomly listed at the bottom of articles that I could not get to directly from the main pages. Although their content is very useful it feels less personal, and therefore creates an unpleasant experience for the user.

Site 1: [tattoodo](https://tattoodo.com)

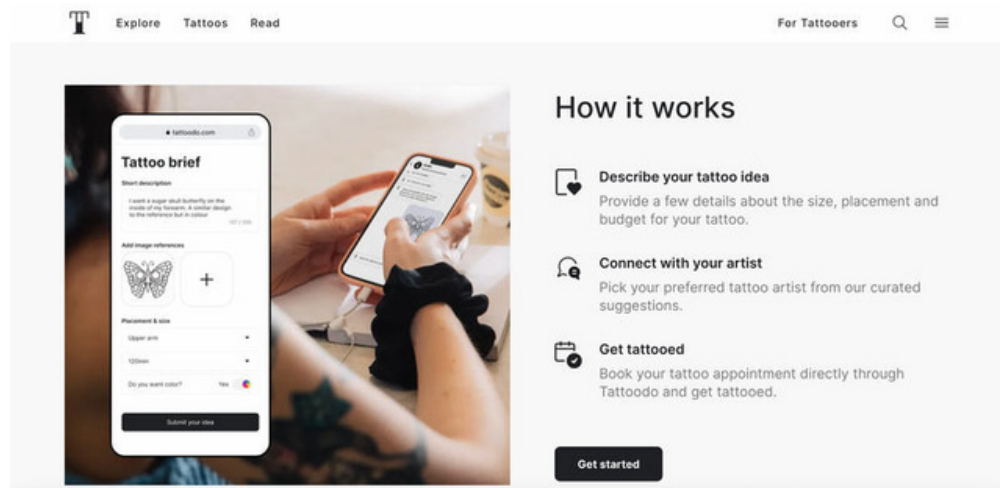


Figure 1.1: Tattoodo matching system

Tattoodo is the closest competitor to my site due to the fact that they offer content that helps plan the user's tattoo experience for them. Their mission is to "make the process of finding a quality artist, making an appointment and getting a tattoo a great experience, no matter if it's your first tattoo – or fifty first.". To do this, they created a filtering system that enables the user to search for tattoo artists located in the closest city. As seen above in fig. 1.1, they also offer a feature that enables the user to describe their tattoo ideas and needs, and then gets them in direct contact with an artist. However, the look of the site feels very stale and generic compared to my own, lacking a true personality. Although Tattoodo is intended to help both client and customer through the process of getting a tattoo, it takes a very hands-off approach in doing so. They also offer a lot of text-heavy content on their website through articles, guides, and blogs, but the sheer volume of them and the way the blogs are organized can make the user feel very overwhelmed during their research process.

Site 2: [Inked](#)

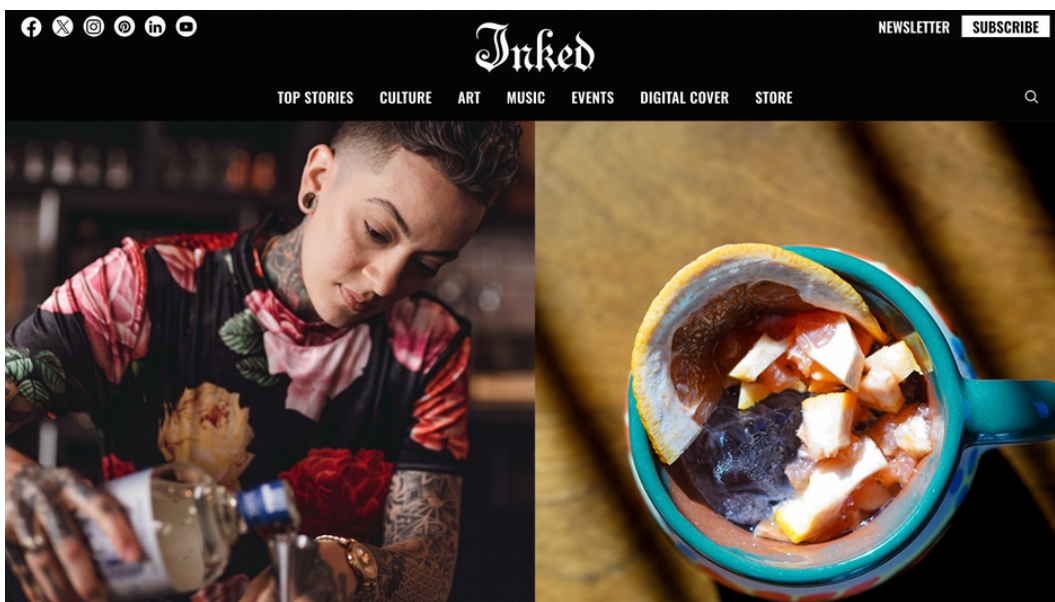


Figure 1.2: Inked home page

Inked is one of the most popular and successful websites for tattoo content. It is the biggest source for all things related to tattoos, including, but not limited to, tattoo culture, style, and art. While the site offers an abundance of information related to tattoos, it is more catered towards the pop culture sphere than is to providing knowledge on how to get a tattoo. Inked is first and foremost a tattoo magazine and the site is structured in a similar manner. Users can learn about popular tattoo artists, art style trends, and news, but if they are just starting out it can become very overwhelming. Although Inked doesn't perfectly line up with my website's intentions, its user experience and design is very clean and clear, and I was able to take inspiration from it for my website's color scheme.

2.5 Cultural Context

Tattoos have gained significant mainstream acceptance in the UK. In 2023, tattoos are viewed even more favorably as a form of self-expression. This acceptance is increasingly embraced by people from various backgrounds and age groups. After the COVID-19 regulations had lifted and tattoo shops were able to open, there was a massive spike in people booking to get a tattoo and using their saved money to do so. This also marked a time of grief and depression in not just the nation, but the entire world. Getting a tattoo was not only a helpful tool in lifting-up people's spirits, but it could also be used to memorialize those who did not make it through the pandemic.

Art and design trends have also constantly evolved, and tattoo artists continue to push the boundaries of what's possible in terms of intricate and visually stunning tattoo designs. This artistic appeal is likely to continue to attract people to tattoos. Various tattoo styles, from traditional and neo-traditional, to fine line, black-work, and realism, have been popular in the UK. This diversity in styles allows individuals to choose tattoos that align with their personal tastes and preferences.



Phase 3: Commodity

Commodity

3.1 Website Content

The content required for the site is mainly text based with the use of images in order to showcase examples of different tattoo styles. I found royalty free images on Shutterstock of tattoos and used images from blogging websites such as Instagram and Pinterest and credited the original creators. I also used my own images that I personally took of my tattoos to put on the Art Style pages and blog. I had always planned on having a carousel of images used on the Art Style sub-pages, and after researching different options I decided using a plugin would be the best course of action. I chose to use the WP Carousel plugin, which was easily customizable to fit my theme.

The form and organization of the website

The site features multiple main pages, such as the Home page, Tattoo Tips page, Art Styles page, Healing page, and a Blog. Most of them offer tattoo informational content with a mix of tattoo imagery to accompany them. Some pages, such as Art Styles, Healing, and the Blog, can filter down to what the user wants and will direct them to specific sub-pages. The user can then choose their user journey through a drop-down menu of sub-pages, as well as through clicking on images that correlate with their desired content. For example, on the Art Styles page there is a directory of images that represent different tattoo art styles the user can learn about. Although there are main pages and sub-pages, the user will not need to make many clicks in order to reach their desired content, and all pages are available from the navigation bar either from the main pages or within the drop-down menus. This keeps the website easy to use and extremely user friendly.

