



Bulgarian thread

Project development report

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Concept

Initial idea

Back in November 2024, we were given the Major Project briefing, saw examples of the previous students' projects and had the brainstorming workshop to get feedback on our ideas. My first idea was inspired by Emma Axelsson's Major Project - fikatrail.com – which she created as a tourist guide of Stockholm focusing on exploring the city's parks, bakeries and cafés. I wanted to create a website similar to a travel blog about the city I am from – Gabrovo, Bulgaria. I wanted to focus on the “hidden gems” of the city and the area around it by creating guides that can be done by walking or with little use of other types of transportation. I also wanted to include illustrations of the places I was presenting, with the aim of developing my graphic design skills in the process, as I found myself in a similar position as Emma.

The feedback I received was good, though it made me question the idea. These types of tourist guide websites are very popular, and after doing some competitor research, I found many blog sites that, even though they were not as creative, still provided a lot of information. This showed me there was big competition, but also that it was not as innovative and unique an idea as I thought it would be. Another idea I had in the back of my mind was creating a DIY type of website where I could learn how to crochet or embroider, as that is something I have been meaning to try for a while. The website would also show my progress, along with what I had learned and some tips that helped me throughout the process.

Final idea

After taking the time to reflect and consider my options, I decided to still keep my focus on creating a website focused on where I am from but combine it with learning a new skill – embroidery. As Bulgaria is one of the oldest countries in the world, there is a lot of history in the country's traditional clothing. More specifically, there are hundreds of different embroidery ornaments that were and still are used, not only on clothing but on objects and accessories too. With the various ornaments' meanings and designs across different Bulgarian regions, I recognised it would be a great opportunity to educate myself, as this is important for me to learn, but I have not had a chance to do so until now.

So, the next idea for a Major Project I had was to create a website focused on Bulgarian embroidery elements and their history and also include instructions/guides on how to make them. The initial idea was to offer

embroidery tutorials in the form of videos and have written articles that focused on the history and meaning of the ornaments and Bulgarian clothing. I presented the concept during Crit 1, my idea was approved, and I decided that this would be my project.

I started learning embroidery at the beginning of 2025, so that I could improve and prepare for when I had to record the tutorials. However, during that time, I was following online tutorials myself and testing out different tutorial formats. Personally, I found that video tutorials were not ideal for me as I would often have to pause and rewind a certain step in order to get it right. I also consulted some family and friends who had experience with embroidery on the most useful format for them when embroidering. We all concluded that a whole embroidery design can be quite difficult to make from a video, and a printed or e-file of a template is more convenient. This is one of the changes I made to my plan, which in the end saved me some time that I definitely needed to focus on other aspects of the project.

Issue the project solves

The issue I identified was that there are many websites and YouTube videos repeating the same basic information without providing much background or context about Bulgarian clothing and embroidery. But in reality, it is complex with a rich history, and those sources portray it as something that is simple and can be learned after reading a few blog posts that do not show much of the history and its significance.

My aim was to use my website idea to educate and raise awareness about this complex yet interesting topic. I also wanted to use the project as an opportunity to learn more about it myself and believed that learning by teaching would be beneficial for me to better understand, and for users to follow along with me as I learn.

Project mission and phases

Mission

The project's mission was to provide a free platform where people can find more detailed and reliable information about Bulgarian clothing and embroidery, along with tutorials on how to do the embroidery themselves.

Phases

I decided to split the project into two phases. The first phase was the time I would spend completing this assessment. During this time, my focus would be

only on building and designing the website, researching, translating the information, and making the tutorials. Phase 2 would be any work I do on this website from November 2025 onward, after phase one is complete and the project has been graded.

In Phase 2, I plan on continuing to expand the website by publishing new content in both articles and tutorials, with the possibility that if there is interest, I could start selling embroidery kits (with a template and materials) or handmade products with Bulgarian embroidery on them. This part of phase two is not definitive, as it depends on the popularity of the website, but it is still an opportunity that I might get at some point.

Research

Competitor analysis

Bulgarian embroidery competitors

Almost all the websites talking about Bulgarian clothing and embroidery I came across were very similar. They were simple black and white themed blog posts with some photographs and heavily populated with ads ([see Appendix 1.1](#)). The information they provided was limited to one or two posts per website, covering the more general information and not going into much detail, as they were part of websites covering a variety of topics. I also could not find any websites that had step-by-step tutorials on how to make Bulgarian embroidery. If there were examples, they were linking to a YouTube account that had tutorials. On the other hand, there were a lot of websites selling products with ornaments. However, they were not providing much information on what each one symbolised, meaning that people may not know exactly what they are buying.

Most of the websites I came across were also in Bulgarian, and very few were in English, which meant that for foreigners who do not speak Bulgarian, it would be hard to learn about Bulgarian clothing and embroidery. And even though technology has advanced enough and nowadays allows for auto-translate on people's devices, for a topic like this, which often has complex words and/or terminology, using an auto-translate cannot guarantee that the translation will be accurate. This showed me that there is a gap that my project can fill by offering a more reliable translation for people who speak English and avoiding the confusion that an auto-translation may cause.

From the YouTube accounts that I came across, one stood out – [Crafting Shevitsa](#). It offered tutorials on how to make some embroidery ornaments, as well as tutorials for complete beginners to embroidery, showing some basic stitches and techniques. The woman in the videos spoke in Bulgarian but had taken the time to provide translated captions in English. I first identified this channel as a competitor; however, later in the process, I realised that I could save time from recording my own videos and reference hers, since they were detailed and well explained.

Embroidery tutorials competitors

Websites with embroidery tutorials again had the same simple black and white design, but they included some more images showing the steps of how to embroider ([see Appendix 1.2](#)). I believe this puts my idea at an advantage over existing competitors as I can differentiate myself by providing more in-depth

information on Bulgarian embroidery and designing my website in a more colourful, engaging and interesting way.

SWOT

To better prepare for our projects and evaluate the skills and knowledge we have and would require for the project's completion, we were advised to make a SWOT analysis for our project during Crit 1.

Strengths (*Internal*)

I identified three main strengths that were going to be beneficial for this project. The first was that I am bilingual, and Bulgarian is my first language, which meant that I was going to be able to translate the information to English with little difficulty. The second strength I identified was my experience with filming and editing videos from when I worked as a photographer and videographer before coming to the UK. But since I decided not to make video tutorials, I did not use those skills as expected. Regardless, my experience with using some of the Adobe programmes made it slightly easier in learning how to work with Illustrator, and having this strength was still beneficial. The last strength I had was my little knowledge of embroidery, and I considered it a strength, because since I was learning how to embroider myself, it meant that I would be able to share tips about solving common issues that beginners may come across.

Reflecting on this analysis and my experience of completing this project, I realise that there were other strengths which at the time I did not consider. One is the people I knew in my home city. Because of that, I was able to get in touch with a person working in a museum that is solely focused on Bulgarian ethnography. They were able to provide me with books and journal articles that otherwise would have been impossible to find and gain access to, as most of them are old, have stopped publishing or are available in limited quantities, mostly to educational institutions. Being able to get in touch with that person was very beneficial and vital to parts of my research.

Weaknesses (*Internal*)

My very little experience with using Adobe Illustrator, or a similar software, was my first weakness. Since I was aware of it, I was able to leave enough time to familiarise myself with it and how to use it. During the summer, I also had a job where, unexpectedly, part of my job was working with Illustrator. In this job, I was able to refine my workflow and get comfortable with using functions in Illustrator that I was not using as much for the content I was making for this website. This made me more confident in working with it and sped up the process afterwards.

My second weakness was that I had little experience with embroidery, which meant that it would take time to learn how to embroider. That was true, but since I had some experience with sewing by hand from school when I was younger, I was able to go back to what I knew from before and just learn the differences between embroidery and the hand sewing I knew. And thankfully, it did not take me too long.

The last weakness I was aware of was my limited knowledge of web design and development at the time. For this, I was expecting it would take me the most time to learn, and in the end, it was truly the most time-consuming part of the project. I had some prior knowledge of HTML and CSS from what we had learned in the programme, but I had to learn how to work with WordPress and PHP, expand on my CSS knowledge and learn how to troubleshoot issues I was coming across.

Opportunities (*External*)

The two opportunities I saw for this project were the chance to stand out with a website that has a more unique and distinctive design than my competitors and to differentiate my website by having more in-depth information and tutorials all in one place, unlike my competitors.

Threats (*External*)

The main threat to this project was the limited time I had to complete it. Based on the strengths and weaknesses I identified, time was my main concern. Even though I had transferable skills that I could easily apply to this project, there were a lot of new things I needed to learn, and I could not accurately predict how long each one would take. This meant that for any estimate I made, I was most likely underestimating, and I had to start working on the website early to make sure I had enough time.

The second threat I identified was my existing competitors – the people and companies who were already making embroidery tutorials and providing information to an established audience. I did not see as big a threat because, from my analysis, each competitor was focusing on either providing information or a tutorial, but not both. But regardless, they were still a threat, as they had a longer online presence, with higher search engine visibility than I (Handley and Skopec, 2025). This meant that they would appear high in the search results, which was the case when I was first doing my competitor research.

Design

UX Research and Design

Target audience

User personas

In January this year, our assignment for the UX Research and Design module was to write an article on how we plan to implement what we had learned from the module in the planning of our Major Project. I planned to use proto-personas, which are fictitious user personas based on my assumptions of what my actual visitors are likely to be (Jacobs, 2016). I created three different personas – Angella, Lance and Lilly (see Appendix 2).

Angella represents the group of people who like doing craft projects and have a little knowledge of embroidery (see Appendix 2.1). I expect them to visit my website because they want to expand on their skills and learn something more complex. Lance represents the people who are complete beginners to embroidery overall and do not have any experience with any craft project (see Appendix 2.2). I expect those people to visit my website to start learning from scratch. And last, Lilly, who represents those who are very good at embroidery with years of experience (see Appendix 2.3). I expect those people to visit my website because they want to master a new style of embroidery and learn the meaning and history of how it originated.

I gave each persona different goals and expectations for coming to my website to represent the different content sections on my website. And since each persona would prioritise a specific section but could still visit others, I wanted to ensure that when preparing my content, it would all be clear and simple yet interesting to accommodate any type of persona viewing it. I gave the three of them different ages and different home countries since anyone can come across my website, and I would like them to have a good experience regardless of what they are looking for. I used this as a reminder that I need to make my content clear and easy to understand, regardless of the person's background and knowledge.

Empathy mapping

For each user persona, I also created an empathy map to represent their experience before coming to my website (see Appendix 2). Each map details the persona's pains, goals and motivations for deciding to learn Bulgarian embroidery. I used those maps to then predict what might drive them to come to my website and what type of content, structure and layout would interest them. I

tried to be as accurate as I could since they are fictitious, but it still gave a good understanding and overview of what I should include on my website and what I should avoid.

Content and Information Architecture

I wanted the content to be simple but still educational. As I was researching history and symbolism, there was terminology and complex explanations that I needed to properly understand, rephrase and translate to make it sound clear and less confusing. And to ensure I accomplished that, I enlisted the help of a couple of friends who checked the content in Bulgarian. Once that was finished, I translated it into English and used both [Grammarly](#) and [Hemingway](#) editors to help me check the structure, choice of words and complexity of sentences.

I separated the main content into two sections (History articles and Ornament tutorials) and linked them to one another by offering suggested posts from each category (see [Appendix 3.1](#)). The rest of the content – Colours, Terms, Sources, About – I distributed to pages, available in the menu for easy navigation; and the additional – Privacy Policy, Accessibility statement, Get in touch link and Sitemap – I made available in the secondary menu in the footer.

