

Assignment 5 – Web HTML and CSS Prototypes

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Heuristics Evaluation

<https://www.figma.com/proto/k9gfNKUlu2CTrvlgrzk8XU/PUI-Prototype?node-id=1%3A2&scaling=min-zoom>

- 1) The buttons marked 'About' and 'Contact' are pointing to the same page. This fails Nielsen's heuristics #2 (match between system and the real world) and #4 (Consistency and standards).
- 2) The product details page is currently displaying every purchase option (size, color) and making them accessible at once. Compared to other storefronts I have seen, my product details is failing Nielsen's heuristic #8 (Aesthetic and minimalist design). However, instead of shrinking the options the way a store like Amazon does, I would like to use interactive Javascript to grey out every stage of the purchase process until the user completes the one before it. This is one of the ideas I am most excited to implement in this project, and one I think will adequately address both heuristic #8.
- 3) If the user navigates away from the product details page, when they return to it they will have lost all the progress they made selecting colors and sizes. One solution is that I make it easy for the user to return to their purchase by storing the information they had entered, which matches heuristic #9 (help users recognize, diagnose, and recover from errors). I think an even better way is to warn the user that they are navigating away from their products page with unsaved changes, which is heuristic #5 (error prevention). As the saying goes, an ounce of prevention is better than a pound of cure.

HTML/CSS Prototype

https://r1g.github.io/rdeshpan_pui_hw5/

Bugs & Challenges

My product details page was the biggest challenge to implement as I had expected. My goal was to break down the buying process into columns that flowed horizontally.

Browse Pictures → Sizes → Colors → Checkout

I was able to block this out using tables, but struggled to create tables within tables the way I had planned in my figma prototype. I will switch to some combination of grid and flex later this week so it looks the way I want it to.

I also ran into a minor bug when using Github pages. I wanted to name my first page home.html, but Github Pages was expecting index.html. Apart from this, I liked using Pages and will use it for more often in the future.

Brand Identity & Feel

Given the audience of pet owners who are interested in outdoor activities and exploration, it is important to express the feeling of adventure through the design. However, safety and keeping track of one's pet is of utmost importance, so the site is meant to look reliable and robust as well.

I used a natural, outdoor color palette and a toon artstyle. A few vibrant colors that work well with the nature palette of the background are used to identify key features. Eventually