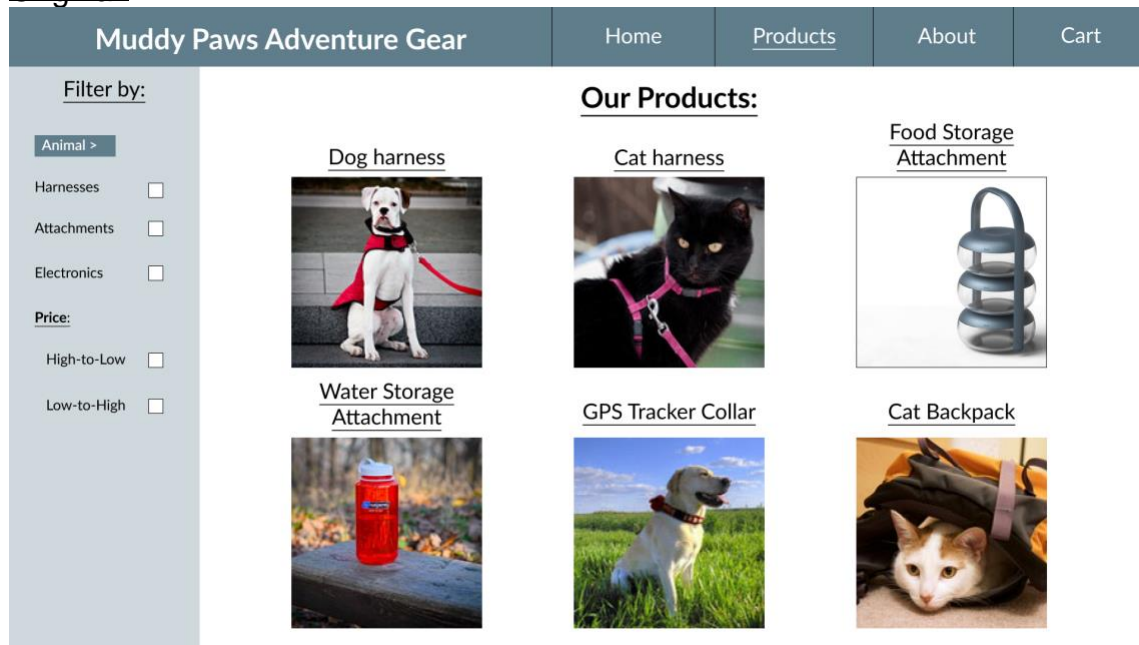Emmet Mack
Homework 5 Reflection
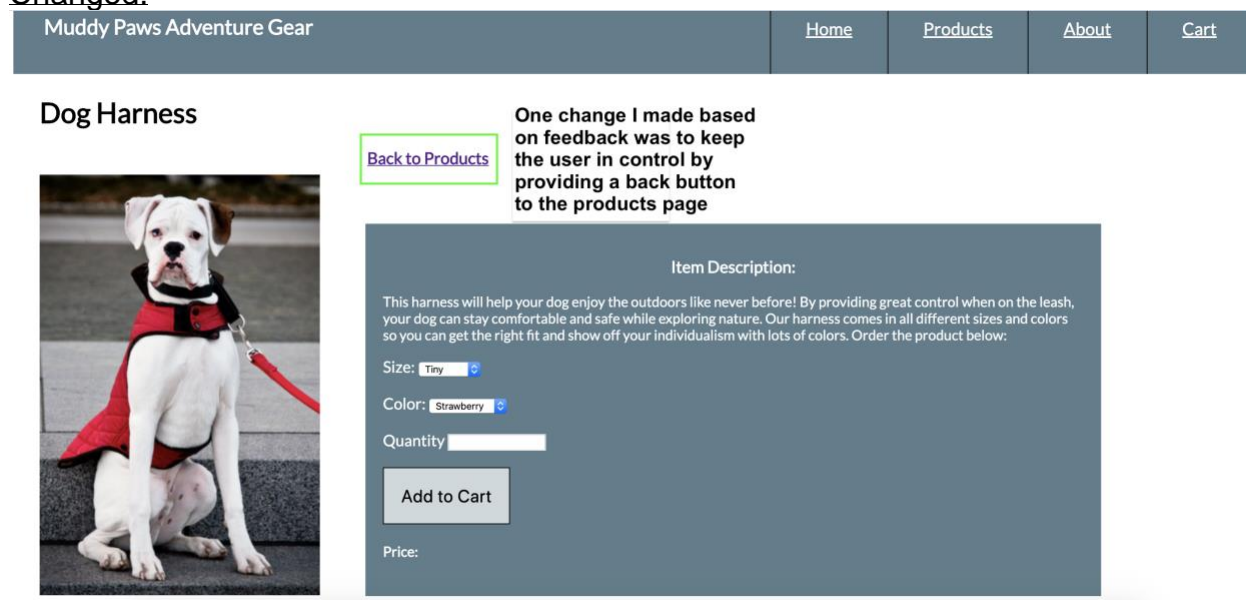Due 02/23/2020

