

Smethport History Redesign Proposal

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Interactive Multimedia II



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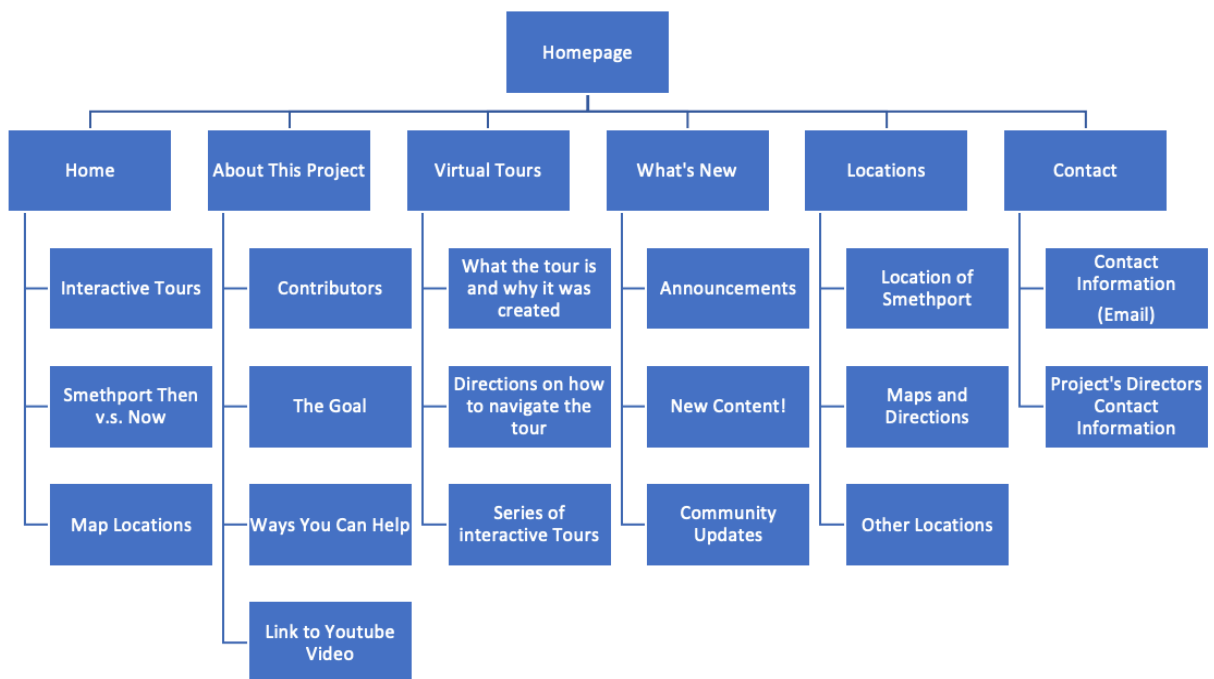
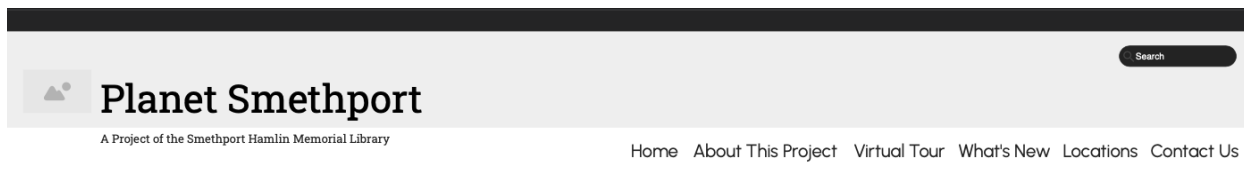
Overview of Proposed Primary Navigation:

Approach to the creation of the proposed primary navigation:

Navigation bars play a pivotal role in website design, providing consistency across pages and enabling users to become familiar with the website. They serve as a roadmap to the site's most important links, ensuring a clear and organized structure where users can navigate confidently and effectively. Users can quickly find what they are searching for without the hassle of having to reload or click back to the homepage. This redesign optimizes the navigation bar with a distinct header featuring the title, logo, and search bar, alongside a selection of five key areas: Home, About This Project, Virtual Tours, What's New, Locations, and Contact Us. This redesign has a simple, modern design aesthetic that minimizes clutter and distractions. For the colors, this redesign employs a neutral palette of white and dark charcoal for a timeless, professional appearance without the worry of appearing outdated over time. These neutral tones not only provide a sophisticated look but also enhance accessibility and flexibility. This color theme complements seamlessly with other colors, contributing to a more balanced and visually appealing page, thereby improving the overall user experience. Font selection is another crucial aspect of this redesign. The font Roboto Slab was chosen for the main title and subheading below. With its thick, bolded, block-like typeface, Roboto Slab embodies significance, making it the ideal choice for conveying importance to the page. Meanwhile, Urbanist brings a light, low-contrasted, professional touch to the navigation bar links, ensuring clarity and ease of navigation. Adding a logo to the header helps with brand identity, allows users to associate the

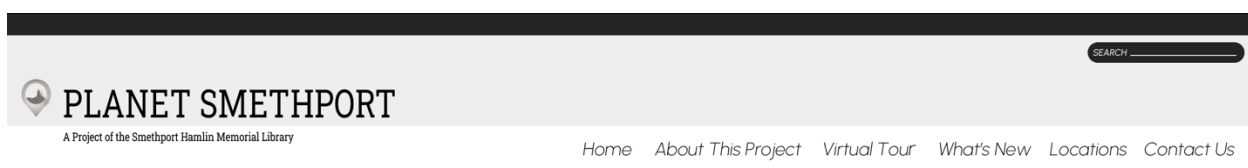


website with a particular group, and shows consistency across all pages. Incorporating a search bar enhances accessibility and provides an alternative method for users who prefer not to navigate through the tour. These enhancements improve user experience by presenting updated design elements and more fitting navigation links.



