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PUI – Assignment 5
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Link to site: https://akyroudis.github.io/homework_5/index.html

Link to repository: https://github.com/akyroudis/homework_5

Upon conducting a heuristic evaluation on my previous design, I found few bugs that I was able to address in the current prototype. First, I found that the need for click input to view different images on the product page was really a lack of foresight. Users who are exploring the product and considering buying it are almost always going to want to view multiple images, so in this current prototype, instead of blurring out the following image and requiring a click, I got rid of both of these barriers. Now, all the user needs to do is scroll down to continue seeing more images of the product, shown in the screenshot below:
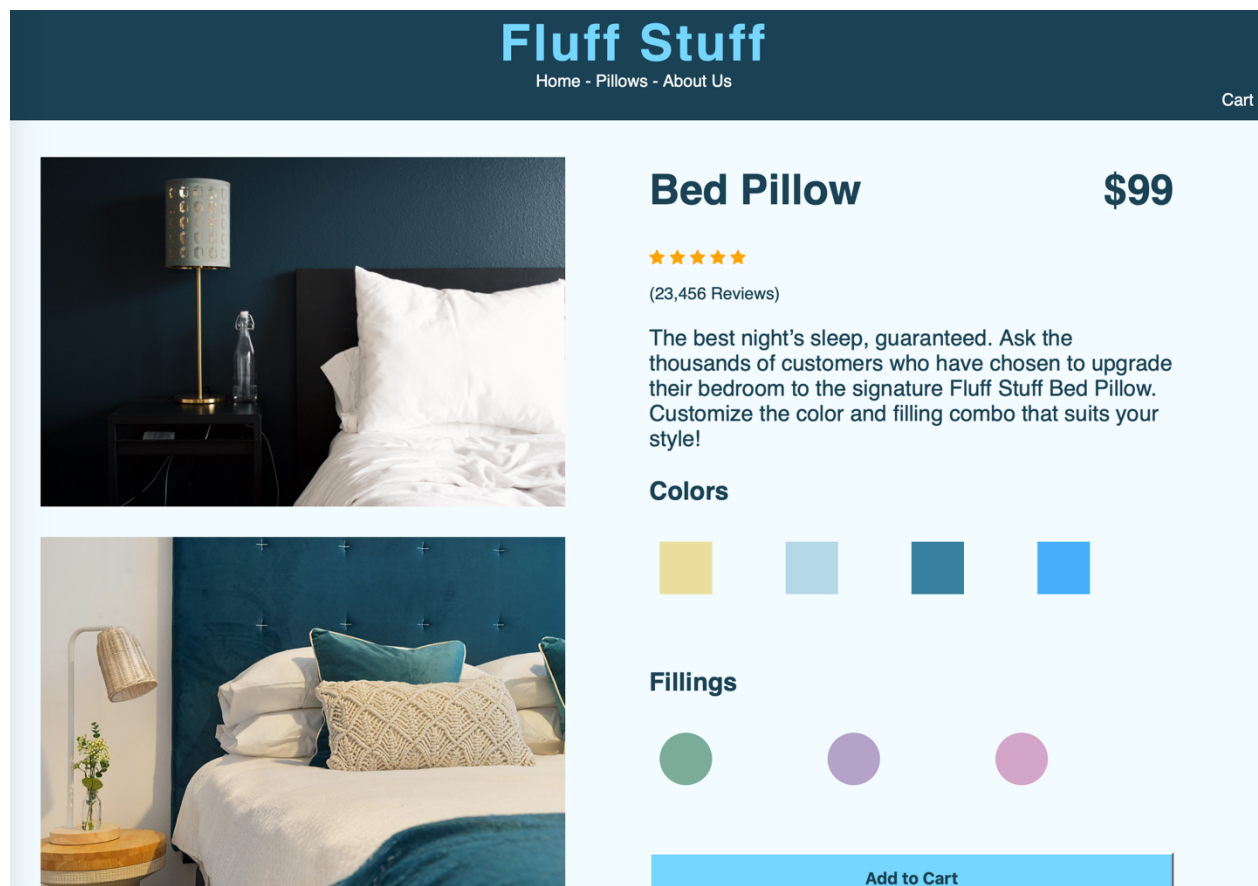
Next, I found that the inclusion of a search bar was confusing to the overall experience of using the Fluff Stuff site. Due to the sight carrying a total of four different products, the need for a search bar is nonexistent. Now the user is less drawn to an unhelpful feature of the site; and if they would like to search for a specific pillow, they can click on the 'Pillows' link in the

