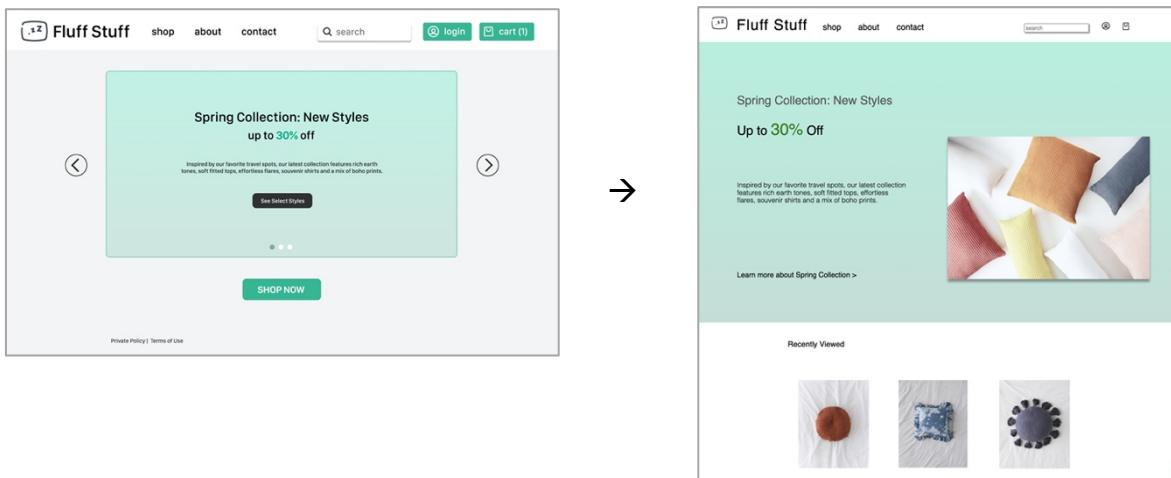
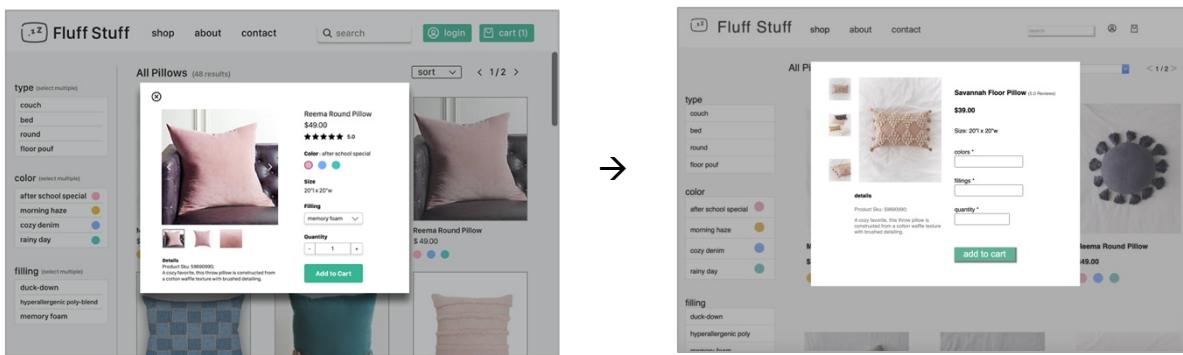
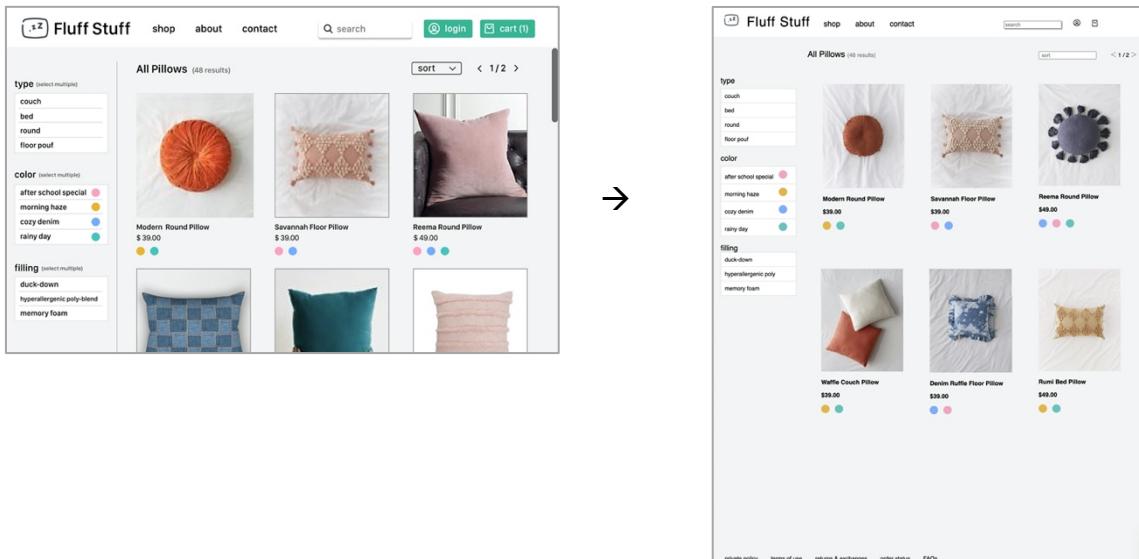


