

## Reflection

### User Interface Bugs:

1. **Content:** As I was working through my prototype, a huge problem I ran into is the readability of the website. I created the website based on my personal aesthetic preference and eyesight. I didn't consider that some people will be nearsighted and unfamiliar with my website design to read it easily. Thus, I changed the texts to a simple font, adjusted the size to be bigger, and converted my text from all caps to mostly lowercase words.
2. **Layout:** In addition, my website used many images, however in my previous iteration, I created it with Microsoft PowerPoint and many of these images were not aligned and organized. It was important to optimize readability because the browsing product page required many photos. For this assignment, I really focused on making all the photos were placed in an organized grid and optimized readability.
3. **Images:** Some of the photos I used were low image quality and were not compatible with the other photos. This will make the page less engaging to visitors than a page with better photo choice. I resaved the blurry photos for a better-quality image or found other clearer photos. In this iteration, I also changed photos which I thought did not fit with the photos or theme of the website.
4. **Counterintuitive design:** In my previous design, I didn't have a web browsing page. I thought that having a customization page will be what the customers preferred. However, I was wrong, and I believed the lack of a general browsing page of the products can be ineffective and increases navigation difficulty. Thus, a new product browsing page was added. This page will allow you to look through all general products that the website offers.

### Challenges

1. It was difficult to organize these photos in code. I was unfamiliar with how to organize text and images in html. In order to fix this problem, I looked

through many different coding websites that teaches the syntax for these functions.

2. As I was designing the page, I found many illogical errors that disrupted the logic flow of my website. It was difficult to navigate and find information for the users. In order to fix this problem, I worked through the websites many times to see what other navigation obstacles that there are. In addition, I asked my friends to look through my website and get their input as an unfamiliar user about the overall design and navigation of my website.

### **Brand Identity**

1. **Identity:** My client is the owner of a furnishing pillow store called “Fluff Stuff”. The purpose of the store is to sell pillows that can furnish and complete their home. Besides the name “Fluff Stuff” which suggests a friendly website, the products they are looking for is comfortable, welcoming, and happy. Thus, I would incorporate those characteristics into my design.
2. **Layout:** Therefore, for the entire layout of the websites, I focused on organization, clarity. I also did not use very complicated interface because complexity might make the website feel less welcoming. In this design I showed brand identity through light color choices, organization, and simplicity.
3. **Color Scheme:** To make the website reflect friendliness and comfort, I used very light hearted and friendly colors such as light pink, white, and light brown. These colors are calm and pleasing to the eye. Harsher colors would not reflect a friendly attitude.
4. **Font:** Going off the simple design, I also chose simple fonts such as Verdana and Sans Serif because they are easy to read. Since our customers will be looking through a large amount of product choices, a simple text will give them an easier time to shop.