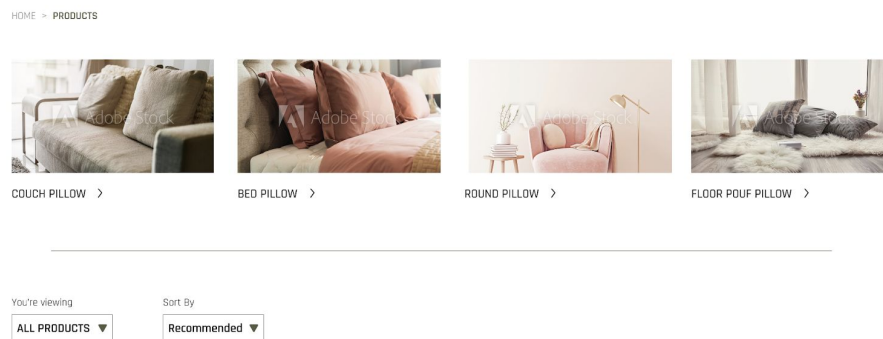# PUI Assignment 5
Web HTML and CSS Prototypes - Reflections

Spring 2021, Angela Chen (jiewenc)

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Part I. HEURISTIC EVALUATION

1. **Description:** In the product browsing page, while there are already 4 category images leading users to the different types of pillows, the dropdown menu nearby is serving the same purpose. The dropdown menu (filter) is redundant and will possibly confuse the user.
    The Heuristic Violated: Aesthetic And Minimalist Design
    Severity Rating: 2 - minor usability problem
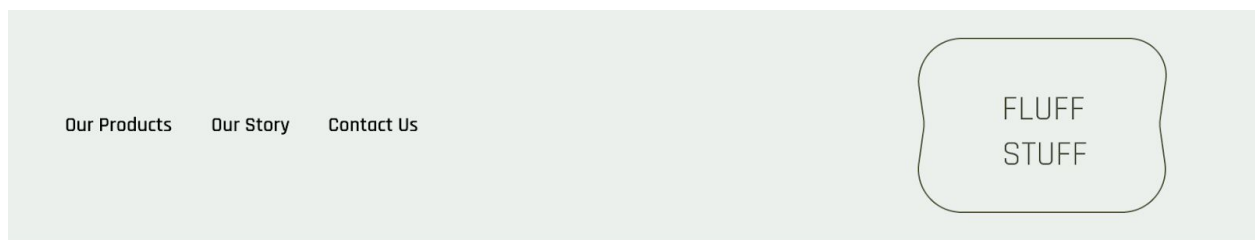
2. **Description:** The major way the user can navigate back to the homepage is by clicking on the "Fluff Stuff" logo, which is not that obvious and users might have troubles finding it. The user should have clear text telling them how to return to the homepage.
    The Heuristic Violated: Recognition Over Recall
    Severity Rating: 3 - major usability problem, important to fix

3. **Description:** In the user account page, the user has a "favorites" section which is supposed to keep track of the items they're interested in. However, this feature is not reflected in the product browsing or product detail page. The user doesn't actually have the freedom to collect an item to their "favorites".
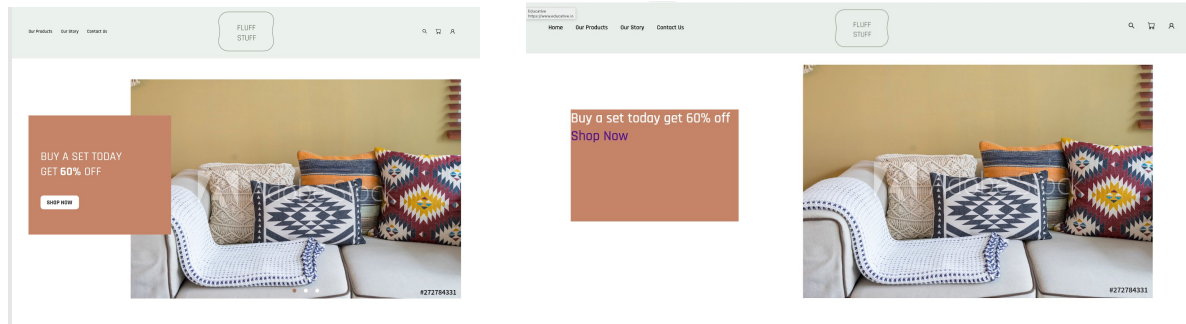   **The Heuristic Violated:** User Control and Freedom, Consistency and Standards
   Severity Rating: 4 - usability catastrophe, imperative to fix

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Part II. CHALLENGES, SOLUTIONS

Challenge 1:
The margin and padding in the original design don't look good in real implementation.

When I'm trying to use the origin sizes in my figma prototype, the layout won't match the design. To solve this problem, I added more white spaces to the design during implementation. Also, I did a lot of adjustments based on the screen size.

Challenge 2:
When the screen size changes, the page layout might break.

I encountered this problem when I'm trying to display the page in a smaller screen - some of the elements cluttered together and the page looked messy. I think there are different approaches to

fixing this and getting a responsive page. The approach I used was the **media query** feature of CSS. I set up 3 breakpoints (for desktop, tablet, phone) and set up different component sizes respectively.

```css
422
423    @media (min-width: 1500px) {
424        .product-thumbnail {
425            width: 20rem;
426            height: 20rem;
427        }
428
429        .products-category-image {
430            width: 12rem;
431            height: 6rem;
432        }
433    }
```

```css
435    @media (min-width: 1700px) {
436        .product-thumbnail {
437            width: 23rem;
438            height: 23rem;
439        }
440
441        .products-category-image {
442            width: 14rem;
443            height: 8rem;
444        }
445    }
446
```

Part III. BRAND IDENTITY, DESIGN CHOICES

1. The brand identity of the website is modern, cozy and minimalistic. The brand is trying to sell items that help people get a cozier home. The vibe of the website should be soft, peaceful and comfortable to look at.

2. I use **Rajdhani** as the primary font of the website. This is a modern san-serif font which is slightly condensed. The balanced shape provides a sense of elegance. The twisting parts of the font are halfly round, which decreases the seriousness of the balanced shape and provides a vibe of coziness. As for colors, I chose **low-saturated green and brown** as the primary colors. I attempted to use some peaceful colors instead of eye-catching colors since these low-saturated colors make people feel comfortable.