Assignment 5
Web HTML and CSS Prototypes

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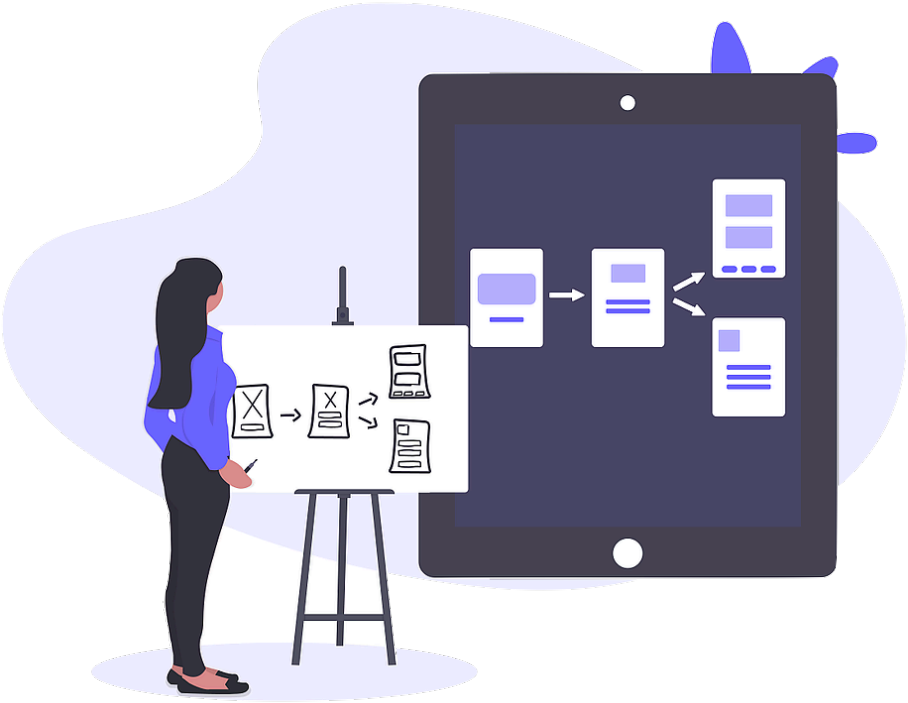
FALL21 PUI



Link to the website

https://yvonnehou98.github.io/homework_5/

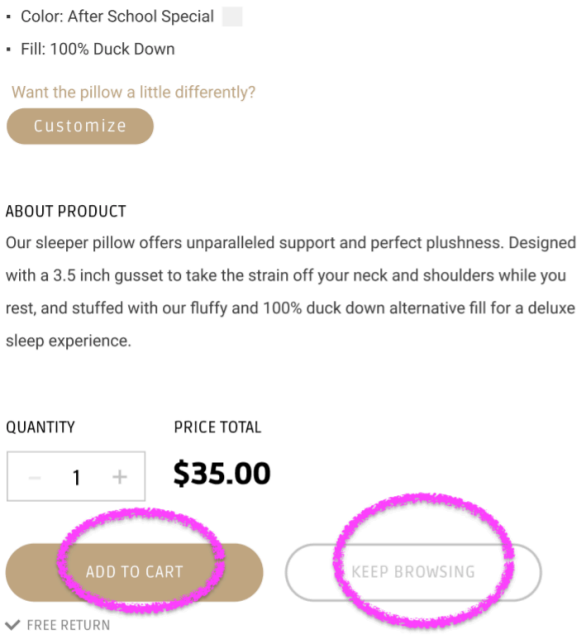
Link to the Git repository

https://github.com/YvonneHou98/homework_5

User Interface Bugs & Heuristic Evaluation

UI Bug 1: From the usability testings I conducted, I was told that the buttons on the product detail page violated the ***heuristic evaluation principle of "Consistency and Standards."*** The two CTA buttons are in uppercases (shown in figure 1) while the rest of the buttons are in lowercases. Also, the participants pointed out the readability issues regarding the phrase being in all caps. Since users read by identifying the shape and white spaces around the letters, all caps phrases make every letter looks identical and force users to read letter-by-letter, reducing the reading speed by 10% according to Nielsen Norman Group.

