

https://tianyouz.github.io/homework_5/index.html

https://github.com/Tianyouz/homework_5

Heuristic Evaluations:

- The back buttons of the previous design are somewhat redundant, since the user can use the back button of their browser and the navigation bar for navigating backwards; as a result, this iteration removed the back button.
- Too many controls/functions were added in the last iteration. For example, the number of different pillows(4) does not need a filter/sort function since the user can simply glance through all the products. Instead of being useful for the users, these functions became somewhat distracting and were removed to simplify the design.
- In the last iteration, there is a button for navigating to users' accounts. This is problematic because users would therefore have to enter their information repeatedly for each purchase; this iteration adds the "Log In" button, which would change to "My Account" once logged in to provide this functionality.

Challenges:

- I am not very proficient in HTML/CSS and have only started learning them this semester. Therefore, the project took much longer than expected as I have to refer to a variety of sources for basic functions (creating a form) since I didn't remember all the stuff from the tutorial.

Brand Identity:

- I'm trying to create a relaxing atmosphere on my website, which fits the purpose of the client; since pillows are mostly used for relaxation, I think that the light brown color and traditional fonts will help promote the products.
- The website is designed to be simplistic in order to allow users to quickly browse through to find the items they need. This would ensure the professionalism of the company by not including redundant information.

References:

- I consulted a variety of online resources for basic implementation features, such as Code Academy and W3Schools.