Aziz Ghadiali

HW5 Reflection

https://azizghadialimhci.github.io/PUI_assignments/homework_5/

https://github.com/AzizGhadialiMHCI/PUI_assignments/tree/master/homework_5

Heuristic changes

I implemented three different heuristic changes in my html site. The first change I made was to change the question mark next to the different product sizes that links to the sizing guide to actual text. After looking at other sites, it seemed to be more consistent and standard to include some sort of text when referring to a size guide rather than a question mark which signals more of a hint.

The second change that I made was to move the location of my product price from the product title to right above the add to cart button. Again, while evaluating other sites and discussing with my peers, it seemed more standard to have the product price closer to the actual add to cart button and making it an actual dynamic number that changes based on the quantity selected.

The final heuristic change I made was to move the free shipping section from the bottom of my home page to a banner at the top of each page. I made this decision because moving this important information to the top of the page made it easier for people to recognize the free shipping information (as some users may have never made it to the bottom of the page) and by adding it to every page I reduced the need for users to recall how much they needed to spend to get free shipping reducing their overall cognitive load. Overall, I believe that my heuristic evaluation changes, while subtle, really improved my site.

Challenges or bugs

One of the main challenges that I encountered when implementing the site was just imagining the structure of the objects in my head. It has been a while since I have touched HTML and CSS so getting up and running took a little time but once I completed the first page I was able to pretty easily move through the rest of the site. I think that another challenge was working with an IDE since it was my first time setting up my own environment for web development so understanding how to use VS Code was something that took me a bit of time but again, once I went through some of the tutorials I was able to work with it pretty efficiently. Lastly, some of the CSS layout on the product details page was a bit confusing at first in terms of how to create the carousel and page layout with grids and flex and without using any Javascript but, thanks to the power of creative thinking (and Google), I was able to find effective solutions pretty quickly. Overall, I think that the project was a great way to get me refamiliarized with thinking about page structure and layout and comfortable before moving on to adding interactivity.

Conveying the brand identity

My focus when building the website was to create a visual identity that portrays Muddy Paws as a fun yet professional outdoor gear supply company. I wanted to bring the feeling associated with being outdoors, in the beauty of nature, with your pets, into the theme of my website design. Some of the decisions I made were to use wilderness inspired typographic fonts, outdoorsy/earthy colors for buttons, highlights, and graphics

to complement the more professional looking neutral colors, relevant high quality images, and other subtle visual treatments such as rounding the corners of cards/images.

Citations
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