3.2 User Research and Experience

Target Audience

My target audience is for people aged 18 to 30, due the minimum legal age to get a tattoo being 18 and the fact that most people get their first tattoo in their 20's. To be more specific, my site will be for people living in or around the London area.

The content for the site and the way I structure it caters to the needs of my target audience. It does this by being very direct and straightforward with information, allowing for the user to get the content they require in as little time as possible. For example, the Tattoo Tips page lays out step-by-step instructions on how to go through the process of getting a tattoo. But it does so in a way that does not overwhelm the viewer by condensing the information into only the necessary actions one needs to take, and I have taken this approach with each of the informational pages on the site. In addition to the to the short-form text, I added colorful imagery and tattoo themed icons to my text-forward informational pages, so the user stays amused and engaged with the content. Adding this playful element to the website enhances the safe and calm nature I want it to portray to users.

In regard to the location of my target audience, I also added a blog post about a few London based tattoo artists and studios for users to explore. I intend to add to that list in the future, but for now it only contains trusted tattoo artists that I got to meet in person and have been following on social media for a long time.

User Personas

During the course we were taught several ways how to identify the needs of a target audience. One of the quickest and most useful ways was to create user personas.

A user persona, often simply referred to as a persona, is a fictional character or representation of a typical user of a website. Personas are created to better understand and empathize with the needs, behaviors, preferences, and goals of their target audience. These fictional characters serve as a tool to guide product development, marketing, and user experience design.

Below are three user personas I invented that represent the different kinds of visitors the site could have and the unique situations it would need to guide these users through. With the personas at the forefront of my design process, it helped me to form a clear vision on what features to incorporate onto the site and the type of content that would be the most crucial to provide.

For each persona, I created a description detailing their reasons to use the site. These include their wants, needs, frustrations, and personality as a real person would have. I also included a chart detailing their motivations how much they would care about different aspects of the website. After the creation of the website, I believe that my first user persona, Olivia, would be the most likely to use the site.

Olivia

Age: 27

Occupation: Digital Marketing Associate



“As a creative person I want to seek out different art styles before getting a tattoo.”

Goals

- To get a tattoo of a rose on her right arm
- To find the perfect art style for her

Interests

- Painting
- Movies
- Hiking

Frustrations

- Unable to find a site that answers all of her questions in one place
- Is a perfectionist

Personality

- Creative
- Introvert
- Perfectionist

Motivations

- Content
- Convenience
- Design



Annie

Age: 19

Occupation: University Medical Student



“Since I’m always on the go, when I get a tattoo I want to be able to heal it properly.”

Goals

- To find information on how to heal a tattoo
- To get a tattoo to commemorate her time in London

Interests

- Gardening
- Seeing friends
- Reading

Frustrations

- Is nervous about finding the right healing technique with a busy lifestyle
- Can get overwhelmed quickly

Personality

- Busy
- Friendly
- Stressed

Motivations

- Content
- Convenience
- Design



Andrew

Age: 30

Occupation: Financial Advisor



“I want to get a tattoo to celebrate my new baby but I also need to spend as much time with her as possible.”

Goals

- To get information on the steps of the tattoo process
- To get a tattoo of his daughters name on his left arm

Interests

- Running
- Video Games
- Comedy

Frustrations

- Doesn't know how to start the process of getting a tattoo
- Doesn't want to take too much time away from the baby

Personality

- Busy
- Sentimental
- Outgoing

Motivations

- Content
- Convenience
- Design



Figure 1.3: User Personas

Empathy Map

Creating an empathy map based on the user personas is a valuable step in understanding your target audience on a deeper level. An empathy map helps capture the thoughts, feelings, needs, and pain points of your users. That’s exactly what I did after putting together my own user personas. I made an empathy map detailing the needs of the user, their influences, and how they might be feeling while using my website.

Goals:

- To have all required information on one website, preventing the need search numerous sites for important tattoo details
- To learn about tattoo art styles to help with inspiration for a first tattoo
- To discover talented tattoo artists based around the London area
- To find the right healing technique
- To create a plan for getting a tattoo

Pain Points:

- Unable to find a site that provides someone new to tattoos with all the information required to be properly prepared all in one place
- Not having knowledge about how to heal a tattoo and how to prevent infection
- Confusion surrounding specific tattoo art styles and how to find an artist that specializes in the desired artwork

Influence:

- Instagram for tattoo artist accounts and their posted work
- TikTok for tattoo themed content from both clients and artists
- Tattoo related shows such as "Ink Master"

Feelings:

- Overwhelmed by the overabundance of conflicting tattoo information and where to actually look
- Frustrated that information is not all in one place
- Nervous about actually getting a tattoo
- Excited to get a unique piece of artwork

Site Map

Site maps illustrate the pathways that users can take to navigate through the website. This includes primary navigation menus, submenus, links, and the relationships between different pages. For my information architecture, making it as simple as possible was key. My target audience needs to be able to find information quickly and my design accomplished just that.

The screenshot below is of my site map I created before the final presentation. Overall, it is clear, condensed, and straightforward for the user so they can get to their desired information quickly, but there was one slight issue. After getting feedback from the final presentation, it was suggested that the blog section should be moved from the footer to the main navigation at the top. This is because the blog contains the post about London based tattoo artists and studios. This type of content is important to my target audience due to them being based in London and adds to the personal touch that my site provides the user.

