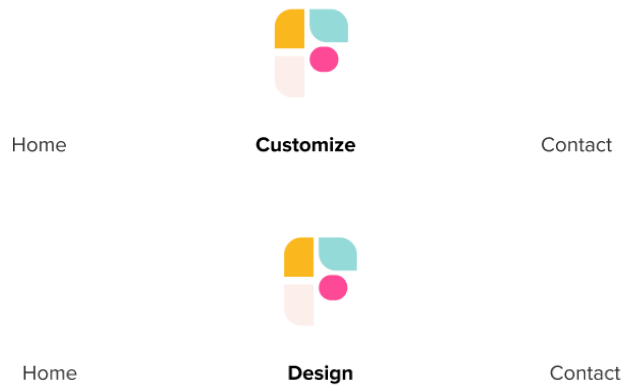


Web HTML and CSS Prototypes

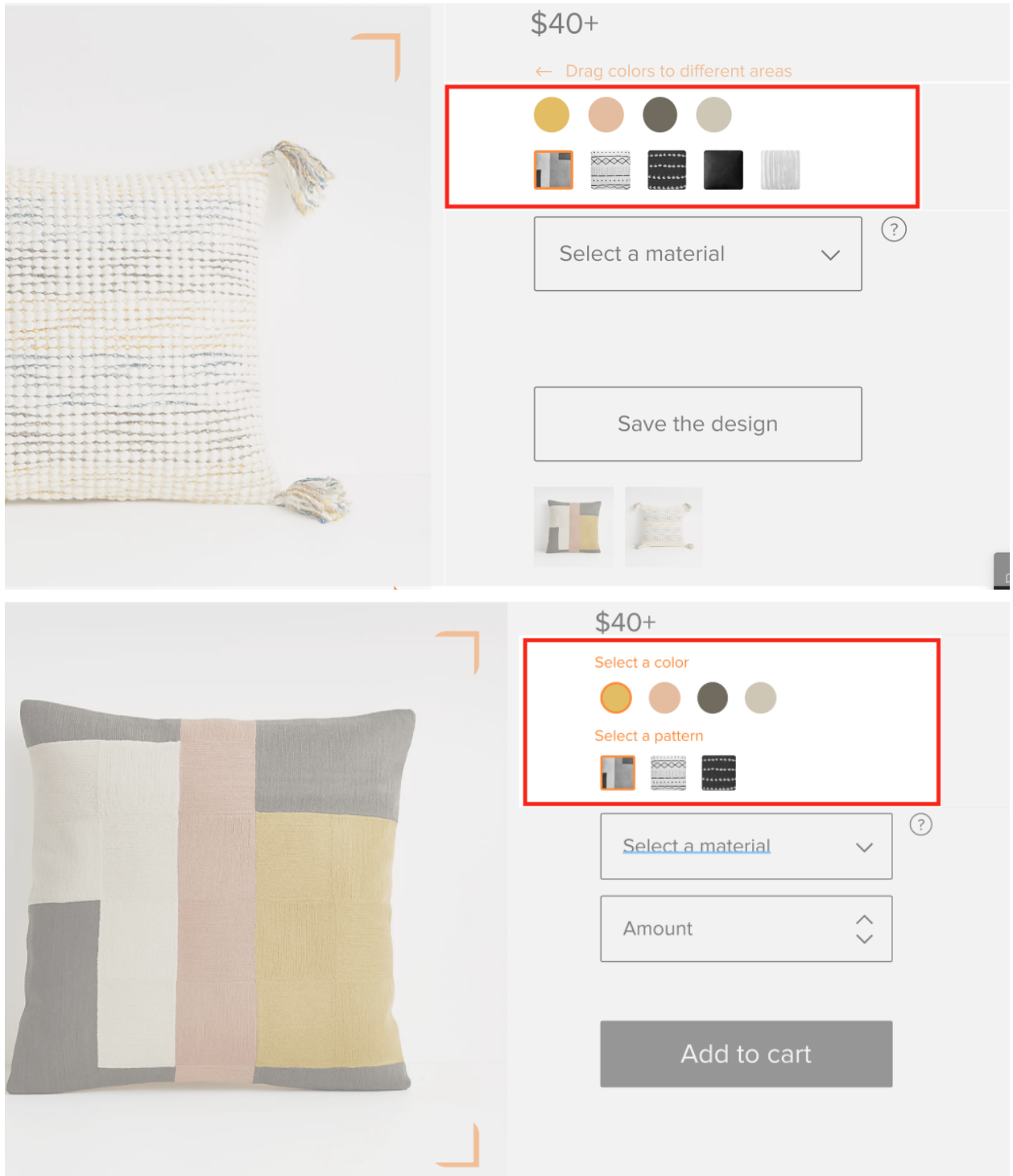
Heuristic Evaluation - UI Bugs

1. **Consistency & Standards:** Wording of the most important feature for the website was not consistent across the website. Choice between “customization” and “design”. In the end, I chose “design” and changed the phrasing of the navigation because it sounds more playful and creative, which is suitable for the brand image.



Severity: ▲ ▲ ▲ ▲ ▲ Very severe because it involves the most important feature and whether users want to create and buy the products.

2. **Recognition over Recall:** On the product detail page, the “patterns” were present with only clickable images, which may sometimes be confused with “materials”. Users will need to recall that the images were for choosing patterns of the pillow or look further down to the materials section to realize those were for patterns. In this case, I decide to label the clickable images on the right side to clearly present there are 3 attributes to choose from.



Severity: ▲ ▲ ▲ △△ Labeling may cause confusion, but also is not intolerant for users.

3. **User Control & Freedom:** On the home page, where users scroll all the way down to see all information, has less prompt for users to click to “design” because navigating to the design page will have to scroll back up. Therefore, adding a “back to top” button might increase the exploration to “design their own pillow” and might as well increase the checkout rate.



Address: 5000 Forbes Ave, Pittsburgh, PA 15213
Phone: (412) 268-2000

Severity: ▲ ▲▲▲ Users can always scroll down, this feature will increase the convenience of users.

Challenges & Bugs

This was my first time writing HTML CSS. Therefore, not knowing which properties to use were very frustrating at first while writing the first page. The most challenging part was to align the blocks or the paragraph. I spent a lot of time on measuring and playing with different margins, paddings, along with different units, however, in the end the pages were still not 100% pixel perfect. I found a great way of organizing the divs into “containers”, which is the flexbox. It made aligning and spacing between different sections much easier. For example, I designed several cards sections that needed to be grouped together and each was displayed horizontally while the images and text were displayed vertically. This was when flexbox were most useful.

Brand Images

The website’s brand should convey the concept: **playful, modern, creative**
The interface is simple, highlighting only the products and customizing process. There are no complicated navigation and sidebars that can distract customers from making their own pillows. In fact, the buttons and containers are also minimalistic and designed to have fine lines with slightly rounded edges. Within the product

detail page, the item description and color/pattern/material selection sections are fixed while scrolling, to ensure customers have flexibility to change the attributes while scrolling down for different angles of the product.