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Discuss 3 to 5 user interface bugs you found in your heuristic evaluation. Be sure to include your design for fixing those bugs, annotated screenshots are ok.

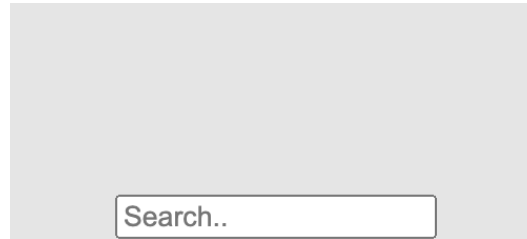
One usability bug in my design related to the aesthetic and minimalist design heuristic was my use of a title page as my home screen. This home screen takes away from the essential purpose of the website which is to purchase pillows. In my case, instead of being presented with pillows for the purchase, a user was being forced to direct their attention to clicking through a home screen before they could complete their task. As a result, I decided to change my homescreen from the title page to the product page that the user used to see when they entered the website. This way the focus is on the essential process associated with this website.

Another usability bug that I could improve related to the recognition rather than recall heuristic is I could make information about what products the site offers more readily available as opposed to hiding it away in a side menu or having users scroll to find information. As opposed to making the side menu hidden and inaccessible, one way I could fix this is either by using a task bar or making the side menu permanent as opposed to closable. This way, a user who has looked at the website and grown interested in a product is not forced to look for its name or remember it but rather is able to recall it as soon as he comes back to the site.



Above: Fixed side menu immediately accessible to users, promoting recognition rather than recall.

Finally, I think I could address a problem related to the flexibility and efficiency of use heuristic. More specifically, I think my design does not allow experienced users faster channels to access frequently visited info on my website. Due to the minimal nature of the site, there are only two relatively equally efficient ways to access a product and purchase it. As a result, I think implementing a search function will improve flexibility and efficiency of use. This will allow experienced users who know what they want to access exactly that product and purchase it with greater efficiency than before.



Above: Search bar available at the bottom of the side menu for quick access to frequently visited products.

What challenges or bugs did you encounter in the process of implementation, and how did you overcome the challenges?

One challenge I ran into was finding and implementing a cart icon for my website. Not only did I not know how to transfer my pieced-together cart from Figma, but I also didn't know how I would place it in the top right corner of my page using HTML/CSS. In order to use the cart icon, I had put together in Figma, initially I tried to export it as an image, but since it was made up of so many different pieces it did not work. As a result, I took a screenshot of it and used that image for the cart icon on my website. In order to place it in the top right corner of my website I looked up how to place images in the top right corner of a website using HTML/CSS. I found that I had to edit the positioning using CSS for the image that I wanted to place in the top right corner.

Another challenge I ran into was trying to figure out where to place my search bar such that it is obvious, easy to access, and did not make the website feel cluttered. After looking at the heading portion of my website for a while and considering placing it there I finally realized that it might be better to place it at the bottom of sidebar such that it is grouped with the product names and easily accessible on every page. I felt that placing it in the heading would take away from aesthetics and make the heading feel claustrophobic. At the bottom right of the taskbar it does not feel out of place or cluttered and it allows experienced users immediate access to pages they want to go to without having to read through the entire sidebar.

How is the brand identity of your client reflected through your design choices? What kind of look and feel did you design for them and why?

I designed a youthful and relaxed look for my clients to further their goals of targeting a younger audience of new homeowners and college students looking to decorate their homes/dorms. I decided that a muted and lighter color palette would allow the website to feel laid back and further emphasize the ideas of relaxation implied with the idea of a pillow. As a result, I decided to use muted colors throughout the website such that nothing was too glaring and hard to look at. The muted palette used to define my client's brand identity was reused to define my color choices throughout the website. Moreover, I also felt the muted color palette felt youthful and relevant to current aesthetic trends. As a result, I designed with the idea of relating to a younger audience through these color choices. My design/color choices were made not only to allow for a relaxed/laid back buying experience that

emphasized ideas of comfort but also to speak to a younger audience and align with aesthetic trends.

P.S.

My design combines the product browsing page and the home page, so I decided to show all the products available on my home page and include an additional Contact Us page so that I had three working and accessible pages to show.