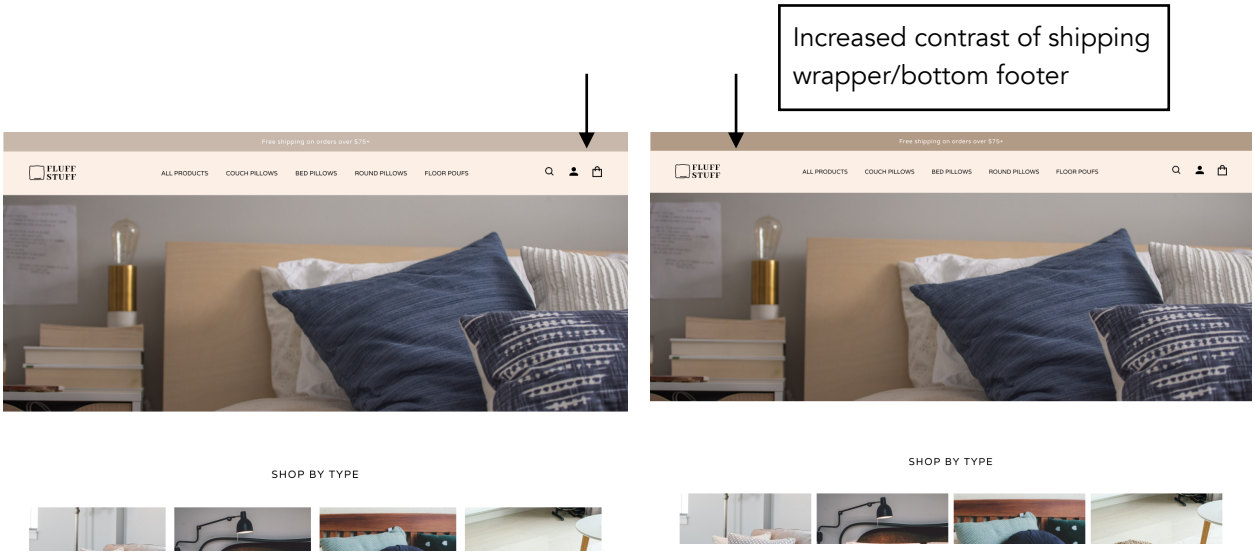
GITHUB

https://chanm987.github.io/homework_5/
https://github.com/chanm987/homework_5

Part 1 - Heuristic Evaluation

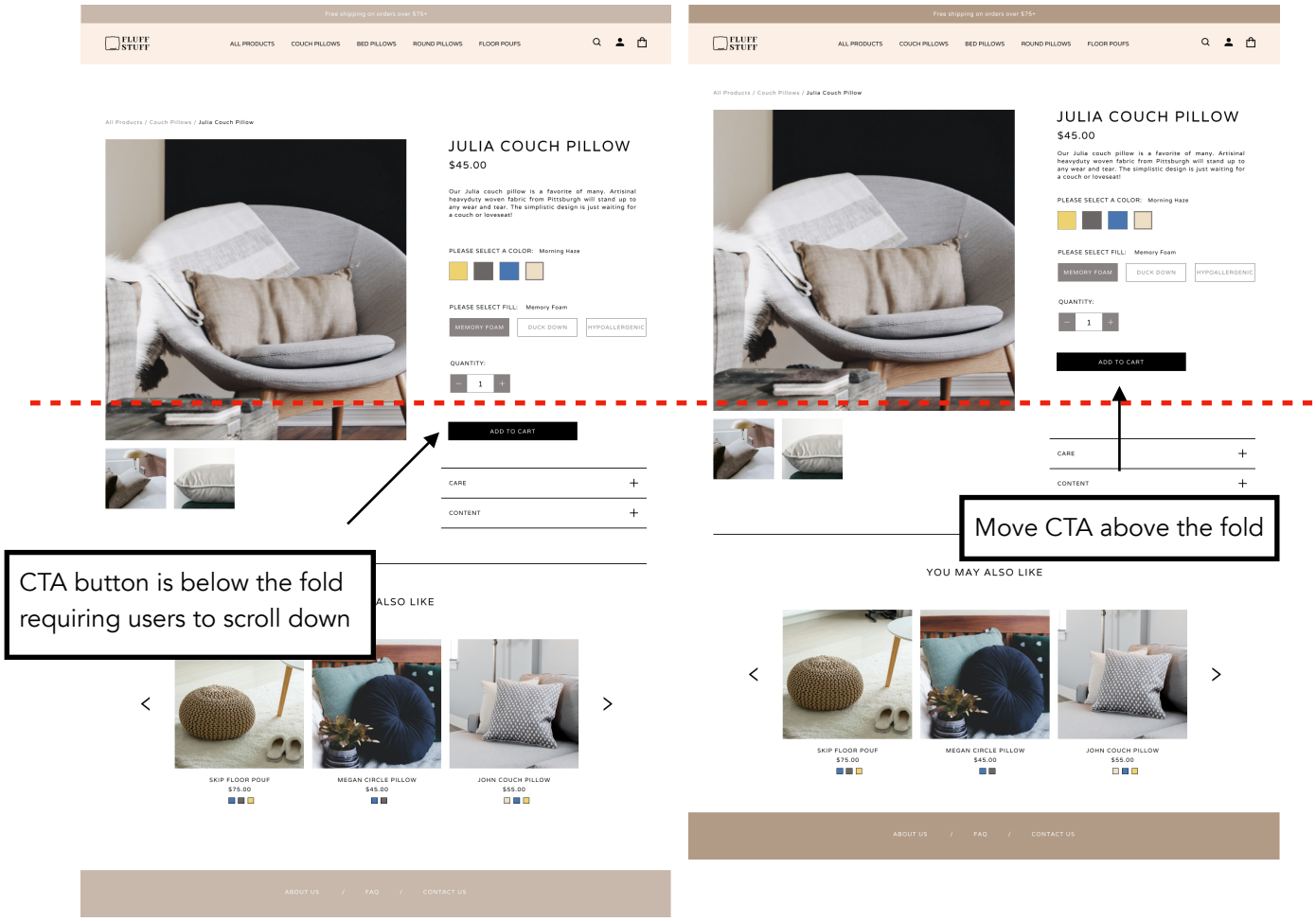
I had another student from the cohort do my heuristic evaluations. This process helped me uncover some insights that I would have never considered before. I realized just how important it is to do this exercise as when you're too familiar with the product, it is easy to overlook design decisions. From there they pointed out 3 findings.

1. Consistency and Standards - Shipping wrapper and bottom footer not accessible.
The color contrast for the shipping wrapper and the bottom footer are not accessible to those who's eyesights have color deficiencies. How I fixed: Increase the contrast of the background so the white text can stand out more.



2. Aesthetic and Minimalist Design - Gap between nav bar and body is too big on Product Detail Page.
There is a large space between nav bar and body text that feels anesthetically pleasing to the eye. How I fixed: Reduce the spacing so the layouts look more consistent across pages.

3. Flexibility and Efficiency of Use - Add to Cart button is unseen from above the fold.
The add to cart CTA is below the fold causing users to need to scroll down to access it. How I fixed: Adjust the spacing between texts and move the Add to Cart CTA above the fold.



Part 2 - Implementation

I have absolutely no technical background so implementation was extremely difficult. Though I have learned some HTML and CSS over the summer, I realized just how different it is when you need to code up a site, rather than just work on small exercises. In order to overcome this, I really leaned on my cohort to give me brief lessons here and there about best practices when coding. One of the key things I learned which was also taught by my TA Julia, was the use of Flex Box and Grids. I think that this was a key aspect in allowing me to complete this assignment. For the assignment I did the best I could to get the site to match my design, though I think there are components that aren't as successful, I am really proud of what I have learned and will continue practicing throughout the semester.

Part 3 - Brand Identity

Looking at the prompt for Fluff Stuff, I wanted to match the description of the store. This is an artisanal store with handmade products so the overall look and feel should match that. Since it is handmade, the pricing should also reflect that, I chose to do a neutral color palette to allow the products to pop on the page. This also allows users to focus on the products and let the website support the products. I thought that the simple sans serif font created a nice modern feel that matches with the vibe of a specialty pillow store.