Analysis of how the proposed primary navigation improves upon the current primary navigation:

The proposed navigation represents a significant upgrade over the current navigation. Initially, reducing the number of navigation points into more tangible categories was essential. Condensing 28 navigation points into five main topics enables users to comprehend the crucial options available on the site more effectively. These five key areas, Home, About This Project, Virtual Tours, What's New, Locations, and Contact Us, stay consistent across all pages, enabling users to always have access to them since they are the main links of the page. The navigation points are also centered to the right, creating a visually balanced layout, and leaving plenty of room for the logo and title on the left. The navigation points are presented in Urbanist font, specifically in extra light italicized style. Sized at 28, the font strikes a balance, offering easy legibility without overwhelming the user with too much space. Presented in classic black, each font instills a dramatic tone throughout the page. Moreover, the choice of darker text against a lighter background enhances user readability and contributes to a clear, organized aesthetic. These features present a new and improved version of the current primary Planet Smethport navigation. Introducing a revamped and enhanced iteration of the Planet Smethport navigation system allows for improved functionality and an overall positive user experience.



Comparison of proposed primary navigation to current primary navigation:

The proposed primary navigation represents a significant improvement over the current setup. In contrast to the existing 28 navigation links, the proposed navigation simplifies the user experience with just five main links: Home, About This Project, Virtual Tours, What's New, Locations, and Contact Us. This reduction in options eliminates unnecessary complexity, providing users with clear, focused pathways through the site. Too many links lead to overcrowding and make it difficult for users to understand their options. Additionally, a clutter-free navigation bar enhances a site's aesthetic appeal. The design elements of Planet Smethport need to be updated and require modernization. By embracing a limited number of navigation links, the proposed design achieves both clarity and an organized aesthetic. Additionally, outdated design elements such as bright, hard-to-read, yellow text on a black background, continuous Times New Roman typeface, an old-fashioned cancel-out button, and unneeded animations are replaced with a more contemporary approach. The updated design palette embraces a neutral tone, enhancing readability and giving the header a more modernized appearance. The transition from Times New Roman to Roboto Slab font for titles introduces a bolder, more commanding presence, while the use of the italicized, low-contrasted Urbanist typeface for navigation text ensures a harmonious visual balance between the two. Having multiple fonts establishes a visual hierarchy, guiding users' attention to the most important elements on a webpage, which, in this case, would be the title and navigation points. Unlike the current navigation, the proposed navigation



doesn't have a close-out option. A consistent header featuring navigation points is essential for maintaining continuity across all pages and ensuring easy access for users each time a new page loads. Users no longer face the inconvenience of accidentally removing the navigation, reloading the page, or needing to backtrack to the homepage—removing the cancel-out button results in a seamless browsing experience. Lastly, introducing a distinctive logo—a navigation symbol featuring Smethport's local courthouse—replaces the outdated animation feature. This logo serves as a visual anchor point, guiding users to the homepage with a single click without the worry of getting lost within the site. Overall, the proposed navigation combines simplicity, refined aesthetics, and improved functionality to boost the user experience and modernize the site's design.



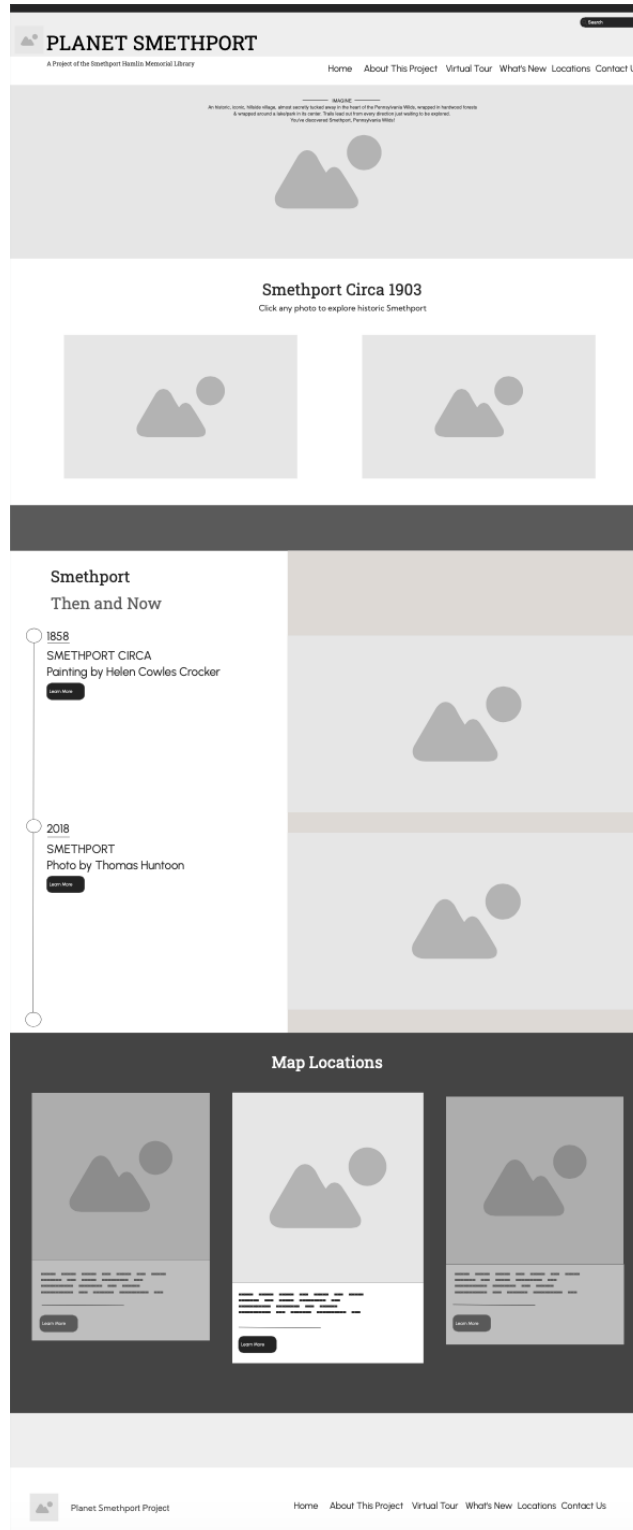
Overview of Proposed Homepage Design:

