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<https://github.com/eli-king/homework5/tree/main>

<https://eli-king.github.io/homework5/>

The landing page's background image interfered with the title and subtitles' readability in the previous iteration of this site. In this iteration, I centered the text and changed the image to contrast the white text. Next, the last iteration was inconsistent with its links. Some were buttons within rectangles, and others were just text. In this iteration, I used a combination of underlined text and images to signal interactivity. Finally, users can view all products at once without having to navigate to View All. This navigation fix results in fewer clicks to display more products.

I initially found it challenging to create a navigation bar with two sets of links and an icon as a link. Organizing divisions within the next and styling the corresponding divisions took extra time to sort. I had a similar experience while creating the Shop page. I styled the images and text such that there is an even grid with different sized pictures required taking advantage of CSS selectors. I was initially sized each image individually in HTML. I overcame these challenges once I utilized the inline and inline-block displays.

I was surprised at how simple it was to embed Google Maps into the Locations page. It was a simple line of code that made a significant impact on the site's perceived legitimacy. The added functionality will also help users navigate to other locations or contact the store directly.

Brand identity is shown through the site's use of type and imagery. When designing the previous iteration in Figma, I used Futura for navigation and Tinos for interactivity. This font pairing is intended to create a sense of elegance, contributing to the Fluff Stuff brand identity. In this iteration, I used the websafe fonts Josefin Sans and PT Serif. I chose product images with transparent or white backgrounds to highlight the products and add to their innate ambiguity.