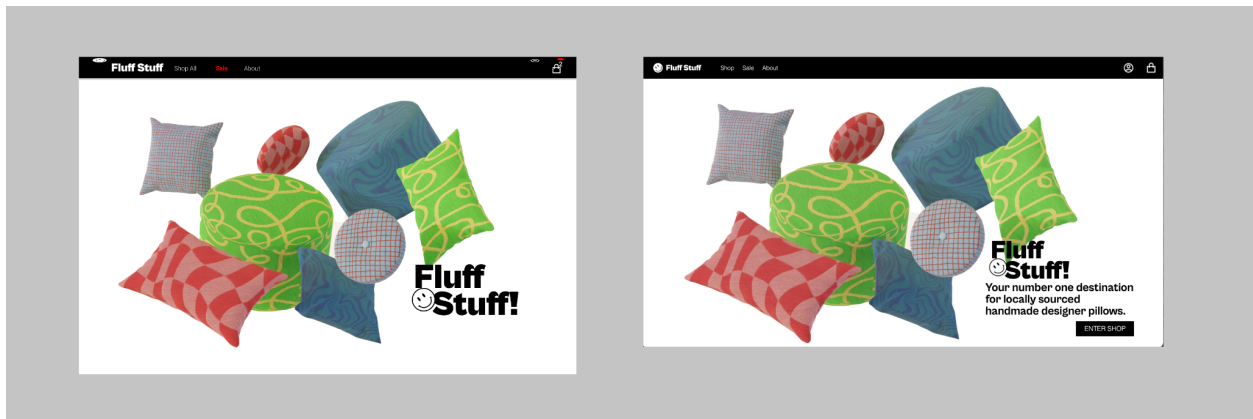


Heuristic Evaluation of Website

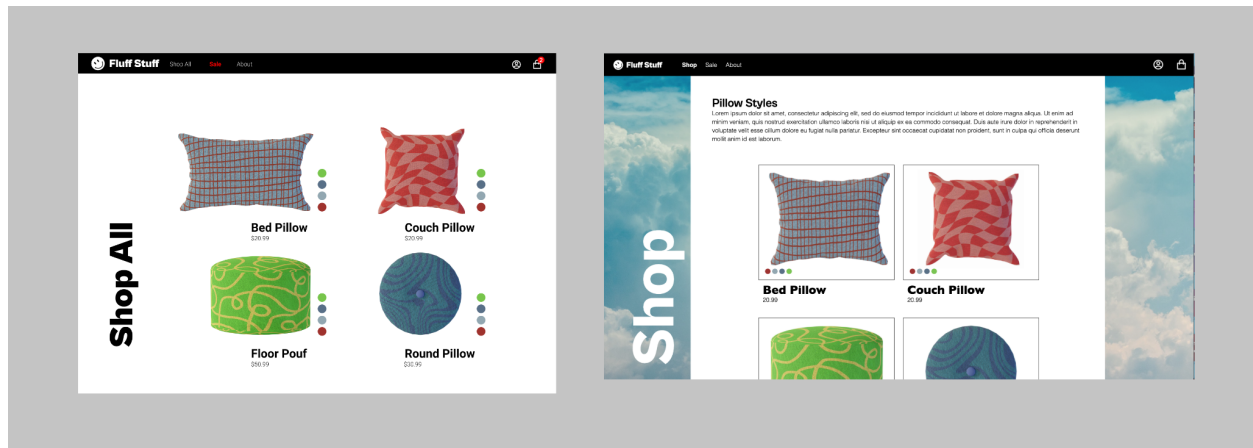
- **Efficiency of use:** Adding an enter shop button at the very first page so that users don't waste time looking around at the nav bar or scrolling down.
- **Aesthetic and minimalist design:** Shop page felt a little plain. Added some more design features as well as a stronger grid structured for a more organized viewing experience.
- **Visibility of system status:** I forgot to add bolded text in the navigation bar that helps users situate themselves in the site. I am remembering to add that in my coded website.

Reflection

User Interface Bugs



Above, you will see a side by side comparison of my figma prototype (left) and my HTML/CSS prototype (right) of my homepage. In my evaluation, I identified **efficiency of use** to be an issue here. In the original prototype, the landing page serves no function nor does it give any information on what the website is. In order to enter the shop, the user has to perform the extra action of either navigating through the navigation bar or scrolling down to the bottom of the landing page to reach the enter shop button. I have fixed the homepage in my coded prototype by adding these missing features.



In the figma prototype (left) of my shop page, the page feels plain and the objects look like they are floating. Because of the small selection of objects, there isn't a lot to see. While this is a minor issue, I've added a few elements such as a background and some filler text that would eventually be some description of the objects that are being viewed. I think the new shop page looks much more aesthetically pleasing. I also identified the heuristic of **Visibility of System Status** to be lacking in my website. I made a small fix in the navigation bar to be bolded on the page that the user is on. This small but important fix will help the user situate themselves within the website.

Challenges During Implementation

1. **Learning the CSS Grid:** For this project, I decided to learn how to use the CSS-grid tool to build my website. Having learned how to build a column structure before, I thought that the CSS grid would be a better way to structure an ecommerce website. One big issue I came across was finding an efficient way to add a background in the back of each of my grid containers. I tried adding an image with a fixed position, manually building a new grid class each with different background images, but those solutions made my CSS file too big or didn't work. After some help from my professor, I realized that CSS Grid structures could be used with existing html classes, such as section and main. So to solve this problem, I created many different section classes that had different background images and nested my grid container within each of those sections. This solution also led to a really important epiphany that a website doesn't have to exclusively use one organizational system (columns, grids, sections, divs). You can use any combination of them to create a unique layout.

2. **CSS Reset:** I learned about the importance of a CSS reset. Although I was taught to use it, I never fully understood what it meant until now. I came across an issue in my CSS where there was a weird gap between all my text elements. After talking to my professor, I learned that this problem started because I accidentally tampered with my css reset by treating it as just another place for me to edit my styles. I learned that CSS reset actually exists to set the stylings of all HTML elements to a baseline level, because these styles are different across many different versions of browsers.
3. One bug that I never resolved was making the big shop label stop its sticky position when the user scrolled down to the bottom of the page. After doing some research, I think this fix can only be implemented in javascript. When I started building the page, I had forked someone's sticky header because I didn't know how to make one myself. It required some javascript, which I realized after a while was unnecessary and I could just set the position of my header class to sticky, which does the same job. I'm thinking that in the case of this shop label, I would have to do the reverse of that.

Brand Identity

I wanted the target audience of my site to be more leaning towards Gen-z and younger millennials. I took a lot of brand inspiration from the clothing brand Lazy Oaf, which has a playful look and feel throughout their products and websites. This is largely seen through the design I've created for the products (I designed the patterns and pillow styles, and the renders were done by the wonderful Peter Kelly). Because I didn't want the website itself to overpower the products which were already very colorful, I went with a high contrast website design that was still sleek and minimal, while still maintaining its playfulness through the smiley face motif. Through the use of graphic styles, sleek yet minimalistic design, and emphasis on ethical sourcing of materials, I aim to create appeal to a more brand-conscious generation of users.