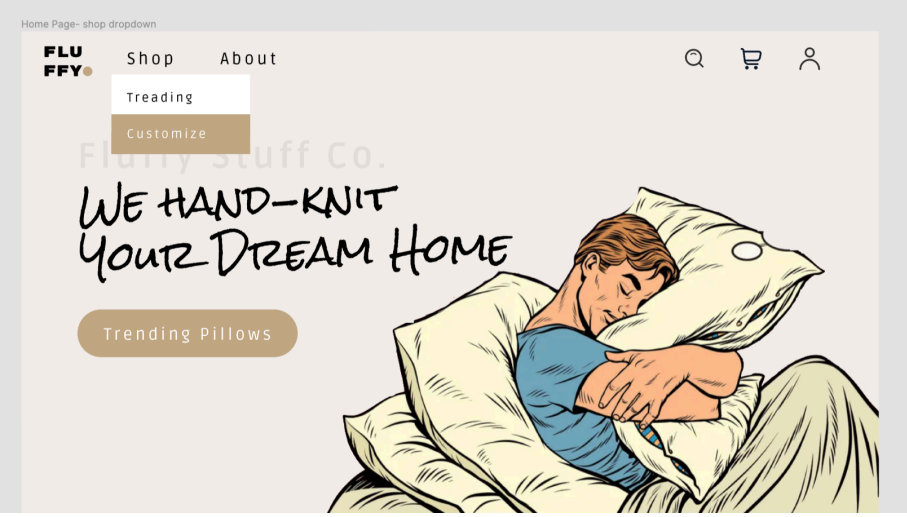
Figure 1: Screenshot from Figma design prototype product detail page.



UI Bug 2: Participants reacted negatively to the dropdown navigation of the "Shop." (see Figure 2) Feedbacks indicated that it seems like an extra step to click upon

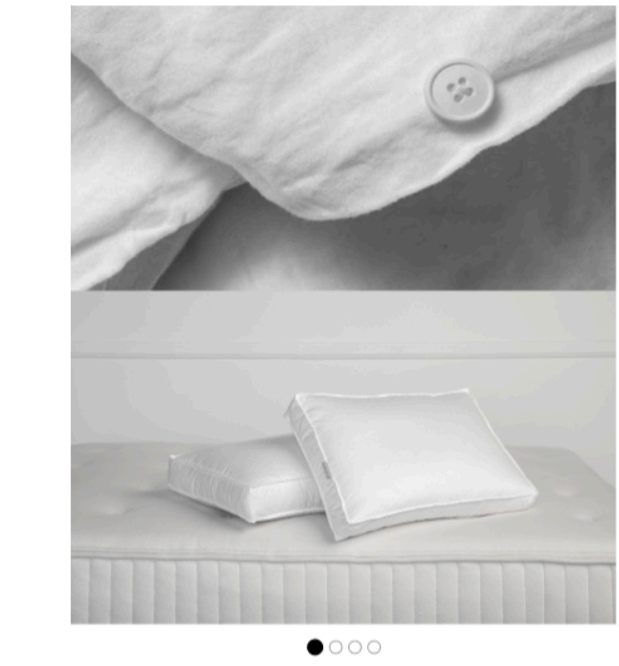
For new users who have not build trust with my website and the quality of products, they are not willing to go straight to customization when first landed on this home page. Since customization sounds like it requires extra effort from users to configure, 3/3 of my participants reported that they are not willing to do so within the first encounter with my website. Thus, having a dropdown distracts users and adds more steps for users to achieve their goals, which ***violates the heuristic evaluation principle of minimalist design***.

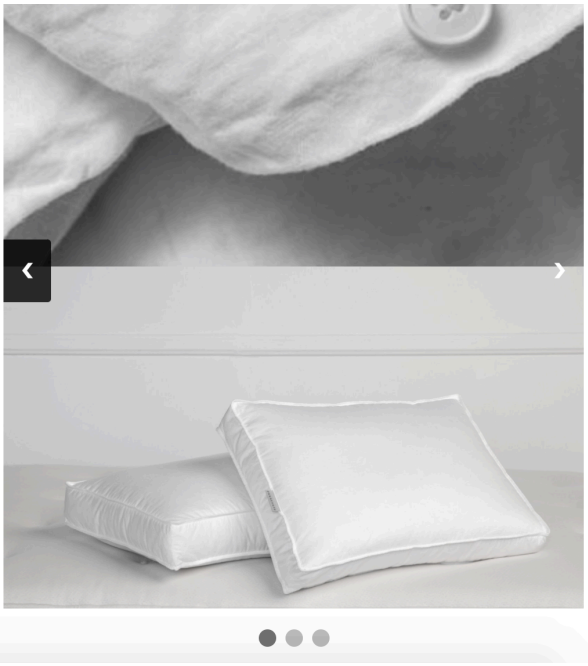
Figure 2: Screenshot of the dropdown from the Figma. I removed it for the final website. Also, the customization feature is highly discoverable on the shop trending pillow page.