Approach to the creation of the proposed homepage design:

The homepage acts as the foundation of a website and serves as a virtual welcome page for visitors. It establishes the overall tone and aesthetic of the site and serves as the initial impression. Additionally, the homepage prominently showcases key information crucial for user engagement and navigation. In the case of Planet Smethport, the navigation tour is the focus, guiding visitors through the site's essential features and highlighting its unique historical information. Incorporating all historical information and images played a pivotal role in shaping the homepage. Prioritizing visuals over extensive text not only enhances visual appeal but also captures attention more effectively. Furthermore, by categorizing and simplifying the presentation of information, the homepage achieves clear organization and navigational ease, ensuring an excellent user experience. This is exemplified by features such as a timeline and a carousel effect, which facilitate continuous exploration and engagement with the content. A refined palette of neutral tones, including WhiteSmoke, Fossil, Dark Charcoal, and Coconut, was selected for the website's color scheme. Neutral colors give a page a sense of professionalism and sophistication, lending a timeless quality to the design. These hues are unlikely to become outdated, ensuring the longevity and enduring relevance of the website's aesthetic appeal. Sans Serif typefaces offer a clean and easily readable aesthetic, making them an ideal choice for contemporary website designs. For the homepage, bolded Roboto Slab was primarily used for titles, ExtraLight Urbanist for subheadings, and Regular Kumbh Sans for smaller text elements. This



combination ensures both visual appeal and readability across different sections of the website.



Analysis of how the proposed homepage design improves upon the current homepage design:

The proposed design incorporates numerous enhanced features and significantly improves the overall user experience of the page. As with the majority of websites, this design includes a clear and distinct header and footer. Within the header, users will find a navigation bar, the company logo, the page title, and a convenient search bar. Likewise, the footer echoes these elements with a consistent navigation bar, logo, and title for easy navigation throughout the site. By preserving images from the current site, this updated design retains a connection to its historical elements while seamlessly integrating them into a more contemporary design. One approach involves using the main photo from the current design's homepage and applying subtle modifications. Transforming it into black and white, adding a stylized effect, and enlarging it to span the entire width of the page from left to right enhances its visual impact and creates a captivating focal point. Maintaining consistency with historical texts was a key priority in this redesign. For instance, the updated design retained the original opening blurb, ensuring continuity with the current design.

As you progress through the page, preserving the navigation tour system is critical. Despite potential limitations in resolution, maintaining the original images was essential as they symbolize a journey through time. The navigation tour has undergone a modernized redesign, incorporating animated elements to enhance interactivity and showcase different aspects of the tour in a more engaging manner. To better illustrate, the arrows maintain their familiar shape but are updated with a modernized design



featuring a grey-and-white color scheme within a three-dimensional box. This enhancement provides a sleek and contemporary appearance, elevating the visual appeal of the navigation elements. When hovered over, they exhibit a subtle bobbing motion, seemingly lifting off the page. Accompanied by this motion, a small popup emerges, offering a brief description of the direction each arrow leads, enhancing the user's understanding of the tour's various pathways.

Another preserved aspect is the "Smethport Then vs. Now" feature, serving as a visual discrepancy between the town's past and present. Rather than simply incorporating photos, this design introduced a timeline. Each timeline marker, presented within a circular element, includes details such as the time and date, the location of the town, and attribution to the photographer or artist. Notably, the timeline elements are left-aligned on the page, while the accompanying pictures are right-aligned, ensuring a balanced layout for optimal clarity. This setup offers enduring value to Planet Smethport, allowing for ongoing updates with current images and perpetuating the project's exploration of historical transformations over time.

Furthermore, the historical information is preserved with minor adjustments for clarity and organization. Instead of flooding the page with hyperlinks, this redesign proposes the utilization of a scrolling carousel effect to showcase the primary topics. Each topic would expand upon selection, ideally transitioning to a new page to reveal additional details. For example, within the "Map Locations" section, Smethport's tour locations would be thoughtfully categorized for easy navigation. This approach not only enhances the presentation but also improves user engagement by providing a more



interactive experience. Additionally, it offers an alternative route for users to access specific locations without having to navigate through the entire tour.


