

Reflection

Throughout the whole process of designing and coding, for me, the most challenging part is the HTML and CSS part. It wasn't particularly conceptually hard; it was just confusing in many ways. Although I have had html and css background in the past, it still took me a lot of time to figure out the syntax. I bug that I faced that took me a long time was when I was trying to refer to an object in html from css. I gave the object an id; in css, instead of the correct way of referring it as "#idOfTheObject", I used ".idOfTheObject". It was the difference between "#" and "." and got me stuck. Initially I thought I made some mistake with the css attribute, but no matter what I did nothing really happened. How I figured out was to use the inspect function in my browsers and realized my css attributes weren't making any reference to the object at all. Overall, I overcame most of the bugs by looking at the documentation of html and css online, or simply searching it online.

I gave the brand Flip Stitch Pillow a very modern, clean, simple, but at the same time very cozy feeling. Throughout the pages I used typefaces that gives people this kind of feeling. I used Avenir for most of the title, subtitle and functional text and Helvetica for big chunks of text. These two typefaces are both sans-serifs with clean and modern look. For color, I chose a toned-down gold as my branding color as it gives people a sense of comfort while not being too aggressive. In addition to that, I used color white for most of the background, which adds to the modern and clean overall brand identity. I also combined the home page and the shopping page into one page. Because we would want the customer to get to actually buying things as quickly as possible with as few clicks as possible. By doing so we are streamlining the shopping experience.