Heuristic Evaluation:

     I asked a friend to work through my prototype to find some interface bugs in my initial design. Below are screenshots from my HTML/CSS site that list the heuristic and detail the changes:

1: User Control and Freedom:

Original:

Changed:

2: Aesthetic and Minimalist design:

Original:

Changed:

3: Recognition rather than Recall:

Original: See above

Changed:

Muddy Paws Adventure Gear | Home | Products | About | Cart

Our Products:

Filter By:

Animal: [All ▾]

Harnesses ☐

Attachments ☐

Electronics ☐
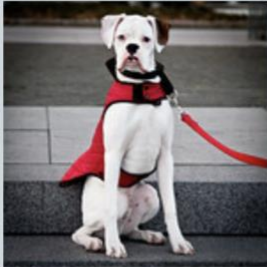
Price

High-to-Low ☐

Low-to-High ☐

Based on feedback I made the dropdown more clear than in the prototype, so users could recognize they had the option to click on it and filter

Dog Harness

Cat Harness

Food Storage

Water Storage

GPS Tracker Collar

Cat Backpack

Muddy Paws Adventure Gear | Home | Products | About | Cart

Dog Harness:

Item description:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque non felis venenatis, consequat massa vulputate, rhoncus dolor. Curabitur ullamcorper nec dolor sed consequat. Nulla malesuada felis in mi luctus eleifend. Quisque imperdiet aliquet libero eget consequat.

Size >

Color >

Quantity: ▢

Price:

Add to Cart

Similar Items:

Water Storage Attachment

Food Storage Attachment

GPS Tracker Collar

Original:

Changed:

Muddy Paws Adventure Gear   Home   Products   About   Cart

Dog Harness

Back to Products

Item Description:

This harness will help your dog enjoy the outdoors like never before! By providing great control when on the leash, your dog can stay comfortable and safe while exploring nature. Our harness comes in all different sizes and colors so you can get the right fit and show off your individualism with lots of colors. Order the product below:

Size: Tiny

Color: Strawberry

Similar to the other dropdown, I made these more clear so users could recognize how to interact with them

Quantity

Add to Cart

Price:

Challenges:

During implementation I came across several bugs. For one, I wanted to try and maintain a grid layout and have experience with frameworks like Bootstrap and Materialize. However, with pure HTML and CSS it is much more difficult to maintain a grid layout and it required a lot more trial and error. For certain things like the product page I overcame this by finding some example code that I cited in the file. I also found a lot of help through W3Schools and their CSS documentation to overcome challenges.

Another challenge was with properly sizing images. They would often be a weird size and it was hard to ensure that they didn't look stretched or strange but still fit into the overall layout of the site. Again, I would do some googling and look at W3Schools to see the best way to fix it.

Finally, the last main challenge was styling the nav bar. Originally, I had my code formatted in a weird way, but I discovered a better way was to use an unordered list to create the nav bar. Again, W3Schools was a vital resource to reference CSS selectors and styling in order to create a better nav bar.

Thus, I overcame several challenges often through W3Schools, trial and error and other online resources.

Brand Identity:

The client is a supplier of outdoor adventure gear for active individuals and their pets. As such, the blue grays reflect the active and light-hearted but serious nature of hiking and outdoor adventuring. The images chosen show pets outside having fun while looking powerful and really in their natural element. This makes users and visitors want to have similar experiences with their own animals and more likely to purchase something on the website. The website is professional looking but still light-hearted enough to appeal to the customers Muddy Paws is targeting. This is the look and feel I

designed for as I liked the color scheme and imagined the kind of people who would shop at this kind of store.