Assignment 5 - Reflection

Heuristic Evaluation

For my web prototypes, I created a home page, product browsing page, and product detail page. From the home page, users can click on “shop” to enter the product browsing page. And clicking on the “Savannah Floor Pillow” text or image leads them to the product details page. The first interface bug I recognized falls under **recognition rather than recall**, where the home page was missing content on recently viewed items from a previous visit, that many websites provide for the comfort of the user. There may be users who are familiar with Fluff Stuff and/or have purchased a pillow before. And so, I realized the need to consider these users who might already know which pillow to purchase next. I decided to include a row of recently viewed items on the home page can help them quickly reach their goal without having to see the full product list. The second interface bug I found falls under **aesthetic and minimal design**. There were several clickable elements and information on the home page as well as the navigation bar that was unnecessary and did not support the web page goals for users. With many leading websites that successfully use minimal design, I understood that in order to provide a clutter-free experience, content should be simplified. And so, with the promotion feature on the home page, I decided to remove the “shop now” button, so that users can focus on the navigation bar to guide them to the product list page, since there is no need for a second button that lets them execute the same action. I also decided to remove labeled boxes for some clickable elements, such as “login”, “cart”, and “see select styles”. This is because the profile and cart visual icons already clearly communicate to users what they are. Also, hiding additional promotion information under “Learn more about spring collection” text clearly communicates the action, while blending with the rest of the promotion content, without the need of a box to indicate that it is a clickable element. The third bug falls under **error prevention**, where I realized that the product detail page should *require* users to select a filling, quantity, and color, before being able to add an item into the cart. This can prevent users from experiencing errors when completing their purchases during checkouts. With this, I decided to include asterisks that would be designed to not allow users to click the “add to cart button” without selecting a filling, quantity, and color. Below are images of my previous high-fidelity pages (left side) and my HTML/CSS web pages (right side).





Challenges

Because it is my first-time learning HTML and CSS, I tried to focus on making these screens as similar as my previous prototypes, including the new changes based on the heuristic evaluation. The biggest challenge I experienced was positioning and aligning content on each page. This includes the navigation bar content, filters aligning with rows of product images, and product details aligning with images on product detail page. Although it was difficult to maintain image sizes without interfering texts throughout the pages, I was able to get results by exploring with the display, margin, and padding styles. Being able to adjust the spacing in specific amounts using these properties helped my web prototypes look very close to my high-fidelity mockups. Although this level of interactivity was not required for this assignment, I also had difficulty on the product details page, as I was trying to create a popup that overlays on top of another page. With what I have learned so far, I spent a lot of time trying to figure out a way for this design to work. And so, for this assignment, I prioritized working on the structure of the popup page, and decided to use the product list page as a background, since users would be interacting with the

popup page mainly to view product details. I enjoyed experimenting new ways to execute this interaction and I look forward to creating this higher level of interactivity in the future. Another major challenge I faced was keeping my coding organized by properly using <div> tags. Initially, it was difficult to properly indent and space lines of code because of my greater focus on improving the look of my web page. Once I had several lines of code written, I realized that a lot of the struggles I had in making my content align and look more uniform stemmed from my unorganized thought process, due to my unorganized lines of code. However, towards the end of this assignment as I finished, edited, and complete each web page, I had a better grasp of constantly checking and properly indenting my code in a way that serves, not only for one of the purposes of this assignment, but also for me in helping me develop my sense of readability and style of coding.

Design Identity

At the top of each web page, I included a Fluff Stuff logo that helps clarify their identity and presence for users when they land on the site. Because my target audience is adults who are homeowners and have credit cards, it is important to communicate the look and feel of comfortable and modern styles of pillows for people to purchase and place in their homes. My goal is for users to not only know about modern and comfortable pillow styles available, but also find the website comfortable to use while shopping. The navigation bar is placed at the top of each page for users to search specific products, view profiles, and learn or contact the company at any time. Having specific fillings, colors, and types to choose from, users are presented with all options for pillows on product list page. The minimal aesthetics also highlight the modern look of my web prototypes, where I used simple colors, such as green, white, and light gray, that showcases the different colors of product images. The green color ties the stylized theme of Fluff Stuff, as the color is used for certain clickable elements to stand out against the white and gray background.