Numerous design adjustments were made to the homepage, beginning with the transition from a black to a white content background. A white background gives off a clean and consistent aesthetic to the page. Moreover, white backgrounds are standard in web design, as they provide optimal contrast for darker text, thereby improving readability. This redesign also incorporates enough white space to break up the content and enhance user readability. Additionally, all font colors have been switched to black and/or dark charcoal to ensure consistency and enhance accessibility for all users. Adhering to a neutral palette consisting of WhiteSmoke, Fossil, Dark Charcoal, and Coconut, these colors contribute to a polished and professional appearance for the page. Their versatility allows for seamless blending, ensuring a balanced visual aesthetic. Furthermore, consistent spacing has been implemented between each section of information and/or images to promote a balanced layout and prevent clutter. Proper spacing around text, headings, paragraphs, and pictures enhances readability and contributes to a visually appealing and organized display.

In contrast to the current Planet Smethport homepage, this updated version offers a diverse range of font choices to enhance visual appeal and readability. The primary font choice for titles, Roboto Slab, incorporates bolded features, enhancing their prominence on the page. Additionally, increased letter spacing is selectively applied to create a more spacious and aesthetically pleasing layout. Subheadings, such as those found under "Smethport Then vs. Now" and the "Map Locations" carousel effect, feature the Urbanist font, which complements the overall design theme. For more minor text



elements, the Kumbh Sans Font is utilized, including small blurbs in the navigation tour and footer text. These font selections are excellent for optimizing user readability and maintaining a cohesive visual identity across all pages.







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IMAGINE
An historic, isolated, hillside village, almost secretly tucked away in the heart of the Pennsylvania Wilds, wrapped in hardwood forests & wrapped around a lakefront, is the scene. Trails lead out from every direction, just waiting to be explored. You've discovered Smethport, Pennsylvania Wilds!



Smethport Circa 1903
Click any photo to explore historic Smethport








Smethport Then & Now

1858
SMETHPORT CIRCA
Painting by Helen Cowles Crocker
[Click to learn more](#)


2018
SMETHPORT
Photo by Thomas Huntoon
[Click to learn more](#)


Map Locations




Topo of Rew & Farmers Valley
[Click to learn more](#)



Map Smethport to Port Allegany
[Click to learn more](#)



Birdseye View of McKean County Poor Farm
[Click to learn more](#)



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Comparison of the proposed homepage design to the current:

The current homepage design requires refinement to enhance its clarity and conciseness. This redesign introduces several features that not only elevate the aesthetic appeal but also enhance functionality. Importantly, it preserves critical elements of the existing design to ensure continuity while delivering an improved user experience.

First, the design features of the current homepage are complicated. For instance, the yellow text against a black background poses readability challenges and can appear overwhelming due to the lack of visual space between sections. In the redesign, the content background has been switched to white, with darker text shades, enhancing overall contrast and readability. This adjustment ensures that users can navigate the content more comfortably without feeling overwhelmed. As previously noted, the layout of the current design lacked alignment, with all elements centered in the middle. This approach presented readability challenges, as users had to continually reorient their eyes to the beginning of each line. Unlike standard left-aligned text, which provides a more natural reading flow, centered text disrupts the reading experience and can hinder comprehension. In contrast to the current design, Planet Smethport's palette previously consisted of three vibrant colors: red, yellow, and white. However, such bright hues can overwhelm users with excessive contrast, potentially leading them to navigate away from the page. In the redesign, the primary colors have been replaced with neutral tones, including whites, browns, blacks, and greys. Utilizing neutral colors on a website promotes clarity and professionalism, encouraging greater user engagement and



involvement. In contrast to the previous font choice, which predominantly featured Times New Roman typefaces of the same point size, the redesign incorporates a broader range of font options. Titles now have a bolded typeface to convey prominence, while subheadings utilize a lighter italic font for added emphasis. This diversified font selection ensures a comfortable balance between different font styles, enhancing overall readability and visual appeal. Along with this, the current Planet Smethport homepage features text that is notably small, resulting in readability issues. To meet users' needs more effectively, the text size will be increased and aligned appropriately in redesigning the Planet Smethport homepage. Furthermore, all animation features on the current homepage were replaced with a distinctive logo.

Furthermore, certain elements required minor fixes in the redesign, including the navigational tour, images, and historical context. While maintaining the essence of the navigational tour, the redesign enhances user engagement by incorporating interactive elements to elevate the functionality of the tour. Notably, the redesign features a contemporary update, with improved visuals such as more prominent and three-dimensional arrows. Additionally, a new hover effect has been introduced: when users hover over an arrow, a small blurb appears, providing guidance on the direction it will lead them. The images have been retained in their original form but have been repositioned to align more effectively on the page. Additionally, they have been enlarged to increase their presence and draw greater attention to their visual content. The section "Smethport Then v.s. Now" remains significant but has transformed to become more organized and inviting in the redesign. Now, it features a timeline showcasing images of locations captured at various points in time, offering visitors a captivating visual journey



through the growth of Smethport. Towards the end of the existing homepage, Planet Smethport presents tables of linked text, many of which are no longer active. To address this, the redesign introduces a scrolling carousel effect to spotlight key topics, enhancing clarity and providing a more organized structure on the page.



