

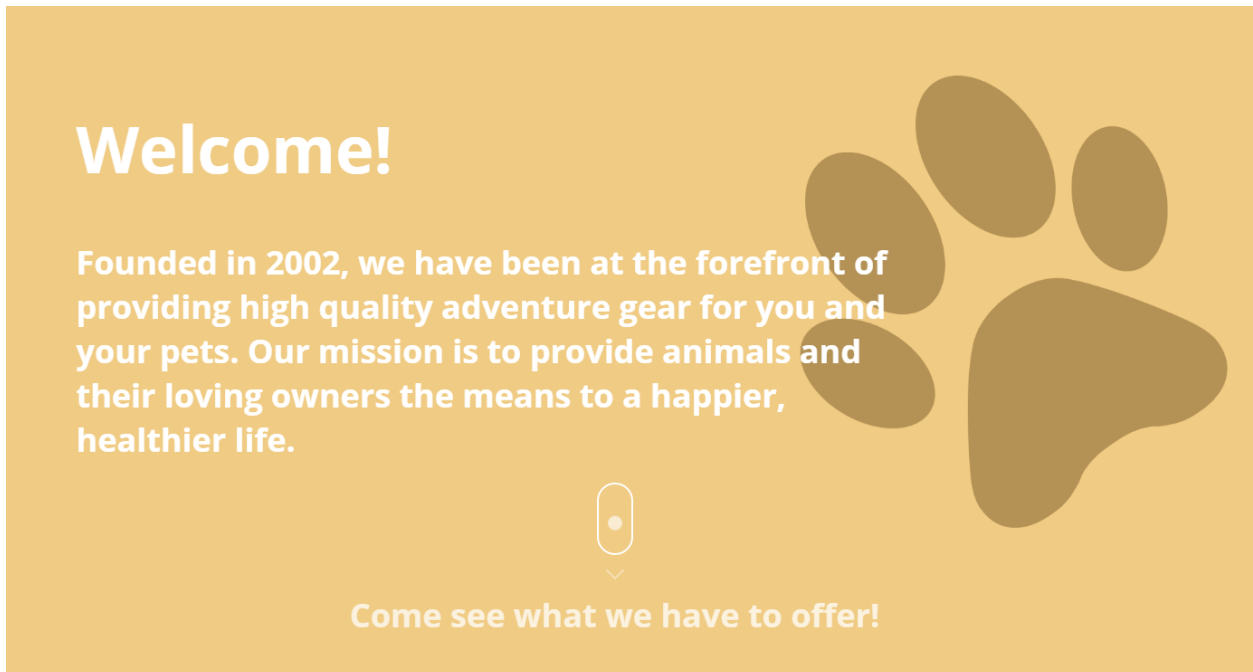
Heuristic Evaluation

1) System feedback (solution)



One of the issues I found during my heuristic evaluation was a lack of system feedback. My products had an “add to cart” option, but there was no visible cart in any part of the navigation bar. My solution to this was to add an icon to the navigation bar that would clearly indicate the shopping cart to the top right corner.

