

Reflection

User Interface Bugs from Heuristic Evaluation

One user interface bug that I found was that users were able to add items into the cart given just the default options. This somewhat reduces the purpose of making the pillows ultra-customizable, where customers get to choose themselves what color of pillow and what stuffing they want. The whole reason they came to the pillow speciality online store was to purchase a pillow that they themselves have fully customized. To mitigate this default assumption, I have deselected the options initially and made the “add to cart” unclickable until they have chosen an appropriate option for themselves.

color: after school special



stuffing: duck down ?



Before: options preselected

color: *after school special*



stuffing: *duck down* (?)



After: options not pre-selected

Another interface bug I found was that users had a somewhat lack of navigation when at the product detail page. It was hard to tell where they were relative to the main pages of the website, since the individual product page are not accessible by the main toolbar. To mitigate this issue, I have added a directory address that points exactly where the user is relative to the main product, so that they can more easily return to the product page if they change their mind on what product they would like to purchase.

Products > Bed Pillow



Bed Pillow

\$XX.XX

A comfortable pillow to

Lastly, the last interface bug that I fixed was on the products page, where the products link in the navbar was still clickable despite already being on the products. To deter users from clicking the link and indicating that they were already at the correct location, I have made the color of the word lighter to indicate that the link is not meant to be clicked.

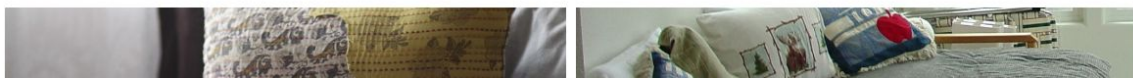
fluff stuff.

products

our mission



Products



Challenge/Bugs

Some challenges I went through while coding up my website include styling the images to make them look how I want to look. I struggled somewhat with the various properties when styling the images such as object-fit and understanding the difference between using image background in divs and the img tag. To overcome these challenges, I went through a lot of trial and error and tried out various different properties that I found online through w3school, or other html documentation. The example code was particularly helpful, and I was able to successfully understand how these properties worked and implement it in my own code.

Another challenge was understanding how grids worked. Although the idea of grids was pretty self explanatory, I had very limited experience with them prior. I was able to revisit the Codecademy course and use grids in my own website in the products and product detail page.

Brand Identity

The overall brand I am aiming for is clean modernism. This is why I chose a very minimal color palette; only shades of grey and white (for everything other than the images.) The lack of color emphasizes the colors of the products and gives off a clean and proper mood, very fitting of a pillow website, as we usually ideally want our home to be neat and modern. Additionally, the

goal of the user is to easily browse and purchase the product, and this is easily achievable in this interface --- first, users choose what type of pillow they might purchase, and then the color and filling can be easily selected through the dropdown on the side of the product details page. I tried to make it as easy as possible for the users to find their desired products. Most of the entire first screen clicks to the product page, leaving very little room for error from the customer. The product page only offers four options for the product, and is at the very center and front of the website, prompting users to click one. And the product details page should be very familiar to a regular online shopper, but if not, the options are still relatively clear. The selected options (color and stuffing) are clearly emphasized from the black outline around the respective boxes, and the “add to cart button” is darkened, prompting users to press it. The main considerations I had while designing my prototype was the overall ease of use of the website as well as a fresh and modern mood. I was motivated to design my screens this way because it very clearly filters the general concept to a specific item that the user might potentially purchase.