

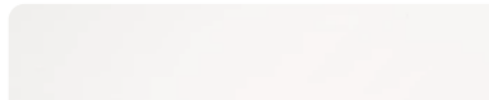
I. UI Bugs found through a Heuristic Evaluation

Muddy Paws



Muddy Paws

< Home < Dogs



The first UI bug that I found in my heuristic evaluation was that the location where the user was in my website was not always clear. For instance, whenever a user moves around a website, they ask themselves, “where am I and what’s happening now.” When I carried out my heuristic evaluation, I found that the user was confused as to where they were in the website and how to go back to the home or previous pages. While this issue can be solved with the back button on the browser, I wanted to improve my design to alleviate this issue, so I decided to add breadcrumbs on my pages. As seen in the photo above, the breadcrumbs show the user their location on my website, and also gives them a way to access previous pages with just one click. When designing my breadcrumbs, I used the recommendations in this article (<https://uxdesign.cc/breadcrumbs-for-desktop-ux-design-youre-doing-them-wrong-70fe62e6180e>). To illustrate, I used back pointing arrows to communicate going back, didn’t include the current page, and used whitespace to separate each breadcrumb to communicate that the arrow and the link are together.

Paws

Cats

Dogs

Accessories



Paws

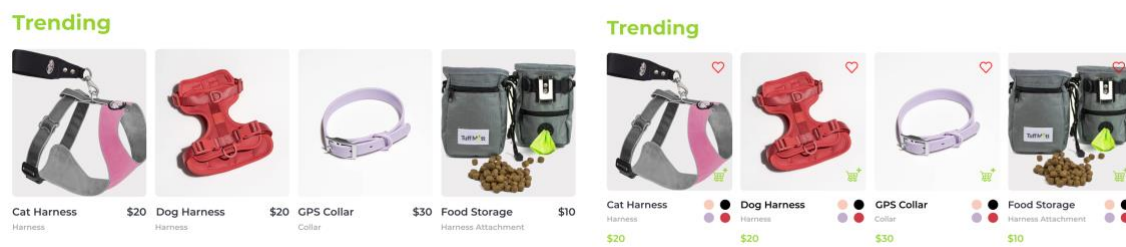
Cats

Dogs



Another UI bug that I found in my heuristic evaluation was that the Accessories category is redundant, which is related to the Aesthetic and Minimal Design heuristic. This heuristic states that your design should not convey information that is irrelevant or rarely needed as irrelevant data will compete with the visibility of necessary information, which will ultimately diminish its visibility. The accessories category was not needed in my design as I was planning on putting the accessories item under both the cats and dogs category. I was also planning on putting the accessories under my “Trending” section in my home page, and “Customers Also Bought”

section in my product details page. My design to fix this bug is simple as I just removed any mention of the accessories category, which can be seen in the image above.



A third UI bug that I found is that I needed to add the same shopping functionality to items under the “Trending” section in my home page as the items in the product list page. My original idea behind this design was to only allow users to go to a product details page after clicking on a trending item to not overload them with information and available tasks on the home page. But after performing a heuristic evaluation, I found that this design actually caused more confusion as users started getting confused as to why the items looked different when they reached the product details page. Additionally, when they returned to the home page after the product details page, they were frustrated about the lack of functionality that they had. As for my fix to this UI bug, I added the same shopping functionality to the items under the “Trending” section to items in the product list page.

II. Implementation Challenges or Bugs

There were a couple challenges that I encountered when I implemented my designs in HTML and CSS. The first challenge that I faced is that centering elements with CSS is infinitely more difficult compared to design programs or word processing programs. There were a countless number of times when I wish that I could have used three horizontal bars button in design programs to center my elements using CSS. To illustrate, I mainly centered my elements using `margin: 0 auto`, which only works when certain criteria are met, such as the element must be block level and not have a fixed or absolute position. Additionally, I feel like there are so many possible ways to center an element in CSS, so I find myself trying all the different ways that I know, and praying that one of them works.

Another implementation challenge that I faced was overlaying text over an image. Like my previous challenge, I have been spoiled by design programs as you can easily drag text over image to a pixel perfect location. However, in CSS, you do not have that luxury. Instead, I found that I had to use the absolute position and the left and top properties to position the text over the image. Even with using the left and top properties, I still don’t think that my text overlay was pixel perfect, which is a little frustrating.

Finally, the last implementation challenge that I faced was sizing images correctly. More specifically, I was having a hard time putting images together that were of different aspect ratios. To illustrate, my design is very image heavy, so I have a lot of images with the same dimensions that are next to each other in a row. However, when I tried to use images that had different aspect

ratios, I had a hard time putting them in their respective containers without distorting the image. In the end, I became too frustrated with CSS and found myself going on an image editing program to make all my images into the same aspect ratio before using it in an image tag.

III. Client Brand Identity in My Designs

When thinking about the direction that I wanted to take my design for Muddy Paws Adventure gear, I really wanted to take into account the type of shoppers that would visit the website. Thus, after conducting a quick round of research, I decided that I was ultimately going to design the website for young shoppers who have a sense of fashion. I decided to target the young demographics because I found that the average age was 31, while the median age was 27 (<https://thetrek.co/appalachian-trail/2016-appalachian-trail-thru-hiker-survey/>). Additionally, I decided to target people with a fashion sense because the types of people that are going to buy adventure gear for their pets are likely to have enough disposable income to be able to be well dressed. Thus, the brand identity that I established for Muddy Paws through my website design is one that aligns with young, fashionable individuals.

Because my demographic is young and fashionable, I wanted to create a modern, clean look that they would expect from the companies that they shop from. In order to get some inspiration as to the look and feel of the website that I should aim for, I decided to draw inspirations from both Nike's and Adidas's website. In particular, I found that their website does a great job of showcasing products in large, clean images. Thus, I mirrored this look in my designs as most of the item images are large in that they usually take up almost half the height of the screen. Additionally, to add a clean, minimal feel to them, I simply photoshopped a light gray background on them. The end result of adding large, clean, and minimal photos to my website design is that the overall look is very modern, and the minimal appearance draws more attention to the products, which is what my target users would expect after spending time shopping on websites such as Nike's.

Additionally, my website has a lot of features that are catered towards experienced web users, which fits in perfectly to my target demographic. My website has a non-traditional feel to it as I employed the use of pop ups to carry out a lot of steps in my website, which is different than the traditional feel of visiting a new page for each action. To illustrate, one of my design features is a quick add to cart feature on the product list page, which users can use to more efficiently add an item to their cart. This contrasts the traditional step of having to click on the product to visit its details page and then add the item to the cart there. Ultimately, the fact that my design incorporates a lot of new features, such as pop ups and quick actions, which are synonymous with modern and design focused websites, furthers the look and feel of a website that caters to young and fashion focused individuals.