

0.

Heuristic Evaluation:

	Bug	Heuristic	Fix
1	Top navigation bar not visible if you scroll down	(3) User control & freedom (4) Consistency & Standards	Made top navigation bar static on the screen
2	No way to go back from a particular product page to the product browsing page	(9) Help users recognize, diagnose, and recover from errors	Added "Back" button on product pages
3	No error states	(9) Help users recognize, diagnose, and recover from errors	Added appropriate error states (error messages appear directing the user how to recover)
4	No help buttons to direct user if confused	(10) Help and documentation	Added help buttons wherever necessary (buttons with (?) when hovered over display additional information)
5	No visual affordance for clicking on in-page links like Reviews, Answered Questions on product page	(4) Consistency & Standards (6) Recognition rather than recall	Added underline text effect under links on product pages (Reviews, Answered Questions)

HTML:

1.

a. Home page --> `index.html`b. Product browsing page -->
`browse-page.html`
`browse-page-cust-favs.html`c. Product detail page -->
`product-dog-harness.html`
`product-dog-leash.html`
`product-cat-leash.html`

2. Home (scroll to section "Customer Favorites") > Browse More > Customer Fav Browse Page (click on any Product) > Product Page

I have linked all items in my site to some Product detail page.

3. All pages render properly

4. Code is (i) indented, (ii) comments added appropriately everywhere, (iii) alt text added for images

CSS:

5.

a. Home page --> `style.css`b. Product browsing page -->
`style-browse-page.css`c. Product detail page -->
`style-product-page.css`

6. CSS files are well formatted

7. Code is (i) indented, and (ii) comments added appropriately everywhere

HTML+CSS:

8. Web prototype looks almost identical to Figma prototype, added "fixes" from above table after heuristic evaluation.

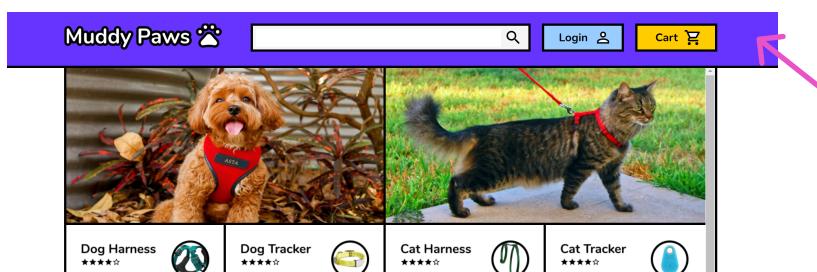
9. Used only vanilla HTML and CSS

10. No external sources

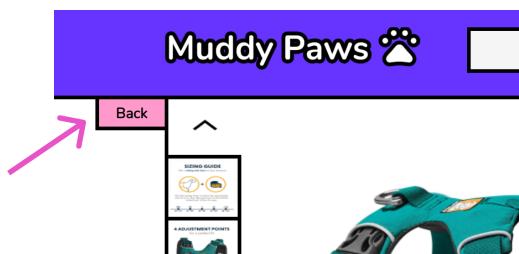
11.

Reflection:**Link to website:** <https://animeshsinghjay.github.io/pui-hw5/>**Link to source code:** <https://github.com/animeshsinghjay/pui-hw5>**a. UI bugs from heuristic evaluation:**

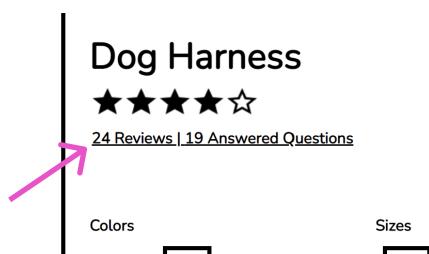
- Doing the heuristic evaluation based on Nielson's usability heuristics helped me identify some additional bugs in my UI design which I hadn't considered before. The process I followed was - taking the heuristics one by one and critiquing my design in the lens of the said heuristic. The details of the bugs (and their fixes) I found are presented in the table on the previous page. A few that stood out were:
 - Top navigation bar not being visible if you scroll down. This was a violation of (3) User control & freedom & (4) Consistency & Standards. I fixed it by making the top navigation bar static on the screen throughout my website.



- No way to go back from a particular product page to the product browsing page. This was a violation of (9) Help users recognize, diagnose, and recover from errors. I fixed it by adding a "Back" button on the left side margin of the product pages.



- No visual affordance for clicking on in-page links like "Reviews", "Answered Questions" on the product page. This was a violation of (4) Consistency & Standards & (6) Recognition rather than recall. I fixed it by adding an underline text effect under the said links on the product pages.



11.

b. Challenges in Implementation:

- The biggest challenge I faced in the implementation was not being able to use any standard resources like Bootstrap for implementing interactions like, say carousels, in my design. I coded up static versions of interactions in my site. Since we were not using JavaScript in this assignment, for popups - I just created another page with an overlay/modal backdrop on the MuddyPaws website, on top of which I created a popup box by increasing the z-index. My biggest challenge was my own boxy design that I chose for the UI of this website - but the decision was also taken keeping in mind the brand identity for MuddyPaws. My favorite handy-dandy tools - grids and flex boxes - helped me replicate my Figma design to HTML/CSS appropriately. Overall, I had fun creating this website from the ground up.

c. Design Decisions:

- The brand identity I was going for with the design of MuddyPaws was - (1) clean, boxy, rugged, reliable; but also (2) fun colors, pictures, exuding happiness - because our users are outdoorsy, healthy, active, fit, happy, animal-loving people. The goal was design for users to be able to find adventure gear (like harnesses, bottles, trackers etc.) for their furry friends (pet cats & dogs) wherein the product should be (1) "suitable" for their pet - size, color, fit etc. and (2) of "good quality, reliable" - through customer photos, reviews, ratings etc.

The colors are chosen to be fun and easy on the eye, add a little quirkiness to the website, but remain professional at the same time. The entire website is very coherent and there's uniformity in the style & flow of the website. The look and feel connotes - uniformity, cleanliness, fun, reliable - because the customer base (1) wants the best for their pets - would like trust, stability - that is provided by keeping things constant, and changing elements that are clicked on; (2) not very price conscious, isn't looking for the bare minimum cheapest option or comparing with that mindset - they want reliable, high quality products - prominence is given to customer photos that appear as modal windows in the UI.

12.

Bonus (for Extra Credit):

- I implemented 3 product detail pages -
[product-dog-harness.html](#)
[product-dog-leash.html](#)
[product-cat-leash.html](#)
- 2 product browsing pages -
[browse-page.html](#)
[browse-page-cust-favs.html](#)
- 2 popup modals -
[popup-login.html](#), [style-login-popup.css](#)
[popup-size-chart.html](#), [style-size-chart-popup.css](#)