Web HTML and CSS Prototype l Elizabeth Chu

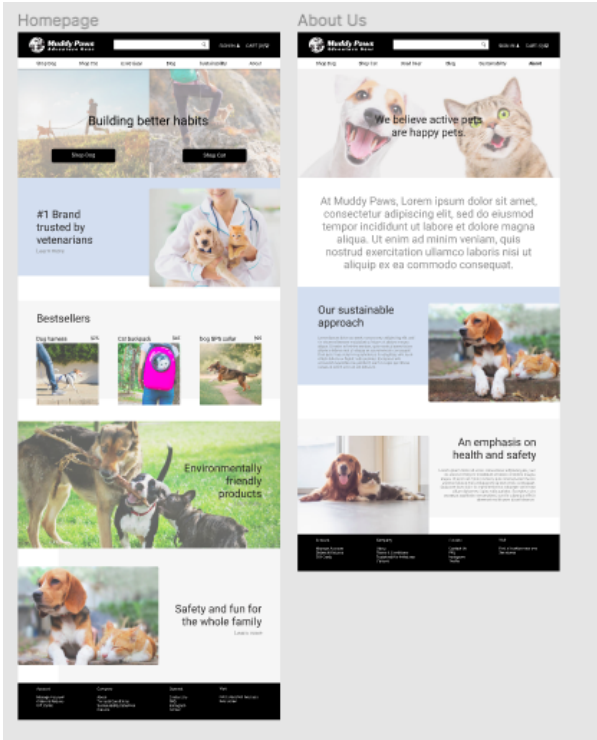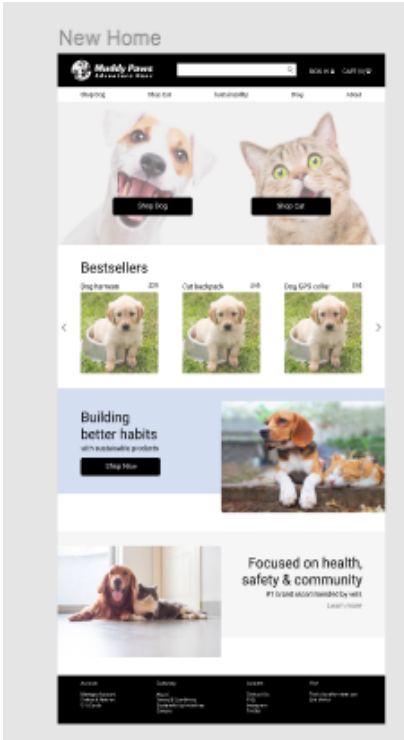## Links

Website: https://echu3.github.io/
Source Code (git repo): https://github.com/echu3/echu3.github.io
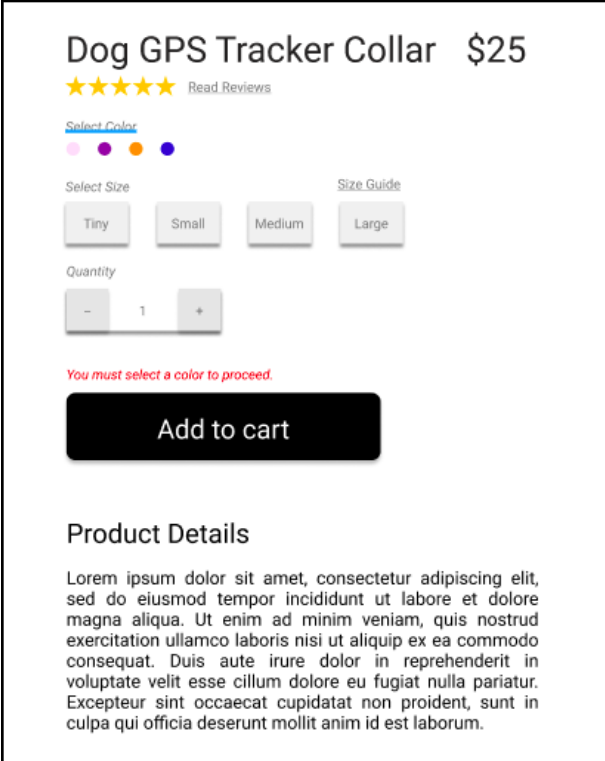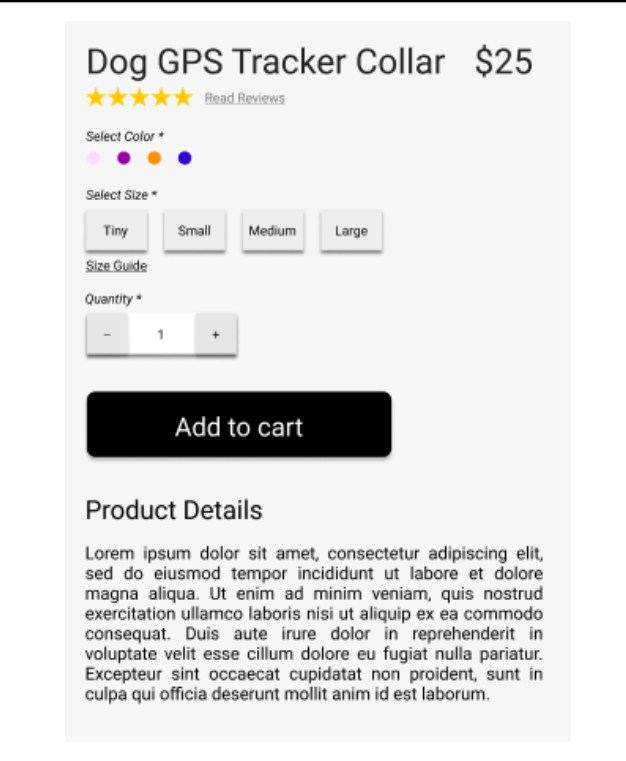
Heuristic Evaluation

