

Assignment 5 – HTML Prototype and Reflection

Link: https://bfiksel.github.io/homework_5/index.html

Heuristic Evaluation

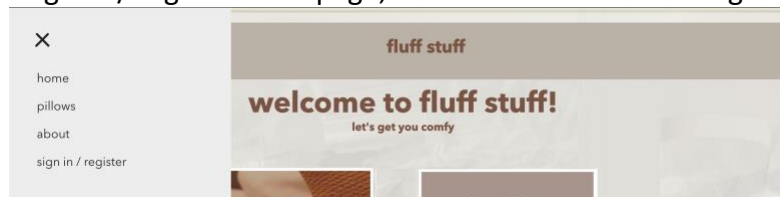
I performed a heuristic evaluation on my InVision prototype, looking for subtle ways in which the user experience could be improved even further. Here were some findings:

1) **Efficiency and standards**

In the InVision version of my website, I had a dropdown in the top header for the main hamburger menu navigation, as well as for the 'Account' setting such as 'Sign In' and 'Register'. Upon reflection, this violates the efficiency and standards of the website; if the user sees one dropdown from the top menu allowing them access to the whole site, they assume that the nav bar dropdowns will be reserved for full site navigation. Having the 'Account' button in the top right could be confusing.

Solution:

As a solution, I combined the main site navigation all into the hamburger menu. I also combined "sign-in / register" to 1 page, accessible via the hamburger menu.

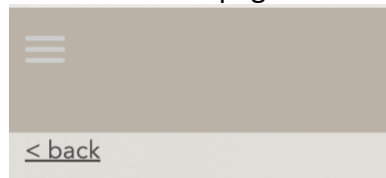


2) **User control and freedom**

In the InVision version of my website, it could potentially be difficult for users to return to the previous page in the website. They would have to go to the hamburger menu dropdown and choose a section. This works well for navigating to a specific page, but if a user just wants to go back to the previous state, it would give them more control to be able to easily locate a "back" button.

Solution:

As a solution, I added a "back" button that allows users to quickly return to the previous page, in 1 click. This appears on the "Pillows" page and the "Couch Pillow" page



3) Aesthetics and minimalist design

In the InVision version of my website, I had some repetitive information on the product page. I listed the selected color and the selected filling for the pillow twice on the page (e.g. “After School Special” was listed as the selected color, and additionally listed in its selected button).

Solution:

In order to remove clutter from the screen and make the selection more clear (especially since some of the colors and fillings have lengthy names, such as “Hypoallergenic Poly-Blend”) I removed the selected name from the header and relied on the selected state of the button for a cleaner look.



Challenges in Coding HTML + CSS

Some challenges and bugs I encountered while coding my prototype in HTML and CSS included:

- Proper spacing, in terms of center alignment for items like header text and images. For some reason, I could not get simple ‘center’ align tags to work properly and reliably. In the end, I ended up using left padding in order to get the HTML site to look as close to my prototype as possible, at least in a close-to-full-screen Desktop view. I know that this is not best practice for coding a responsive site, but since I am a beginner at HTML, I focused on ensuring that I could get the page to look right in at least one view.
- Another issue I had was linking the images correctly. For some reason, the images were not showing up when I just used “/images/____.png”, even though the images were indeed in an image folder within the same directory as the index.html file. I was able to get the images working when I used the full computer directory link (*Macintosh HD/Users/brandonfiksel/Desktop/* etc...). So, while that was not sustainable, especially for submission purposes, I was proud that I was able to find a workaround.
 - Googling the issue brought up that some people added periods before the “/”, either one or two. I experimented with a few different period options at once and discovered that the single period “./images/” seemed to work on my GitHub site.
- Another challenge I faced was the consistency between the global elements’ HTML among the pages. Especially towards the end of my work as I was cleaning up the

intending and spacing of my code; I had to make alterations to the global navigation for each of my HTML pages and ensure they all still worked after being altered.

- Other issues were common ones; a carat or curly brace being left off in HTML and CSS respectively.

Brand Identity

In my design choices, I aimed to provide a sense of comfort, representing the pillows which Fluff Stuff sells. The colors are tame, warm, and invite the user into a soft and comforting experience. Headers are lowercase to give a 'comfy', relaxed feeling. The website is easy to use, clear, and concise, and thus provides an 'ease' so the user ideally feels even more relaxed.

Thank you!