



Live Link:

<https://amandapicc.github.io/Muddy-Paws/>

Public GitHub Repository:

https://github.com/AmandaPicc/Muddy-Paws/tree/master/homework_5

Heuristic Evaluation

Usability Heuristic # 3: User Control and freedom

Offer users a digital space where backward steps are possible, including undoing and redoing previous actions.

On the Muddy Paws website, there are little to no opportunities for the user to step backwards. As the user works through the site, they would be reliant on their browser window controls to visit a previous page or travel back to the main navigation and work their way through the pages again.

This problem could be improved with the addition of breadcrumbs in the header of the site. It would allow users to see the path they took to get to their current page and step back as they prefer.



Usability Heuristic #5: Error prevention

Whenever possible, design systems so that potential errors are kept to a minimum.

Within the design of the Muddy Paws website, there are two separate opportunities for users to submit information to the Muddy Paws team: *Contact Us* and *Join the Pack*. However, neither of these page offer guidance to the user filling out these forms. There is no indication of required fields, no input placeholder text to indicate what type information or format will be accepted, and no predetermined drop down menus to pick from.

To fix this issue, submission forms should include guidance on what type of information is needed for the form to be successfully submission. For the phone number, the number of expected digits can be explicitly shown for users. Regarding the preferred contact form, users can select options from a pre-

populated menu. This will not only decrease the number of errors they may experience in attempting to submit the form, but allow them to complete the form more efficiently.

Usability Heuristic #7: Flexibility and efficiency of use

Users should be able to customize or tailor the interface to suit their needs so that frequent actions can be achieved through more convenient means.

While the user is able to sign into the site to save their shipping and billing information, there is currently no opportunity for users to conveniently save preferences as well as specific items for later visits.

When users visit the site, they may be interested in various products, but aren't ready to buy. The addition of a "Wish list" icon, conveniently located in the navigation bar will allow users who are returning to the site to quickly and efficiently return to products they previously liked. This will save them both time and effort.

Questions?

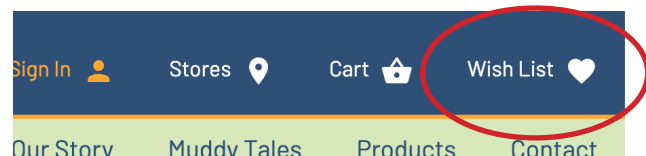
Name:

Email:

Phone:

Preferred Method of contact:

How can we help you?



Challenges

Throughout this project, one of the biggest technical struggles I experience was getting components to the proper location whether that be getting two divs to sit side by side or buttons to align appropriately. When there were multiple ways to get items to where they should be (i.e. using breaks vs margins) I definitely felt my inexperience in terms of what the 'best practices' should be.

The other major challenge I experienced was in making corrections based on the HTML validator. I found that when I made changes that I thought would correct the issue, other components of my website changed or behaved in an unexpected way.

Brand Identity

Muddy Paws brand identity, is meant to encompass fun and the outdoors. The products are meant to help owners and their pets to adventure outside and the imagery and color scheme was meant to reflect this idea.



As previously mentioned, creating a personal connection with users was also one of the key intentions of the design. This too was reflected in the imagery choice as well as the main pages highlighted in the primary navigation. In addition to products, this site encourages users to share their stories, read stories of others, and extends an opportunity for users to become a part of the Muddy Paws community.

Resources

<https://www.w3schools.com/css/>

W3Schools was the primary resource that I used in building my site. Pages that I referenced included [Image Grids](#), [Padding](#), [Height and Width](#), [Buttons](#), and [Accordion](#) among **many, many** others.

<https://github.com/google/material-design-icons/issues/206>

Get Google icons to align in text was a fantastic resource in how to link icons from Google Material's site.