

# Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

## Showing results for contents of text-input area

### Checker Input

Show ☒ source ☐ outline ☐ image report

Options...

Check by  ☐ css

```
<div class="col-lg-6 col-lg-offset-3">
  <p>The process for designing our ReSell application involved a variety
of
    approaches for finding out information and constructing our
prototype. </p>
  <p>One of the most challenging aspects of our process was interviewing
potential users
    and collecting the data together into some form of meaningful
feedback we could use.
    Once we had done this, though, some interesting patterns emerged.
</p>
  <p>
    We were pleasantly surprised at some of the common themes we
encountered among our potential users,
    in particular that users are wary of how they use trading
```

Check

Use the Message Filtering button below to hide/show particular messages, and to see total counts of errors and warnings.

Message Filtering

1. **Warning** Section lacks heading. Consider using `h2` - `h6` elements to [add identifying headings to all sections](#).

[From line 56, column 3; to line 56, column 21](#)

```
=== -->↵ <section id="home"></sect
```

2. **Warning** Section lacks heading. Consider using `h2` - `h6` elements to [add identifying headings to all sections](#).

[From line 74, column 3; to line 74, column 24](#)

```
=== -->↵ <section id="project"></sect
```

3. **Warning** Section lacks heading. Consider using `h2` - `h6` elements to [add identifying headings to all sections](#).

[From line 111, column 3; to line 111, column 32](#)

```
=== -->↵ <section id="market_research"></sect
```

4. **Warning** Section lacks heading. Consider using `h2` - `h6` elements to [add identifying headings to all sections](#).

[From line 179, column 3; to line 179, column 26](#)

```
=== -->↵ <section id="prototype"></sect
```

5. **Warning** Section lacks heading. Consider using `h2` - `h6` elements to [add identifying headings to all sections](#).

[From line 236, column 3; to line 236, column 28](#)

```
=== -->↵ <section id="evaluations"></sect
```

6. **Warning** Section lacks heading. Consider using `h2` - `h6` elements to [add identifying headings to all sections](#).

[From line 321, column 3; to line 321, column 28](#)

```
</div>↵↵ <section id="reflections"></sect
```

7. **Warning** Section lacks heading. Consider using `h2` - `h6` elements to [add identifying headings to all sections](#).

[From line 350, column 3; to line 350, column 21](#)

```
=== -->↵ <section id="team"></sect
```

8. **Warning** Section lacks heading. Consider using `h2` - `h6` elements to [add identifying headings to all sections](#).

[From line 378, column 3; to line 378, column 33](#)

```
</div>↵↵ <section id="acknowledgements"></sect
```

9. **Warning** Consider using the `h1` element as a top-level heading only (all `h1` elements [are treated as top-level headings by many screen readers and other tools](#)).

[From line 39, column 7; to line 39, column 23](#)

```
p">↵ <h1 class="logo"><a href
```

