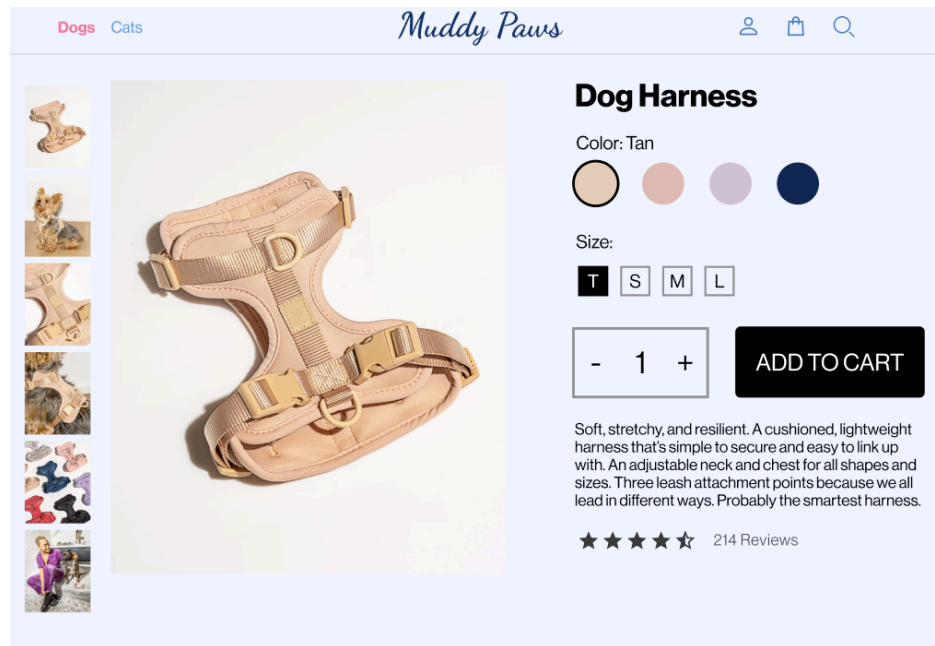


Heuristic Evaluation



1. Recognition rather than recall

Nowhere on my product detail page do I list the price of the harness. It was listed on the prior page, which the user had to click through in order to reach this page, but they should not have to recall the price once viewing a more detailed description of the product itself. I'll incorporate the price into this page as a fix.

2. Match between system and real world

Using the same page as above, we see the size categories listed as the letters T, S, M, and L. These letters might not correspond to any verbiage that the user is aware of, and there is no guide to provide descriptions of these sizes. I will change these letters to full words once I code the website.

3. Flexibility and efficiency of use

Once again working within the product description page, there is value to moving the 'ADD TO CART' button to below the product description, towards the bottom of the page. By making the user's actions sequential and vertical, we can fit a heuristic that is an expectation of the moving down the page rather than across it for the next action.

4. Help and Documentation

As mentioned above, I think it is crucial to at least show intention to provide documentation on the sizing of the harnesses. I will, within my coded website, begin to work towards having a separate sizing page for these products. This will help the user make a quicker and more informed decision on size selection when making a purchase.

Implementation Challenges

I found the implementation to be a trial and error period. While moving through the pages of the website, I increased my awareness of the power of flexible and in-line containers and divs for the content on my pages. Below, I'll take you through some specific examples I made note of during this process.

- **Implementing multiple radio button sets on the same page:** This specific problem cropped up in the product landing page for the dog category on my site. I had multiple radio button categories that represented the same colors across the products. The HTML documentation I found for the buttons relied on id's, so I ended up with duplicate id's as I duplicated the buttons. I implemented a class instead. I also needed to remove the label's for reference, as I wanted the color to be the only way to identify the difference, rather than confusing color names.
- **Spacing the products across the page:** I found myself struggling to space the products across the page in a meaningful way. I was positioning each content container individually until I created a rule for the entire class of content containers to space them much more evenly in accordance with best practices.
- **Creating a NavBar:** This was actually the first issue I tackled, with the help of NavBar documentation I cobbled together what I have now but I think there must be a cleaner, better way to implement this bar, rather than relying on absolute positioning. I went back and cleaned up some of the unnecessary code after looking at the HTML and CSS validation for my landing page.
- **Implementing selection buttons in the product detail page:** I found myself struggling to understand the way to make the border stick around following a click to the size selection within the product detail page. I was able to make it appear on highlight, but then discovered the 'active' state for buttons within the same container, and was able to implement a border that would stay as that specific button was referenced as the active one out of the four present.

Brand Identity

I focused most of my efforts on creating a clean, efficient, and beautiful site that would focus on the client's target audience. The 18-35 year old, mostly North American users are often drawn to simple, pastel-based, and striking brand identities. By crafting a site that utilizes only 4 different colors, I was able to create a site that plays into what that user demographic identifies as key features of a quality, thoughtful brand. By letting the products speak for themselves, with large, striking images of said products in use, the client's core intention is represented well, and doesn't necessarily hem the products in for use in hiking use-cases. The colors used, font choices within the site, and striking images make the product and its inherent quality immediately evident to that demographic that the client is targeting, with a much higher conversion of visits to sales than, say, the same products represented as a more luxury-focused brand. The site is approachable, simple, beautiful, and efficient. Just like the products the client is selling on it.