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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 when there were more than two divs in the flow, they could easily mess up because of different width. Thus by adjusting width and using clear:both, I could make one div occupy the whole line, or make multiple divs sit horizontally with desired position. Width became even more useful when organizing the nested child divs. For example I used 100% width for the image element inside a parent div, and by simply adjusting the width of the parent div, I could control the width of the image without messing up elements around it. Thus, another important takeaway from this is that splitting the prototype by grids first would make followed layout organizing via HTML/CSS a lot easier.

Another difficulty was to edit search bar on the browsing page in order to include a drop down category menu (I did not make it a real drop-down in this assignment). I solved this by dividing the search bar into two part: a div and a search box. By editing the corner of the two elements and padding/margin, I made them appeared as one search bar with four rounded corners and smooth edges.

Last but not least, another challenge I experienced was debugging via Chrome inspect. Although the inspect feature was handy and easy to use, narrowing down to the bugs was still time consuming. I gradually overcame this by getting more familiar with common mistakes I made, such as wrong float direction, override images, or overly wide width of elements, and looked at these codes first, which saved a lot of time.

**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 building a fun, energetic, neat, and interesting look and feel as my client’s brand identity. I achieved this goal majorly via color palette, graphs, and convenient navigation and filters.

First, the color palette contains majorly light blue and bright yellow, which gives the website a lively, vivid, and fresh appearance. The pictures of the dog/cat entire are also well-selected to provide energetic and friendly attraction. White space is also commonly used to give a simple and clean look.

What’s more, the home page has a clear navigation bar that contains all the sections users can go to. Also, the two separate entries for dogs and cats provide shortcuts for users to shop. Two toggles, “dog” and “cat”, and handy filter and sorting functions on the browsing page to help users find the products they want as fast as possible. I designed the website in such way because part of my client’s identity is also quick and convenient (as a sport-related pet store).

Reference

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