## Source

```

1. <!DOCTYPE html>↵
2. <html lang="en">↵
3. <head>↵
4.   <meta charset="utf-8">↵
5.   <title>UX Case Study</title>↵
6.   <meta content="width=device-width, initial-scale=1.0" name="viewport">↵
7.   <meta content="" name="keywords">↵
8.   <meta content="" name="description">↵
9. ↵
10.  <!-- Favicons -->↵
11.  <link href="img/favicon.png" rel="icon">↵
12.  <link href="img/apple-touch-icon.png" rel="apple-touch-icon">↵
13. ↵
14.  <!-- Google Fonts -->↵
15.  <!-- <link href="https://fonts.googleapis.com/css?
family=Oswald:400,300,700|EB+Garamond" rel="stylesheet"> -->↵
16. ↵
17.  <!-- Bootstrap CSS File -->↵
18.  <link href="lib/bootstrap/css/bootstrap.min.css" rel="stylesheet">↵
19. ↵
20.  <!-- Libraries CSS Files -->↵
21.  <link href="lib/font-awesome/css/font-awesome.min.css"
rel="stylesheet">↵
22. ↵
23.  <!-- Main Stylesheet File -->↵
24.  <link href="css/style.css" rel="stylesheet">↵
25. ↵
26.  <!-- =====>↵
27.    Template Name: Minimal↵
28.    Template URL: https://templatemag.com/minimal-bootstrap-template/↵
29.    Author: TemplateMag.com↵
30.    License: https://templatemag.com/license/↵
31.  ===== -->↵
32. </head>↵
33. ↵
34. <body data-spy="scroll" data-offset="0" data-target="#theMenu">↵
35. ↵
36.  <!-- ===== SIDEBAR ===== -->↵
37.  <nav class="menu" id="theMenu">↵
38.    <div class="menu-wrap">↵
39.      <h1 class="logo"><a href="index.html#home">UX Case Study</a></h1>↵
40.      <i class="fa fa-times-circle menu-close"></i>↵
41.      <a href="#home" class="smoothscroll">Home</a>↵
42.      <a href="#project" class="smoothscroll">Project</a>↵
43.      <a href="#market_research" class="smoothscroll">Market Research</a>↵
44.      <a href="#prototype" class="smoothscroll">Prototype</a>↵
45.      <a href="#evaluations" class="smoothscroll">Design Evaluations</a>↵
46.      <a href="#reflections" class="smoothscroll">Reflections</a>↵
47.      <a href="#team" class="smoothscroll">Our Team</a>↵
48.      <a href="#acknowledgements"
class="smoothscroll">Acknowledgements</a>↵
49.    </div>↵
50. ↵
51.    <!-- Menu button -->↵
52.    <div id="menuToggle"><i class="fa fa-bars"></i></div>↵
53.  </nav>↵
54. ↵
55.  <!-- ===== HEADER ===== -->↵
56.  <section id="home"></section>↵
57.  <div id="headerwrap">↵
58.    <div class="container">↵
59.      <br>↵
60.      <div class="row">↵
61.        <h1>UX CASE STUDY: ReSell</h1>↵
62.        <br>↵
63.        <h3>"You can have the greatest technical system in the world. But
if it hasn't taken into account the humanity of the user, it's not going to
be a successful system." </h3>↵
64.        <h3> --Matt Bietz</h3>↵

```

```

65.         <br>↵
66.         <br>↵
67.         <div class="col-lg-6 col-lg-offset-3">↵
68.         </div>↵
69.     </div>↵
70. </div>↵
71. </div>↵
72. ↵
73. <!-- ===== PROJECTS ===== -->↵
74. <section id="project"></section>↵
75. <div class="f">↵
76.     <div class="container">↵
77.         <div class="row">↵
78.             <h2>THE PROJECT</h2>↵
79.             <div class="row">↵
80.                 <div class="col-lg-6 col-lg-offset-3">↵
81.                     <h3>THE PROBLEM</h3>↵
82.                     <p>Our team set out to investigate how local students could buy
and sell used items in a safer,↵
83.                         more trusted environment than is currently offered by other
applications on the market. </p>↵
84.                 </div>↵
85.             </div>↵
86.             <div class="row">↵
87.                 <div class="col-lg-6 col-lg-offset-3">↵
88.                     <h3>OUR SOLUTION</h3>↵
89.                     <p>An application prototype we call ReSell.</p>↵
90.                     <p>ReSell is a community-focused trading mobile app
specifically for use by local students.</p>↵
91.                     <p>The goal of the design was to allow for easy communications
and transactions between student users while maintaining a high level of
trust.</p>↵
92.                 </div>↵
93.             </div>↵
94.         </div>↵
95.     ↵
96.     <div class="row">↵
97.         <h2>DESIGN METHODS</h2>↵
98.         <p class="centered"><i class="icon icon-circle"></i><i class="icon
icon-circle"></i><i class="icon icon-circle"></i></p>↵
99.     ↵
100.         <div class="col-lg-6 col-lg-offset-3">↵
101.             <p>Our team used a variety of methods to create the design of our
ReSell application prototype.</p>↵
102.             <p>First, we performed <strong>Market Research</strong>,
investigating our design's competitors, interviewing potential users, and
creating user personas.</p>↵
103.             <p>We then created an interactive <strong>Wireframe
Prototype</strong> that could be tested.</p>↵
104.             <p>Lastly, we conducted <strong>User and Heuristic
Evaluations</strong> to help refine our Prototype into a <strong>High-
Fidelity Mockup.</strong></p>↵
105.         </div>↵
106.     </div>↵
107. </div>↵
108. </div>↵
109. ↵
110. <!-- ===== PERSONAS ===== -->↵
111. <section id="market_research"></section>↵
112. <div class="f">↵
113.     <div class="container">↵
114.         <div class="row">↵
115.             <h2>MARKET RESEARCH</h2>↵
116.             <div class="row">↵
117.                 <div class="col-lg-6 col-lg-offset-3">↵
118.                     <h3>COMPETITIVE ANALYSIS</h3>↵
119.                     <p>We researched potential competitors in the market space of
trading applications to help us↵
120.                         understand potential pain points that our application could
address for our target users.</p>↵

