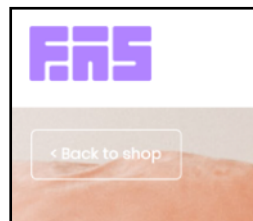


## Heuristic evaluation and fixes

First, I realized there are two arbitrary different styles of button on my site, which violates the consistency and standards heuristic. I decided to standardize almost all buttons on the site to be the stroked “empty” style with a hover action that “fills in” the buttons. Only the most important buttons (e.g. Add to Cart) get the full purple style as it draws a lot of the user’s focus.



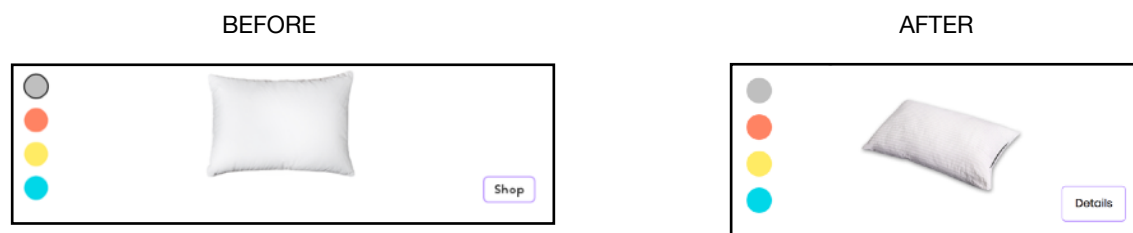
I decided that the inability to escape a product detail page back to the shop page was a violation of the user control and freedom heuristic. I added a back button to each product detail so the user can navigate more freely.



The cart violated the visibility of system status heuristic by not indicating whether anything was in it. It also appeared “full” because of the way the button was filled. This was partially remedied by standardizing the buttons as mentioned earlier. In a further iteration I would fix this issue as indicated in the figure below.



In another violation of consistency and standards, I realized the confusing way the word “Shop” was displayed on the shop page, as I was using “shop” buttons to direct users to the product detail pages as well as for the name of the page. I fixed this by labeling those buttons “Details” instead, which more accurately describes the page the user is traveling to.



## Challenges

I decided to use CSS grid to design my site, as I felt it would help me achieve the vision I had laid out in my hifi prototype. The basic grids made intuitive sense to me, but when I started to use nested grids (specifically in the details pages) the organization became complex and I found myself frustrated by the behavior of certain cells. Giving divs a temporary border helped me better understand their positioning and behavior; this was one technique that helped me solve grid and other issues.

My main challenges in general revolved around positioning various elements in space relative to other elements (centering things, left and right aligning on the same line, putting elements in the corners of wrappers, etc.) I solved these problems through a lot of trial-and-error work with positioning modes, floats and clears, margins and padding, etc., as well as learning about these through online resources:

I relied on w3schools for basic documentation about tags and attributes, and found Stack Overflow threads useful for solving more specific situations (for instance, googling “center button in image responsive” and reading past responses to similar questions).

## Branding

The sleek and minimalist design gives the user the impression of an easy, efficient purchasing experience and a fashionable, tech-savvy brand. The bright, clean style positions it with the likes of other web-first vendors of physical goods like Casper and Warby Parker.

Since the products being sold are about comfort, a few design choices offset the sleekness of the brand to create a comfortable feel. The font family used, Poppins, is a friendly sans-serif whose stroke contrasts and single-story “a” give it a playful feeling. The purple highlight color suggests nighttime and sleepiness, as well as luxury and comfort.

Product photography is modern and minimalist, suggesting the pillows could be used in a wide variety of contexts.