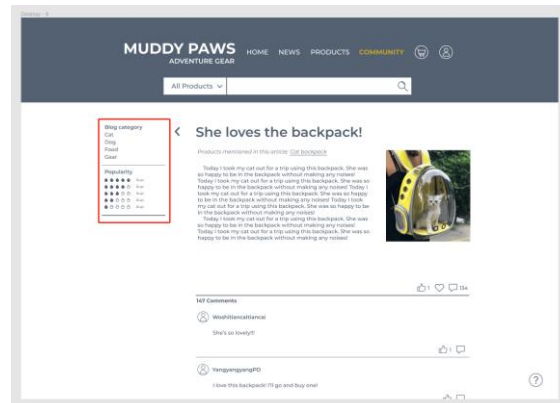


I Heuristic evaluation

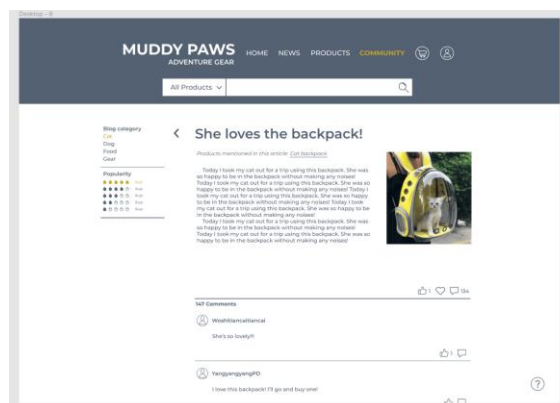
I.

Name of Heuristic: Recognition rather than recall

Reason for Violating the Heuristic: After clicking the categories and finding the needed blog pages. The user goes into a detail page. But it's not showing which categories were selected by the user. This makes the users hard to use the categories and they always have to remember what they've chosen.



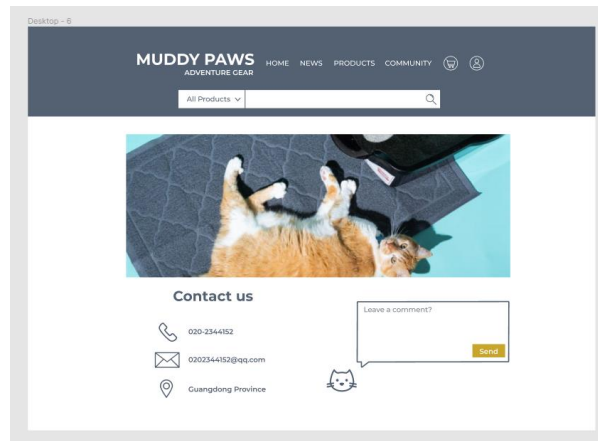
Solution: Highlighting the categories that are selected to indicate the users which filters they are browsing through.



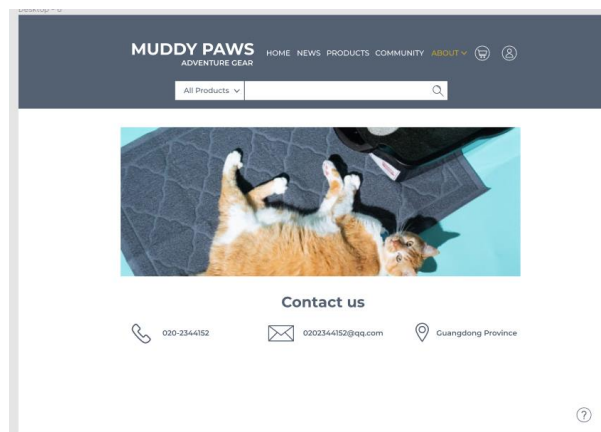
2.

Name of Heuristic: Visibility of system Status

Reason for Violating the Heuristic: On the contact page, there is no indicator telling users that you're at the contact page. There should be a highlighted button of "CONTACT" to make the users aware of their position.



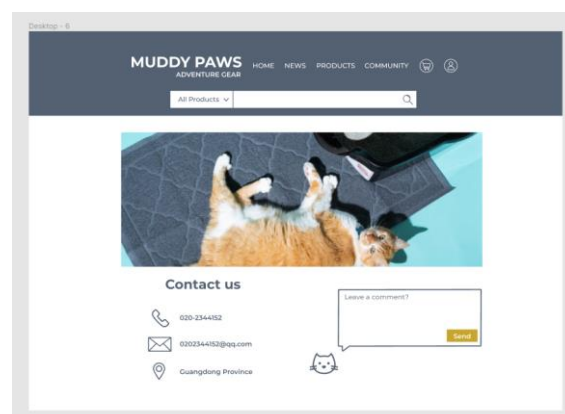
Solution: Adding an “ABOUT” button with a drop-down button. This button displays all the functions and information about the company and website. When clicking “CONTACT” function inside “ABOUT”, it will be highlighted.