```

```

121.         <p>The top potential competitors we identified were
<strong>Facebook Marketplace</strong>, <strong>Offerup</strong>,
122.         <strong>Craigslist</strong>, and <strong>Ebay</strong>.</p>
123.         <p><strong>Facebook Marketplace</strong> and
<strong>Offerup</strong> offer a variety of services and safeguards for
users but target a broad, generic range of users.</p>
124.         <p>Meanwhile, <strong>Ebay</strong> and especially
<strong>Craigslist</strong> offer a less restrictive and potentially
anonymous environment for users that trades fewer safeguards for ease of
use</p>
125.         <p>With this analysis in mind, we decided our target users
should be local students, believing that this would assist us in
establishing trust between users of the app.</p>
126.     </div>
127. </div>
128.     <div class="row">
129.         <div class="col-lg-6 col-lg-offset-3">
130.             <h3>USER RESEARCH</h3>
131.             <p>We began interviewing potential users of our system to
understand their thoughts regarding trading apps.
132.             After these interviews, we analyzed the data collected and
found that some of the most common themes were
133.             <strong>a lack of trust</strong>, <strong>issues getting or
sending their items</strong>, and <strong>lack of communication between
buyer and seller</strong>.</p>
134.             <h3>USER PERSONAS</h3>
135.             <p>This user research we conducted then allowed us to produce
five personas that summarize our user feedback,
136.             and analyzes the different components that may affect our
future design.</p>
137.         </div>
138.     </div>
139.     <div class="row centered">
140.         <p class="centered"><i class="icon icon-circle"></i><i
class="icon icon-circle"></i><i class="icon icon-circle"></i></p>
141.         <div class="col-lg-6 col-lg-offset-3">
142.         <div id="carousel-example-generic2" class="carousel slide"
143. data-ride="carousel">
144.             <!-- Wrapper for slides -->
145.             <div class="carousel-inner">
146.                 <div class="item active centered">
147.                     
148.                 </div>
149.                 <div class="item centered">
150.                     
151.                 </div>
152.                 <div class="item centered">
153.                     
154.                 </div>
155.                 <div class="item centered">
156.                     
157.                 </div>
158.                 <div class="item centered">
159.                     
160.                 </div>
161.             </div>
162.             <br>
163.             <br>
164.             <ol class="carousel-indicators">
165.                 <li data-target="#carousel-example-generic2" data-slide-
to="0" class="active"></li>
166.                 <li data-target="#carousel-example-generic2" data-slide-
to="1"></li>
167.                 <li data-target="#carousel-example-generic2" data-slide-
to="2"></li>