Bilingual content

From the beginning, I planned to make a bilingual website in English and Bulgarian. Since I was already collecting all of my information in Bulgarian and translating it to English, it was logical for me to offer the content in both. This way, people speaking either language could benefit from the new information I was providing. I found two options on how to make the website bilingual (WordPress.com, 2013). I could just create two separate websites for each language and link to one another, but that seemed redundant. It would have taken more resources; I would have had to purchase two separate domain names and take up double the memory space. Overall, this option was counterproductive and inefficient.

And my second option was to use a multilingual plugin. I chose this option because it was the simplest and easiest of all. However, it proved quite difficult to find the right one. Most plugins offered an auto-generated translation using mostly Google Translate. It might have been enough if my website were in a language that was widely spoken, like English or French. But Bulgarian is a language spoken only in Bulgaria, and the auto-translation for it is not as well developed. This meant that I had to find a plugin that offered manual translation, and surprisingly, there were not many options. In most cases, manual translation was available with a paid subscription plan, and that was not ideal

for me, or it was an older plugin that was not compatible with my current WordPress version and was outdated.

At some point, I even got discouraged and considered offering only English, as it was hard to find the right plugin for my project. During one of our summer sessions, I raised the issue I was having and got introduced to the [WPML plugin](#), which offered exactly what I was looking for. Unfortunately, it was no longer free to use, but because of that, there was a new plugin introduced as a free alternative for WPML called Polylang ([see Plugins section](#)). It even had a migration option for people switching from WPML to Polylang, who wanted to keep their translated content but did not want to subscribe. I downloaded Polylang and tested to see if it would fit my requirements and needs, and it did. The steps for setting it up were straightforward, simple and quick, and adding the translations was quite easy. I simply duplicated the page or post, wrote the Bulgarian version of it and published it.

I did come across one issue, which was styling and positioning the language switcher. I could not include it in the main navigation menu, as it was taking on the styling rules of the menu links, removing the dropdown menu. I solved this by simply inserting it right below the menu, which also meant that it would be visible at all times, and on mobile devices, it would not be hidden behind the menu toggle.

Branding

Colours

During the first informal presentation in December 2024, when we tested out our concepts, I proposed four colours for the website ([see Appendix 3.2.1](#)). They were white, green, red and beige. The first three colours are also the colours of the Bulgarian flag, so I thought that it would be fitting for the brand and to act as an additional confirmation of what the website is about. The feedback I received was that the green and red colours were also strongly associated with Christmas, which was something that had not crossed my mind at all. It was a good point, as for me the connection was obvious, but if a foreigner visited the website and saw those two colours, they would have been confused since they associate them with something completely different.

In Crit 2, I proposed two colour palettes – main and secondary ([see Appendix 3.2.2](#)). The main one consisted of four neutral colours that were going to be my base and would be used across the whole site. The secondary palette consisted of eight brighter colours in groups of two, which I planned on using to categorise

my content. I planned for each group to represent a specific category, and I would use the two colours on borders, buttons or other elements. At the time, the idea seemed good, but after receiving feedback from tutors and my classmates, I realised that the secondary palette was unnecessary. Having this many colours would have made the website feel very busy and would have distracted from the content. When I was choosing the colours, I also did not have any actual content to test the idea with. Later on, when I got to making a prototype and applied those colours the way I had planned with examples of the content that would be on the website, I recognised the issue.

For my final colour palette (see [Appendix 3.2.3](#)), I wanted to keep some neutral/beige colours that I would use instead of solid white. And I wanted to still use green since it is part of Bulgaria's flag, it is widely used in Bulgarian embroidery and also for its association with nature, calmness and harmony (Bruna, 2020), which I wanted the project to represent. I used brown as a dark border on a few elements to again link to nature and portray a slight vintage feeling of the website, to represent the old history of Bulgarian embroidery and clothing.

Typeface

Since my plan was to make a website in both English and Bulgarian, my font choices were quite limited. While for English there are thousands of choices, as are for most Latin languages, the options for Cyrillic were very limited. The fonts would often make very slight and hard to see changes that did not make much of a difference, like they do in English. It took me quite some time to find a nice font combination that would look good and be the same in English and Bulgarian. My two final choices were a serif 'Merriweather' for the title and headings, and a sans-serif 'Montserrat' for body text, which looked quite nice in both English and Bulgarian (see [Appendix 3.3](#)).

Visuals

Initially, I planned to use custom illustrations across the whole website. I believed that they would help me stand out from competitors, make the website more interesting and appealing, and I wanted to use this project as an opportunity to gain experience in using Adobe Illustrator. The idea was to have illustrations of a needle, thread, and scissors that I could use in the sections mentioning the embroidery materials; or have an illustration of a person wearing traditional Bulgarian clothing along with the text about the history of the clothing.

Later on, in the process, I realised that this would only make my overall design unnecessarily busy and distracting, so I decided to opt out of making the illustrations. At that time, I also decided that I would not be doing video tutorials and instead chose to make embroidery templates using Illustrator ([see Appendix 3.4.1](#)), so that I could still practice and learn how to use it. The only illustration that was not related to the templates was a small favicon of a thread and needle I designed to represent and indicate that the website was about embroidery ([see Appendix 3.4.2](#)).

UI and Accessibility

Flip card

Part of good design is accessible design, which, when making [the prototype for Bulgarian thread](#), I did not consider because of my eagerness to create a unique and interesting website and test out my new skills in CSS and JavaScript. I created a flipping card that I used for displaying some of the content ([see Appendix 3.5.1](#)), and when it came to transferring this design to the actual website, I came across two issues. The first was that using JavaScript with the Content Management System (CMS) of my choice was conflicting and breaking the function, making it hard to fix the issue. And the second was the realisation that hiding parts of the content until a button is clicked is a big issue. There was no guarantee that it would work for all users or that it would display properly. Having a bad internet connection, an older device, or even both could have easily disrupted the functionality, causing a bad user experience. Since there was no expectation to have such a feature on an educational website like mine, and it was unnecessary, I decided to remove it from the design completely.

Accessibility

Since the beginning, I have been using a colour contrast checker tool called [Colour Contrast Analyser](#). It helped me ensure that, regardless of what colour palette I chose, I was always providing good colour contrast between foreground and background, achieving Level AAA (W3.org, n.d.). I opted for providing a fluid font size that increased and decreased depending on the screen size, instead of setting one size for all screen types. I did this by using the [Fluid Typography](#) tool, which helped me make the correct calculations. A 'Skip to content link' is included at the beginning of all pages to allow people navigating via keyboard to easily skip repetitive content, in this case, the heading and menu (W3.org, 2025).

Technologies

Front-end

At first, I planned to use HTML, CSS and JavaScript (JS) for the front-end aspect of my project. I used all three for developing my prototype and was expecting that it would be the same for the live website. I used the HTML structure from the prototype to then translate it into a PHP file for the website theme ([see Back-end and Server-side section](#)). There were some changes in the CSS prototype to the theme file, mainly to do with the selectors I was using, since the structure slightly changed in PHP and because of the design changes I made. In terms of custom JavaScript, however, I completely removed the file and did not use it for the live website. This was because in the prototype I had used JS to create the card flip and search bar, and as I previously said, the card flip was completely removed from the design. The search bar function in JS was no longer necessary because it was translated into the WordPress theme in a PHP file. So, the use of JS was no longer needed, and the file and folder I had for the prototype were simply not included in the theme folder.

Naming conventions

I used custom naming conventions for this project because it made it easier for me to differentiate my code from the one WordPress automatically applied. This relates to custom IDs and classes for elements where I wanted to apply extra styling in CSS. I also worked with the WordPress naming convention. I did this when naming my theme files since they needed to be specific so that the software knew which files to use and when. And I also used some of the classes it assigned to my elements when I wanted to change the styling it automatically applied to them. At first, I was confused and unsure of how to make those style changes, but then I tried using the Inspector tool in my browser to find out what the element's class was, which turned out to be the easiest way for me. The Inspector was also useful for testing out the CSS rules before actually adding them to the theme's CSS file. Instead of constantly uploading the file and refreshing the browser for every small change I made, coding live in the browser saved me a lot of time.

CMS

Before choosing a CMS, I made a comparison table of the top three most popular ones – WordPress, Drupal and Joomla ([see Appendix 4.1](#)). I also read through one of our tutors, Prisca's article on choosing the right CMS (Design for Web Content, 2025). After considering my options, I chose to use WordPress for

my Major Project. WordPress is the most popular CMS with more than 43% of all websites using it (Schäferhoff, 2025), and there is a wide range of resources, forums and blogs that offer support for working with it. Many hosting providers offer a fast one-click installation process, making it easy for someone like me, who has limited knowledge, to get started.

When I started using WordPress, I experienced some issues and was unsure of how to do some features on my website. Using the available resources made it much easier to find the answers I needed, with solution options depending on how skilled I was. This made the entire process of building the website not as stressful as it could have been if I had chosen a more complex CMS with fewer supporting resources, like Joomla.

Back-end and server-side

Developing my website's theme in PHP was the only back-end technology I planned on and did use. For building a big website like this, I needed to transition from coding static to dynamic websites. It meant that instead of using front-end coding languages like HTML, CSS and JavaScript, I had to learn how to use PHP. I had to transfer and translate the HTML structure of my static prototype into a dynamic template so that WordPress would understand how to apply it to my content.

Domain name and Hosting

Domain name

For choosing our domain names, Prisca had suggested that we use a generator tool like the one available on namecheap.com (Namecheap, 2018). I used the generator since I found it hard to come up with a name on my own, and stopped on three options:

1. bulgarianthread.com
2. bulgarianembroidery.com
3. bulgarianhandstich.com

I liked all three options, so with some help from the class and a few friends, I chose the bulgarianthread.com domain name. And I also bought it from Namecheap as they offered a better price compared to other providers.

Hosting

In preparation for Crit 3, where we presented our plans for the technical aspect of the project. I made a table comparison of three of the most popular hosting

providers ([see Appendix 4.2](#)). Based on that comparison, I had chosen Hostinger as my provider because it offered the most benefits at a lower price. A little after that, we had a discussion with my lecturers about host providers about how choosing a local host provider is also a good option, even if they are not as big as Hostinger or Bluehost. They gave us a few examples, and I did some research on them. At the end, I chose [Guru](#) because although they did not offer the same benefits as Hostinger and was slightly more expensive, it had the important features and tools that I needed. The company is not as big as Hostinger, but it still offered great security and performance features, which further proved the point our lecturers made. I also believe that if I chose Hostinger, I would be at a bigger risk for security and performance issues because of its many users, while with Guru, the risk was lower.

Plugins

CookieYes | GDPR Cookie Consent

[CookieYes](#) was the provider for the cookie consent notice on the website. We had previously discussed and used it in class, and I believe it is a reliable and easy to use option.

FileBird Lite

I used [FileBird Lite](#) to help me organise the images for the website. WordPress Media offers only one space where I could store all images, but for this project, I wanted to be able to organise them depending on the section and category they were used in. That was made possible using this plugin, which did nothing for the viewers but made organising the media files much simpler and easier for me.

Firelight Lightbox

I used the [Firelight Lightbox](#) plugin to offer viewers the option to enlarge an image. The size of the images, even though I believe it is normal, was not a guarantee that it would satisfy every visitor. It was my main concern, especially for the Tutorial posts, as that was where the embroidery templates were, and the chance of someone wanting a larger image was high.