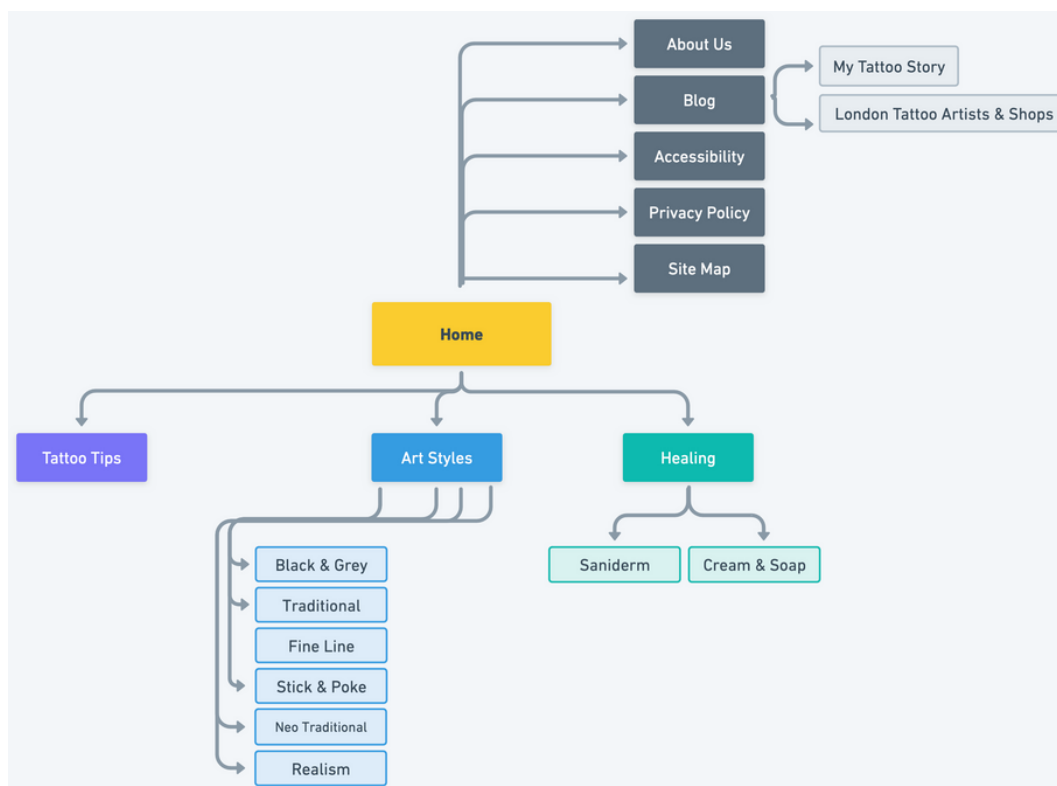


Figure 1.4: Site Map 1

While making updates to the final version of the site I made the change to move the blog from the footer to the header navigation at the top. I also made the decision to use the Home page as the main listing containing snippets from all the main content on the website. The user now has the ability to click on the section they need without having to search the navigation for it if they so choose. This reduces the need for the user to click through additional pages and keeps them engaged with the content long enough for them to retrieve the information they were looking for. You can see my updates to the navigation below.



First time? Let's do it together!



Figure 1.5: Final Navigation Menu



Phase 4: Delight

Delight

4.1 Brand Aesthetic

Ever since I got the idea for a website dedicated to helping people get their first tattoo, my project and brand heavily catered towards this feeling of being calm, safe, and nurturing. Tattoos and tattoo studios have a stigma attached to them that they are supposed to be edgy, scary, and intimidating. This reputation can sometimes deter people from even attempting to get a tattoo in the first place. Although a lot of tattoo studio environments and tattoo styles are designed for an edgier crowd, it doesn't mean they all are, or that someone would have a bad experience regardless. Because of this, I wanted my website to reassure users that there isn't anything to fear during the process of getting a tattoo. On the contrary, it can be a fun and sometimes therapeutic experience. People just need to know how to choose the journey that's right for them. That's why my brand acts and feels like a helping hand ready to guide the user toward their correct tattoo path.

4.2 Color Palette

From the beginning, I knew the mood for my brand had to feel calm, safe, and nurtured. The challenge with this is that the traditional aesthetic for a tattoo related site does not align with the key features that I was trying to portray. I needed to find a balance between the two. The color palette is the strongest influence on the tone of a website, so I knew the colors I chose would make or break my entire vision.

At first, I was desperate to stay away from the usual tattoo site color palette, which is just black and white. I thought it would be too boring, unchallenging, and contradictory to my brand's comforting vision. So, I set out to find a color palette that actually had, well, color.

Below is my first attempt at a chosen color palette. From my research, I learned that blue symbolizes both healing and calmness, pink conveys safety and nostalgia, light orange portrays a friendly nature, and dark orange embodies comfort. When I first started to use this color scheme to build my prototype, I thought that I had succeeded on the first try. The colors seemed to work well together and complement one another, and it even passed the WebAim WCAG AAA test.

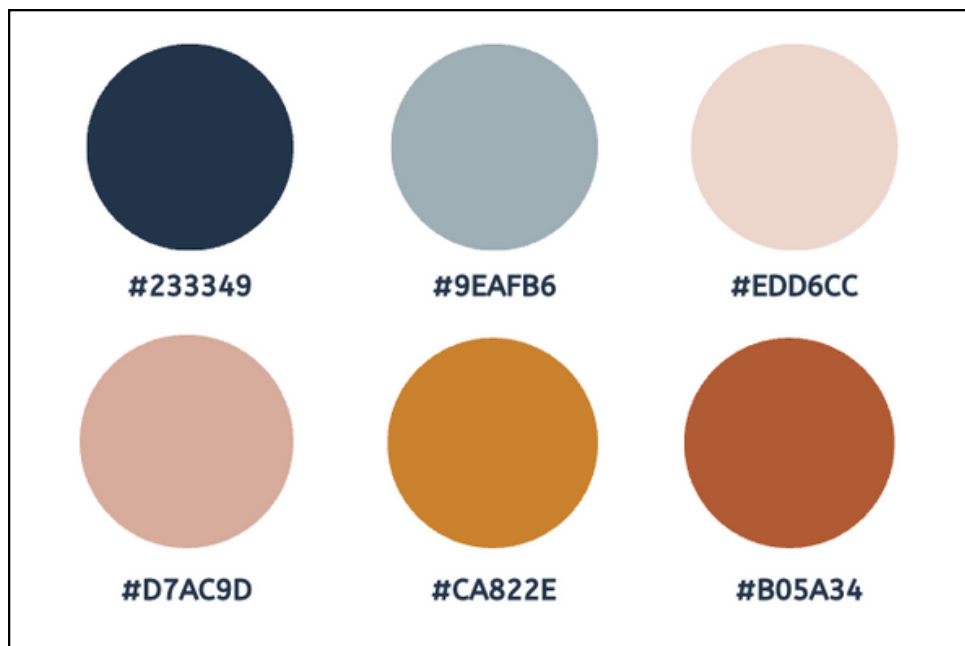


Figure 1.6: First Color Palette

But issues with it soon came to light. The first roadblock took place after my Delight presentation, as it was heavily suggested to me by Prisca and other classmates that a black and white color scheme may be the best approach to coincide with the tattoo theme of the site. The second issue was that my website was going to feature a lot of images, and photos tend to look better against a white background. Lastly, after speaking with friends and family, it was clear to me that the color scheme did not make them think of tattoos, therefore, it needed to be changed.

After heeding the advice of literally everyone in my life, I decided to take a simplistic black and white forward approach to my color palette. The benefits of this change were that it was straight forward, clean, and allowed my images to pop on the screen. Although, I still continued to think that the palette needed a bit more personality and depth, so I chose to add a few more colors to the mix. These included several shades of green, as well as a couple shades of grey. Green makes the site feel soothing and fresh while infusing a much-needed pop of color. The greys add depth to the black and white and bring in a sense of calm. The use of green and grey as the only addition to the black and white allows the user to still know that the site is about tattoos while also feeling comfortable and cared for by the simplistic approach.