```

```

168.         <li data-target="#carousel-example-generic" data-slide-
to="3"></li>↵
169.         <li data-target="#carousel-example-generic" data-slide-
to="4"></li>↵
170.     </ol>↵
171. </div>↵
172. </div>↵
173. </div>↵
174. </div>↵
175. </div>↵
176. </div>↵
177. ↵
178. <!-- ===== PROTOTYPE ===== -->↵
179. <section id="prototype"></section>↵
180. <div class="f">↵
181.     <div class="container">↵
182.         <div class="row">↵
183.             <h2>PROTOTYPE</h2>↵
184.             <div class="row"></div>↵
185.             <div class="col-lg-6 col-lg-offset-3">↵
186.                 <h3>HIGH FIDELITY MOCKUP</h3>↵
187.                 <p>After several iterations of early wireframes and design
evaluations, we were able to produce a high fidelity mockup of our
application.</p>↵
188.                 <p>Displayed below are some of the main pages of this
prototype.</p>↵
189.             </div>↵
190.         </div>↵
191.         <div class="row centered">↵
192.             ↵
193.             <div class="col-lg-4 col-lg-offset-4">↵
194.                 <div id="carousel-example-generic" class="carousel slide" data-
ride="carousel">↵
195.                     <!-- Wrapper for slides -->↵
196.                     <div class="carousel-inner">↵
197.                         <div class="item active centered">↵
198.                             ↵
199.                         </div>↵
200.                         <div class="item centered">↵
201.                             ↵
202.                         </div>↵
203.                         <div class="item centered">↵
204.                             ↵
205.                         </div>↵
206.                         <div class="item centered">↵
207.                             ↵
208.                         </div>↵
209.                         <div class="item centered">↵
210.                             ↵
211.                         </div>↵
212.                         <div class="item centered">↵
213.                             ↵
214.                         </div>↵
215.                         <div class="item centered">↵
216.                             ↵
217.                         </div>↵
218.                     </div>↵
219.                     <br>↵
220.                     <br>↵
221.                     <ol class="carousel-indicators">↵
222.                         <li data-target="#carousel-example-generic" data-slide-
to="0" class="active"></li>↵
223.                         <li data-target="#carousel-example-generic" data-slide-
to="1"></li>↵

```



```

224.         <li data-target="#carousel-example-generic" data-slide-
to="2"></li>↵
225.         <li data-target="#carousel-example-generic" data-slide-
to="3"></li>↵
226.         <li data-target="#carousel-example-generic" data-slide-
to="4"></li>↵
227.         <li data-target="#carousel-example-generic" data-slide-
to="5"></li>↵
228.     </ol>↵
229. </div>↵
230. </div>↵
231. </div>↵
232. </div>↵
233. </div>↵
234. ↵
235. <!-- ===== EVALUATIONS ===== -->↵
236. <section id="evaluations"></section>↵
237. <div class="f">↵
238.     <div class="container">↵
239.         <div class="row">↵
240.             <h2>PROTOTYPE EVALUATIONS</h2>↵
241.             <div class="row">↵
242.                 <div class="col-lg-6 col-lg-offset-3">↵
243.                     <h3>USER EVALUATION</h3>↵
244.                     <p>Below is a table showing examples of feedback we received
from users on the early versions of our mockup when they were still in the
wireframe stage.↵
245.                     This helped us to refine our prototype into the high fidelity
version. Within are listed the issues found, proposed solutions, and an
assigned priority, 1 being the highest priority.</p>↵
246.                 </div>↵
247.                 <table class="table" >↵
248.                     <thead>↵
249.                         <tr class="header" >↵
250.                             <th>Issue</th>↵
251.                             <th>Evidence</th>↵
252.                             <th>Solution</th>↵
253.                             <th>Priority</th>↵
254.                         </tr>↵
255.                     </thead>↵
256.                     <tbody>↵
257.                         <tr class="content">↵
258.                             <td>Cannot filter product by conditioning the item
page</td>↵
259.                             <td>All participants are interested in clicking the Filter
button but the Filter button does not redirect to any other pages or popped
windows.</td>↵
260.                             <td>Need to implement filter feature</td>↵
261.                             <td>2</td>↵
262.                         </tr>↵
263.                         <tr class="content">↵
264.                             <td>Users cannot see what they have order </td>↵
265.                             <td>User would like to see a page containing the item they
have already bought </td>↵
266.                             <td>Need order status in profile</td>↵
267.                             <td>1</td>↵
268.                         </tr>↵
269.                         <tr class="content">↵
270.                             <td>Community page's name does not clearly show its
functionality</td>↵
271.                             <td>Participants think the Community Page is a group chat or
a "community" for people to know each other. Actually we plan to let user
see whether there are seller or buyer nearby</td>↵
272.                             <td>Change the community page to "Nearby page" </td>↵
273.                             <td>1</td>↵
274.                         </tr>↵
275.                         <tr class="content">↵
276.                             <td>Currently there is no actual price listing for the items
so customers can't tell how much it costs</td>↵
277.                             <td>Users were confused at a blatant lack of an explicit
price tag</td>↵

