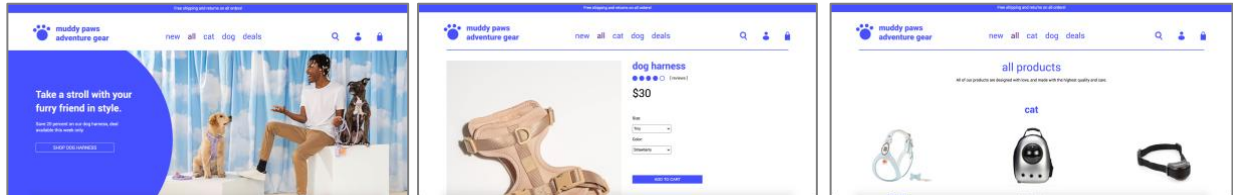


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Section B

Assignment #5 Reflection

Work Overview



I designed the homepage, the product overview page “all,” and the product detail page for “dog harness.”

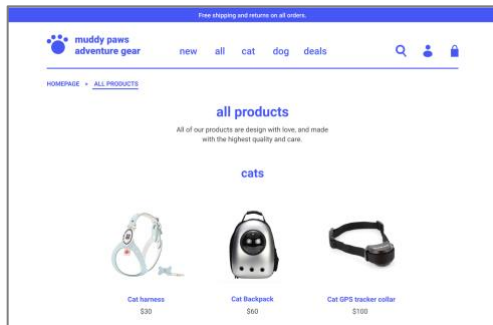
Interface Bugs Found During Heuristic Evaluation



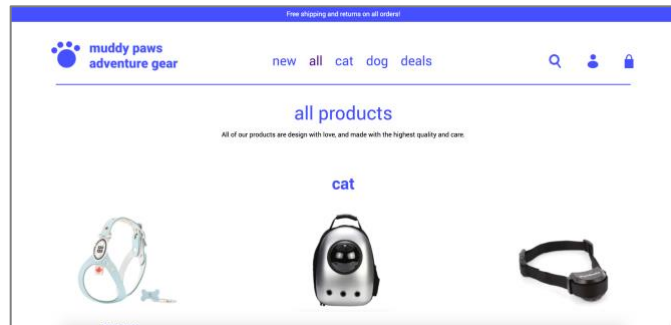
Before

After

One of the changes that I made to the homepage after conducting heuristic evaluation is to take out the quotes about the store from past buyers to follow the heuristic “aesthetic and minimalist design.” The quotes seem to be redundant on the homepage as new users would be coming to the site looking for specific products, and reviews for the specific products are already presented at the product detail page for each specific item.



Before



After

Another change that I made is following an overall grid system for placing the product images on the product overview page. Before my heuristic evaluation, I wasn't following a grid system with my product image placements. However, to follow the heuristic of "aesthetic and minimalistic design," I placed the product images more apart to follow a three-column grid system. The third change that I made is differentiating the font of "all products" more from those of the individual product section titles. In my previous design, the two font sizes are too similar, which might confuse the viewers. The "all product" font refers to the entire page, while the section titles categorizes the different sections. Making the font size of the two different achieves the heuristic of "consistency and standards" by allowing users to understand the hierarchy more, as the page title should not be consistent with the category titles. In addition, I took out the text on the top left of each page (in case of the screenshots above, the text of "HOMEPAGE > ALL PRODUCTS"). I originally designed them so that users could use it as a shortcut to navigate the site. However, after I conducted heuristic evaluation, I think this design is quite redundant since the site itself is simple enough that users can navigate quickly with the top navigation menu.

Challenges During the Process of Implementation

One challenge that I faced is understanding how to best categorize the different sections with `<div>` so that I can implement my designs. Because I'm a beginner, it was a bit confusing to understand how to categorize them and code it straight from the prototypes. I overcame this problem by printing the prototypes out, then annotating the designs to understand better how to best divide them. Another challenge that I faced was making that all my tags are properly closed and nested. To overcome this challenge, I always make sure that my codes are properly

indented and commented so that I can easily find where the missing closing tags are. One of the hardest challenges that I ran into is with grids. Understanding how to best number and arrange the grid was a bit confusing. I overcame this issue again with annotating the different sections on the paper with my printed designs. One of the things that I learned from this homework is the importance of thinking through the designs clearly and planning out how to implement them with codes as the first step of the coding process. This reduces a lot of time and effort with trial and error, and supports greater efficiency with coding.

Design Choices

Muddy Paws Adventure Gear is a store that sells gears for pets for hiking and other outdoor activities. These gears are used when the owner and his or her pet go out for a bonding activity, which helps to strengthen the relationship between the two. Thus, I designed the branding identity for a clean, friendly style. A lot of the images I selected for the homepage not only features the store's product, but also the person and his or her pet with the store's product. This is all to foster the friendly, welcoming vibe of the store. I also went for a more modern style, featuring a clean blue color, sans serif font of Roboto, and graphical designs, so that the products give off a new, stylish, sleek vibe that will attract the customers. The tagline right beneath the "All Products" title on the product overview page has the keywords "designed with love" and "made with the highest quality and care" to build around the professional and friendly vibe. To support the clean, modern style, I designed the product images on the product overview page in way where the image background blends in with the page's background. Without the outline of all the numerous images, the page looks cleaner, and the products stand out more.