

Assignment 5

Programming User Interface

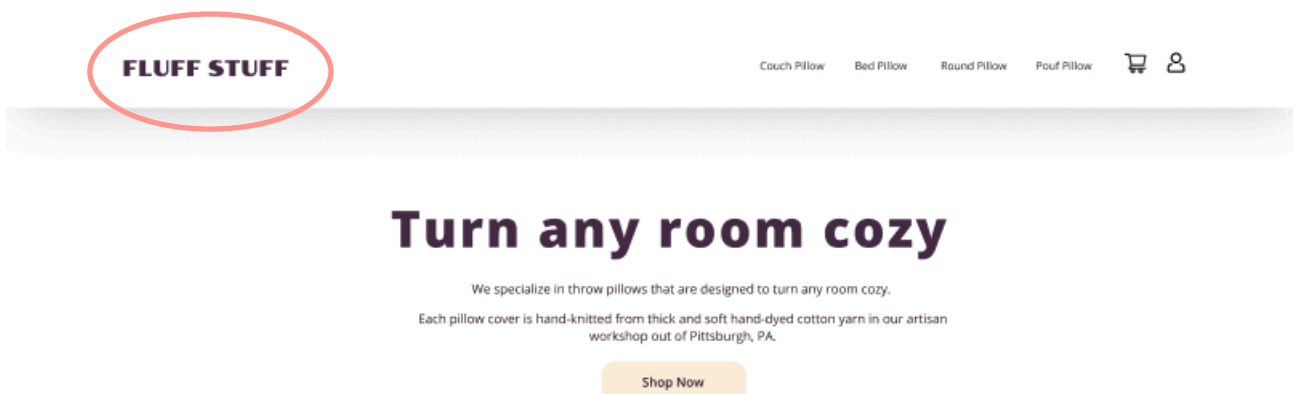
Senhao Wang

Live Website: https://senhao-wang-97.github.io/CMU_PUI/Assignment5/
https://github.com/Senhao-Wang-97/CMU_PUI/tree/main/Assignment5

Heuristic Evaluation

#1: User control and freedom

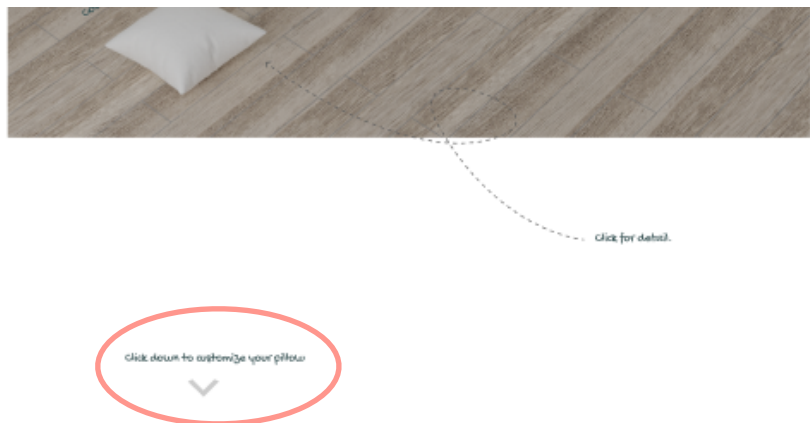
First of all, during user testing, one of my user report that it is quite unintuitive that the logo of the website is not responsive. Usually for all website, you should be able to hit the logo and return to the main index page. Therefore, I fixed this problem by giving the logo a reference to the main page, to make user feel more in control.



