

# PUI Homework 5 Reflection

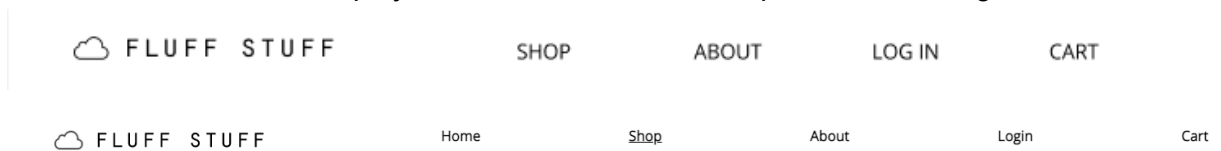
[Link to the website](#)

[Link to the Github Repository](#)

## Heuristic Evaluation and Main Changes Made

After conducting the heuristic evaluation on the Figma prototype, I found three usability problems and fixed them accordingly in my html/css project:

- **User Control and Freedom** - the home page was not on the navigation bar, and the way for users to go back to the home page was to click on the logo. This was not very intuitive, so in the html/css project, I added "home" as an option on the navigation.

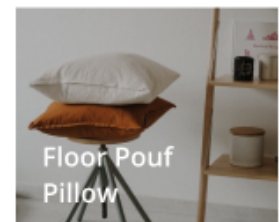
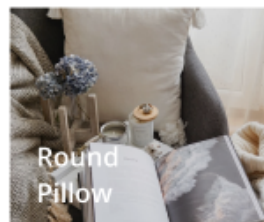
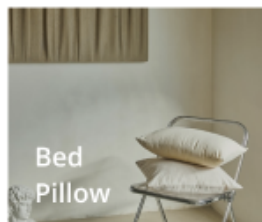
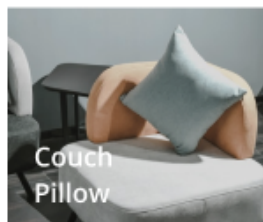


- **Consistency and Standards** - The sub navigation breadcrumb in the Figma prototype has a different hierarchy than the top navigation. For example, home and shop should be parallel on the information architecture, but the breadcrumb suggests otherwise (shop is under home, which is not true). It might cause confusion on the user's end. Because the site has a relatively simple information architecture and workflow, I decided to remove the breadcrumbs from the html/css project and only keep the back button.



- **Flexibility and efficiency of use** - I realized the footer section was missing from the Figma prototype. In a real-world environment, users will need to access the location and contact information of the shop. I decided to add a footer section with these information for easy accessibility and use efficiency (accessible on all pages).

### Best Sellers





hello@fluffstuff.com | (800) 341-2138 | 213 Walnut St, Pittsburgh  
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- **Match between system and the real world** - Originally in the figma prototype, the pillows fill options are represented by gray dots selection group, but it's not a match to the real world as colors or patterns are difficult to convey the materials of pillow fill. Therefore, in the html/css prototype I used text as radio button groups instead to increase the semantic feedforward.  
For the same usability concerns, I also removed the filter for color on the shop page. Because pillow shopping users usually start with a category of products in mind, choose a specific item and then decide on the color and fill option. Having too many filter options on the shop page is potentially distracting and does not match the typical shopper's mental model for real world shopping experience.

Classic Bed Pillow \$49 Each

Color: **Rainy Day**



Fill: **Duck Down**

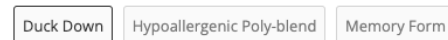


Classic Bed Pillow \$49

Color: Rainy Day



Fill: Duck Down



#### FILTERS

##### TYPE

[All Pillows](#)  
[Bed Pillow](#)  
[Couch Pillow](#)  
[Round Pillow](#)  
[Floor Pouf Pillow](#)

##### COLOR

[All Colors](#)  
[After School Special](#)  
[Morning Haze](#)  
[Cozy Denim](#)  
[Rainy Day](#)

#### Filter by Type

[All Pillows](#)

[Couch Pillows](#)

[Bed Pillows](#)

[Round Pillows](#)

[Floor Pouf Pillows](#)

## Challenges

During the implementation, I realized that I used different grid and column layouts for different pages, which caused some trouble for me when coding these pages. I did some research online and decided to use css grid and flex to customize each page layout. Although I spent more time on creating these layouts, the end result was a responsive and clean layout which is very consistent with the original Figma prototype.

Another challenge that I faced was to render all the images correctly as it was shown in Figma. Figma made it easy to crop images and scale them (figma prototype is made with one fixed resolution). But in css and html, I had to research different methods to scale and crop these images as the original images come with different sizes and orientations. I used a combination of methods to solve this problem: I manually cropped some images, used css to set fixed width and height for certain images, and used css image styling methods to make sure the image always showed the main content (pillow) instead of being cut off under certain frame sizes.

## Brand Identity and Design Decisions

The brand identity I'm going for is clean, high quality, and homey Pittsburgh local pillow shop. My target audiences are middle to high class income Pittsburgh shoppers who are interested in supporting local shop owners and high quality products. Therefore, I selected clean sans-serif fonts, minimalist logo, and a very simple monotone color palette to create the contrast with and highlight the warm-toned homey high quality images of the pillows. I hope user's attention will land on those high quality images and their browsing workflow will be easy, enjoyable, and intuitive. All of the design decisions are made to support this goal, so you will find the website has a minimalist aesthetic, beautiful product images and easy-to-use workflow.