Polylang

[Polylang](#) is the plugin I used for making the website bilingual. It was the only option that was free, compatible with my version of WordPress, had regular updates, and most importantly, did not use automatic Google translation and allowed me to write my own translation. Writing my own translation was the main requirement I had for a multilingual plugin. That was because the translations between Bulgarian and English are often not as accurate, and the

meaning often changes or gets lost in translation. And in this project, with complex words and terminology that I am presenting, relying on auto-translation would have made the content sound weird and confusing. The plugin also detects the device's language and automatically displays the corresponding language.

Site Kit by Google

I used [the Site Kit by Google](#) plugin to easily connect my website to the Google tools I needed to use for the analysis of this website's traffic and performance – Google Analytics, Google Search Console and Google PageSpeed Insights. It also offered an overview of those metrics without having to visit each separate tool's website.

Wordfence Security

[Wordfence Security](#) was recommended to us by our tutors when we first began the course. I have had it installed on my blog website for almost a year and have no issues related to security, so I used it again for this website, and it has proven useful.

Limit login attempts reloaded

[Limit login attempts reloaded](#) is another plugin I used to enhance the security of my website. It is used to limit the login attempts a user or admin tries to make. Since I do not have user profiles, I am using this only to limit the login attempts to my WordPress account, since WordPress itself does not offer that feature.

WPvivid Backup Plugin

This was my choice for a [backup plugin](#) for the website because I had previously used it for my blog website and had no issues. I decided to use it here as well, instead of looking for a new alternative when I had no reason to do so and have had a good experience using this one.

Responsive design

I enabled a responsive layout for the website depending on the screen size to allow for better presentation and structure of the content. On mobile devices with a narrower screen, content is presented in a one-column layout and on wider screens, it changes to a two-column layout so that the text and images are grouped on the same row and visually indicate their association to one another. Images are also sized accordingly and increase as the screen gets wider. And lastly, the menu for narrow screens is accessed by a dropdown toggle so that the menu items do not take up too much of the space when a user does not

need them. And when the screen gets bigger and wider, the dropdown feature is removed, and the menu items are presented in a row right below the site's heading.

Backwards compatibility

To ensure that the website can be viewed on different devices regardless of how new or old they are, I aimed not to use any elements, selectors or functions that are recent and supported only on newer browsers and devices (McGrane, 2012). To test for backwards compatibility, I used a laptop that is around 13 years old and a phone that is around 8 years old. Fortunately, there were no issues, and the website was working the same way it did on my newer devices.

Prototype vs Live website

Creating a prototype was our final Crit 4 presentation before we started working on developing the actual website. I opted for creating a static prototype with HTML, CSS and JavaScript instead of using a design tool like Figma. This approach proved to be more productive and beneficial, as I was able to test the structure, syntax and layout I had planned directly in the browser. I saw what worked and what did not. Afterwards, when it was time to develop the WordPress theme and start building in PHP, it was much easier to translate the HTML structure into PHP. Since PHP was new to me, instead of trying to figure out how it works and at the same time deciding what structure and syntax to use, having that already prepared made the whole process less stressful and definitely prevented me from encountering some issues.

The prototype was also my first, not very polished design version. Applying what I had planned in Crit 2 to an actual website with content and not just a design mock-up gave me a better understanding of how everything would come together. In the process of developing the prototype, I saw that some of the design features did not work even then and removed them. For example, I had planned to use illustrations like tree bark and fabric textures for background (see Appendix 5.1) and graphics of materials like thread and scissors to place around the materials lists. Those just made the whole website design look too busy and distracting, which was also a point of concern raised in the Crit 2 feedback. I saw the issue and was able to resolve it early on.

Site analysis

Traffic

The website was officially launched on the 25th of August, to allow for a month's worth of data collection. Using Google Analytics, I can see that over this month, I have received a total of 42 visitors (see [Appendix 6.1](#)). The maximum users per day was 5 on 4 different dates (see [Appendix 6.1.1](#)), and I also had 5 days with no traffic at all. Apart from those 5 days, there was constant traffic on the website, and I am satisfied with that result.

Demographic

People in the UK were one of my two target demographics, and it is good to see that the majority of the users originate from here (see [Appendix 6.1.3](#)). My secondary demographic was Bulgarians, and I can see that there were 3 users visiting my website from Bulgaria, but what I did not expect was traffic from other countries like the Netherlands, the United States and Germany. And even though the number of users from each country was 3 or 4, it is good to see that I am reaching a wider audience.

Pages and posts

The most popular pages appear to be [the History and Meaning, Ornaments, Terms list, Colours, The history of Bulgarian clothing article and the Elbetitsa tutorial](#) (see [Appendix 6.1.2](#)). Those are also part of the first pages and posts that I published in the beginning and had more time to be indexed and pushed by search engines, so it was expected that they would receive a higher view count. I was also pleased to see that more users visited the website from their desktop (25) than from a mobile (19) (see [Appendix 6.1.4](#)). I expected this to be the case, since the website offers tutorials that are more suitable for viewing on a desktop. However, I also expected but did not see any tablet users. For tablet devices, my expectations were not very high, and I predicted a low number of them, but in the future, this may change as more people discover the website.

Performance

To analyse the performance of my website, I used Google PageSpeed Insights to evaluate overall performance, accessibility, best practices and SEO (see [Appendix 6.2](#)).

Overall performance

I was satisfied with the results as there were only a couple of small issues that, to some extent, were outside of my control. Since I am using WordPress CMS

and have installed plugins, there are additional CSS and JavaScript files that slow down the page load for mobile devices. Even though not all of the files were used, and there were functions or styling rules that were unnecessary, I had no way of editing and optimising them. This is an issue that I could try to resolve in the future during Phase 2 of the project, when I would have more time and knowledge to explore more efficient alternatives.

Accessibility and Best practices

When developing the website, I followed the best practices approach that we have been taught in the course and strived to develop an accessible website for everyone, not only those with accessibility needs. From the analysis of the website, I can see that I have accomplished as much as possible. Content is presented in a logical order, images are optimised and assigned ALT text, the website is user-scalable, links have enough space around them and are styled differently, providing user feedback in hovered and focused state; CSS was validated using the W3C validator tool, and repetitive and unused code was removed. Different types of navigation were catered for, like providing a 'Skip to content' link for keyboard users and assigning attributes that convey meaning for screen reader users.

SEO

Search engine optimisation (SEO) was done by ensuring that attributes like `title` and `description` are present for all pages and that links have text that is meaningful and suggestive of the nature of the link (QA Team, 2010). A `robots.txt` file linking to a `sitemap.xml` was provided to guide search engine crawlers to my content and ensure that all pages on my website will be indexed.

Conclusion

Project evaluation

Overall, I am very pleased with the outcome of my project. I believe that the process of planning and presenting our ideas from early on was useful, because I was able to refine my idea and create a project that I enjoy, which is functional, interesting, original and hopefully useful to people interested in the topic.

I learned a lot of new things, both related to web design and development and Bulgarian clothing and embroidery, which was also the reason for choosing this topic. The freedom to create a project of my liking enabled me to get out of my comfort zone, experiment with new techniques, try out different approaches, discover my work style, find the tools that best work for me and at the same time learn more about my culture.

I believe I have improved substantially over this short time since I started working on the project in November 2024. I achieved my goal to learn how to design and develop a website and exceeded my personal expectations of what I could achieve. I also became more confident in working with Adobe Illustrator and have begun to enjoy creating graphics and illustrations. Using tools like Inspector and W3C validator now feels less intimidating, and I am much more comfortable working with them.

Apart from learning how to develop and design a website, there are many other things I learned that do not relate directly to building a website, but I still see as equally important. From doing the Crit presentation, I improved my presentation skills, gained more confidence in speaking in front of people and learned what makes a good presentation. For example, at the beginning of the Crit 2 presentation, I did not give a project recap, which our tutors flagged up. I learned that even though it was the second presentation and I had already said what my idea was in Crit 1, it is good to offer a short overview of the project, as in general, I could never be sure if everyone would remember my project specifically or if there is someone who missed the first presentation and does not know what I am talking about at all.

Learning about design showed me the importance of overall consistency across platforms, resources and documents. In the Crit presentations, I was discussing the design of my website but reflecting that onto the presentation design was key to building brand recognition. In the preparation of those presentations and the website project, there were hundreds of files involved. Having a good file and

folder structure and optimising file size were crucial. Those two things have now even become a habit and a must-do for me.

Future plans

Now that I have completed Phase 1 for this project, I will take some time to enjoy the finished product, reflect on the process and decide on my next steps for Phase 2. I am certain that I will continue adding content to the website, improve and add more features that I did not have the time to include during this phase. One of my ideas was to include an interactive map of Bulgaria's regions with illustrations and links to the type of embroidery that the region is known for. What stopped me from doing this now was that I did not have enough time to research this type of information. I hope that over time, I will be able to collect enough information to introduce this to the website. The second feature I plan on including is full embroidery designs and not just individual ornaments. For this, I will continue to make ornament tutorials so that I can then put the ornaments into a full design that people can embroider.

As the articles and tutorials increase, I expect the terms list to also increase. For this, I plan on adding an alphabetical filter option as well as a search bar for the page so that people can easily find the specific term they are looking for. If the popularity of the website grows, I could introduce a blog section on the website, with guest posts from researchers, embroidery professionals and anyone else who is interested in the topic and wants to share their knowledge. This way, visitors can get access to a diverse range of information that I may not be able to provide on my own, and the website can become more engaging.

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Appendix

Appendix 1 – Competitors

1.1 – Bulgarian embroidery competitors

Bulgarian Folk Arts and Crafts

Embroidery

The Bulgarian women's embroidering art was noted by many a foreign traveller in the Bulgarian lands during the 16th-19th centuries. The tradition of embroidery was mostly spread among the peasant population and predominantly connected with the decoration of garments. Ornamental needlework involved counting the cloth fibres and, in the case of thin cotton and silk textiles, using an embroidery frame for stretching the material with the pattern being previously drawn on it using a pencil or a stick of charcoal.

Traditional Bulgarian embroidery is characterized by great regional and local diversity. There is a wide variety of flat, raised and open-work stitches. Among those most often applied are several types of stitches: **straight stitch** (horizontal and slanted); **cross stitch** (or Koumanian); **loop stitch**, and **two-faced stitch**. The high artistic value of the designs is largely due to the skilful selection and treatment of materials. Commonly used are woolen and silk threads. Metallic (golden) threads would give a touch of brilliance and magnificence to the embroidery. The designs are primarily geometrical, combined with stylized floral motifs and animal and human figures. The hem embroidered with anthropomorphic figures is typical of the patterns from the town of Samokov. Embroidery from the Sofia region is a symmetrical, elaborate combination of geometrical motifs of ancient origin and meaning. The dense embroidery from South-west Bulgaria, with its typical interplay of red and wine-red hues, is entirely different from the **sokaj** embroidery of the Gabrovo area - open-worked and decorated with gold threads.

Embroidery ornamentation accounts for much of the specificity and uniqueness of **Bulgarian costumes**. It is typical of all areas, but mostly spread in North and North-West Bulgaria, and in the region of Macedonia. It is a regular element of men's shirts, women's chemises, aprons, and belts, the **soukman** and **saya** dresses; it is found on the curtains of the **tan-sarban** costume. Adornment with embroidery motifs is also characteristic of textiles used for the headress of married women. Embroidery worked on costumes is varied in technique, structure, pattern, substance, colour and place of application.

Both textile decoration and embroidery are remarkable with their ornamental designs and motifs some of which are rather ancient such as the "tree of life", rosette, swastika, circle, cross. The rhomb is particularly rich in graphic patterns.

Three elements of traditional Bulgarian embroidery: rhythm, symmetry, and contrast, are common throughout the Bulgarian ethnic territory. Compared to the textile ornamentation, embroidery compositions are characterised by even greater variety owing to the specific technique of ornamentation.

