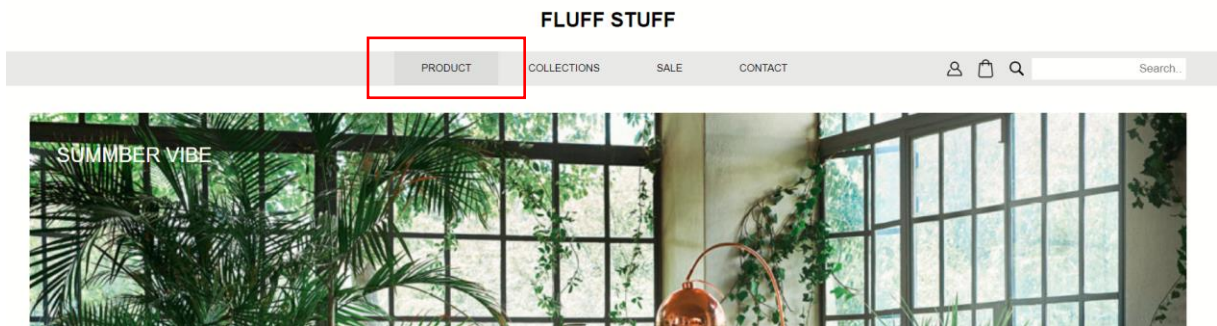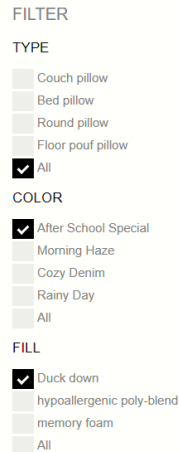Zhuoying Lin
A5 reflection

- (3 pts) Discuss 3 to 5 user interface bugs you found in your heuristic evaluation. Be sure to include your design for fixing those bugs, annotated screenshots are ok.

1. On the top navigation bar. Each button of a title is a link to another page as well as an indication of the current page status. Therefore, the page button should have both mouse hover effect and the difference between the active page and inactive page. However, On the home page, it would be not clear if the product title is on active mode. Therefore, in the end, I just make all the page button looks inactive and leave users to explore the navigation bar.
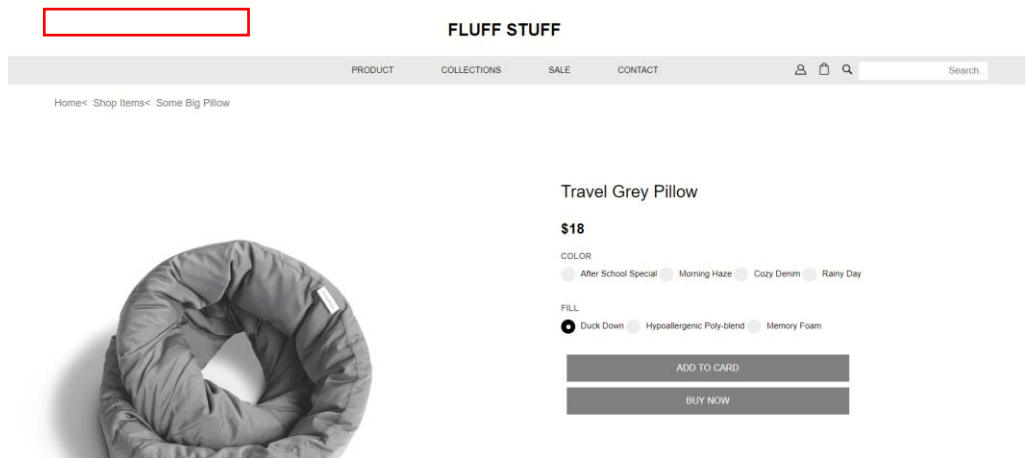
2. On the individual item page, the top navigation bar also does not have any title that could describe the content of the page. In order to make the user clearer about their location on the website, I added a path track link on the top left, shown in the red box. The path tracking enables would show which branch of the page the user is on and provide a link to go back one step or more steps.

FILTER

TYPE
- ☐ Couch pillow
- ☐ Bed pillow
- ☐ Round pillow
- ☐ Floor pouf pillow
- ☑ All

COLOR
- ☑ After School Special
- ☐ Morning Haze
- ☐ Cozy Denim
- ☐ Rainy Day
- ☐ All

FILL
- ☑ Duck down
- ☐ hypoallergenic poly-blend
- ☐ memory foam
- ☐ All

3. This screenshot indicates the item filter on the shop product page. The filter used to be one able to select on the item in one category. However, that ignored the need when the user wants to view more than one type of items. Therefore, I make the filter a checker box, which will allow the user to add multiple filters at the same time.

- (3 pts) What challenges or bugs did you encounter in the process of implementation, and how did you overcome the challenges?

    1. First is the feedback of buttons. When adding a link to a title, the html original underline effect cannot give the user enough feedback on hover over the condition. Therefore, I add a color change effect to the button and increase the button area to make it easier to click through.
    2. When laying out the grid for the product items. The image sometimes exceeds the container boundary, and leave the pillow cut in half. Therefore, I change the display width of the image in html and give a min high and with to the image container. I also selected images with a white background, so the cut off effect will be less obvious on the page.
    3. On the shop product page, the positioning of each item title was also a problem. Since the images are mostly white, with less indication of the boundary. The adjacency of each title becomes critical to indicate information for the right item. I narrow the line-height of each title and set the top padding small and bottom padding wide.

- (3 pts) 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?

The brand I choose is Fluff Stuff, which sells different kinds of pillows. Since it is in home decoration and interior design category, I decided to create a clean and artsy vibe on my website. The homepage and collections page are meant to showcase a high-quality lifestyle the brand is advocating. The large posters of different styles of the room give users option to explore by their taste and provoking new possibility in users' home decoration ideas.