What challenges or bugs did you encounter and how did you overcome the challenges?

1. One challenge I faced was with buttons. I wanted to make the buttons lead to another page. I initially used the HTML <a> tag and then made the button tag a child to it. However, when I ran this through the validator, it came up as an error.
   1. Fix: I looked online and found on stack overflow that using the form tag solves the problem and the button can be styled in CSS. So, I experimented on my “SHOP NOW” button and once I made it work, I applied the same format to all my other buttons that I wanted to lead to other web pages.
2. Another bug I faced was the top-align feature as an attribute with the <img> tag is no longer used in HTML.
   1. Fix: I looked up all the possible CSS styling options I could to an image. After playing around with several options, I settled on one that shrunk the size of the cart image making it fit into the navigation bar compactly.
3. I originally wrote all my code in terms of pixels instead of percentages. This meant that when the webpage was shrunk the items on the page wouldn’t change their position or adapt to the size of the webpage.
   1. Fix: I went through all 4 files and everywhere there was a pixel I changed it to a percentage term. I watched a couple videos on YouTube to learn what the ideal percentages are to achieve my goals of how I wanted my webpage to look like.
4. I also had an issue with scaling pictures, the blue and pink pillow just didn’t look as blown up as they did in my In Vision prototype. I was trying to scale it within the HTML file but this made the pictures disproportionate. In CSS, I tried to make it the background-image but this didn’t allow both the blue and pink pillow to show at the same time.
   1. Fix: this was an easy fix, I just had to use positioning within the CSS file for each of the pillows.

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?

* Based on the heuristic evaluations we did last week, I changed the layout of my navigation bar by keeping all the main tabs on the left-hand side and keeping the cart on the right-hand side. The cart is the important element in order to achieve the overall goal of the website, as I want customers to buy the product, so I wanted to isolate it on one side to bring attention to it.
* I used minimal colors that are easy on the eye because customer segments for pillows are not niche but wide ranging from homeowners, interior decorators, students to offices. At the same time, the spacing and layout makes it look professional and mirror an actual website for customers to trust the company.
* I also wanted easy access to the products which is why I provided two ways for consumers to reach the product page. The shop now button and the products tab in the navigation bar. This encourages them to right away begin exploring the products.
* On the product detail page, in my earlier iterations I had a lot more information but realized this is confusing especially when a customer’s simple goal is to purchase a pillow efficiently and easily. Hence, I limited the options and clearly labelled all the things they must choose in order to complete their purchase. I increased the font size, so it is easily accessible and readable.