Colour is of key importance for the ethnic specificity of Bulgarian folk costumes. The typical colours used in ornamental embroidery designs intended for clothing are red, black, and white. This seemingly narrow range of colours, however, does not represent the actual situation. Each colour is displayed in a number of shades and combinations, sometimes clear and brilliant, sometimes dark and harmonious, and sometimes deep and contrasting.

The less concrete information I get, the more I feel intrigued about the meaning of the symbols, some of them start to repeat, the Tree of Life, the Mother Goddess, the Swastika and others.

In the library, the ladies working there did a great job and helped me a lot (and I got my yearly card for the Library).

All books were in Bulgarian language, which makes everything a bit more complicated but at the same time more interesting to have the opportunity to share with all of you this valuable information that isn't available in English language.

Embroidery used to have great symbolic value. It was believed to protect the human body from evil spells and spirits. People believed that cutting a part of the embroidery of one's garment would blaze a trail for the evil spirits and make the person vulnerable.

The Secret of the Bulgarian Embroidery

Embroidery used to have great symbolic value. It was believed to protect people from evil spells and spirits.


The red color symbolizes the mother's blood and the continuation of life. It will protect from "bad eyes" and spells.

The green color was the expression of eternal life and was connected with the Tree of life - the universal human symbol of the universe.

The yellow was associated with the sun, the fire, and the light, on the other side the dead and destiny.

white color revealed the purity, the impenetrability, the immaculate youth, and the divine light.

Medium [Write](#) [Sign up](#) [Sign in](#)



[Bulgarian embroidery on the map of my country](#)

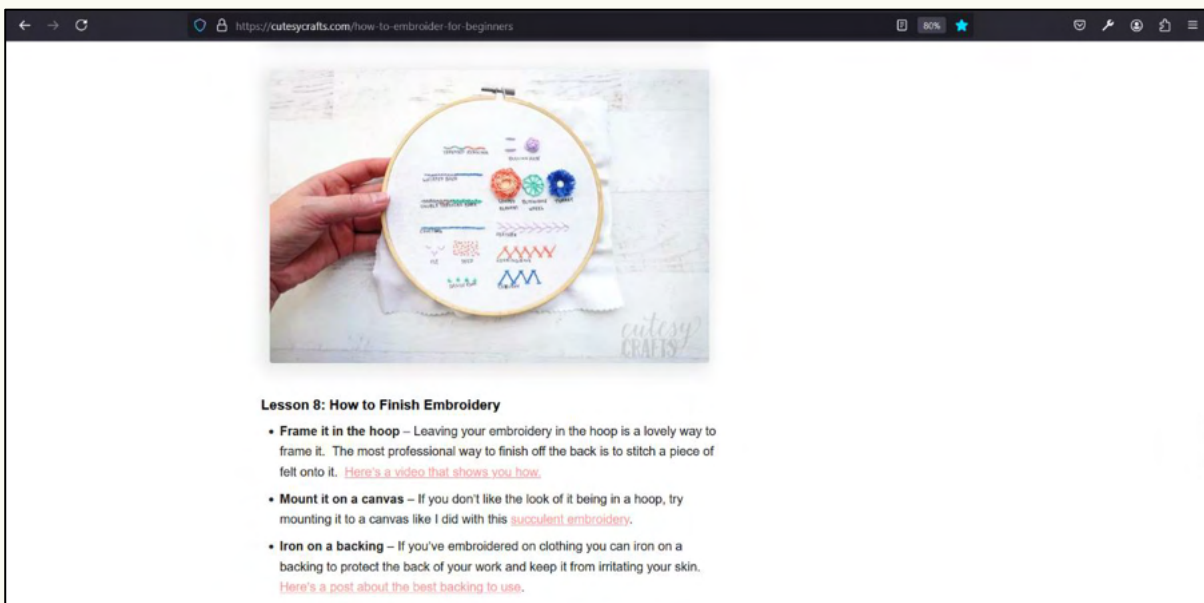
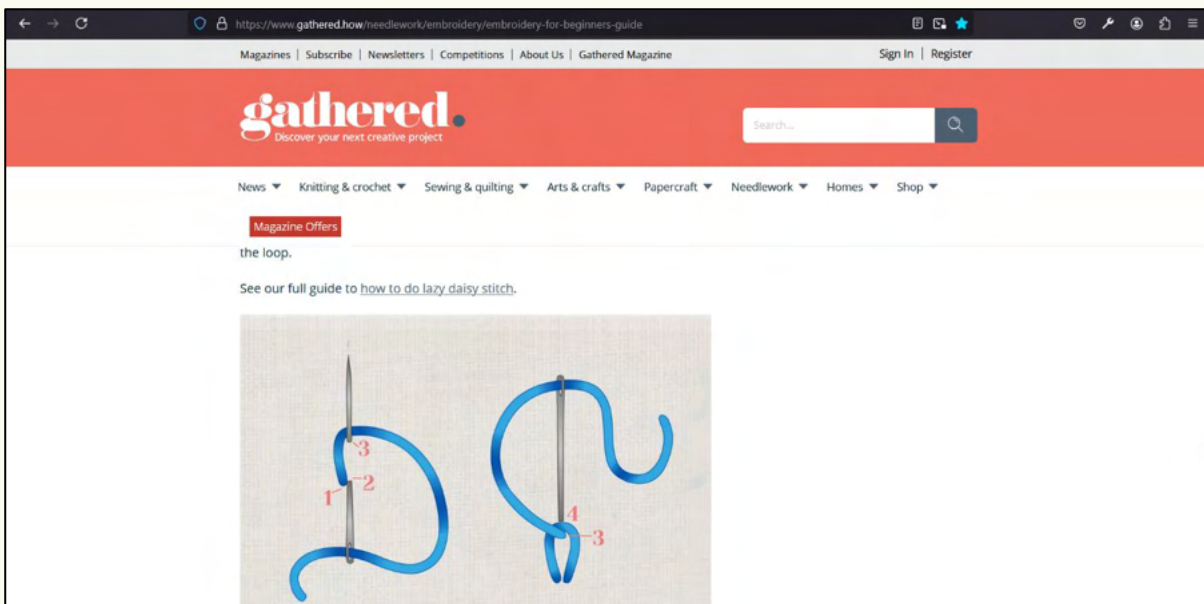
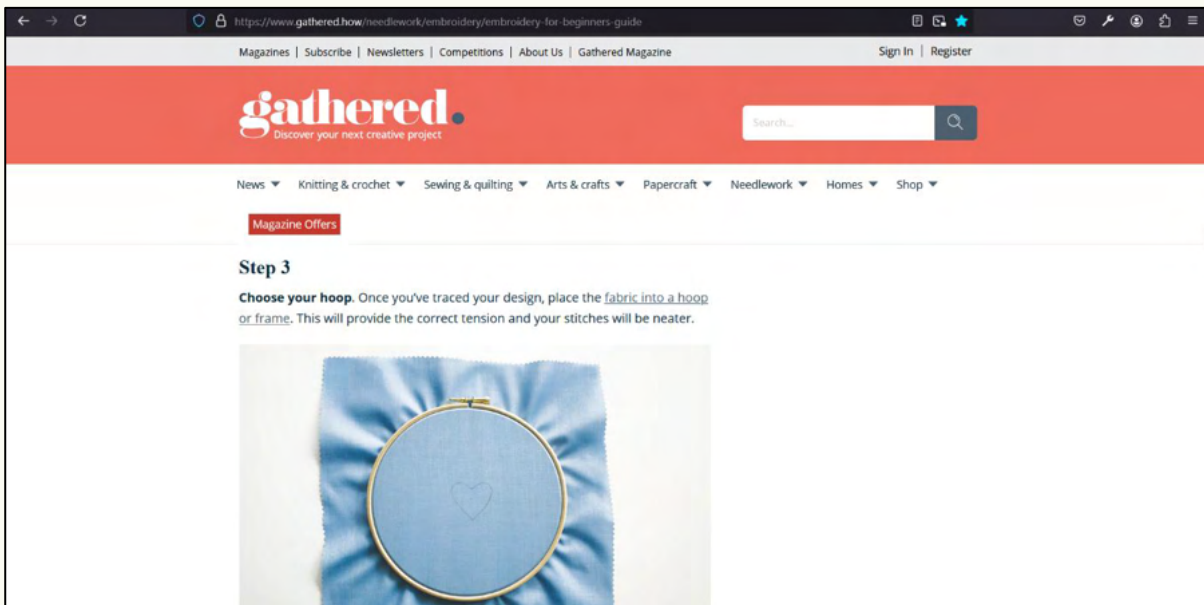
The Bulgarian embroidery is not just a decoration on clothing, but a symbolic language woven into colors and shapes, encoded behind the embroidered elements.

To immerse ourselves in its meaning, we need to explore the most characteristic shapes, their symbolism, and the individual colors used to embroider the motif.

Top highlight

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1.2 – Embroidery tutorials competitors



← → ↻ <https://cutesycrafts.com/how-to-embroider-for-beginners> 80% ★

Lesson 2: How to Embroider – [Best Fabric](#)

I already talked about this in the supplies part, but just in case you missed it, you'll want to choose some fabric for your project. Basically, if you can stick a needle through it, you can embroider on it. There are, however, some fabrics that I find easier to work with than others. This lesson is all about the different kinds of embroidery fabric and why you might want to choose some over others.




Lesson 3: Embroidery For Beginners – [Top Tips](#)

When you learn how to embroider, there are some basic tips that you'll need to be successful. How to thread a needle, how to separate embroidery floss, and how to start and stop your thread are just some of the topics I'll cover. Work your way

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Appendix 2 – User personas (UP) and Empathy maps (EM)

2.1 Angella UP & EM



Angella

Bio

Angella just graduated collage and next September will be starting an undergraduate course in Art Studies. She loves anything that has to do with creativity, like painting, sewing her own clothes and occasionally embroidering small ornaments for decoration at home. Over the summer break she wants to expand her embroidery skills and knowledge.

Goals

1. Improve current embroidery skills.
2. Learn more about different types of embroidery.

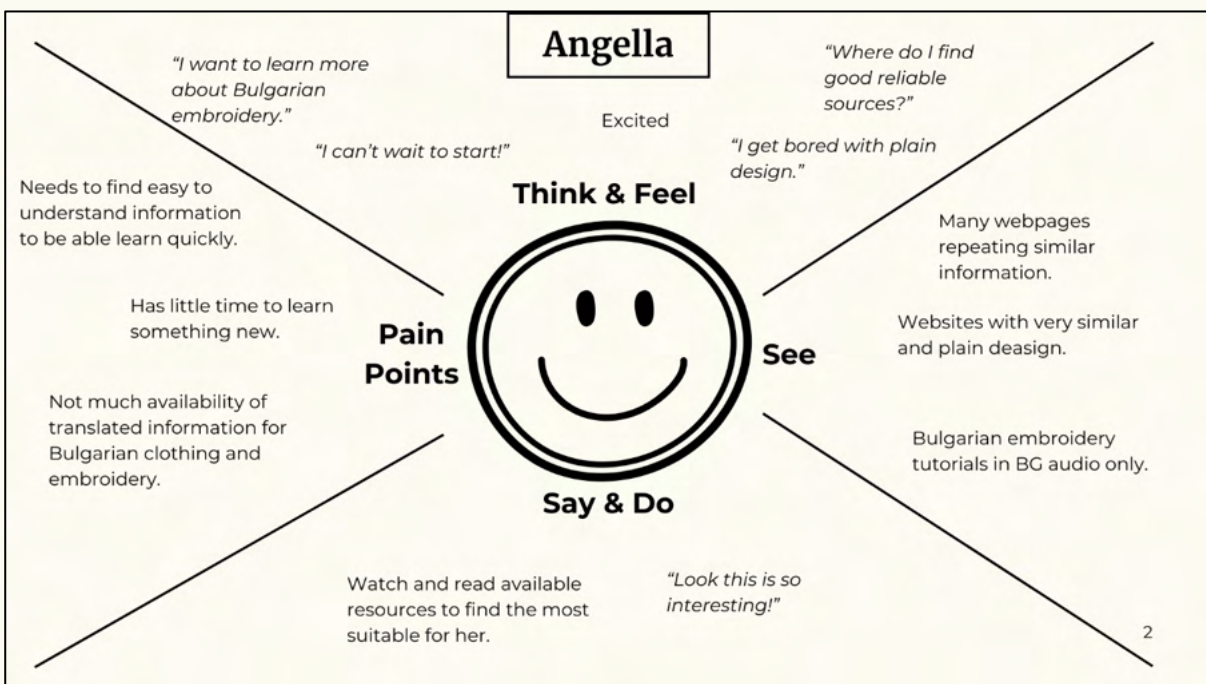
Pains

- She has only a couple of months before starting university.
- Needs an efficient way to improve her embroidery knowledge and skills.

