

Mon, 26 Feb 2018

REFLECTION

1. WHAT CHALLENGES OR BUGS DID YOU ENCOUNTER AND HOW DID YOU OVERCOME THE CHALLENGES?

I've faced a lot of challenges in building out the website based on previous design prototypes, particularly in translating them to their web versions without any use of frameworks. The designs were easy to make in terms of element placement and composition, but with code, elements need to be properly aligned. Also, they change positions based on screen sizes. There were challenges using color and icons as well since I couldn't use external libraries.

2. 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?

I believe the client would benefit from this "minimalistic" design style. I've used minimum space to showcase the information users would care about the most, including larger product images, and clear filters.

I have also used lighter color shades with proper contrasts that would give a positive feel to users. Since there is little content and the shop is small, every product is properly displayed to the users and are sparsely placed.