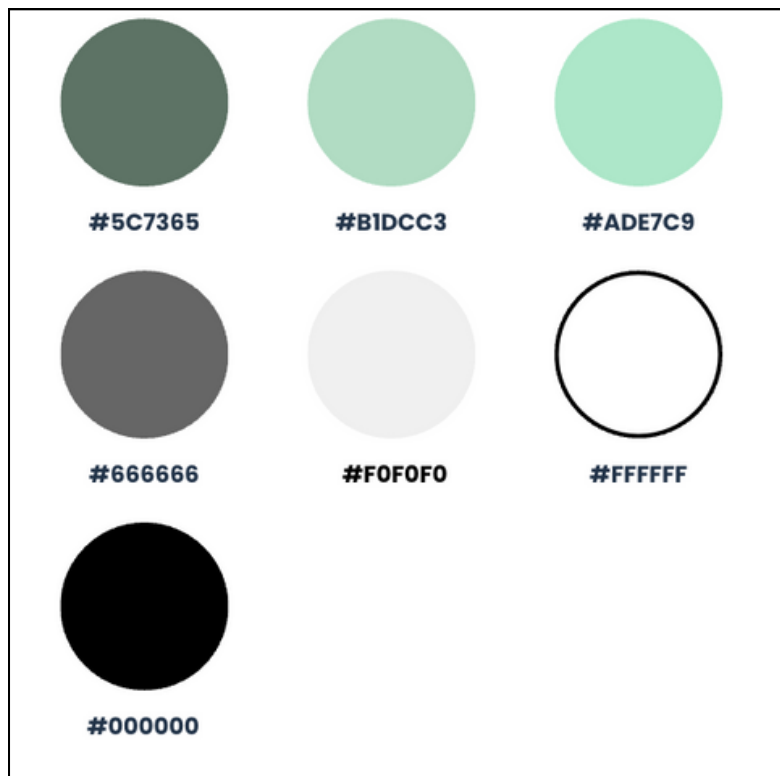


Figure 1.7: Revised Color Palette

4.3 Typography

Very early on in the design process I knew I wanted to use Poppins as the main font on my site for body text. I chose this font because its style is very rounded, which offers a safe and harmless disposition to the website. It is also very clear and easy to read, allowing for an enjoyable user experience. For a majority of the time working on my project, Poppins was the only font I used on my site, including headers. This is because I had a hard time finding a more unique font that fit the theme the best.

It wasn't until recently that I chose to use Caveat for my header font. I had played around with more traditional tattoo fonts such as Social Tattoo Outline, which looked too flimsy, and Yazata, which was way too harsh for the calm tone I was trying to set on the site. However, I did use Yazata in the logo to create the icon, which I will discuss later in the logo section of the report. Caveat just seemed to pair very well with Poppins, and looks like it was hand-written, much like a tattoo. It also contributes to the personal touch elements I'm trying to add to the site.

CAVEAT
caveat

Figure 1.8: Caveat Font

POPPINS
poppins

Figure 1.9: Poppins Font

4.4 Logo

My original idea for the logo was very literal. As seen in fig. 2.1, it was a design of a hand that was itself tattooed, and its finger was being pricked by a star shape made of needles. Not only was the design too intricate to be a logo, it was also my first time trying to draw using Adobe Illustrator.



Figure 2.1: First Logo Design on Adobe Illustrator

As seen in fig. 2.2, in an attempt to create a more simplified design I came up with the concept of the egg. I thought that an egg could symbolize a first-time tattoo client in two different ways. The first being that the shell of an egg has nothing on it, a blank slate, just like the skin of someone who has never been tattooed. The second way is that an egg is new to the world, much like how a first-time tattoo client is new to the world of tattoos. But this time the design was too simple and did not embody the tattoo theme enough.



Figure 2.2: Second Logo Design on Adobe Illustrator

After the egg fiasco I knew it was time to get some serious help. I ended up sending my ideas off to Prisca, who in return sent me back an abundance of designs to look through, use, or edit to my liking. Out of the bunch there was a few that caught my eye, as seen below in fig. 2.3-2.4. Due to the nature of my site, leaning too much into the harsh tattoo style wasn't going to be compatible with the message I was trying to convey to my users. I didn't want my site to feel too "scary". So, for a few months fig. 2.3 was the chosen logo. I thought the design was simple, gentle, clean, and still provided a fun flare with the whisps surrounding the title of the site.



Figure 2.3: Third Logo Design



Figure 2.4: Logo Option by Prisca

Although I liked the logo Prisca had designed, I was still unsure if I wanted it to be the final logo. Part of me did not feel right just taking her design and using it as my own. I also thought this choice was too safe and didn't showcase the tattoo theme enough. So, in a stroke of momentary madness I whipped up the design that would be the official logo. I used the Yazata font from the logo in fig. 2.4 to create a needle-like icon out of the 'T' and 'Y' and paired it with the Poppins font to write out the name of the site. This design felt more intertwined with my site's brand as a whole and provided me with a clear fav icon to use. This creation literally allowed me to have the best of both worlds. So, without further ado, meet the chosen logo for TattooYoo!



Figure 2.5: Official TattooYoo Logo Design



Phase 5: Firmness

Firmness

5.1 Domain Name

Almost immediately after deciding that my major project would be to help people through the journey to get their first tattoo, I knew a personal approach had to be taken and it needed to start with the domain name of the site. I wanted each person to feel like the content was made just for them and would point to them specifically, which is how I came up with the idea to use the word 'you'. I also wanted to play on the idea of the double O's at the end of 'tattoo', and that's how 'you' transformed into 'yoo', creating the name TattooYoo.

When checking the availability of the domain name I noticed that tattooyoo.inc was available. After seeing those words matched together for the first time it clicked that I could use .ink instead, in relation to tattoo ink, to stay on theme with the site's branding. Luckily, tattooyoo.ink was also available. I purchased the domain on Google Domains for £26.00 a year as it was the cheapest option I could find. I could have used a simple .uk or .com but in my opinion, it was worth it to pay more for the domain that best suited my project and the users.

5.2 Hosting Platform

The hosting platform I chose to use is Clook. As I am someone just starting out in web design, I didn't have a lot of experience with different hosting services. During my time in the program I had become accustomed to Clook's platform as it is the service I use for my coursework website. The plan I chose to go with is affordable at £5.99 a month and includes everything I need to sustain my website at this stage of my level of web design knowledge.

This plan includes the ability to host up to 5 websites and provides 10 GB of disk space which is more than enough for the small-scale website I've built. It also offers unlimited data transfers, email inboxes, databases, subdomains, redirected domain names which is something I needed to do by transferring my domain name from Google Domains to Clook, and FTP accounts. A feature that I found to be the most useful is their incredible customer service. With every inquiry and problem I had they responded in a timely manner and fixed it. There were times when I honestly thought I had messed everything up with my site but they were able to fix it in minutes. The Clook team are literal wizards and deserve an honorable mention in this report. Thank you for everything Clook!

5.3 Front End

Front-end technologies are the technologies and tools used in web development to create and implement the user interface and user experience of a website or web application. These technologies focus on what the end-user interacts with directly in their web browser. Front-end development encompasses the design, layout, interactivity, and overall visual presentation of a website. The front-end technologies used for this project are HTML, CSS, PHP, and JavaScript. HTML and CSS were used for the small prototype I had put together, and PHP and CSS were used for the development of my WordPress theme. My site did not require a lot of interactive elements, so a minimal amount of JavaScript was used for the scroll-to-top button located in the footer of the site. When I was able to use CSS instead of JavaScript to make a function work, I did. This includes the search bar and the hamburger menu.

5.4 Back End

Content Management System (CMS)

I chose to use WordPress as my content management system to control the back end of my website. I chose WordPress because it was the easiest way to store my content and was the CMS that we learned about in the course. I had never used WordPress to build a website theme before, but I did have some experience making blog posts on it for assignments. It was beneficial for me to choose WordPress because it is a back-end function that is popular in the job circuit and a good skill to acquire. It allowed me to learn first-hand how to use the system, as well as gain more experience using PHP includes.

Project Specifications

Below is a list of realistic project elements that are necessary to feature on my site. Each are reasons as to why WordPress is the best content management system for the type of website I have created.