3.

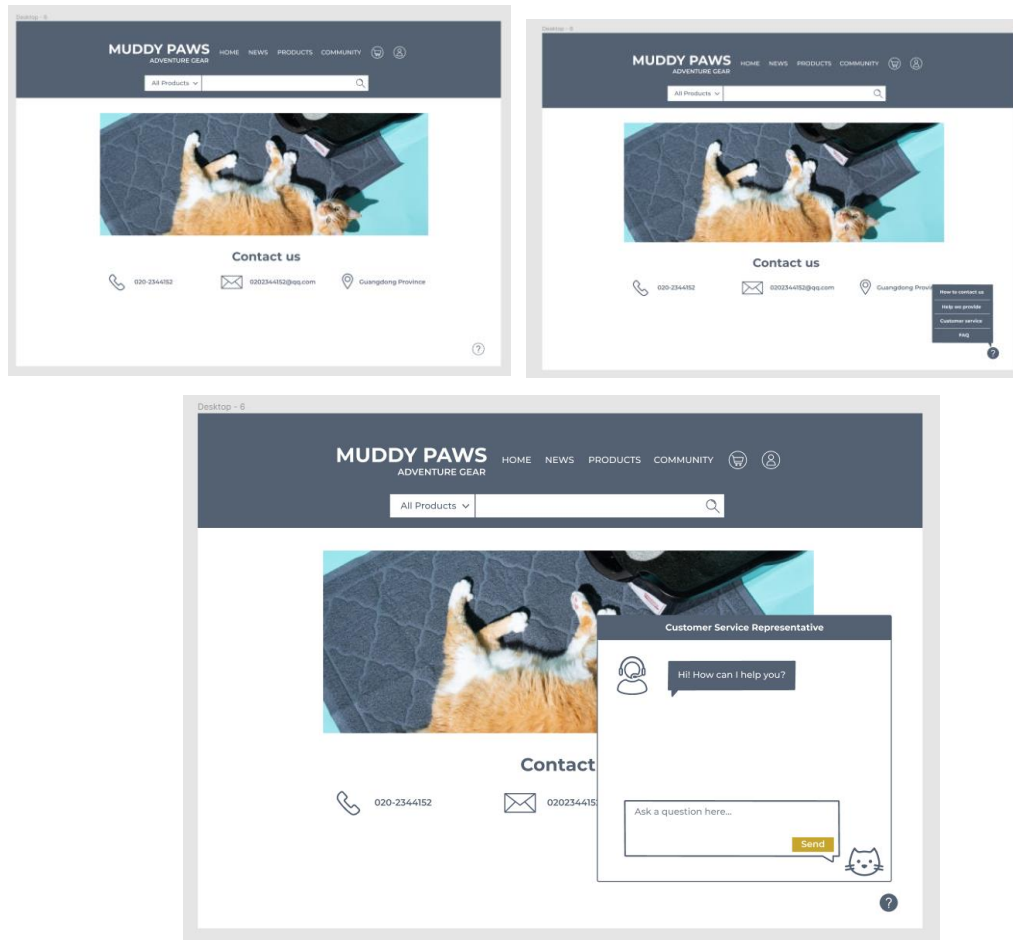
Name of Heuristic: Help and documentation

Reason for Violating the Heuristic: On the contact page, there is no function providing help and contact details, such as when to contact, who is they contacting with. When the users encounter problems with the products and need financial help, they may feel helpless on this page.



Solution:

Adding a “Question” button that lists provided help and contact navigation.



II Challenges

First, I always messed up with different similar id and class names. To solve this, I regrouped and rearranged each of the website to give each part of the website a meaningful and different name. Second, sometimes I couldn't find out which part of codes leads to the changes on the element. For this, I tried to using the developer tools by pressing F12. Using the tool of "Select an element in the page to inspect it", I was able to inspect the particular properties of the element which is really helpful for debugging. Third, I was always confused about the "padding" and "margin". For this problem, I referred to the diagram of offset in the developer tools and got aware of the element layout.

III

The design of the website is in a flat and simple style, the fonts are also interesting and lovely. These features reflect that the clients are mostly young people who love pets and communicating in a community. The website is mainly in a grey blue and yellow, shapes are mostly rectangles and straight lines. I'm creating a lovely, simple and rational style through the design of font and form and conveying a feeling of reliable through the colors and shapes. A lovely and simple style is attractive to the users so that they are willing to communicate freely on the website. A reliable form of design gives the users the sense of safety and trust while shopping and paying.