

Homework 5: Web HTML and CSS Prototypes

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1. Links

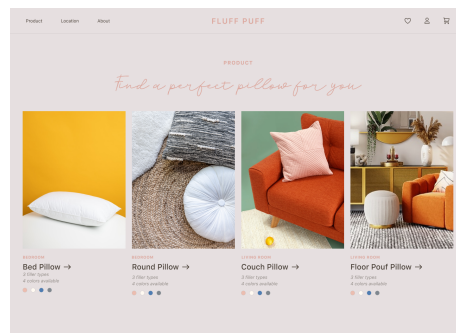
[Link to the Website](#)

[Link to the Source Code](#)

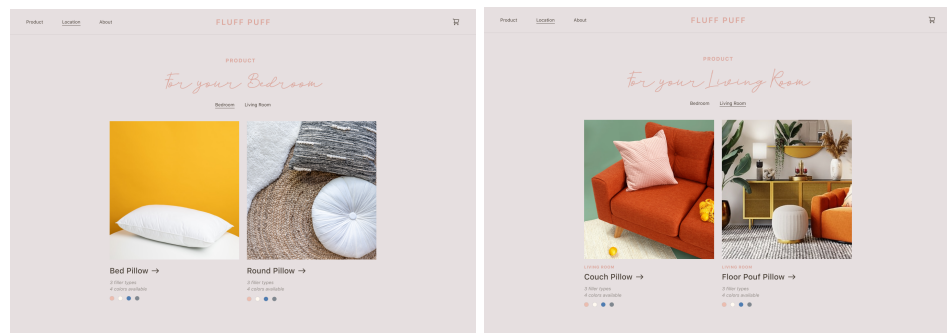
2. Heuristic Evaluation on Previous Design

- [#1: Visibility of system status] 'Shop Bedroom Pillows' link leads to a page with all products, which is an unpredictable outcome of users' previous interaction. I created separate pages for bedroom pillows and living room pillows, so users can visit the page they expected.

- Before

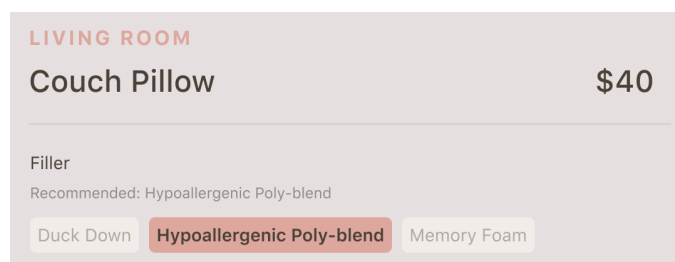


- After

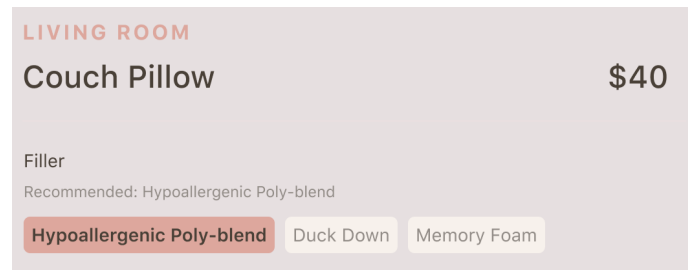


- [#7: Flexibility and efficiency of use] If recommended filters are pre-selected for the user, placing the most recommended filler first is more efficient and intuitive.

- Before



- After



- c. [#8: Aesthetic and minimalist design] Unnecessary icons that have no actual function should be removed from the navigation bar.

- Before

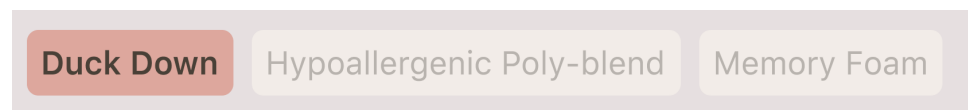


- After

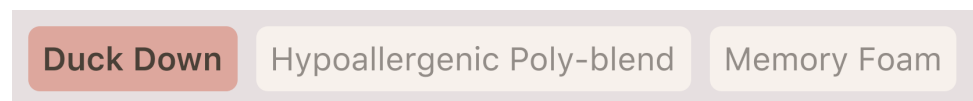


- d. [#1: Visibility of system status] The opacity of unselected filters should be increased to be legible for the users. In the previous design, the low opacity gave the wrong impression that the other two options were disabled. In addition, I gave more contrast between the button background and text.

- Before



- After



3. Challenge during the Implementation Process

The most challenging part was understanding the differences between CSS layout position properties and basic concepts of Flexbox. I read about the position properties on [W3Schools](https://www.w3schools.com/css/css_positioning.asp), but I mostly learned and fixed the bugs by trying out different properties on the dropdown menu, navigation bar, and footer.

Another huge challenge was controlling spaces between text, icons, and images on the navigation bar, home page, and product detail pages. Like the CSS layout position, I learned about Flexbox from [online resources](#), but the most helpful way was to apply

them and see how they turned out. It was relatively easy for me to reason and debug since HTML/CSS visually shows my code's result.

Lastly, I found organizing HTML and CSS files and fixing all the errors challenging. I misunderstood the use case for id. For instance, I used 'id' for overriding the style defined by higher classes. After checking my code on HTML Validator, I realized that I used the same id attribute more than once within one HTML file. I had to review all of my HTML and CSS files to modify them into class attributes and restructure them to style the elements as planned. It was quite a laborious process, but I could learn a lot about id and class attributes.

External Resources

<https://www.w3schools.com/>

<https://blog.hubspot.com/website>

<https://stackoverflow.com/>

<https://www.netlify.com/>

4. Brand Identity, Design Choices, and Look & Feel

Fluff Puff aims to market towards working professionals in Pittsburgh, so we want to highlight high-quality products with a stylish design to upgrade their home interior. We selected sophisticated but realistic interior photos to appeal to our customers about our brand identity visually. Matching our brand keyword, elegance, warmth, and comfort, I composed the color palette with low-saturation or neutral colors, such as dark gray for texts instead of pure black(#000000). I also added border-radius values to soften sharp edges on buttons and icons to keep a consistent design mood. I chose a Script typeface, Sureder Stylish, for headline texts to represent the elegant and sophisticated brand identity. However, I used Sans Serif typefaces for subtitles and body texts to increase the text readability and legibility to provide a user-friendly reading experience.