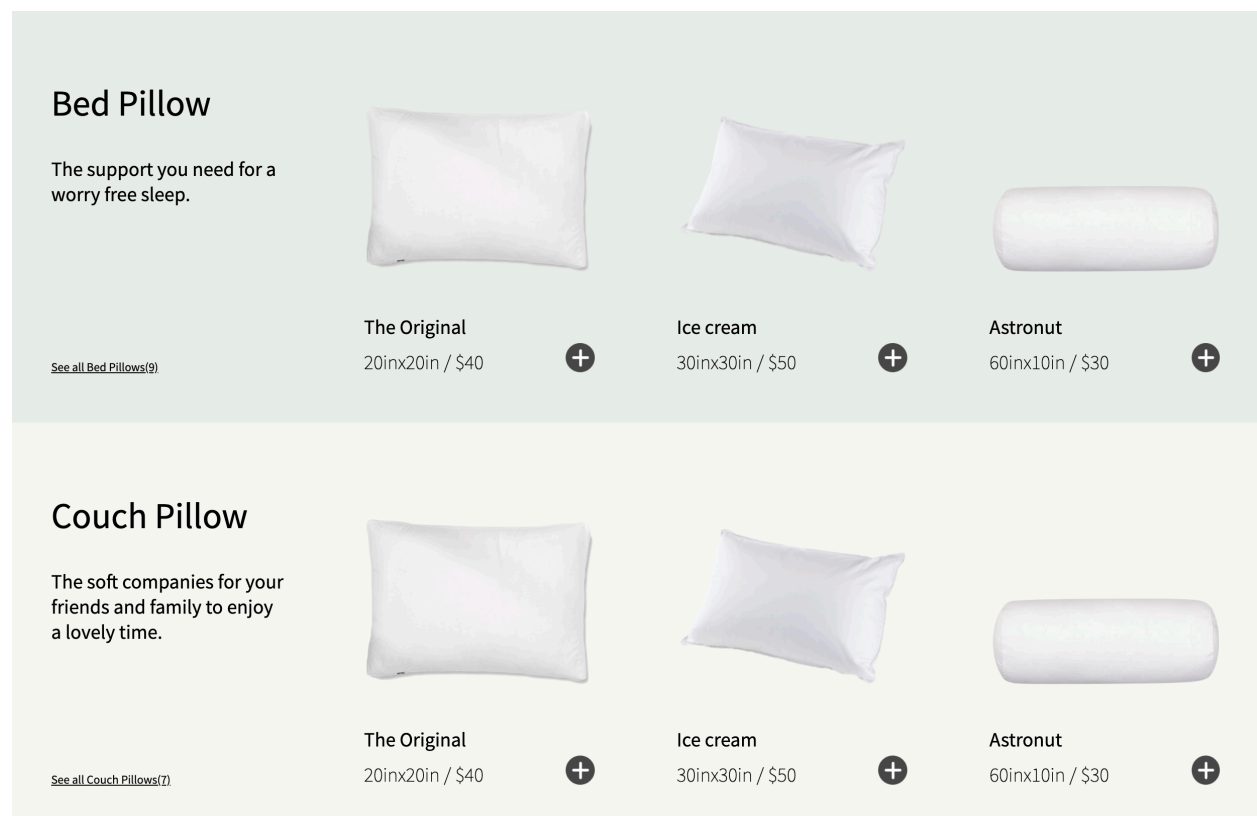PUI Assignment 5
Web HTML and CSS Prototypes

Heuristic Evaluation

1.Aesthetic and minimalist design

Improving the aesthetics of my previous prototype, I first adjusted the background colors to be softer in a way that matches the product images. I used transparent product images so that the overall site can be less visually clustered. I also reduce wording and the number of top items showing on each pillow line. Users thus will be able to quickly browse on the home page for top selling products in each line.

Bed Pillow

The support you need for a worry free sleep.

