

Assignment 5 Reflection

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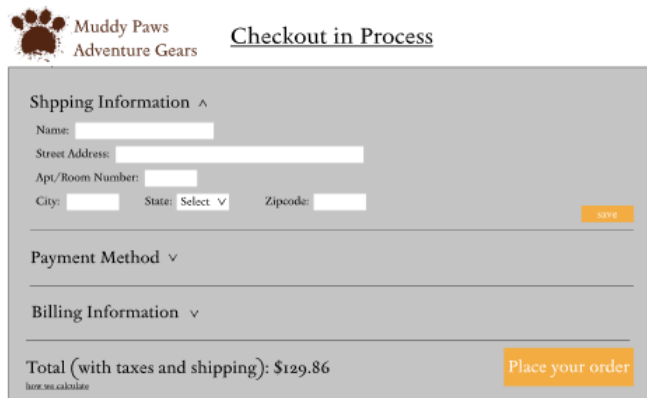
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Web HTML and CSS Prototypes --Reflection

Heuristic evaluation and Interface bugs

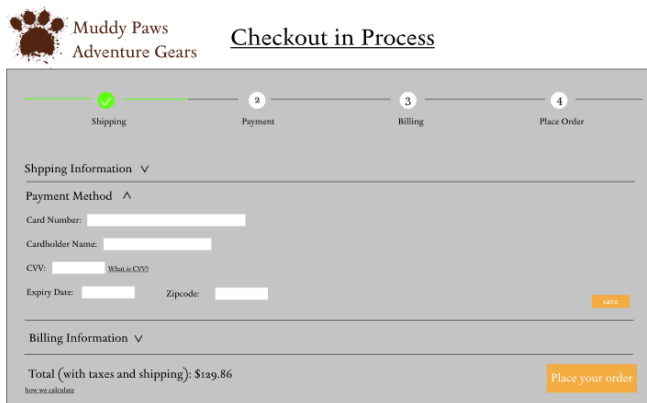
#1. Visibility of system status

Problem: when the user is in the checkout process, they do not know which step they are on, or how many steps are left until successfully finish ordering an item.



The screenshot shows the 'Muddy Paws Adventure Gears' checkout page titled 'Checkout in Process'. It features a form with sections for 'Shipping Information' (Name, Street Address, Apt./Room Number, City, State, Zipcode), 'Payment Method', and 'Billing Information'. A 'save' button is located at the bottom right of the shipping section. At the bottom of the form, the total is displayed as 'Total (with taxes and shipping): \$129.86' with a link 'how we calculate', and a large orange 'Place your order' button.

Figure 1: before



The screenshot shows the same checkout page but with a progress bar at the top. The progress bar has four steps: 'Shipping' (marked with a green checkmark), 'Payment' (marked with a '2'), 'Billing' (marked with a '3'), and 'Place Order' (marked with a '4'). Below the progress bar, the form sections are the same as in Figure 1, but the 'save' button is now located at the bottom right of the payment section. The total and 'Place your order' button remain at the bottom.

Figure 2: added progress bar

#2. User control and freedom

Problem: when the user clicks into a product detail page, they can't go back to the product browsing page directly as there is no "back" button. If they accidentally clicked on one of the items, they can't go back to their filtered product page.

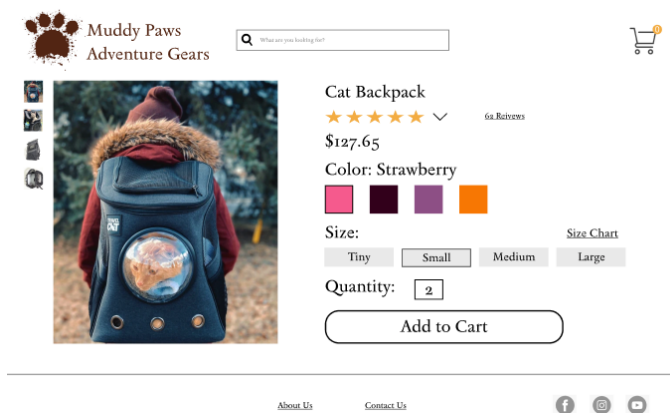


Figure 3 product detail page before

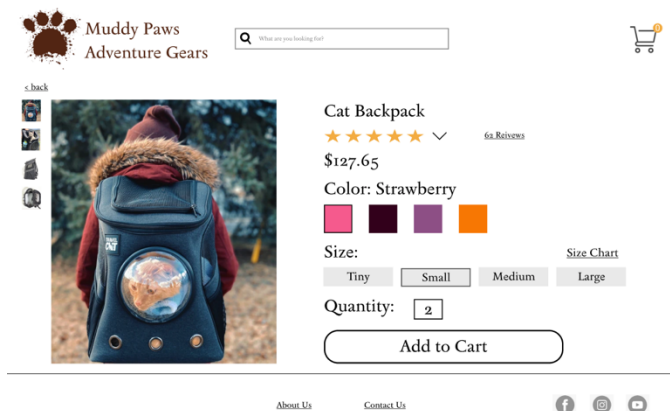


Figure 4 added the "back" button on the top left corner

#3. Recognition rather than recall

Problem: the current search bar input is a text field, to minimize the user's memory load, we should make the search bar a drop-down menu with possible search terms.



Figure 5 before search bar is a text field

Challenges Encountered

One of the first challenges I encountered was not knowing how to implement a search bar in HTML, and I overcame this challenge by browsing through industrial solutions online and chose the one that does not require external libraries and matches my design style. Another major challenge was I wasn't able to align my top row items: logo, search bar, and cart icon. I went to office hours and met with Megan. Together we first used solid border and paddings to define the range of effect for each item, then we put them into separate div classes, and we were able to align them perfectly using paddings.

Brand Identity and Design Choices

My client identifies as a small store that sells customizable hiking and adventuring gear for pets and is committed to helping all cats and dogs experience the wild alongside their owners. There is a strong sense of companionship and equality within their brand identity. My general design style is to make the shopping experience for pets as identical as the ones for humans, making users feel that they are not only shopping for their cats and dogs but more

importantly, for a significant companion in their lives. I also used a lot of images rather than text descriptions so that the users could easily visualize the products on their pets, making the shopping experience more pleasant.