

# ASSIGNMENT #5:

## WEB HTML & CSS PROTOTYPES

### REFLECTION:

#### CHALLENGES & BUGS

Most challenges I had were related toward getting my objects to align correctly. In the beginning, I had some solution for this that seemed messy. Later when doing the shop page—and displaying all six items in columns and rows—I learned that my messy solution would not work. I learned about CSS Grids from W3schools and found it to be a very elegant solution. I've also hear people suggest Flexbox styling, which I think will also be worth learning.

#### BRAND IDENTITY & DESIGN

With my new HTML & CSS web prototypes, I took the opportunity to evaluate and revise my initial design in terms of my client and their customers' interests. My greatest change was in the color scheme. Initially I chose green and brown to connect with the customers' love for nature. However, I opted to change for a brighter green and orange to communicate a greater sense of adventure. In addition, I swapped out my banner photos for pictures that depicted people on adventures with their pets—previously I just focused on pets themselves.

Other elements to my original design generally remain the same. There is still a filter menu in the shop that customers can use to filter based on their needs for type of pet or gear. The front page features popular products and when looking at the item page details, the customer can also view recommended items that may suite their needs based on their current interests.

#### OTHER CHANGES

Some changes I made also included selecting colors and size. I decided that a dropdown was not necessary and it would be more accessible if viewers could select their choices without opening another menu. With my change, I added buttons for specifications on the item page.

### CITATIONS:

Flores, Jorge. *Home Page Banner Photo*. <https://unsplash.com/@j6flores>

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