

# PUI Assignment 5: Web HTML and CSS Prototypes

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## PART 1 Client

Muddy Paw Adventure Gears

## PART 2 Assignment Submission

A-homepage.html

B-item.html

C-detail.html

css.css

images (folder)

## PART 3 <a href=> reachable icons

Homepage: "Shop" links to Item Page

Item Page: "Muddy Paw Logo" links to Homepage; (any) "Item Image" links to Detail page

Detail Page: "Muddy Paw Logo" links to Homepage; "back" button links to Item page

## PART 4 Reflection

[#1]What challenges or bugs did you encounter and how did you overcome the challenges?

I had watched some HTML/CSS tutorials before but it is my first time to write code myself.

During the whole process, I indeed encounter several problems.

First, I tried to realize some visual results that need specific code structure. In my homepage, I want to make text and buttons overlap on the background photo. The tutorials I watched previously didn't cover this skill. So, I used forums such as Stack Overflow to find inspiring answers.

Besides, many tiny bugs took place, especially about layout and format, during my coding. First thing I did was creating a clear indent structure to help myself read code and remember my structure. I also wrote notes during my coding for self-explaining purpose.

[#2]How is the brand identity of your client reflected through your design choices? What kind of look and feel did you design for them and why?

The direct goal of my users is to shop online to purchase outdoor pet gear for their loved pets (cat or dog). They want to shop online to reduce time consuming, and avoid the inconvenience of bringing their pet all the way to the store. One important thing is to guarantee users buy the right item for their pets, as online shopping won't be able to bring their pets to store to try stuff on. On the other hand, my client, Muddy Paw Adventure Gear, also share similar value in loving pets and the intention of bringing their beloved partners to the outdoor with safe-guaranteed gear. Thus, the mutual goal of my users and client is a user-friendly online shopping environment that guarantee users buy what their pet need for outdoor activities.

Diving into details, I tried to create a clean visual language to help users focus on the content about gears. In this way, they won't be bothered by the existence of visual noise like many other pet equipment stores have.