Motivations

- Knowledge thirsty.
- Loves anything related to crafts.


1



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2.2 Lance UP & EM

Lance



Bio

Age 30 years old
Occupation Investment Portfolio Manager
Location Brussels, Belgium

Lance has been working in the finance industry for 9 years and has dedicated his time solely to advancing in his career. Recently he decided that he wants to start doing things outside of his comfort zone and challenge himself by learning something completely new to him. For that he has chosen to learn embroidery.

Goals

1. Learn new skills in an unfamiliar area.
2. Diversify knowledge and interests.

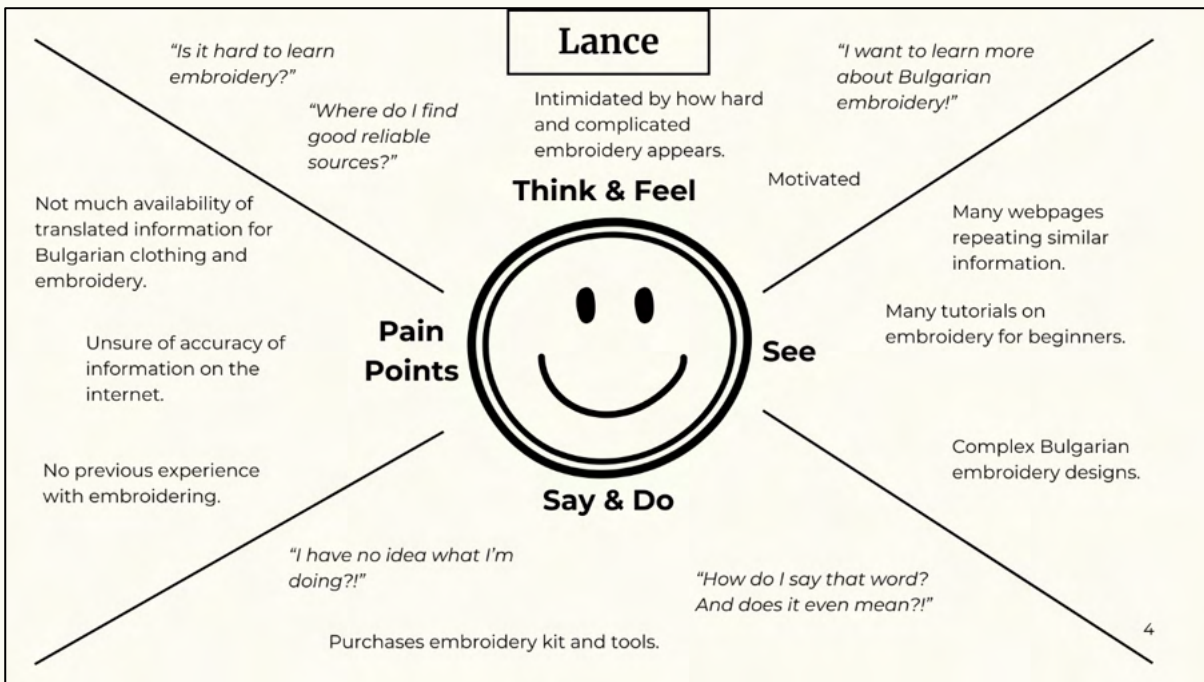
Pains

- No prior knowledge in doing any type of crafts or creative projects.
- Unsure on where to start.

Motivations

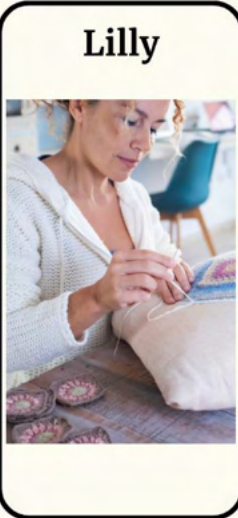
- Tired of doing the same job for so long and only focusing on one thing in his life.
- Wants a new and challenging hobby.

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2.3 Lilly UP & EM



Lilly

Bio

Lilly has been embroidering and sewing since she was little and everything she knows was either passed on to her by her grandma or she learned on her own. Four years ago she started a small online business and even though she is not a tech savvy person, her products always sell out fast. She has now decided that she wants to learn about other cultures, celebrate embroidery in different countries and reach a wider audience.

Age 34 years old

Occupation Arts & Crafts Business Owner

Location Valencia, Spain

Goals

1. Explore types of embroidery in different cultures.
2. Learn to follow online tutorials for her projects.

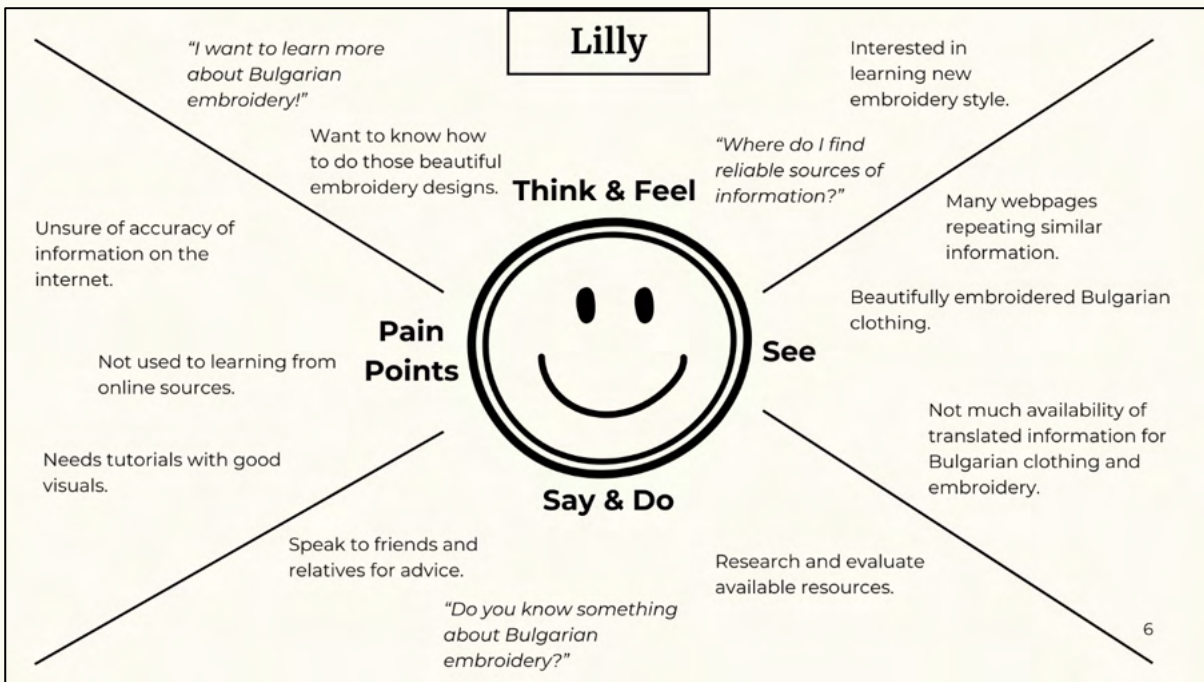
Pains

- There is so much information about embroidery in different countries.
- Does not have much experience learning from online resources.

Motivations

- Loves learning and implementing new things about other cultures.
- Wants to keep expanding her business outside of Spain.

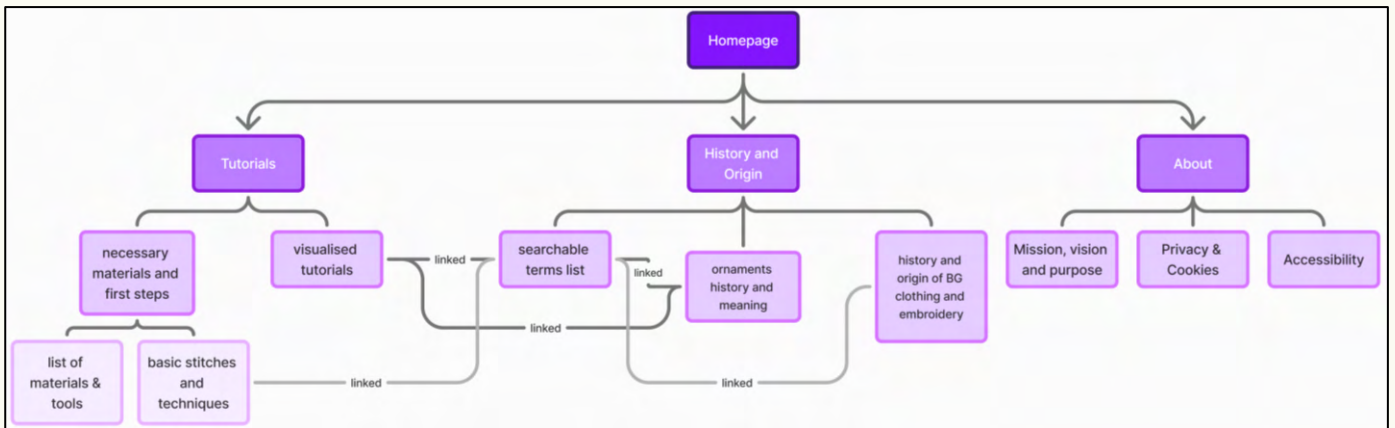
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Appendix 3 – Design

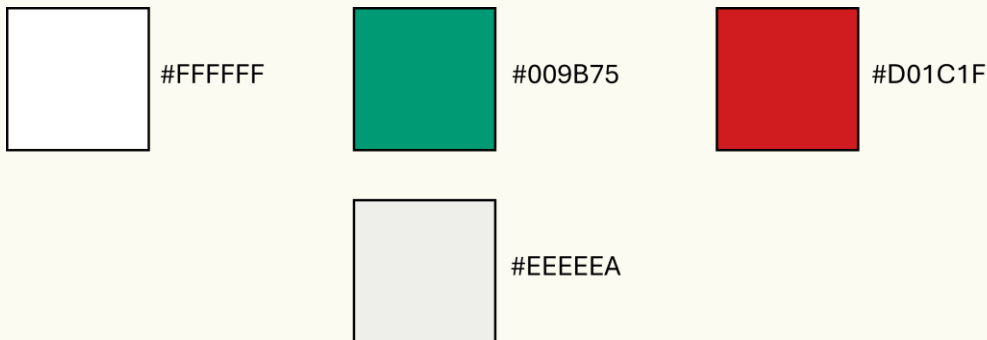
3.1 Content and Information Architecture