See all Bed Pillows(9)

The Original
20inx20in / $40

Ice cream
30inx30in / $50

Astronut
60inx10in / $30

Couch Pillow

The soft companies for your friends and family to enjoy a lovely time.

See all Couch Pillows(7)

The Original
20inx20in / $40

Ice cream
30inx30in / $50

Astronut
60inx10in / $30

2.User control and freedom

In my heuristic evaluation, I found out that in the navigation bar I missed a critical control tab for going back to the home page. Having all three tabs of "home",

"products" and "about" on top, it allows users to navigate between pages of the site
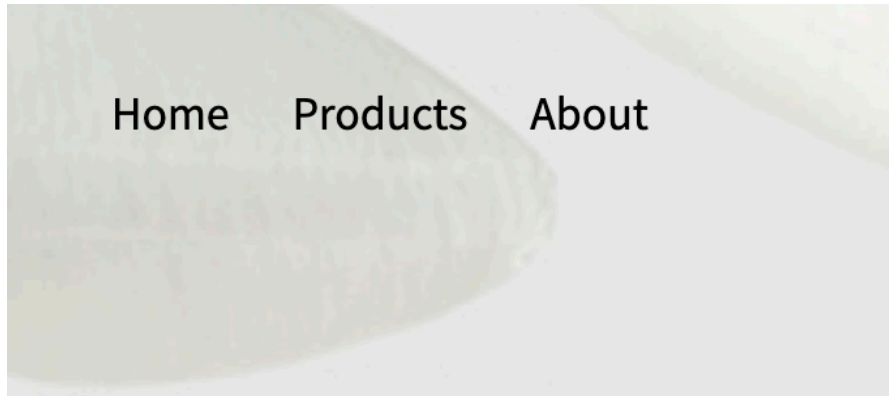

much easier and intuitively.

3. Flexibility and efficiency of use

I found that returning users or users who have quick shopping habits may enjoy faster shopping experience. Thus, I added the add button on the individual item section so that users will be able to quickly add the item directly from home page or product page without having to enter the individual item page to do so. This feature allows for better flexibility to different types of users.

4. Recognition rather than recall

When users enter a specific product line, I fixed the title area of the page to facilitate better recognition. With the secondary nav bar showing the product lines, users can quickly understand where the page comes from without the need to recall the previous step. In the specific product page, having the same description format match with the thumbnail section helps users better make sense of the product information and further support consistency within the website.
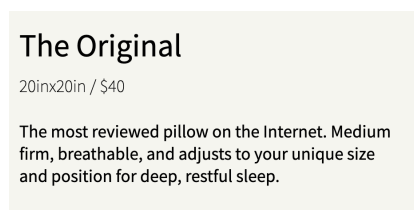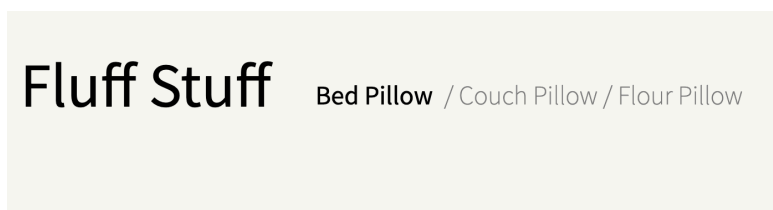
Challenges

- During my implementation, I had some difficulties aligning the products on the product browsing page. After some research and review of CSS, I ended up using a grid layout system and solved the alignment issue.

- I also had the challenge to keep the product image inside the grid item section with no overflow or overlap on the product description. I used the maximum width constraint and positioning methods in CSS to achieve the goal.

Brand Identity

Fluff Stuff's brand identity of comfort and coziness is conveyed through the use of color, chose of image, language and the minimal visual layout system. The warm pastel colors with low saturation were chosen to reflect the harmony and relaxation in a home environment. The visual layout uses minimal elements to prevent information overload and to build the stress-free environment. Images and languages are used in a light-hearted fashion to support the feeling of comfort and relaxation at home.