- **Articles and blogs that can be easily edited and updated:** Content researched and written by me
- **Images:** To showcase real-life examples of tattoos either taken by me or royalty free from sites like Shutterstock
- **A carousel function for images:** This will allow the site to display a greater number of images in a contained way
- **Search function:** The search bar will allow users to quickly specify their needs and be directly there immediately

5.5 Plugins

WP Carousel

WP Carousel is the main plugin I feature on my site. It is used primarily on the Art Style subpages to present real-life tattoo imagery to correlate with their respective tattoo style. I also use it on the Home page to show a snippet of what the Art Styles page is, but in a condensed way. I chose this plugin because it was easy to customize to fit my color palette and allowed me to categorize my images by creating specific albums for each page.

WPFORMS Lite

WPFORMS Lite describes itself as a “beginner friendly WordPress contact form plugin”. I used this plugin as the contact form on my About page if any user wants to leave any advice for future content or needs to get in contact with me for some reason. The design is very simplistic and straightforward, and it took on the stylings of my CSS without me needing to change it. The only part I needed to specifically target in my CSS was the ‘Submit’ button, which was easily took on the same colors as my other buttons.

CookieYes

For cookies, I used a plugin called CookieYes that shows that my site is GDPR compliant. It allows the user to reject or accept the cookies that are on the website. It works by providing a pop-up in the bottom left-hand corner of the screen displaying the options to accept or reject. The plugin was very easy to customize so the colors and design work seamlessly with the rest of my site. It also offers admin features, like cookie scan and a consent log, so I have the option to check on my site’s cookie performance if I needed to.

Yoast

Yoast is the plugin I chose to help with Search Engine Optimization. This plugin makes configuring the SEO process of my site easier. It does this by allowing me to add keywords, meta tags and descriptions, as well as slugs to each page. Yoast scans and evaluates the content SEO and readability on your site and lets you know if there's anything that needs to be improved. Unfortunately, some of these options require a premium subscription for a price, but the basics are very useful for a small-scale site like my own.

5.6 Responsive Design

Out of everything I learned during this course, two pieces of advice stick out amongst the rest. The first is to write the content before designing, and the other is to design for mobile first. Taking a responsive mobile first approach is essential in world where everyone uses their phones to browse the web more often than they use a computer. People are constantly on the go and need to use the internet while doing so. A mobile first approach is the best way to allow my target audience to always access my content, and formatting my website to look just as good on the phone as it does on a desktop screen was a top priority during the design process.



Phase 6: Prototype

Prototype

6.1 Previous Versions

I created my prototype pages using basic HTML and CSS. They were done before the prototype critique, so they still feature design elements from my past color palette and structure plans. Making these prototypes helped me to realize that my color palette and overall design vision was not going to work. I was receiving feedback that it did not feel like a tattoo centric website and that the colors were quite dull, although it was told to me in a kinder way.

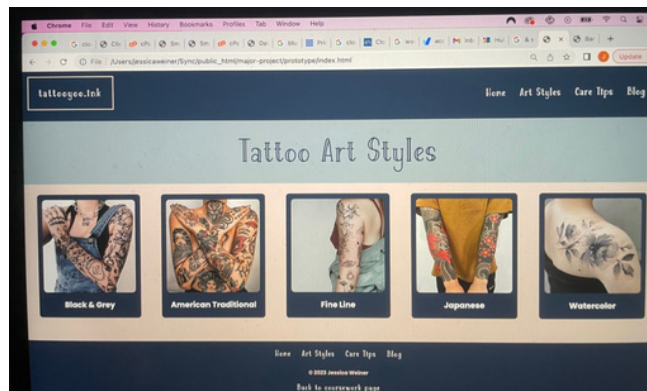


Figure 2.6: Prototype Version 1

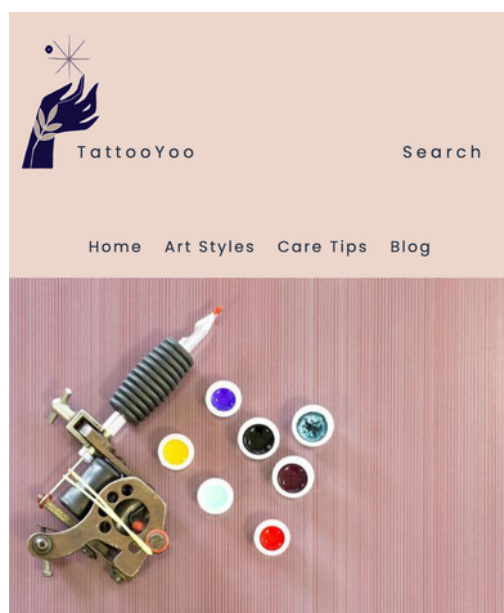


Figure 2.7: Prototype Version 2

6.2 Roadblock

I needed to go back to the drawing board on how I was going to put together this website. Honestly, the setback caused me to become a bit overwhelmed and anxious for a while, so I took a break from the project during the summer to calm my nerves and refocus.

After stepping away I had come back to the website with a new color palette and several new logo designs, examples of which can be found in the Delight phase of this report, and that made all the difference in rejuvenating my motivation. My only roadblock now was time, and unfortunately at this point I did not have enough of it to make another prototype. So, I jumped right into building my theme in WordPress.



Phase 7: Site Build

Site Build

7.1 Implementation

Challenges and Improvements: Back-end

I chose to purchase the domain name from Google Domains because it was the cheapest option I could find, but I always intended to make the transfer over to Clook. An issue I had with this process was that Google Domains had a legal rule that you have to wait 60 days after purchasing a domain to make a transfer. Even though I purchased my domain in April, I wasn't able to get access to Clook and the features that come with my subscription until after the 60 day waiting period was complete in June. The process of transferring over from Google to Clook was also quite difficult. There were several hoops to jump through, codes I needed access to get from Google to provide to Clook, and extra payments I had to make. Luckily Clook's customer service team was there to help save the day, but it wasn't an easy ordeal. Although it may not be the cheapest option, in the future I may just buy the domain name from the hosting service I'm intending to use so I don't have to go through the transfer process again.

Challenges and Improvements: Front-end

I chose to create my entire website on WordPress as that is the best back-end CMS tool to use for my tattoo informational content. In the beginning, I naively went into the process thinking that reworking the vanilla theme to my design vision would be like editing a regular HTML and CSS file. Instead, it felt like I was working to wiggle myself out of a bind. There were includes in the code that connected to programming scripts I did not understand, and discovering what connected where was a project on its own.

I was also not used to having to deal with WordPress' class names to target specific areas on a page for styling, and it caused me to require the use of the Inspect Tool at all times in order to make any changes in CSS. The most frustrating part of the CSS class names was that if I made a change to a block in edit mode it would change the class name, resulting in my CSS stylings to stop working for that particular area. I learned pretty quickly to keep an eye on all elements just in case that happened. An example of this happening is with the layout of images on my Art Styles main page. I was going back and forth on whether they should be shaped as a circle or square, and each time I changed my mind and the shape it would change the class name, resulting in my structural design to unravel in CSS. There were so many times during this process that I caught myself thinking that I should have just coded the entire thing as a static HTML and CSS site, as it would have saved me so much trouble and grief. But now that I'm at the end, I'm proud that I chose to challenge myself. Although it was a struggle, I'm glad I experienced these issues so I could learn how to deal with them on real-world projects in the future.