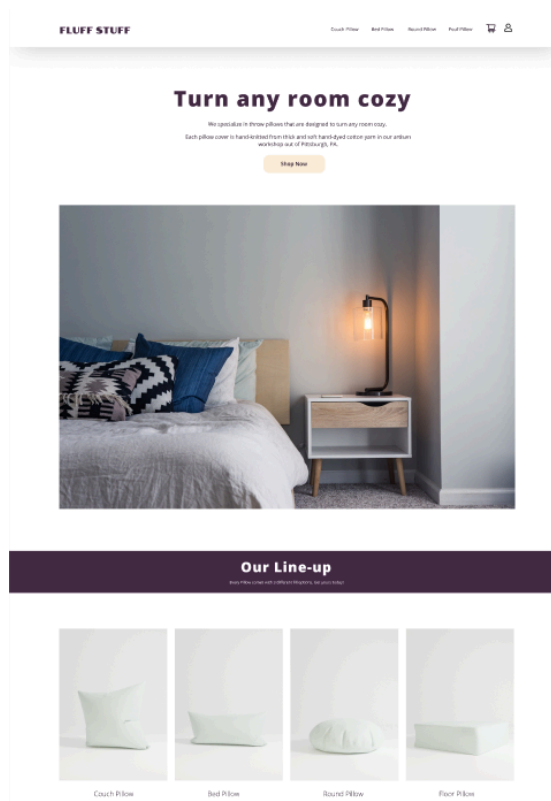
#2: Recognition rather than recall

The original click for detail design is rather unintuitive. It is very low down on the page, and the user can feel confused what will happen after clicking it. Therefore, I changed the original design completely, and have a scroll interface that can minimize confusions.

Before:



After:



#3 Match between system and the real world

The original design was reported complicated by the user. On the original design, I had a page with an interactive element. User can hover on the pillows and see the pillow bounce up and down. User thinks this is innovative, but the home page can be less creative. He suggests that perhaps leaving the page to other sections of the website can be more helpful.

Before:

FLUFF STUFF

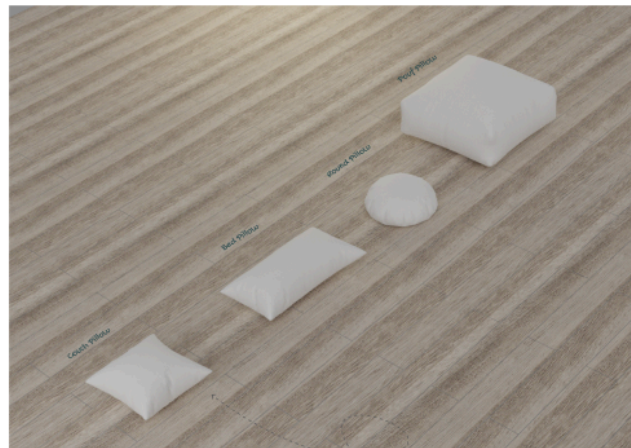
[Couch Pillow](#) [Bed Pillow](#) [Round Pillow](#) [Pouf Pillow](#)



Turn Any Room cozy.

We specialize in throw pillows that are designed to turn any room cozy.

Each pillow cover is hand-knitted from thick and soft hand-dyed cotton yarn in our artisan workshop out of Pittsburgh, PA.



[Click for detail.](#)

After:

FLUFF STUFF

[Couch Pillow](#) [Bed Pillow](#) [Round Pillow](#) [Pouf Pillow](#)  

Turn any room cozy

We specialize in throw pillows that are designed to turn any room cozy.
Each pillow cover is hand-knitted from thick and soft hand-dyed cotton yarn in our artisan workshop out of Pittsburgh, PA.

[Shop Now](#)



Our Line-up

Each pillow comes with a 30-day money-back guarantee.

Challenges or bugs

One of the most complex problem I had to overcome was to understand the rules of layout in html. I find it very intuitive at first that things are categorized as containers. When html introduces the idea of container, I had to understand concepts such as padding, margin, item-alignment, and many others in order to do a simple task. I found center a box or image in a container to be very hard.

In order to understand the column and grid system comprehensively, I sought after helps from w3schools and YouTube. I came across a very interesting video that talked about flex boxes in web. Following that tutorial, I understood how to use flex box, and it was very handy. I also learned that laying out things in html format is important because of dynamic rendering due to different screen sizes. For the future, I have a deeper understanding on how to design website so that it is more developer friendly.

Brand Identity

The brand identity I built was targeting college students and millennials. Recently, there is a type of video that tries to make people feel satisfactions, such as ASMR, slimes, and animations. Therefore, I want to build this brand around this identity. By using rendering and animation gifs(which are not included in this static website), we can help the user relax and have fun in the process of purchasing things.

The original design was focused on how to have satisfying experience when browsing the website. I had rendered out several fun interactions such as bouncing pillow and etc. Also, when choosing fonts and types, I specifically chose the font with minimalistic design (Sans-Serif).

(See figma here: [https://www.figma.com/proto/0JmveHcnIqThZqxO4nngvu/
PUI HW3 Prototype Pillow?node-id=2%3A2&starting-point-node-id=2%3A2](https://www.figma.com/proto/0JmveHcnIqThZqxO4nngvu/PUI_HW3_Prototype_Pillow?node-id=2%3A2&starting-point-node-id=2%3A2))