navigation bar. The current design is cleaner and provides a more streamlined experience for the user:
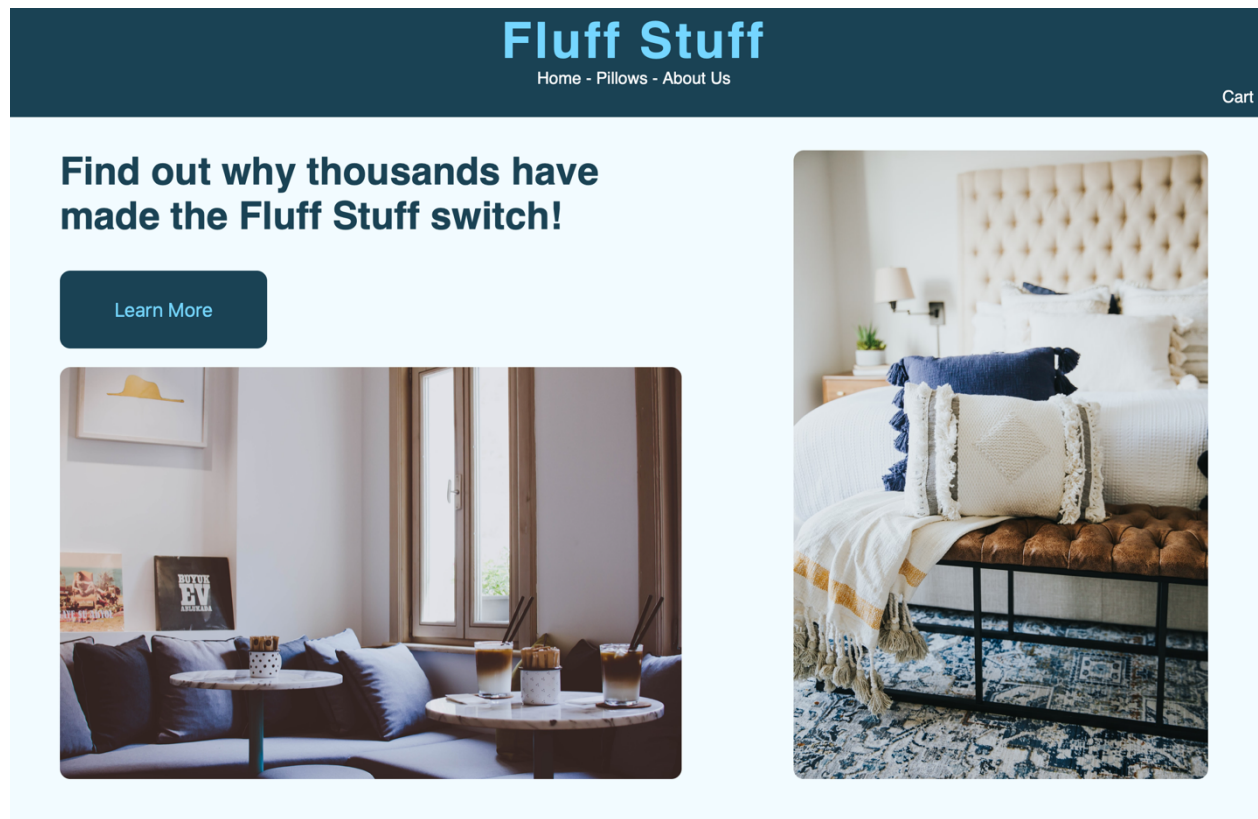
The third bug I found in my previous iteration regarded buttons, and their affordances. I did not make it such that hovering over every button resulted in the cursor using the pointer icon. This is an essential feature for maximizing usability as the user is completely sure whether a certain region of screen space is clickable or not. Thus, I changed the behavior of every button to reflect its button-ness and show the pointer cursor.

The entire process of translating a visual prototype into a web-based prototype was difficult. Simply transitioning from a GUI to a command line interface was difficult. The most challenging part across the whole process was successfully using a grid to divide and align content. It took a lot of trial and error to make sure the various elements were aligned in the way that I desired. Often, I would segment the information in the incorrect way and then be confused as to why certain elements were in one column that were meant to be in their own columns, for instance. Additionally, I faced several errors that were the result of my misuse of various tags, for instance nesting the <a> tag inside of a button, or vice versa. Another difficulty I faced in the development of this website was the behavior of buttons, highlighting when hovered over and changing appearance when clicked. After much research and trial and error, I got the buttons to behave in the intended way, responsive to hovering and clicking now.

Fluff Stuff is a brand that purveys high quality pillows, a product designed to be relaxing and comforting. As such, the website is designed with a series of cool blue tones that induce a

sense of calmness for the user. Additionally, pillows are a product that in large part relies on its simplicity: a comfortable pillow is immediately recognizable. The website therefore also employs a simple structure to aid the usability for the user and streamlines the actions the user will likely perform, like browsing for and buying pillows. The images on the Fluff Stuff site are intentionally large, as pillows are a product that relies on sensory experience – feeling how the product makes you feel. Overall, the Fluff Stuff site offers users an aesthetically pleasing, easy to use pillow buying experience.