One of the silver linings of using WordPress was that I had access to plugins. I did not use many, but one was very important to the design of images on my site, and that was the WP Carousel. This allowed me to provide a large amount of image content to my target audience in a condensed and interactive way. The carousel allows the user to engage with the site if they want to scroll through the images provided, but also makes it easy to skip to the main content of the page without being forced to go past each image separately. I was lucky with the plugin that I chose because I could easily design certain features, such as the scrolling arrows on each side of the carousel and the dots underneath, to inherit the color palette on my site without needing to use CSS to do so. There was a premium version of the plugin that I could have purchased to access more design features, but I did not feel like I needed all of the extra bits enough to justify spending money on it. This plugin, along with others such as CookieYes and Yoast have made certain aspects of building my website and theme easy.

Challenges and Improvements: Overall

Using WordPress for the first time to build my major project website was definitely one of the most challenging and rewarding experiences I have faced, not only during my time in this master's program, but in my entire educational career. The process broke me and then built me up again, much like what I was literally doing to it the entire time. It provided me with a valuable skill I hope to expand upon in the future as a professional in the web design world.

However, WordPress wasn't my only challenge. My time management was difficult to keep on track. Personal reasons such as anxiety, difficulties focusing, and moving back home to Boston played a huge role in falling behind on the schedule I created for myself at the beginning of the summer. This resulted in me not being able to complete the website to its full potential. The final result I have currently developed is better than what I had originally planned during the prototype stage, but I know it can be better in the future. During phase 2 of TattooYoo I hope to implement features that I did not have time to create before the project submission date and expand the target audience to the United States.

7.2 Accessibility

Alt Tags

Alt tags for images are extremely important and necessary to use to ensure the accessibility of a website. If alt tags aren't included, then a screen-reader will skip over the image entirely. This will ensure people who require using such a device will only get to experience half the content available on a webpage. Not only will this hinder the user experience for an entire audience of people who need to use screen readers, but it will also negatively affect SEO because search engines won't be able to read the images either. I use a high volume of images on my site and made sure to provide alt tags on all of them.

Color Contrast

Due to my site's color scheme being very black and white forward, the color contrast wasn't something I was that worried about. The majority of the text is black (#000000) against a white (#FFFFFF) background. Using the [WebAim](#) website, I was able to check the scores of my colors to see if they passed. I knew my black text would pass, and it did get a WCAG AAA and a score of 21:1 contrast ratio, which is great. I did use a dark grey (#666666) for my h3's and a dark green (#5C7365) for my h4's, and those I needed to check beforehand to make sure they would pass. The dark grey passed with a WCAG AA and a score of 5.74:1 contrast ratio, and the dark green also passed with a WCAG AA and a score of 5.12:1 contrast ratio. In the footer navigation I used a sage green (#B1DCC3) against a black background, and that passed as well with a WCAG AAA and a score of 13.89:1 contrast ratio.

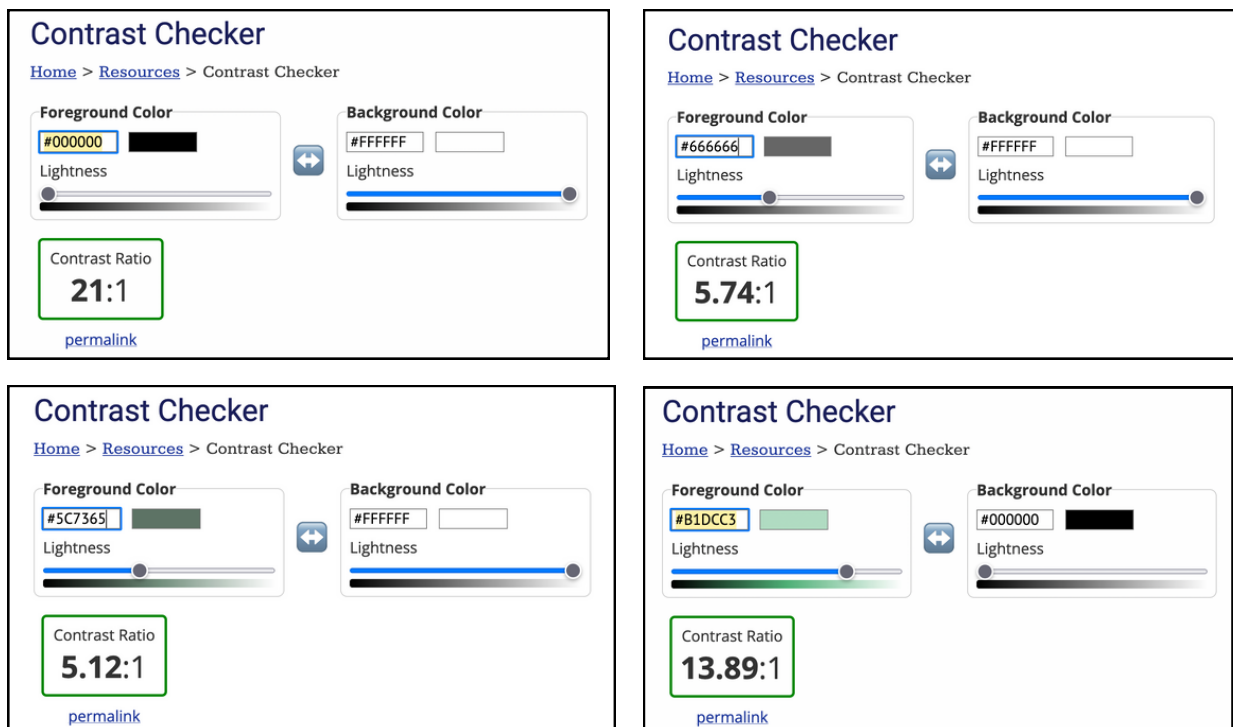
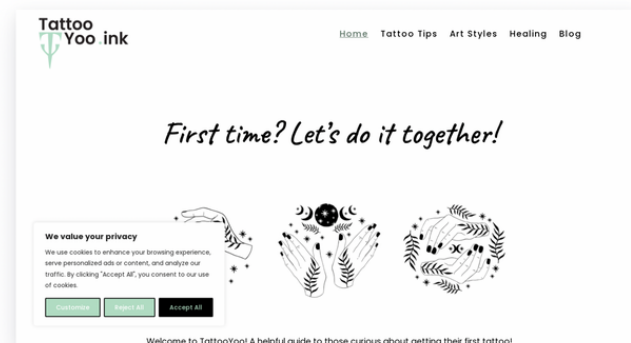


Figure 2.9: WebAim Color Contrast Checker

Accessibility Testing

I performed accessibility testing on my project using two different scanning websites. The first site I used was Deque, which gave me a score of 41 out of 46 checks. This is a good outcome to receive, but it still shows that my site could make some improvements for people who have low vision or color blindness. This is definitely an area I would like to improve upon in the second phase of the website.

Result Summary



Good news! This page passed 41 out of 46 of our checks. But, sorry to say we did find 6 critical or serious problems that will affect people with **Low Vision** and **Color-blindness**.

Figure 3.0: Deque Accessibility Test

The other platform that I used for testing was Siteimprove. Their results were very kind as they gave me an accessibility score of 100/100 across the board. They claim I passed WCAG success criteria categorized by level A, AA, and AAA conformance levels without needing to change anything. I'm not sure why there are differences between the two testing websites, but I'm happy to know that my site does score high on both tests.

