

PUI HW 5 Reflection

Live Site: https://eileenl1.github.io/pui_hw/

Public Repo: https://github.com/eileenl1/pui_hw

One user interface bug I found in my heuristic evaluation was a fault in the *visibility of the system status*. I realized that in the Product Description page, there wasn't as much information about how checkout worked. Other websites indicate the user's selection of items, shipping information, whether or not the website hosts secure transactions, and what is in the cart. However, my initial design had too little information about the user's selections and choice of shipping methods. I decided to add in more information about the status of the item (whether it is in stock or not) and shipping availability.

Another interface bug I found was a fault in *aesthetic and minimalist design* for the home page. My initial prototype had a series of images in the home page, and all six images in a grid will rotate through different pillow products. However, I realized that this would be distracting, since six images on one screen will be changing frequently at the same time. This might confuse and stress out the user, since they would not know what to look at or click on first. I then decided to simplify the home page so that there are static images of the pillows instead.

Lastly, an interface bug I improved upon was keeping *consistency and standards* the same throughout all of the pages. Originally, I planned to vary the look and feel of the pages with varying fonts, and include the footer for only a few of the pages. However, I realized that some elements of the website should stay consistent throughout, which is why I included the same header and footer for all of the pages. This way, the user will find it easier to navigate through the content and also not be disoriented by sudden changes in the aesthetic design.

As it was my first time programming a website in HTML and CSS, I encountered many challenges along the way of implementation. One of my main challenges was understanding how exactly the <div> tag worked. Through a lot of trial and error, I was able to figure out how to create a grid with multiple elements with varying columns and rows. At first I didn't know how to group elements and items together, such as certain icons and images with certain text, but I made small incremental changes to my code

and refreshed the webpage to understand what worked and what didn't. Eventually, I figured out how to group and divide elements, and also realized the utility of naming my tags with classes and ids.

Another challenge was creating a header with the main menu bar, which contains the logo, the name of the brand "Fluff Stuff", a "Shop" button, a search bar, and a shopping cart. I visited office hours for this specific problem, and learned how to align and center all these items, with padding in between, so that they go from left to right as desired rather than top to bottom. This was when I discovered the usefulness of the flex display in CSS. From this, I learned how to group and space elements in the direction and format I envisioned them to be in.

Lastly, another bug that I was confused about was with the positioning of certain items. My footer content kept colliding with my other text and images, and I could not figure out why they were not cleanly dividing and spacing themselves as divs usually do. I also went to office hours for this problem and discovered that "positioning: absolute" was the culprit. Because I was fixing content on a specific spot on my page, they were overlapping and colliding with my other content, which I did not want to happen. I fixed this simply by editing the positioning out and adjusting positions using paddings and margins instead.

As for the website design, I placed careful consideration into the brand identity and my client's portrayal. I modeled this website's brand identity after other websites and online stores, such as Nordstrom and Amazon. I did a competitive analysis before prototyping and designing in Figma, so I knew what sort of look and feel for the brand I was going for. I especially got inspiration from Nordstrom and Amazon since they also display a simple and professional feel. They both focus user attention more on the products than anything else, which is nice because there is nothing else to distract the user from shopping and looking at products.

With my design, I leaned towards a simple and professional branding for my client, Fluff Stuff. Since they specialize in pillow products, I wanted to reflect the cleanliness and newness of a soft pillow. For this reason, the design system for the website is simple and clean, with bold text in Roboto used sparingly. I used white and gray colors for the logo and the background so that they do not distract from the products themselves. For the images of the pillows, I included some with vibrant colors so that they can call more attention from the user. The logo itself is a gray curvy structure resembling that of a pillow. Overall, my website reflects the client, Fluff Stuff,

through its soft and comforting colors, as well as its focus on Fluff Stuff's variety of pillow products.