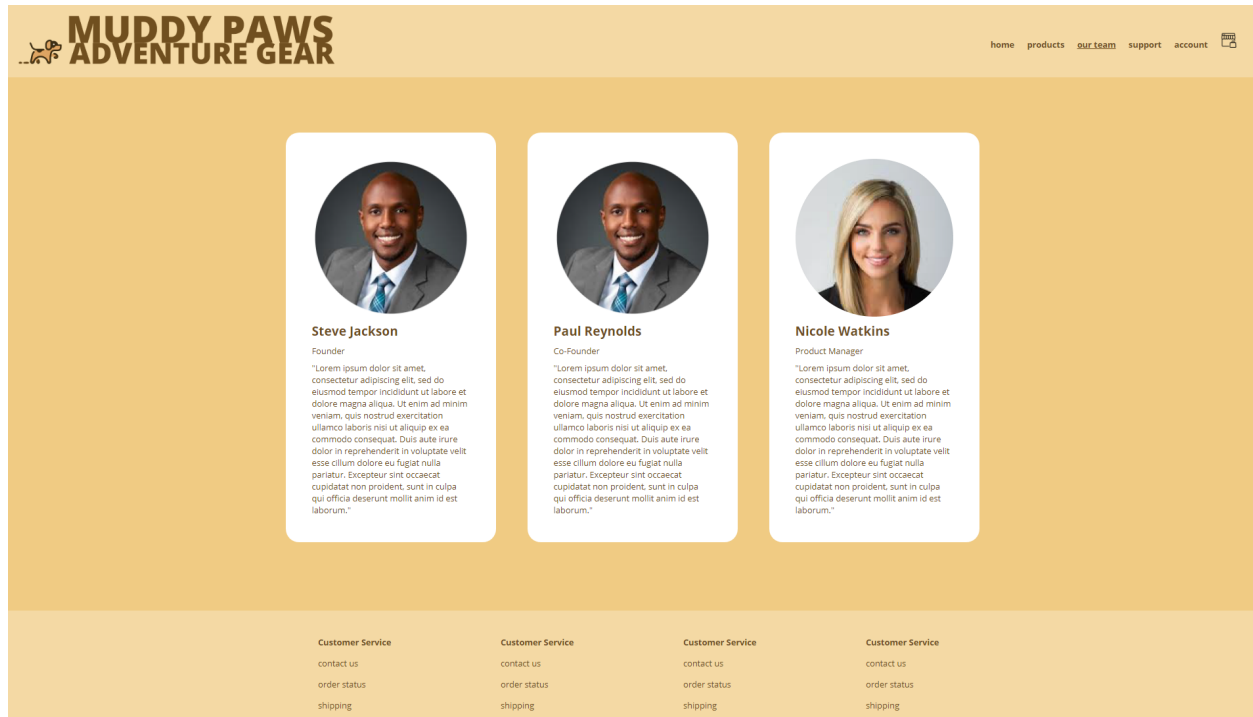
2) User control



I also didn't like how my welcome page was actually separate from the homepage on my figma prototype. I think in terms of usability, it is much easier to scroll

down the page rather than click a small button on the screen to get to the homepage. I replaced it with an animated scroll down button that will act as a visual indicator.

3) Ease of usage



Also instead of forcing the user to click “view bio”, I thought it would reinforce the brand image if the user were able to view their description upon landing on the page. It would be a deterrent to the user if they had to go through an extra tedious step to get to know our team if they weren’t motivated to do so in the first place.

Challenges

For me it was really the lack of control I had over CSS. The process seemed simple enough where I just needed to create a structure in HTML and then stylize it with CSS. It looked like a simple process, but a large part of my design was actually a

product of trial-and-error and number tweaking. The biggest challenge in my opinion was coding the product's detail page. There was just a huge load of information to deal with and it got really confusing to look at. There were a couple of solutions that I thought were extremely helpful in overcoming this challenge. One of them is to think in terms of "sets" and "subsets". Once I understood that page elements are just boxes of information inside boxes that are inside larger container boxes, it really became easier to digest the large amounts of information that are on the page. Stylizing it with CSS, though, was still hard because of the disconnect between expectation and reality (for example, `display:flex` + `flex-direction:row` displaying elements arranged in a column instead of a row), but the sensory overload was much easier to manage with this new mindset.

Brand identity

I really wanted to establish a firm sense of brand loyalty with the customers, so a large part of my focus was in crafting a memorable logo and mission statement in the homepage. The image I wanted to convey was a sense of warmth and friendliness--hence the warm color palette and soft/minimalistic logo and page design. Elements are clearly displayed on the page in order to convey a feeling of assurance through transparency. We have nothing to hide, so the page focuses on using larger fonts as opposed to using smaller ones. It was extremely important that the website establishes a connection beyond that of just consumer and producer. For example, this idea where you and I both love pets, and so we as producers want to not only help but to encourage spending the limited amounts time you have with your furry friend.