Overview of Proposed Content Page Design:

Approach to the creation of the proposed content page design:

Content pages are just as important in the development of a website. While homepages offer an overview of the main topics, content pages delve deeper, providing users with detailed information and opportunities for interaction and engagement with the content. The content page titled "1902: 911 W. Main: Orlo J. Hamlin Mansion is Built" presents numerous possibilities for a redesign while retaining all images and historical text. Integrating all photos and historical details proved fundamental in framing the content page. Ensuring that images were sufficiently large was crucial for enhancing user engagement, particularly when featuring tour highlights, much like Orlo J. Hamlin Mansion's page. The content page incorporates design elements akin to the homepage, including the same neutral palette and font selection. The color scheme comprises various shades of white, brown, black, and grey, while the fonts used are Roboto Slab, Urbanist, and Kumbh Sans. While maintaining the current features of the navigation tour, enhancements were made to its functionality, as previously discussed. These enhancements include implementing a hover effect and adjusting the color composition for the arrows. Furthermore, while retaining all historical content, additional design elements, such as decorative rows and columns, were introduced to break each section into multiple areas to improve clearness and readability. This was especially important given the substantial amount of text present on the content page. Additionally, the page alignment is left-aligned, a deliberate choice that enhances clarity for users familiar with reading from left to right. Also, incorporating a timeline to the right of the photo enables



users to select specific years, providing access to updated images of the Orlo J. Hamlin Mansion in more recent times. Finally, maintaining a consistent header and footer across all pages enables users to navigate seamlessly between different sections without needing to reload the homepage. These aspects significantly enhance the functionality and design elements of the redesigned website.



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Orlo J. Hamlin Mansion

1902: 911 W. Main

Henry Hamlin's son/grandson of ori Orlo James Hamlin

- Click to see location in 2002
- Click to see location in 2018

Photo © 2018 P.O. Shuman Collection

Orlo James Hamlin (1873-1960)



[Placeholder text for Orlo James Hamlin's biography]



[Placeholder text for Orlo James Hamlin's biography]



[Placeholder text for Orlo James Hamlin's biography]



Analysis of how the proposed content page design improves upon the current content page design:


The proposed design introduces numerous enhanced features, significantly improving the overall user experience of the content page. Consistent with every other page on the redesign, the content page includes a distinct header and footer. As mentioned earlier, users will find a navigation bar, the logo, the page title, and a search bar in the header. Similarly, the footer contains the same information as the header, although in a smaller font size. The content background has been switched to white from black, ensuring that the text appears darker against a lighter backdrop. Once more, the color theme remains neutral, featuring tones such as WhiteSmoke, Fossil, Dark Charcoal, and Coconut. As observed on the homepage, neutral colors are a staple in web design, renowned for their timeless appeal. Additionally, neutral tones complement other colors seamlessly, making them a versatile and widely recognized choice in web design aesthetics. Roboto Slab was selected for titles due to its bold and block-like lettering, which adds emphasis and visual impact. Urbanist was chosen for subtle text, including subheadings and other informational elements, for its clean and modern appearance. Meanwhile, Kumbh Sans was employed for smaller text portions, such as the main content on the page, for its legibility and readability.

In creating the content page, a fundamental goal was to incorporate all historical information, encompassing text, images, and supplementary details. Rather than presenting a continuous block of text, I introduced decorative dividers between sections, enabling a more user-friendly reading experience with less overwhelming features.



Additionally, I incorporated descriptive titles where necessary to provide a clear understanding. For instance, the initial section was about the Orlo J. Hamlin Mansion and then, as you go down the page, explored the history surrounding Orlo James Hamlin himself. Following that, the navigation tour was showcased alongside the Orlo J. Hamlin Mansion photo. Consistent with other tours featured on the homepage, this navigation tour retains the same interactive features. Just like the timeline featured on the homepage, this redesign incorporates smaller, supplementary timelines for numerous locations on Planet Smethport. These timelines showcase various images spanning different periods, offering a visual record of each building's evolution over time. On the content page, for instance, the Orlo J. Hamlin Mansion is accompanied by two additional photos from 2002 and 2018. Clicking on these images allows users to view them in detail.





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Photo by W.C. Chester Collection


Orlo J. Hamlin Mansion

1902: 911 W. Main


Henry Hamlin's son/grandson of original Orlo James Hamlin

[Click to see location in 2002](#)

[Click to see location in 2018](#)



Orlo James Hamlin - (1873-1960)




Active in banking since 1892 in his native community of Smethport, where his family has long been seated, Orlo James Hamlin is president of the Hamlin Bank and Trust Company and is connected prominently with a number of Smethport business enterprises. Mr. Hamlin was born June 23, 1873, in Smethport, McKean County, Pennsylvania, son of Henry and Hannah L. (McCoy) Hamlin and a descendent of an old and distinguished family.


He was of the ninth generation in direct line of descent from James Hamlin, who lived in London, England, in 1623, but who founded the family in Barnstable, Massachusetts, where he was admitted a freeman March 1, 1641. He died in 1690. By his first wife, Ann, he had several children, one of whom, also bearing the name James Hamlin, who was baptized at St. Lawrence, Reading, Berkshire, England, April 10, 1636, and came to America in 1647 with his mother and sister, settling at West Barnstable, Massachusetts; he married Mary Dunham.