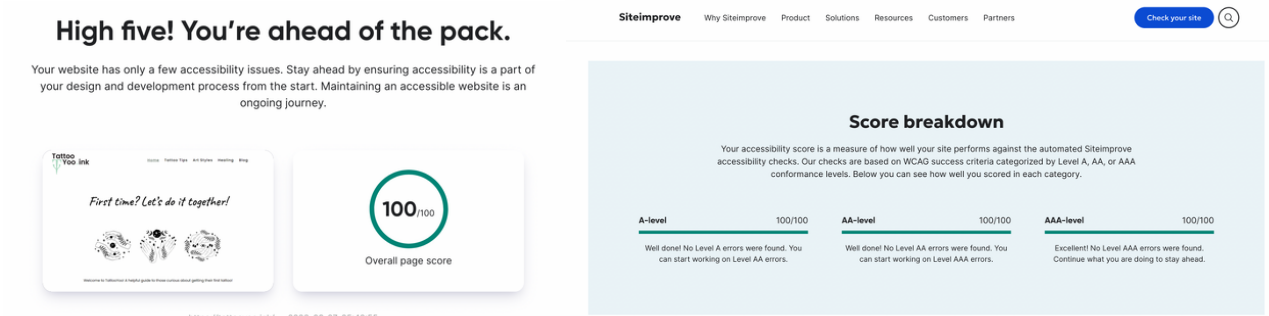


Figure 3.1: Siteimprove Accessibility Test



Phase 8: SEO

SEO

8.1 Promotion

Instagram

In an attempt to help with SEO and the promotion of my site's brand, I created an Instagram page for it called @tattooyoo. The account currently only has a few posts and followers, but it has helped build some engagement with my site. I used the icon image of the 'T' and 'Y' from my site's logo for the TattooYoo Instagram profile picture and added a blurb about the brand's purpose along with a link to the site. This is a place where I can share images of cool tattoos, promote upcoming blog posts, and

Other than using Instagram as a promoting tool, I have been able to trial my website amongst my family and friends. TattooYoo has only just officially launched as a live website in the last couple of days. I was able to implement Google Analytics within WordPress by using the Site Kit by Google plugin, but the initial data collection process can take up to 72 hours, so there aren't any results to report on yet.

SEO Score

I was able to perform an SEO analysis on [SEO Site Checkup](#), and the score wasn't perfect, but it was better than I expected with an SEO score of 82/100. Since the site has only been up for a couple of days I am pleased with these results. There are aspects of the site that need to be improved, such as the use of keywords, which is something I'm unable to do at this time. The Yoast plugin requires a premium subscription to add several keywords and that's not something I'm able to contribute to at this time. Due to this, I will resolve the issue in phase 2 so that the SEO is enhanced.

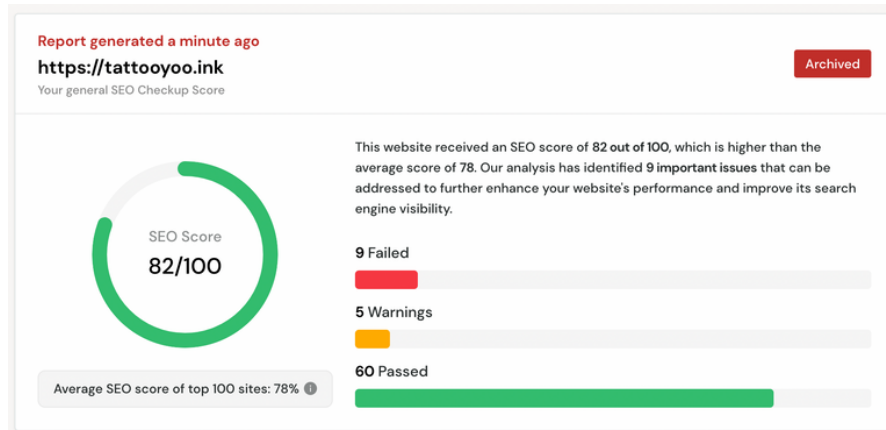


Figure 3.2: SEO Site Checkup Results

8.2 Validation

HTML Validator

When I checked tattooyoo.ink in the W3C validator, 2 errors show up. The first issue has to do with the style attribute in the footer element for the WP Carousel. WP Carousel is a WordPress plugin and I am not able to edit the code. The second issue has to do with an 'li' element not being allowed as a child element of 'div.' At first I thought this had to do with my footer navigation because I did have a div there, but when I changed it the error still shows up. The line number is gives is close enough to where my footer nav was, which is why I thought it was targeting that, but it's actually still a part of the WP Carousel code, which is something I am not able to change. My own HTML code does validate.

66. **Error** Element `style` not allowed as child of element `footer` in this context. (Suppressing further errors from this subtree.)
 From line 458, column 4; to line 458, column 62
`<style id='core-block-supports-inline-css' type='text/css'>*.wp-c`
 Contexts in which element `style` may be used:
 Where `metadata content` is expected.
 In a `noscript` element that is a child of a `head` element.
 Content model for element `footer`:
`Flow content`, but with no `header` or `footer` element descendants.

76. **Error** Element `li` not allowed as child of element `div` in this context. (Suppressing further errors from this subtree.)

From line 489, column 4; to line 489, column 7

```
link">» <li>tattoo
```

Contexts in which element `li` may be used:

- Inside `ol` elements.
- Inside `ul` elements.
- Inside `menu` elements.

Content model for element `div`:

- If the element is a child of a `dl` element: one or more `dt` elements followed by one or more `dd` elements, optionally intermixed with `script-supporting elements`.
- If the element is not a child of a `dl` element: `flow content`.

Figure 3.3: W3C HTML Validator

CSS Validator

When I checked my site's code in the W3C CSS validator I also was presented with several errors. There are 5 issues in total and all of them have to do with the same WordPress plugin, the WP Carousel. I am unable to edit or change the plugin's styling and code. However, all of my own CSS does validate so I am going to take that as a positive.

W3C CSS Validator results for <https://tattooyoo.ink/> (CSS level 3 + SVG)

Sorry! We found the following errors (5)

URI : <https://tattooyoo.ink/wp-content/plugins/wp-carousel-free/public/css/jquery.fancybox.min.css?ver=2.5.8>

1	<code>.fancybox-navigation .fancybox-button--arrow_left</code>	Value Error : <code>left : env(safe-area-inset-left) ;</code> is not a <code>left : value : env(safe-area-inset-left) ;</code>
1	<code>.fancybox-navigation .fancybox-button--arrow_right</code>	Value Error : <code>right : env(safe-area-inset-right) ;</code> is not a <code>right : value : env(safe-area-inset-right) ;</code>
1	<code>.fancybox-caption</code>	Value Error : <code>padding Parse Error : ,env(safe-area-inset-right)) max(25px,env(safe-area-inset-bottom)) max(44px,env(safe-area-inset-left)) ;</code>
1	<code>.fancybox-caption</code>	Value Error : <code>padding-left Parse Error : ,env(safe-area-inset-left)) ;</code>
1	<code>.fancybox-caption</code>	Value Error : <code>padding-right Parse Error : ,env(safe-area-inset-right)) ;</code>

↑ TOP



The W3C validators rely on community support for hosting and development.