UI Bug 3: In my design prototype, the three dots under the photo carousel on the product detail page are intended for users to operate the photo slide. (see Figure 3 left) However, during the usability testing, my participants pointed out that the dots are not ideal to act upon due to their tiny hot area and hard to interact without errors. This ***violates the heuristic evaluation principle of flexibility and efficiency of use***. I believe this is an essential problem since those visual aids are critical when it comes to purchasing decisions and flipping through photos is a frequent activity for all users. Thus, I revised the carousel design to have additional arrows on both sides to help navigate the pillow pictures. (see Figure 3 right)

Figure 3: Left is from the Figma prototype design; right is a screenshot of the current implementation. (modified)





Challenges / Bugs encountered

Challenge 1: I encountered a bug when implementing the code for the photo carousel. I placed the javascript code inside a separate js file and linked the script within the HTML file of the product detail page. However, the carousel did not behave correctly. By default, the first slide picture did not show due to display:none in the CSS. When I changed it to display:block, picture items show one under the other, rather than in a line horizontally. I tried to poke around the code and adjusted many settings but could not figure it out.

```
88    </body>
89
90    <footer>
91      <!--    JavaScripts for slide carousel-->
92      <script src="script.js"></script>
93    </footer>
94
95    </html>
```

How I solved it: I looked it up online and found a similar case on stack overflow. The most voted answer mentioned to moving the link to javascript file from the header to the footer. It worked.

Challenge 2: For the product detail page, I once tried placing the photo gallery above the background image. However, I was not satisfied with the outcome.

How I solved it: Unable to use the Bootstrap library grid system, I decided to split the screen into half using classes in pure HTML/CSS. It turns out great since I am also able to adjust the ratio of each half to have more flexibility on the website appearance.

Brand Identity

How the brand identity reflected through design:

The keywords for my client's website brand identity are family-friendly, cozy, and hand-made. It is because a pillow is a basic home essential, but can appeal to people's emotional side by giving warmth and support. I wish the customers to feel the same personalized care through the design, something simple but warm. Such a design theme is cohesive in the site I implemented. For instance, the theme color and the accent color are both low-contrast earthy colors to convey the message that it is a relaxing place, nothing fancy. Also, I employed very rounded buttons with the radius of 45px to avoid sharp edges and be consistent with the brand identity. Moreover, the slogan and subtitles are in hand-written fonts, which implies that the website is where one can obtain personalized care and also the fact that the client hand-knit every pillow.

Bonus (also in README)

Extra work:

1. Additional site page: About us page implemented with embedded youtube video
2. Added Favicon for the website to complete a cohesion of logo branding
3. Added interactive javascript component besides static html and css.

References:

pillow images:

https://www.parachutehome.com/
https://society6.com/product/mid-century-modern-sun-rainbow_floor-pillow?sku=s6-10956815p60a204v721a206v723&c_kid=s6-10956815p60a204v721a206v723&g_adgroupid=72197347096&utm_term=&utm_source=GOOGLE&g_merchantid=7992249&campaign=%5BNB%5D_1027_US_%5BPLA%5D_Home_Decor_Misc_Home_Decor&utm_medium=cpc&g_adid=355661762372&adgroup=Home+Decor+-+Floor+Pillows+-+NewPT&g_productid=s6-10956815p60a204v721a206v723&g_adtype=pla&g_ifcreative=&g_partition=828160552054&g_campaignid=1848986099&g_ifproduct=product&g_network=g&g_acctid=521-729-4540&g_keyword=&g_keywordid=aud-310376088700:pla-828160552054&g_productchannel=online&g_campaign=%5BNB%5D_1027_US_%5BPLA%5D_Home_Decor_Mi

sc_Home_Decor&gclid=EAIaIQobChMIvoC7oveT8wIVQXxvBB1znQfNEAQYDyABEgJkBPD_BwE&gclsrc=aw.ds

illustrations:

https://www.vectorstock.com/royalty-free-vector/dreamer-man-in-bed-hugging-a-pillow-vector-11703192
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