Their son, Deacon Ebenezer Hamlin, who succeeded to his grandfather's property and his father's, later removed to Rochester, Massachusetts, where he became a deacon and an original member of the first church, but in 1742 removed to Sharon, Connecticut; he married (first) Sarah Lewis. Their son, Thomas Hamlin, born in Barnstable, Massachusetts, May 6, 1710, represented the fourth generation. His son, Nathaniel Hamlin, born June 7, 1738, in Agawam, Massachusetts, died in Sharon, Connecticut, was a merchant, and kept a house of entertainment for travelers at Sharon Mountain, was first lieutenant in the 3rd Company of Sharon, and later was a private in the Colonial forces in the War of the American Revolution; he married (first) Lucy Foster, and they had twelve children. The ninth of these, Asa Hamlin, born March 30, 1780, in Sharon, Connecticut, died September 8, 1835, in Smethport, Pennsylvania, received a sound education, studied medicine, and practiced his profession at Sharon with considerable success until about 1814, when he removed to Fairfield, New York, going to Salem, Pennsylvania in 1816, and in 1833 to Smethport, where he died September 8, 1835.

This founder of the line in Smethport, Dr. Asa Hamlin, practiced medicine often under difficult conditions, finding it hard to collect bills of money due him and leaving his family with little funds at his death. He was a federalist in politics and a Presbyterian in his religious faith. He married, December 26, 1802, Asenath Delano, who was born April 6, 1780, in Sharon, Connecticut, daughter of Stephen and Huldah (Doty) Delano. They had eight children.

He had many interests including agriculture and public affairs, and served as township collector, deputy postmaster, deputy prothonotary, register and recorder. Later became attorney general for Potter and McKean counties, Deputy United States Marshal to take the 1830 census, and State Representative (elected in 1832). In the winter of 1832-33 he urged a bill appropriating \$20,000 for improvement of the east-west State road through McKean county, and espoused extension of the canal up the north branch of the Susquehanna. Both bills were at first defeated, but the canal bill was afterward passed. He also organized a bill to introduce the Eighteenth Judicial District, embracing Potter, McKean, Warren and Jefferson counties. He practiced law only until 1851, when the condition of his health necessitated his retirement from active practice. Then he studied French, German, astronomy, geology and economics while confined with illness for thirty years. He did much writing, including a translation of "La Marseillaise" and much material on nature and the McKean County scenery. His description of McKean County is preserved "Hazard's Register," and his speeches and writings are to be found in a history of his life and works, privately published in 1914. Orlo Jay Hamlin married, January 13, 1828, in Norwich Township, in McKean County, Orna Lucinda Cogswell, born September 10, 1804 in Griswold, Connecticut, died April 17, 1881, in Smethport, Pennsylvania, daughter of John and Dolly Cogswell and member of an old Connecticut family. Orlo J. and Orna L. (Cogswell) Hamlin became the parents of four children: Harriet, Henry, John C., and Pauline E. Hamlin.





The eldest, Orlo Jay Hamlin, grandfather of Orlo James Hamlin, was born December 2, 1803, and died February 13, 1890, in Smethport, Pennsylvania. Though a native of Sharon, Connecticut, he lived in Wayne and Bradford counties, Pennsylvania, from the age of eleven years, in 1814, and in Smethport after 1826. In 1824 he became a teacher of the pioneer school at Towanda, Bradford county. Dulling the work, he supported himself by sign painting, surveying and mapping and, against his father's wishes, read law twelve or fourteen hours daily until he gained the sobriquet of "the pale village student." In September, 1826, surmounting seemingly insurmountable hurdles placed in his way, he was admitted to the bar at the age of twenty-three. Soon afterward he came to McKean County.

The second named of these, Henry Hamlin, Orlo James Hamlin's father, was born April 9, 1830, in Smethport, and he early became active in business affairs in association with his fathers or others. He ran general stores at Clermont and Eldred, then interested himself in the oil and lumber industries. Perhaps his most important business activity was his association with others in the Great Southern Lumber Company, which built a modern city in Louisiana, under the name of Bogalusa, where the company's work was centered. There Mr. Hamlin and the others were active in the creation of schools, churches, houses and many progressive institutions. He was also instrumental in erection of one of the South's leading railroads, connecting New Orleans with Jackson, Mississippi.


Henry Hamlin also founded the Hamlin Bank & Trust Company, of which his son is president. Henry Hamlin was president of the First National Bank of Port Allegany Railroad Company, the Logan, Newark and other gas companies, the Fulton and Phoenix Gas Company of New York State, the Conklin Wagon Company of Otsego, and the Great Southern Lumber Company. He was president of the Buckeye Gas Company of Cincinnati, and a trustee of the Fidelity Trust & Guarantee Company of Buffalo and the Minora Mining Company of Colorado.

He was a Democrat, but became a Republican when the new party was organized because he approved freeing the slaves. Henry Hamlin married, August 14, 1854, Hannah L. McCoy, of Smethport, daughter of Dr. William Y. and Charlotte Augusta (Dering) McCoy. They became the parents of the following children: 1. Laura Dering Hamlin, born June 2, 1856, wife of Robert Hutchinson Rose, a McKean County lawyer and later a State legislator; they took up their residence in Binghamton, New York. 2. Emma Marion Hamlin, born December 26, 1857, wife of the Rev. John Heber McCandless. 3. Eugenia May Hamlin, born December 2, 1865, wife of Howard E. Merrill, a leading nursewoman of Geneva, New York. 4. Orlo James Hamlin, of further mention.