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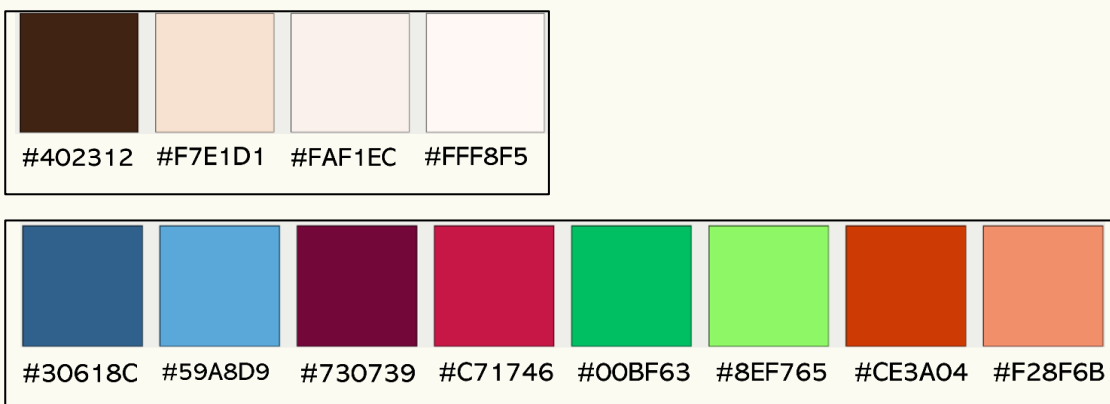
3.2 Colours

3.2.1 Colours proposed during the informal presentation



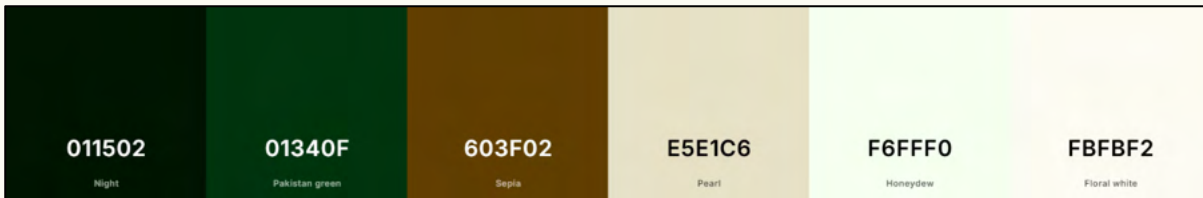
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3.2.2 Colours proposed during Crit 2







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3.2.3 Final colours



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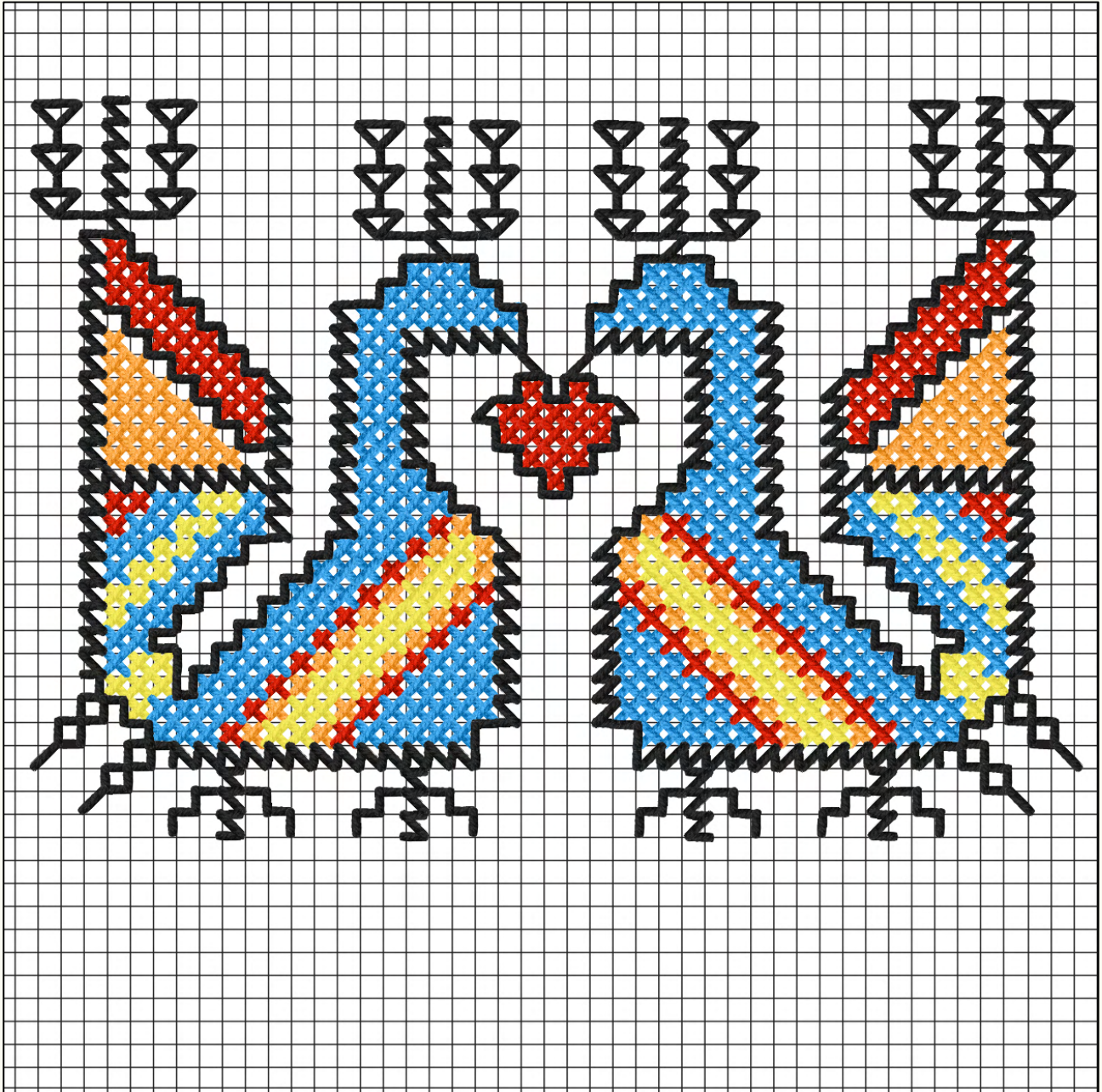
3.3 Typeface

<h4>Лична: Терминология</h4> <p>- Везба Везба е със същото значение както бродирание, с единствената разлика че се отнася специално за брадиране върху носия – българското национално облекло.</p> <p>- Носия Носия е наименованието на българското традиционно облекло, което носи информация за човека облякъл го, чрез бродерията на символи и орнаменти.</p> 	<h4>Terms list</h4> <p>- Vezba Vezba is another word for embroidery, but it is specifically used when talking about embroidery on nosiya – the Bulgarian national clothing.</p> <p>- Nosiya Nosiya is the name of the Bulgarian national clothing. It is a traditional clothing, which conveys information about the person wearing it through the embroidery of symbols and ornaments.</p> 
<h4>Лична: Цветове</h4> <p>В зависимост от всяка култура и държава, цветовете могат да имат различно значение. Значенията на цветовете които представям тук, са свързани с това какво значат в България и българската бродерия.</p> <p>+ Червено</p> <p>- Зелено Зеленото е цвѐта свързан с Майката Природа, новия живот и е свързан с Дървото на живота – символ на вселената.</p> <p>+ Синьо</p> <p>- Бяло Бялото символизира чистота, младост, невинност и Божията светлина.</p> 	<h4>Colours</h4> <p>Colours can have different meaning and symbolism depending on the country and culture. The colours' meaning that is described is in relation to Bulgarian clothing and embroidery.</p> <p>+ Red</p> <p>- Green Green is the colour associated with Mother Nature, new and eternal life and is also connected with the Tree of life – a symbol of the Universe.</p> <p>+ Blue</p> <p>- White White symbolises purity, sanctity, youth, innocence and the light of God.</p> 

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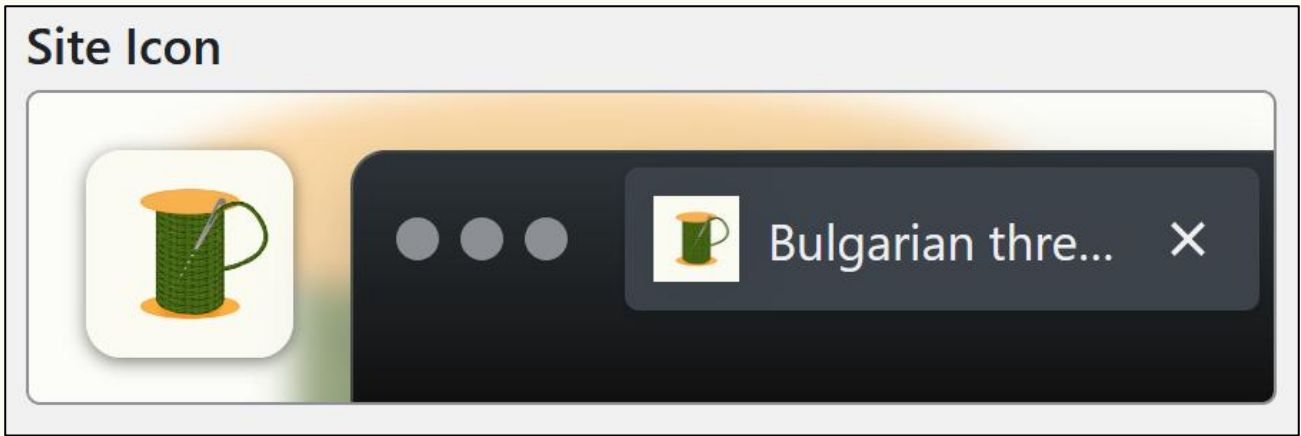
3.4 Visuals

3.4.1 Embroidery template



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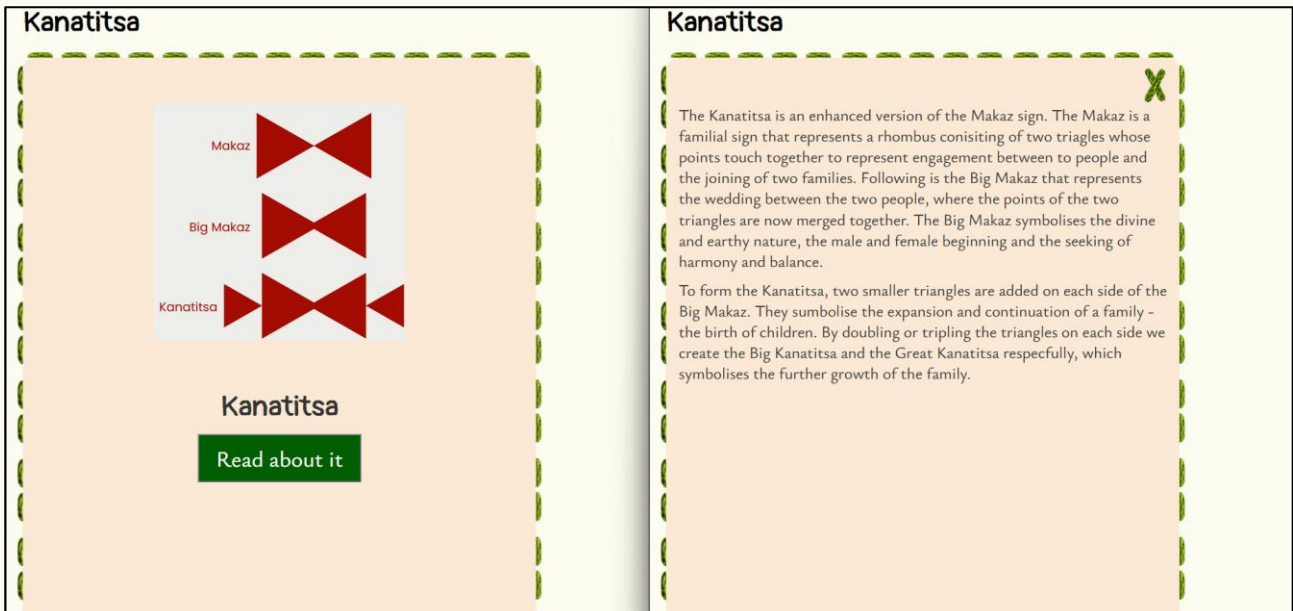
3.4.2 Favicon



