

# Programming Usable Interfaces

## Assignment 5

October 11, 2020

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# Heuristic Evaluation

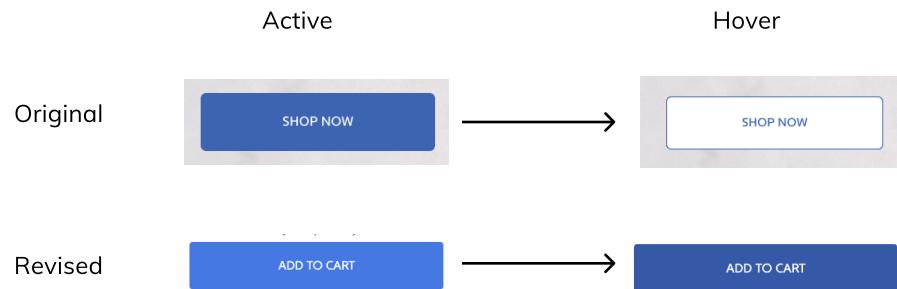
In an effort to gain more information on how to improve the user experience for Fluff+Stuff Pillows a heuristic evaluation was conducted.

Findings:

**Issue:** The hover state on CTA buttons presented a white button with a blue outline which is closer to an inactive state than an active state.

**Heuristic(s) Violated:** Consistency + Standards - common design pattern to present a darker button color on hover.

**Action:** Changed primary button color to a brighter blue and used the original blue as a hover state to present a consistent design pattern the user would be used to.



**Issue:** The product thumbnails did not contain any product information. A user might want to quickly access information without clicking through to the product page.

**Heuristics violated:** Efficiency of use +consistency of standards.

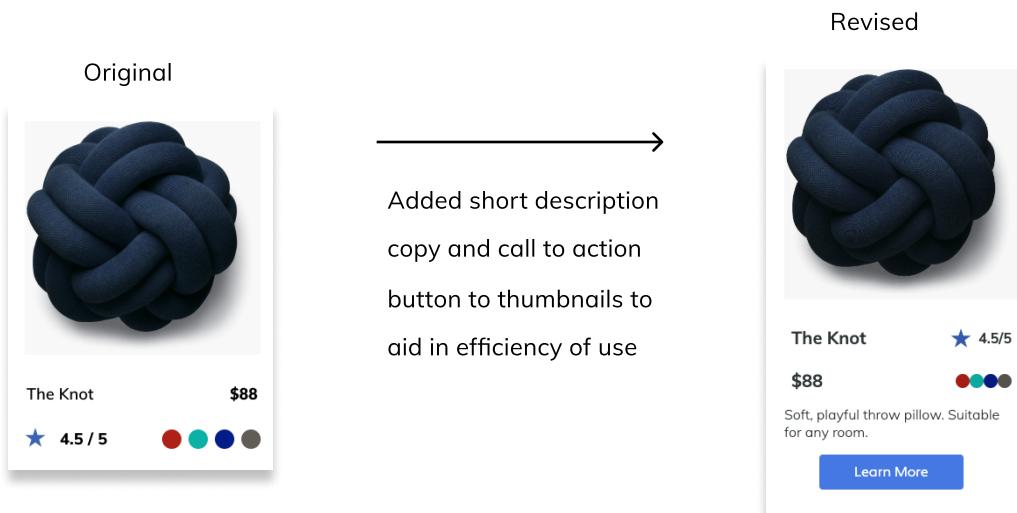
**Action:** Add brief description to the product thumbnail

## Heuristic Evaluation Cont...

**Issue:** Thumbnails lacked clear call to action. Despite the thumbnail signaling a call to action by having a large clickable area, there was no explicit call to action. A new user might be confused by this.

**Heuristics violated:** Efficiency of use +consistency of standards.

**Action:** Add call to action button 'Learn More' to thumbnails.



## Assignment Challenges

Overall, I found this assignment challenging. Having minimal experience with front-end coding, it was difficult apply the logic of the html commands with the conceptual model I had for the site. That being said, as you got into the coding and gained momentum it was an easier, albeit extremely time-consuming undertaking for me. Below are 3 challenges I encountered along the way:

# Assignment Challenges Cont...

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## **Grasping Flexbox**

It took me some time to understand the nesting concept of flexbox. At first, I wasn't adding the flex display to the correct div and my site would render incorrectly. Once I started drawing the site in 'boxes' (divs) and adding the flex display from the inside out things became clearer. Having a comprehensive understanding of margin and padding was also critical to success with flexbox.

## **Debugging**

At first I found debugging frustration and time consuming. Almost everything I added to my HTML or CSS had an unintended consequence. Initially I would go back top the code and attempt to debug there. Once I started using the inspect tool and debugging through the console everything became clearer. I could instantly see if the code was being seen by the browser which would tell me if it was a save issue or typo. If it was there I could experiment to see what the issue might be and debugging became much faster.

# Assignment Challenges Cont...

## Code Validation

I ran my CSS and HTML through the code validator at the end of my assignment. There were a few bugs around missing alt-tags, hanging close tags here and there and repeated ids. These were easily fixable. The larger issue was with my images. I exported them directly from Figma and they came with component named which had spaces in them. Through using the validation tool I learned that image paths couldn't have a space in them. I had to rename all of my images and fix the path in the HTML. It was a time consuming lesson but it could have been avoided by allowing for a validation step mid way through coding or being more vigilant when setting a foundation and folder structure for the project

# Design + Branding

## Look + Feel

I tried to design a clean and calming look and feel as a destination to let the unique designs of the pillows take center stage. The site would act as a clean, easy-going gallery for the pillows to shine. The use of cool color tones and negative space allow the pillows to provide the color and visual interest for the site.

## Changing primary blue

After the heuristic evaluation, I decided to change the blue color for my button to lighter blue to allow for a darker hover state. The blue added a slight playful nature to the site so I decided to make it the primary blue for the site.

Original



Revised