Orlo James Hamlin received his early education at St. Paul's School, Concord, New Hampshire, where he was graduated in 1889. He then became a student at Hobart College, in Geneva, New York, where he was graduated in 1894, after which he studied at Lowell's School of Business, in Binghamton, New York. Even before he completed his formal studies, Mr. Hamlin entered into business with his father as an associate in the firm of Henry Hamlin & Son, Bankers. This enterprise later came to be known as the Hamlin Bank & Trust Company. Mr. Hamlin's broad knowledge of conditions existing in Smethport and McKean County established him in a position of leadership and confidence in the district, and he rose in the organization of the Hamlin Bank & Trust Company until he became president in 1918.

Not only does Orlo James Hamlin continue effectively to head this banking institution, but he interests himself officially in other banking and business houses. He is a director of the First National Bank of Elkins, the Great South Lumber Company of Bogalusa, Louisiana; the Bogalusa Paper Company, the Big Indian Oil Company, and the Hamlin-Tanner Oil Company. A Republican in his political views, he has extensive fraternal and civic interests, belonging to the Benevolent and Protective Order of Elks, holding the thirty-second degree and being affiliated with the Knights Templar in the Free and Accepted Masons, and holding memberships in such organizations as the Conopus Club, the Bradford Club, the Masonic Club, and the Smethport Country Club. One of his very recent business interests is as a director of the Gaylord Corntane Corp., Inc. He is senior warden and a regular attendant at St. Luke's Protestant Episcopal Church.

Orlo James Hamlin married, at Geneva, New York, January 4, 1899, Mirabel Dapew Folger, of that place, daughter of Charles J. and Susan (Dapew) Folger. The Hamlins became the parents of three children: 1. Mirabel M., wife of Robert A. Digel. 2. Hannah McCoy, wife of E. O'Neill Kane, 3d. 3. Susan, wife of Lowell S. Oakes.



Planet Smethport Project

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Comparison of proposed content page design to current content page design:

The current design of the website requires significant enhancements in both its appearance and functionality. The content page, which contains extensive information about each location, demands a well-aligned and organized design approach.

Therefore, this redesign aims to address these weaknesses and implement various improvements to elevate the user experience.

Enhancing its design and functionality is crucial to properly conveying the platform's importance and relevance. The current appearance of the content page is outdated, and it lacks modern features. Instead of the hard-to-read yellow text from the current content page, the redesign maintains a neutral tone, complemented by updated font selections, overall enhancing user readability. Additionally, the navigation tour has minor issues and inactive links throughout the content page, detracting from its functionality. The navigation tour retains its design while incorporating new and enhanced features, as previously highlighted. With the redesign, all inactive links are removed, leaving only active ones in use. Links to view the Orlo J. Hamlin Mansion, both in 2002 and 2018, stand as examples of retained active links. Another addition to the redesign is a smaller timeline, placed on the right, allowing users to explore various locations across different years. As previously noted, a distinct header and footer have been added to the current content page, enhancing its overall structure and navigational clarity.

The abundance of information presented on the page appears cluttered and disorganized, failing to convey the platform's purpose effectively. With that said, the



redesign has restructured the text layout, ensuring proper alignment and significantly enhancing readability for users. The redesign ensured the preservation of all images and historical text, maintaining their significance within the updated structure. Additionally, the text wraps around images, creating plenty of space for both visuals and content. The redesign comprised three primary sections: the navigation tour, About Orlo James, and any additional text featured on the content page. In the original layout, consecutive blocks of text crowded together, leaving minimal space between sections, resulting in a visually overwhelming single page of text. In the redesign, including dividers effectively breaks up points within the text, facilitating easier comprehension while scrolling down the page.

The redesign of the website's content page represents a comprehensive effort to address both aesthetic and functional elements, ultimately aiming to enhance the user experience. By modernizing its design and functionality, the platform can better convey its importance and relevance. Moreover, with its enhanced readability and preserved historical content, the restructured layout ensures that users can easily access the information more efficiently.



Expanded Examination of the Proposed Website Update/Redesign

The Planet Smethport Project website is characterized by its high interactivity and extensive information. Despite the updated design, there are both strengths and weaknesses to address. Redesigning the Planet Smethport site comes with specific requirements, notably the preservation of all tour elements and original information in some capacity. With these considerations in mind, a complete redesign of the Planet Smethport Project's webpage was created, aiming for a more modernized and interactive site.

Strengths of proposed update/redesign:

This redesign incorporates numerous beneficial features to enhance user experience and visual appeal. One significant improvement is the recreation of the navigation tour. While preserving the original concept, where users navigate between locations by clicking arrows within images, the design was revamped for a more contemporary feel. Additionally, all images remain unchanged as they represent historic areas, ensuring continuity and authenticity. However, this redesign introduces more modernized arrows with subtle animated indicators, providing navigation cues. Upon clicking an arrow, users are seamlessly guided to the following location. Also, the navigation tour implements a hover effect on the arrows, triggering the display of a brief description detailing the title of the destination and any additional features. This enhanced interactive tour promotes better organization, significantly improving readability and engagement. It addresses a critical aspect that needed improvement within the Planet Smethport tour.