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3.5 UI and Accessibility

3.5.1 Flip card



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Appendix 4 – Technologies

4.1 CMS

CMS	WordPress	Drupal	Joomla
Support	Live chat support, lots of community forums & others	Limited support through forums, community documentation	Community forums, lots of documentation, and expensive technical assistance
Written in	PHP	PHP	PHP
Database	MySQL	MariaDB/MySQL	MariaDB/MySQL
Good for	Most websites	Advanced security features and extreme flexibility. Complex, scalable content management needs of large corporations.	Highly customizable, with control over content management structures. Medium-sized websites
Installation	Included in lots of hosting providers, easy	Offer on some hosting providers, easy	Not beginner-friendly
Long-term goals	43,5%	0,9%	1,5%
The Good	<ul style="list-style-type: none"> • versatile and scalable • lots of plugins • included in hosting 	<ul style="list-style-type: none"> • performance and security • runs efficiently even under high traffic. • flexible and customizable • extensive library of free modules • supports API-first architecture. • High security level (hard to hack) 	<ul style="list-style-type: none"> • Advanced features • Advanced user access management • Built-in multilingual support • Extensions for customisation • Strong SEO tools
The Bad	<ul style="list-style-type: none"> • Extra cost for hosting and plugins • Security & backups are your responsibility 	<ul style="list-style-type: none"> • more complex. • advanced technical skills • time-consuming to maintain and upgrade. • Hard to change the appearance. • Expensive themes 	<ul style="list-style-type: none"> • steeper learning curve • compatibility issues • Complex system

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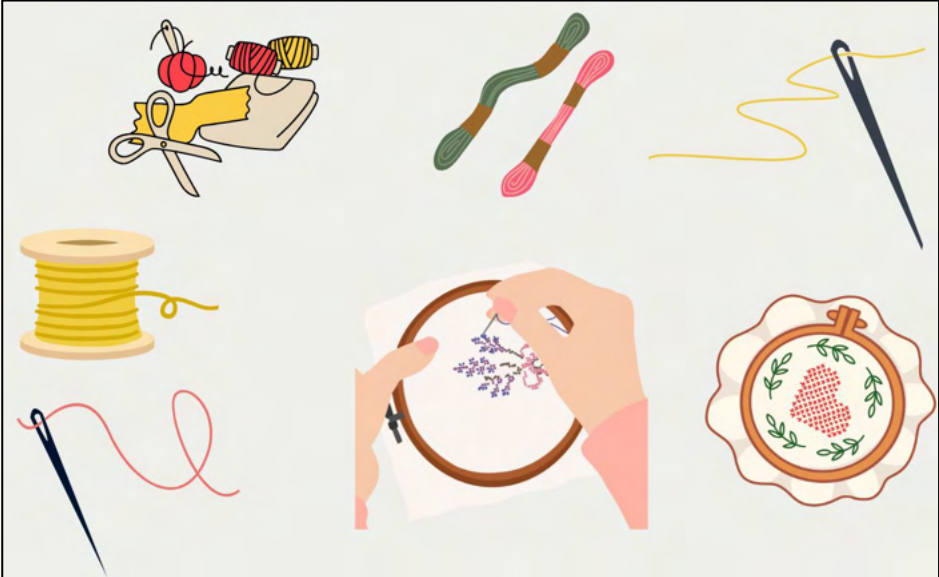
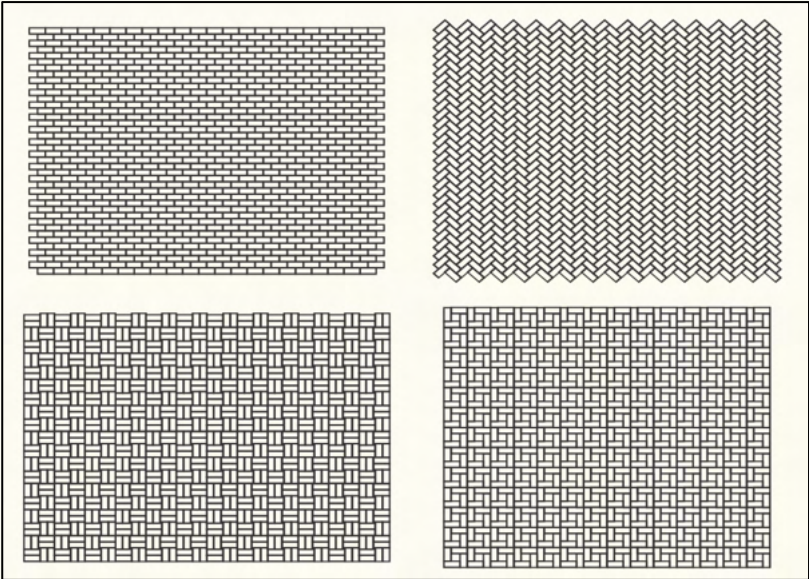
4.2 Hosting

Criteria ↓ \ Provider →	Hostinger	Bluehost	DreamHost
Project's scope	Small to medium - 25 websites	10-50 websites	1 website
Project's expected traffic	25,000 monthly visits	40-200k visits/mo	Built-in traffic analytics
Purpose (personal or business)	Any		
Self-hosted or hosting	Managed hosting for WP	Shared	
Budget	£2.59/mo		\$2.95/mo
Web creation tools \ CMS supported	WordPress + smart auto-updates		WP available
Bandwidth	Unlimited		Unlimited
Storage	25 GB SSD	10-50 GB SSD	Fast SSD storage
Scalability for future growth	2 more options with great scalability		2 more options with great scalability
Level of security	In-house firewall; free unlimited SSL; Weekly backups; Malware scanner	Free SSL, malware scanning, firewall, DDoS protection	Free SSL certificate
Customer service and response times	24/7 customer support (chat ?)	24/7 chat	24/7 Chat and email
Servers	Light speed WP Module		
Number of servers	Many		
Server locations	8 countries (UK incl.) use renewable energy		Oregon, Virginia and Amsterdam use renewable sources
Migration options	Free and automatic		Free and automated
Domain name registration	Free (\$9.99 value)	Free for 1st year	Free
Email services	25 mailboxes - free for 1 year	Free	\$1.67/mo
Knowledge base \ FAQ	FAQ, tutorials and blogs	Blog, courses, tutorials and FAQ	Blog, tutorials and knowledge base
Trail options \ Money-back guarantee	30-day money-back	30-day money-back	90-day money-back
SEO		Free Yoast	

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Appendix 5 – Prototype vs Live website

