

Live Project Link

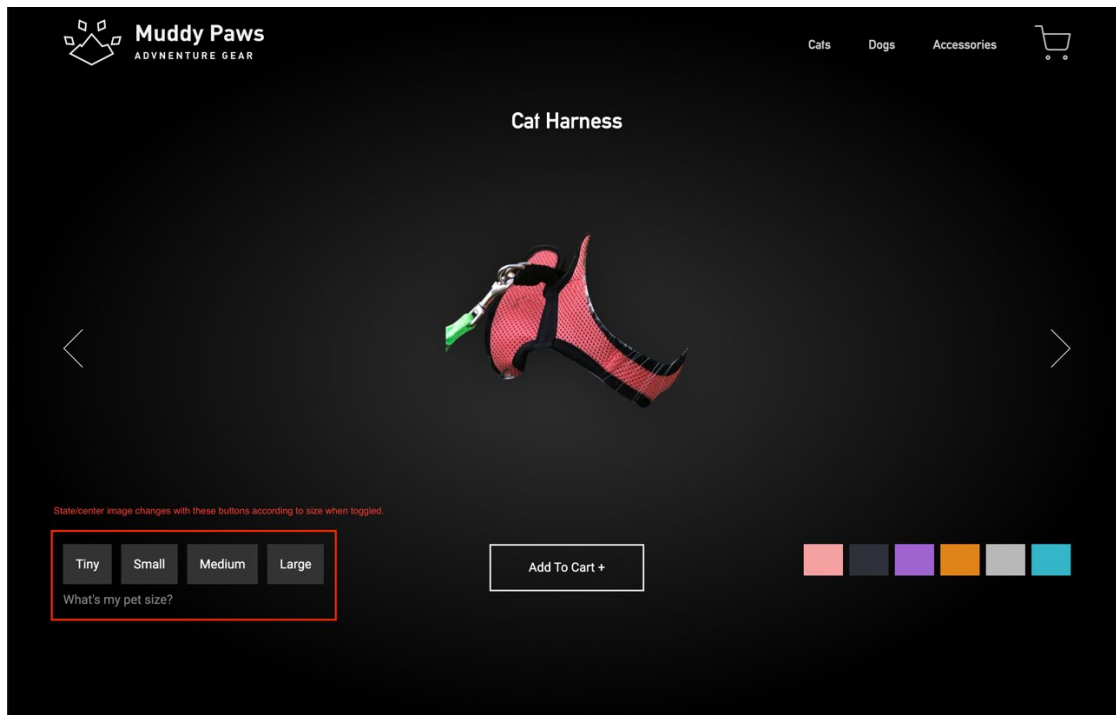
https://bhuffy.github.io/homework_5/

GitHub Repository

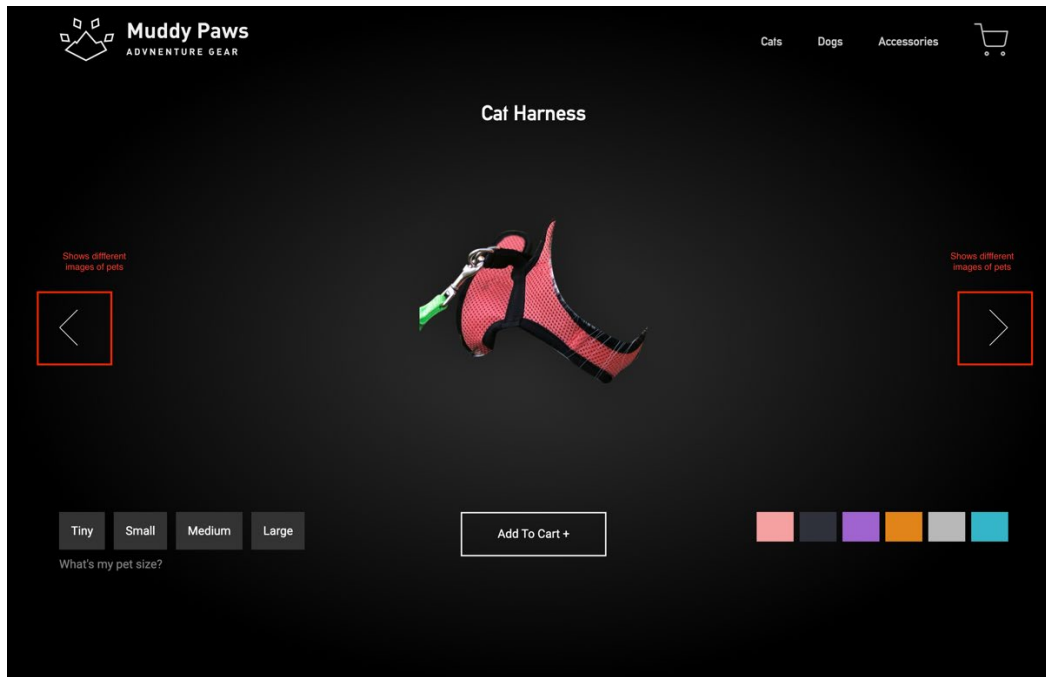
https://github.com/bhuffy/homework_5

UI Heuristic Evaluation Bugs

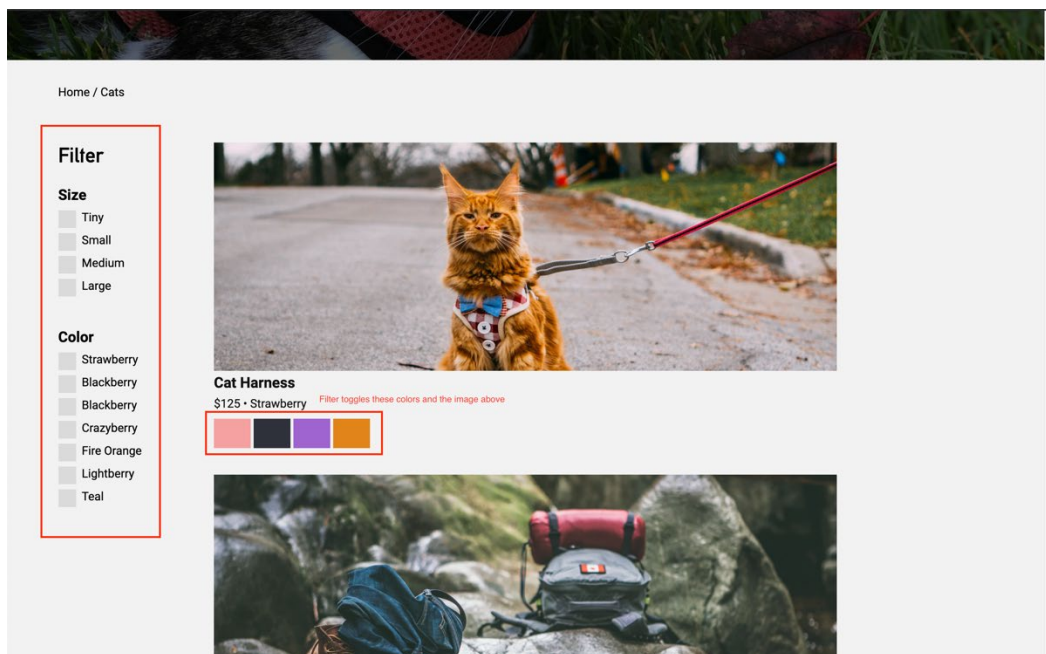
1. Visualizing harness on pets → added images of animals wearing harnesses in nature and added ability to visualize the size on the product page. The interactive abilities will not be available until adding JS.



2. Added a carousel (also needs JS) to the product page to help users visualize harnesses on pets.



3. Removed filtering by color and size on product overview/search page and instead includes filters items if all in same cards, just removing the colors not wanted. This also requires JS to make interactive. I overcame the checkbox styling by replacing it with a custom checkbox.



Challenges/bugs in implementation

I had challenges with image resizing on home page. There are a few different ways to overlap the index page cards with the nature images, including both grid and flexbox. I initially tried flexbox, but then it would no longer follow the grid as defined by the mockups. I made a separate grid for this part of the home page to resolve the positioning.

I also had to remove the default checkbox and replace it with a custom-styled checkbox in order to achieve the desired look and functionality. Similarly, I had to create 'fake' radio buttons for the color select.

Aside from responsive design and random bugs, I did not run into many other challenges that took a while to overcome. I imagine I will run into many more difficulties while implementing the JS and other interactive aspects of the design.

Brand Identity

The brand identity is meant to create an experience that provide an intuitive user experience for prospective customers to navigate the site and identify the right pet harness or product for their pet. Being able to visualize the product on their own pet and in use in nature are very important granted the unfamiliarity some customers may have choosing Muddy Paws products.

Visually, the website design should appeal to hikers who want to bring pets on their hikes. I used similar design patterns to those from major hiking and outdoors brands such as Patagonia, REI, and others to account for fairly minimal user research that is conducted for this product. The look and feel should reflect a strong and durable product using strong, bold fonts with a neutral color palette. Similarly, I use vibrant and colorful imagery to target an audience that loves the outdoors and would like to visualize the product in the wilderness. Seeing the products on real pets is an important consideration and informed by user research.