

(1 pts) What challenges or bugs did you encounter and how did you overcome the challenges? I encountered lots. (1) image positioning was very difficult because class = "img_nmbr" in the same style page multiple times was messing with the relative position of the images and hence I created separate style pages for images for each html page. (2) Text position was very difficult because it was hard to apply the same style for a paragraph or header to all paragraphs or headers. I created up to 7 headers for this purpose and gave them each a different position amongst the three pages. (2) syntax errors were very common, frequent, and incredibly hard to detect. For example, I had spelled the name of style file wrong when linking it, hence for half an hour I was stuck.

(1 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 simplicity and comfort of the Fluff Stuff brand is reflected in the simplicity of the design with very simple options to choose from and a comforting color scheme and font choice. As discussed before in my previous reflection, We used large pictures that take up a lot of the screen because pillow shopping is a sensual experience, and when doing it online your visual sense is really the only one being used so we wanted to stimulate that sense the most by the use of the large appealing pictures. Additionally we wanted to encourage buying items so we made it easy to add something to the bag by placing the add to cart button right in the middle of the product page and right below the product picture. We wanted users to be able to access reviews and other products easily from the product page which is why the tabs are both at the top. We wanted users to be able to click back at any point during clicking into the site which is why we minimized the amount of connections and why most screens are connected to the home screen, besides the "shop our products → product page → cart → check out" flow.