[Donate](#) and help us build better tools for a better web.

Figure 3.4: W3C HTML Validator

8.3 Applying Responsive Design

As stated in Phase 5 of this report, designing the website to have a mobile first approach was at the top of my priority list. I was lucky with the WP Carousel plugin because it was already coded to automatically adjust itself to fit whatever size screen it's displayed on. For the images that are featured next to text, I made sure to use the 'media and text' block so they would automatically stack one on top of the other as the screen size reduced. I then used CSS styling and media queries to adjust the size of the images accordingly. The trickiest bit was getting the images on my Art Styles page to align properly. I was able to bundle them together using the 'group' WordPress block and center them in the edit mode as well. That way they act just like styling them with Flexbox would. However, I was still having trouble with their sizing. As the screen would get smaller the images would go from intended size, to large, to small, back to intended size. I was able to fix this using media queries, width and height, and margins.

I had wanted to make the icons featured on my informational pages in line with the headings they were next to, but they weren't cooperating and I just ran out of time to make it work for the submission date. I do hope to make that update during phase 2 of the site. I also made the decision to hide the "Reflect" "Research" and "Redeem" icons from the Tattoo Tips section of the home page on mobile screens. I did this because their alignment turned into a column at that sized screen, wasting a lot of space and energy for the user to get to the next section. The only other option was to make them smaller, but they were already icon size to begin with, so it would have looked odd, like little dots on the page. So when you see that it disappears on the mobile version, it's intended to be that way.

One issue I did want to mention is something that happens only while using Safari. When I hover over the images on my Art Styles main page, they keep getting larger and larger. I'm not sure if it's because they're links to the other art style sub-pages, if it's the way they're structured, or if it's just a Safari browser compatibility issue, but I did notice that they glitch there and only there. I tried using the inspect tool to target the elements because I know that they could have different names on different browsers, as they did between Firefox and Chrome, but I noticed that Safari uses the same path names as Chrome. It would be great to know what the issue is, but I've come to the conclusion that it's not something I can fix with my current knowledge.

Below are images of the home page in both mobile and desktop sizes. I am also including the Art Styles page as well to show how the Flexbox design operates. All of the stylings for the pages are the same no matter what size screen you're looking at, it's just skinnier on the mobile version.

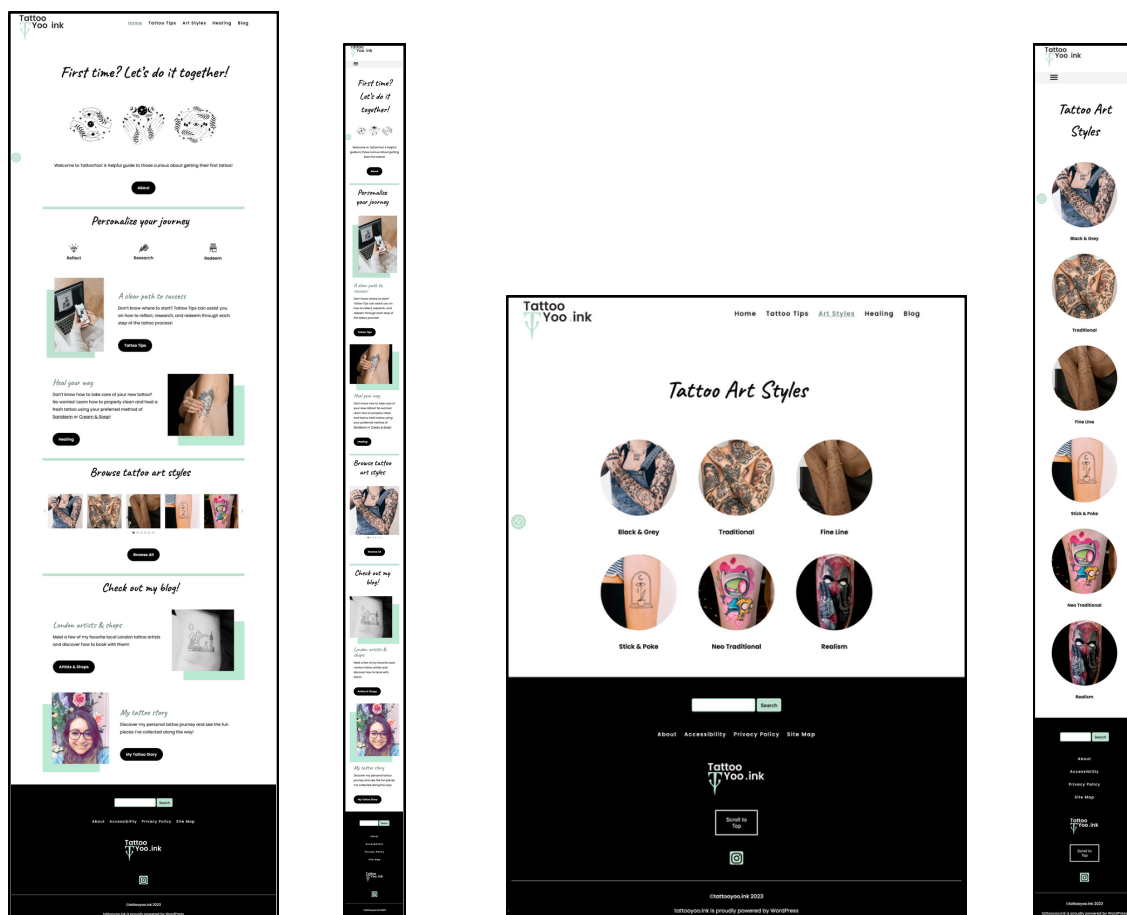


Figure 3.5: TattooYoo Responsive Design



Conclusion

Conclusion

In conclusion, TattooYoo has successfully implemented the goal that I set out to achieve, which is being an informative helping hand to those who want to get their first tattoo. Information is presented in a clean and condensed way that allows the user to have a calm browsing journey. Stylistically, my vision in the creation of this site wasn't always clear. I needed to fail in my design choices a few times in order to know that what the site has transformed into now is a success. However, my mission for what I wanted the website to provide was always the same and kept me motivated throughout the process. The final version of TattooYoo portrays the appropriate mood, balancing between the traditional tattoo aesthetic and providing cute personal elements to make the user feel safe and welcome. For the purpose of completing this project by the submission date, I toned down my audience to be just people living in London. My site does target that audience by providing a list of tattoo artists and studios located near the area. But generally, anyone who is curious about getting a tattoo can use my site and find helpful information. I genuinely hope that my site makes a real difference in someone's positive tattoo experience. In phase 2, I would love to include artists and studios from Boston, as well as implement the necessary updates that I did not have time to do before the course was completed. Thank you for a wonderful year! David, Prisca, and Fabiana, you quite literally took me from knowing nothing about coding and web design to the completion (for now) of my first real website. I look forward to what this field has in store for me in the future.

Visit Site: tattooyoo.ink

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<https://inkedmag.com/>

Deque

<https://audit.deque.com/summary>

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<https://www.siteimprove.com/toolkit/accessibility-checker>

SEO Site Checkup

<https://seositecheckup.com/>

WebAim

<https://webaim.org/resources/contrastchecker/>

W3C Validator HTML

<https://validator.w3.org/>

W3C Validator CSS

<https://jigsaw.w3.org/css-validator/>