```

```

278.         <td>Need to add price to items</td>↵
279.         <td>1</td>↵
280.     </tr>↵
281.     <tr class="content">↵
282.         <td>Users may not know how to return from the confirmation
page</td>↵
283.         <td>After participants finally buy items from the app, they
can not find the button to go back to the home page. They are stuck in the
checkout page.</td>↵
284.         <td>Add an obvious return home button to confirmation
page</td>↵
285.         <td>2</td>↵
286.     </tr>↵
287.     <tr class="content">↵
288.         <td>In the report page, there is no place to upload a
picture</td>↵
289.         <td>Participants want to add pictures when they report an
item but they can't find a place to upload pictures.</td>↵
290.         <td>Add upload pic in the addition info section</td>↵
291.         <td>2</td>↵
292.     </tr>↵
293.     <tr class="content">↵
294.         <td>Back button in chat box page is kind misleading</td>↵
295.         <td>When participants click the back button on the chat box
page they seem to expect to go back to the item page rather than the chat
list page.</td>↵
296.         <td>Chat box should have a button to return the item detail
page</td>↵
297.         <td>1</td>↵
298.     </tr>↵
299.     <tr class="content">↵
300.         <td>There is no way to see at a glance what condition the
items are in aside from photos, which can be small and hard to see</td>↵
301.         <td>Users suggested having a dedicated condition section as
part of the item page</td>↵
302.         <td>Add condition of item to item details</td>↵
303.         <td>3</td>↵
304.     </tr>↵
305. </tbody>↵
306. </table>↵
307. </div>↵
308. <div class="row">↵
309.     <h3>HEURISTIC EVALUATION</h3>↵
310.     <p class="centered"><i class="icon icon-circle"></i><i
class="icon icon-circle"></i><i class="icon icon-circle"></i></p>↵
311.     <div class="col-lg-6 col-lg-offset-3">↵
312.         <p>The following table represents the team's heuristic
evaluation findings. Priorities are listed as 4 being the highest and 1
being the lowest.↵
313.         For the Group Heuristic Evaluation, we only implemented fixes
on the issues with priority 3 and higher.↵
314.         <a
href="https://docs.google.com/spreadsheets/d/1WWGMvRdUYBNQ48OdpqvZOTsg0eaBH
yyKeXDGCHlbbE/edit#gid=0">Group table here!</a></p>↵
315.     </div>↵
316. </div>↵
317. </div>↵
318. </div>↵
319. </div>↵
320. ↵
321. <section id="reflections"></section>↵
322. <div class="f">↵
323.     <div class="container">↵
324.         <div class="row">↵
325.             <h3>REFLECTIONS</h3>↵
326.             <div class="col-lg-6 col-lg-offset-3">↵
327.                 <p>The process for designing our ReSell application involved a
variety of↵
328.                 approaches for finding out information and constructing our
prototype. </p>↵

