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Reflection

**What challenges or bugs did you encounter and how did you overcome the challenges?**

The hardest part was to place the divs(and other elements like p, img, form) in the way I wanted (for example, next to each other or stacked vertically), especially when multiple divs were nested together. Divs always moved to strange positions when I added/edited elements. I successfully overcame this challenge by reaching out to classmates, looking up examples from online forums, and trying lots of times to get things right. I found that the key to solve this problem was to control three properties: float, width, and display/clear. Float property helped me to make the divs sit next to each other. However that did not solve all issues. Although flex is a good thing to use, I did not use that because it messed up other layout throughout the web pages.  
Thus, another important takeaway from this is that to

Another difficulty was to edit search bar via CSS. I wanted to insert a customized search icon, which took me a lot of effort to make it

Last but not least

**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?**

* My client sells dog/cat harnesses and other equipment related to hiking, which is a relaxing, fun, and exciting activity. Thus, the website I designed also focused on providing fun, relaxing, and interesting look and feel for the customers. I achieved this goal majorly via a bright,
* and convenient to shop, because the main target users are pet lovers and hiking lovers. Hiking with dogs and cats bring people joy and relaxing experience, thus I believe this pet supplies shopping website should do the same. First, overall the design keeps clean and simple. The color palette contains light and fresh colors, majorly light blue and bright yellow, that gives the website a lively, colorful, fun, and relaxing appearance. The graphic buttons and icons also help to achieve this goal. The pictures are also well-selected to provide vivid and friendly attraction. Action buttons are colored with bright yellow so users know where to click when they want to take actions.

Secondly, the home page has a clear navigation bar that contains all the sections users can go to, such as shop all the products and account settings. It also features the big sale, which is quick way to notify the users. Also, there are two entries for dogs and cats separately, which provide shortcuts for users to shop. Two toggles, “dog” and “cat” are provided at the browsing page so that users can easily switch when they change their mind. There are also handy filter and sorting functions on the browsing page to help users find the products they want as fast as possible. The product detail page put the review score right below the description for uses to consider.

What is more, most pages, suchs as home page, log in, account, and contact us, are designed to provide enough information within one page, so that users do not need to scroll down. Also, I designed the shopping cart as a FAB to offer a fun way for users to check their list. People who love hiking with pets are often new-things-seekers, thus I believe this unconventional way to check shopping list would keep them stay longer on the website.

In short, this design for Muddy Paws website aims at providing a fast, fun, easy, and convenient shopping experience for users, and thus help them enjoy their time with their pets. A long term goal built off of this would be to attract users back to the website and keep them stay longer.

Reference

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