An additional feature this redesign offers is the establishment of a distinct header and footer on the webpage. Doing this ensures visual consistency throughout the site and minimizes user confusion. Within the header section, a search bar is placed to enable smooth navigation for users, allowing them to quickly locate desired information without the need to go through the whole tour. Furthermore, the navigation bar is condensed into only five essential categories: Home, About This Project, Virtual Tours, What's New, Locations, and Contact Us. This deliberate reduction allows for more space and enhances the overall organizational clarity of the interface. By simplifying the navigation points, users are guided toward the core focal points of the page, boosting the browsing experience. Additionally, the redesign didn't include the close-out tab, which is a feature from the original design. This was to maintain a sense of continuity and coherence across all pages without the risk of the navigation disappearing or reloading the page. This approach ensures that users can effortlessly navigate the site while maintaining visual and functional coherence throughout their browsing journey.

The primary focus of this redesign is centered on enhancing the overall aesthetic appeal of the page. The initial iteration of Planet Smethport lacked depth and failed to incorporate visually pleasing elements. This redesign offers a new palette of multiple neutral colors, including White Smoke, Fossil, Dark Charcoal, and Coconut. Opting for a neutral color scheme provides high versatility, as these shades blend effortlessly with one another, particularly against a lighter backdrop. This alternative was perfect for layering colors over various elements such as images and text, infusing the page with a sense of depth and dimensionality. Also, neutral colors give the page a minimalist and clean look, contributing to a more user-friendly experience. In addition to the color



palette, this redesign has three distinct fonts: Kumbh Sans, Roboto Slab, and Urbanist. With the current Planet Smethport website, Times New Roman was the only font. By incorporating multiple fonts with varying weights for different sections, such as headings and titles, this redesign achieved a more dynamic and attention-grabbing feel. Furthermore, the overall font size increased, prioritizing accessibility and legibility for all users. Formatting the colors and fonts ensures a clear distinction between sections and proper white space where necessary.

As previously discussed, a scrolling carousel effect was introduced to showcase the primary focus areas. Rather than presenting dense blocks of text with hyperlinks, this redesign condenses each informational segment into distinct categories, adds cover pages for each category, and then incorporates them into a scrolling carousel. This approach optimizes space efficiency, particularly when dealing with overflowing amounts of information with only so much room to use. Moreover, it aligns with the redesign's objective of creating a more engaging and interactive user experience.

During the redesign process, a timeline feature was incorporated, prominently showcased within the "Smethport then vs. Now" section, as well as on content pages featuring photos depicting locations across various years. A timeline provides users with a visually appealing and highly interactive way to navigate Planet Smethport's historical events. Additionally, all the information in the timeline is presented in chronological order, so users are able to go year by year and see the growth of Smethport through pictures. Incorporating a timeline helps with organizing content, allowing users to navigate through a series of locations with enhanced efficiency and ease.



Weaknesses of your proposed update/redesign:

Even with an updated redesign, there are still many weaknesses. Since Planet Smethport was made many years ago, technology has increasingly improved. However, that causes some difficulties when redesigning an outdated website. It would be challenging to implement new design elements on the original code without completely rebuilding the site from the start. This causes compatibility issues where websites are not optimized for modern browsers or mobile devices. Over time, Planet Smethport has accumulated large amounts of content and has had many developers. This can confuse users as most outdated content is still visible on the site, which must be fixed, but there could be inconsistent code structure, making it difficult to add new design concepts or updates.

Revamping the design posed various challenges, particularly in terms of performance impact. Notably, the scrolling carousel feature significantly delayed page loading times and overall performance, negatively affecting user experience, particularly for those with slower internet connections or older devices. Additionally, including larger images worsened the issue by slowing down loading times further. To mitigate these drawbacks, all animations were removed, initially increasing loading times to impart a smoother and more contemporary aesthetic. Given the increased file sizes and additional design elements, Planet Smethport's aging infrastructure might struggle to process such data efficiently.



Introducing multiple tours to the site may overwhelm certain users, particularly those seeking specific locations within McKean County. While including concepts like "Smethport Now vs. Then" is excellent, introducing an entirely new tour could lead to confusion regarding which tour is which. Instead, a refined approach utilizes an updated design featuring a timeline. This timeline improves the user experience by navigating between historical and current aspects of Smethport through interactive links.

Opportunities presented by your proposed update/redesign.

The redesigned website presents a prime opportunity to enhance user experience. The task of this assignment was to revamp an outdated site, making it more modernized, interactive, and user-friendly. The array of updated concepts, spanning from the overall appearance to ensuring information accuracy and infusing a contemporary vibe, markedly enhance the user experience. The original site lacked clarity and organization, which this redesign addresses by introducing numerous features and elements to ensure a positive user journey. While preserving some of the original Planet Smethport elements, the redesign incorporates subtle enhancements to make it more approachable and inviting. Clear navigation systems, updated links, and functional interactive elements like buttons play pivotal roles in guiding users through the site. The page's overall visual design assures users that they understand what Planet Smethport represents and how to navigate the tour effectively. Moreover, the updated design enhances the site's visibility on a global scale because of its appealing features. Unlike the cluttered and overwhelming original design, this updated version is



well-organized and aesthetically pleasing, thus drawing more attention to the site and ultimately improving user experience. Undertaking the planning and execution of a potential redesign for Planet Smethport demands careful consideration and brainstorming to identify areas for improvement. Recognizing its strengths and weaknesses highlights opportunities for enhancement and expansion. While every website has its flaws, recognizing the potential for improvement underscores the notion that even outdated websites can undergo substantial transformation and advancement.