1. Aesthetic and minimalist design

"Communicate don't decorate" is the message in the Heuristic 8 nn/g video. All content - each photo or line of text, should be viewed as content or noise. As I reviewed my homepage, I recognized it had a significant amount of noise. The user's primary goal is buying pet products. While I did want to educate the user on unique characteristics of the company, I don't want the user to get distracted or inundated with too much information about the brand. I evaluated each object on the home page to ensure that it served one of the user's needs; the user learned about the company in a digestible manner or it helped the user to purchase stuff. I simplified my home page and made it more aesthetically pleasing.

Previous version	Updated version

2. Consistency and Standards

Consistency and standards minimizes the cognitive load of users. I updated the product detail page text to align more closely with text on all other pages and user expectations. While this may seem like a simple aesthetic change, the alignment primarily ensures that the user doesn't get confused on the interaction due to the different colored fonts. Often, grey text or buttons may represent an inactive interaction. For example, now that the text is black, it is more clear that the buttons are clickable under "Select size".
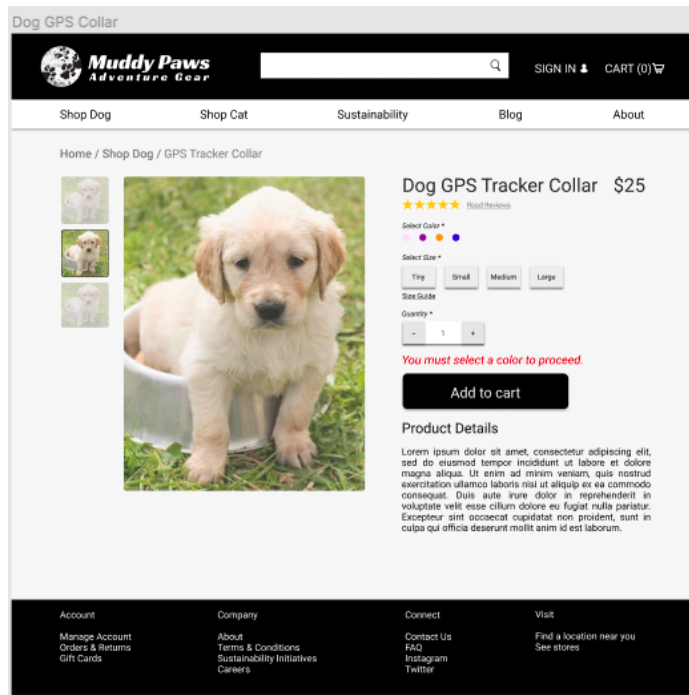
Previous version	Updated version

3. Error Prevention

NN/g stated that the "best designs carefully prevent problems from occurring in the first place." I made a very simple change to the product detail page, adding an asterisk to the three areas for user input, as a reminder for the user that this information is required in order to proceed.
[See image above for change]

4. Help users recognize, diagnose, and recover from errors.

If a user tries to add a product to their cart without setting the color and size, they will receive a verbal signal in red text near the "Add to cart" button that states "You must select a size/color to proceed". This helps them recover from their errors. This was also inspired by the idea of providing help at the right time (help and documentation heuristic).

Overcoming Challenges

This assignment was **extremely** challenging and time consuming for me. I spent an earnest 25+ hours and still my three pages do not perfectly reflect my Figma. This was my first time building pages from scratch. I had designed what I had thought to be a relatively minimalistic website but while translating components of my figma prototype into CSS & HTML, I realized how many steps were required for each feature. A couple of the biggest roadblocks included figuring out how to use flex for the first time on the product page (Shop Dog) and positioning components to match what I created in Figma. I watched at least 20 YouTube videos, googled incessantly, and even messaged two friends from the cohort for any tips.

Brand

My design choices are bold yet unpretentious, aesthetic yet approachable, simple yet substantive. My clientele are active and conscientious pet owners who aim to live life to its fullest. On weekends, you can find them trekking the neighborhood's challenging dog-friendly trail. The black juxtaposed to the blue displays boldness and the pastel blue and grey softens any pretense. The warm pet photos ensure the site is aesthetic, yet approachable. The information architecture and typography guarantees a simple, yet substantive e-commerce experience.