# Reflection

Assignment 5

Heuristic Evaluation

- **Problem:**The arrows on the top pane felt unnatural, were confusing and people would accidentally tap on the back arrow rather than tapping a menu item.
  Solution: I removed the arrow buttons from the side, users can use the navigation pane itself to browse through items, or use the browser back button.

- **Problem:**The users found it difficult to select the menu items when they were below the top pane. While moving the pointer to the menu item, they overshot the item and had to return to it.
  Solution: I moved all the menu items to the top pane so that users can directly move to the top of the page to select, without having to carefully maneuver the pointer to the menu item

- **Problem:**The information hierarchy on the couch pillow page was not very apparent and it looked confusing
  Solution: I reduced the width of the section related to seeing the pillow image, description and the buying options in order to create some hierarchy on the page

Challenges encountered and their solution

- The biggest challenge I faced was restricting the formatting and visuals to the CSS file. I kept on visually formatting the page in the HTML file, and had to go and correct it repeatedly.

- Responsiveness was another factor I struggled with. I understood that people will see my website from different screens and browsers. I had to resist the urge to hardcode the elements onto the page, and tried to make them as responsive as I could, to the best of my capability.

- The color theme of the website was another struggle. I changed the colour theme twice before I finalized on this theme a last time. The name FluffStuff gave the impression that the branding would be somewhat dreamy and light, and I struggled to land on the right color scheme to go with this name and branding. I finally decided to go with a dull pink accentuated by feather motifs to give the feeling of lightness.

- I also struggled with alignment. I was not being able to align the items on the page. I overcame this by using divs and arranging elements within multiple divs, or using a table to align items into multiple rows and columns.

Brand Identity of FluffStuff

The feel of the company FluffStuff is very dreamy, light, comfortable and whimsical.
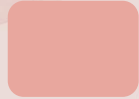
#e8a79e
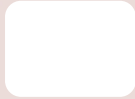
#ffffff

#808080

#000000

The color tone of the website is chosen to display the comfortable and dreamy nature of the brand, with mostly neutral and pastel colors.

The font used is **Helvetica sans-serif**. It is a clean font and is easily understandable.

The logo itself has a whimsical feel to it

The pillows that FluffStuff sells are young, vibrant and modern. It comprises of block colors paired with prints.