5.1 - Illustrations

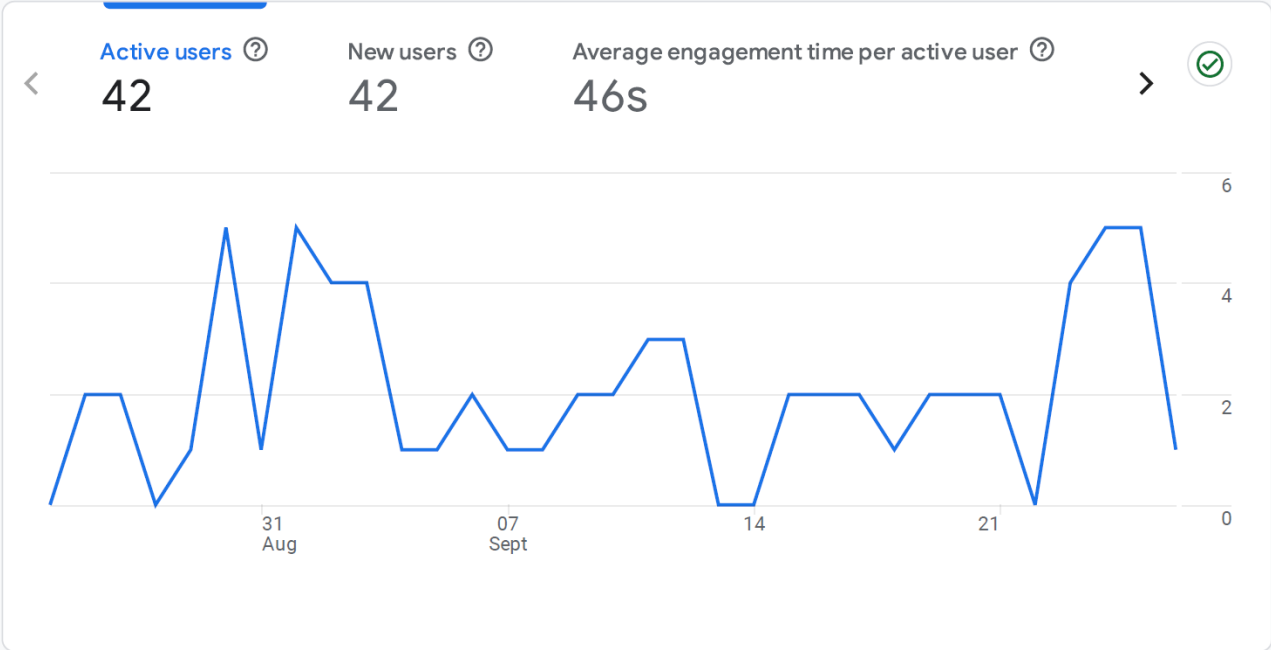


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Appendix 6 – Site analytics

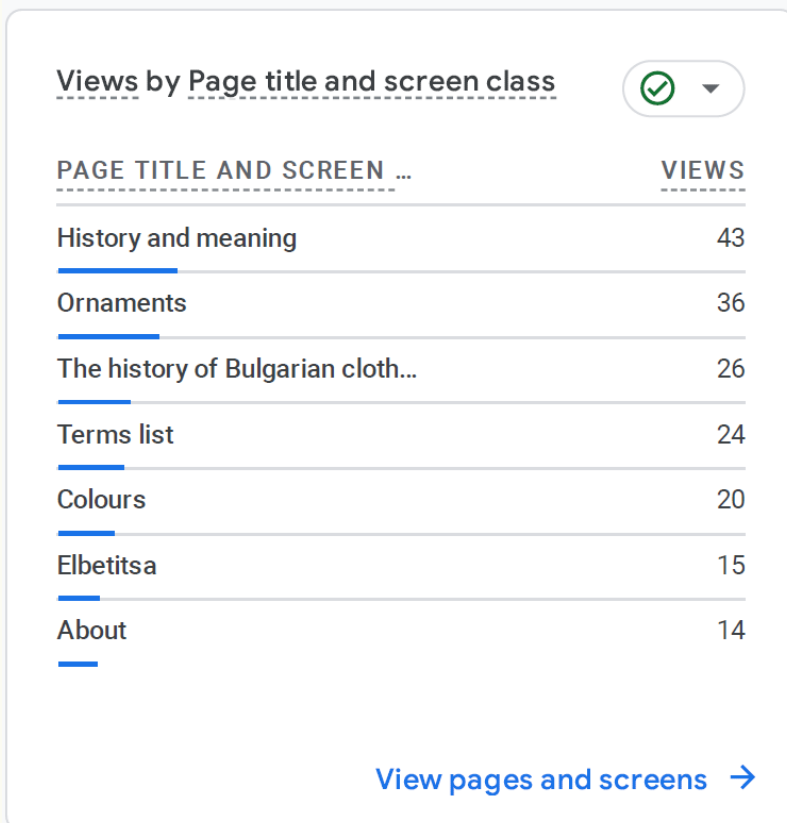
6.1 – Traffic

6.1.1 – Total visitors



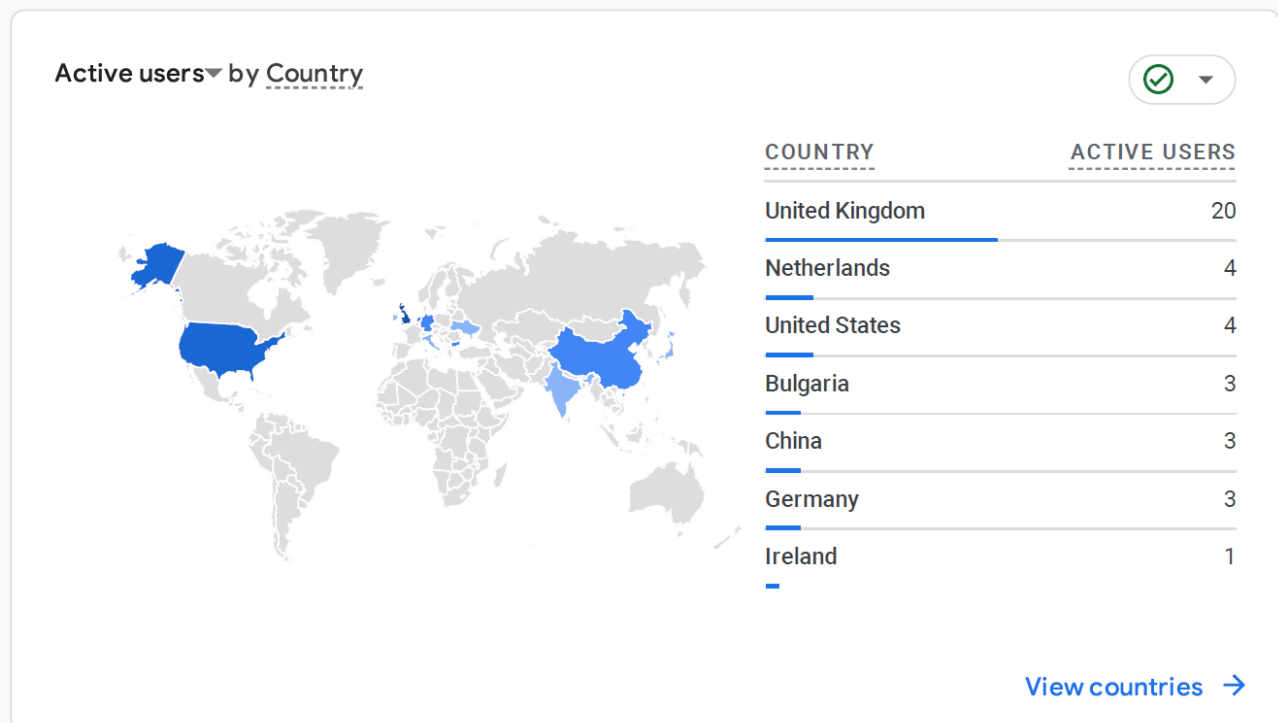
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6.1.2 – Page and post views



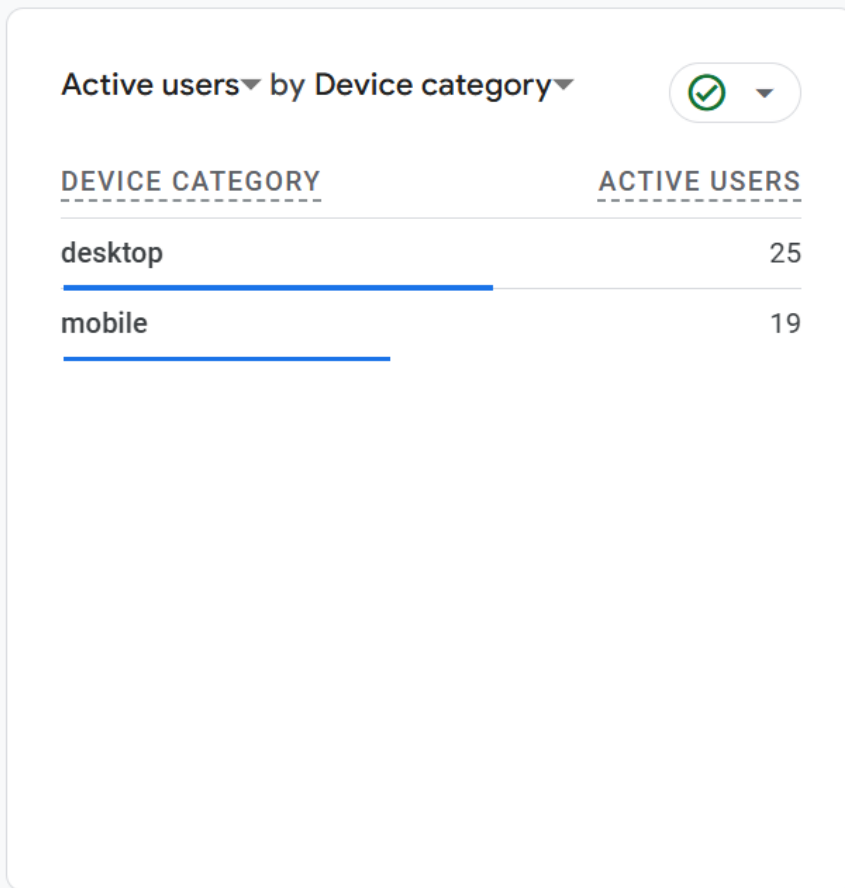
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6.1.3 – Visitor country



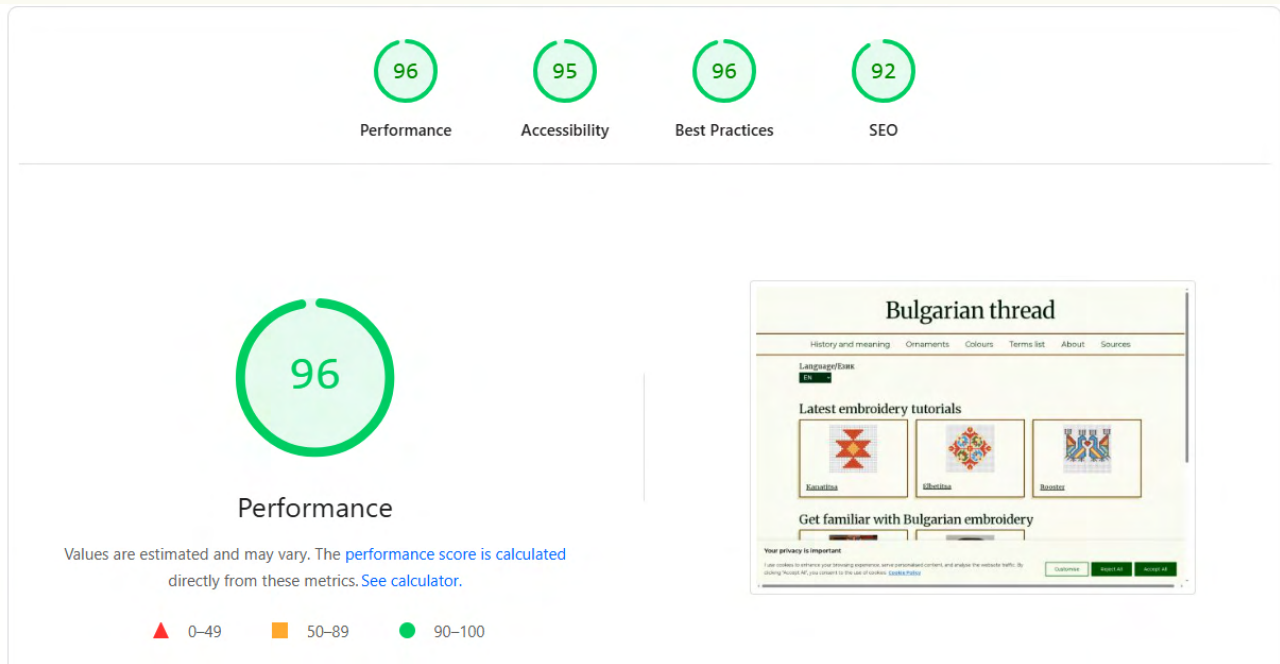
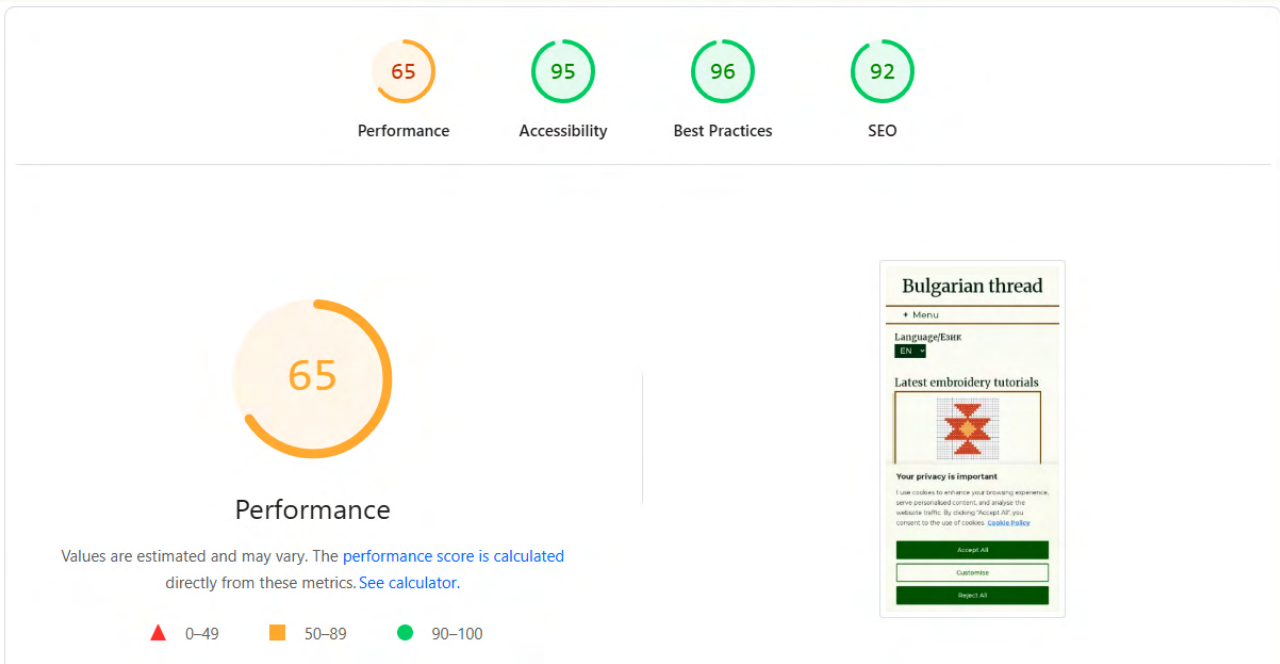
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6.1.4 – Visitor device



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6.2 – Performance



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