```



```

329.      <p>One of the most challenging aspects of our process was
330.      interviewing potential users↵
331.      and collecting the data together into some form of meaningful
332.      feedback we could use.↵
333.      Once we had done this, though, some interesting patterns
334.      emerged.</p>↵
335.      <p>↵
336.      We were pleasantly surprised at some of the common themes we
337.      encountered among our potential users,↵
338.      in particular that users are wary of how they use trading
339.      applications and are never quite sure who they might be dealing with.↵
340.      By focusing on a local student community, we felt able to
341.      address that lack of trust.↵
342.      </p>↵
343.      <p>As we iterated through our prototype, it became clear that we
344.      couldn't just slap on a generic↵
345.      Community social media page to our application. As we gained
346.      feedback regarding this,↵
347.      we shifted towards a more direct communication-focused
348.      approach↵
349.      and allowed people to post item requests that others could
350.      fulfill. </p>↵
351.      <p>There are likely many other approaches to this problem that
352.      could be explored,↵
353.      but we feel we have made an excellent effort coming up with a
354.      design↵
355.      that is user friendly and tries to foster a trading community
356.      among students. </p>↵
357.      </div>↵
358.      </div>↵
359.      </div>↵
360.      </div>↵
361.      <!-- ===== OUR TEAM ===== -->↵
362.      <section id="team"></section>↵
363.      <div class="f">↵
364.      <div class="container">↵
365.      <div class="row">↵
366.      <h2>OUR TEAM</h2>↵
367.      ↵
368.      <div class="col-lg-4">↵
369.      <h3>Parker Scott</h3>↵
370.      <p>scottpt@uci.edu</p>↵
371.      <p><a
372.      href="https://www.linkedin.com/in/parker93/">linkedin.com/in/parker93</a>
373.      </p>↵
374.      </div>↵
375.      ↵
376.      <div class="col-lg-4">↵
377.      <h3>Lai Wang</h3>↵
378.      <p>laiw13@uci.edu</p>↵
379.      <p><a
380.      href="https://www.linkedin.com/in/addyourlinkedin/">linkedin.com/in/addyour
381.      linkedin</a></p>↵
382.      </div>↵
383.      ↵
384.      <div class="col-lg-4">↵
385.      <h3>Chupeng Zhang</h3>↵
386.      <p>chupengz@uci.edu</p>↵
387.      <p><a
388.      href="https://www.linkedin.com/in/addyourlinkedin/">linkedin.com/in/addyour
389.      linkedin</a></p>↵
390.      </div>↵
391.      ↵
392.      </div>↵
393.      </div>↵
394.      </div>↵
395.      ↵
396.      <section id="acknowledgements"></section>↵
397.      <div class="f">↵
398.      <div class="container">↵

```

```
381.      <h2>Acknowledgements</h2>↵
382.      <div class="credits">↵
383.          <!--↵
384.              You are NOT allowed to delete the credit link to TemplateMag with
free version.↵
385.              You can delete the credit link only if you bought the pro
version.↵
386.              Buy the pro version with working PHP/AJAX contact form:
https://templatemag.com/minimal-bootstrap-template/↵
387.              Licensing information: https://templatemag.com/license/↵
388.          -->↵
389.              Created with Minimal template by <a
href="https://templatemag.com/">TemplateMag</a>↵
390.          </div>↵
391.      </div>↵
392.  </div>↵
393.  ↵
394.      <!-- JavaScript Libraries -->↵
395.      <script src="lib/jquery/jquery.min.js"></script>↵
396.      <script src="lib/bootstrap/js/bootstrap.min.js"></script>↵
397.      <script src="lib/php-mail-form/validate.js"></script>↵
398.      <script src="lib/easing/easing.min.js"></script>↵
399.  ↵
400.      <!-- Template Main Javascript File -->↵
401.      <script src="js/main.js"></script>↵
402.  ↵
403.  </body>↵
404.  </html>
```

Used the HTML parser.

Total execution time 23 milliseconds.

.....

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