

What challenges or bugs did you encounter and how did you overcome the challenges?

- I initially had difficulties setting up a workable grid with flexbox on the home page and the product browsing page. Over the last seven months, I've come to learn the importance of white space within my designs and the power of the grid. While I've become fairly adept at using the grid in Sketch and InDesign, realizing a semblance of a grid in HTML/CSS was tough! To overcome this challenge, I used flexbox to arrange the child divs on my pages. I also attended office hours and asked my more technically skilled peers in MHCI for help. Once I got the hang of it, flexbox was a dream to use. It made the site much more responsive to changes in browser size, which was of particular importance on the product browsing page.
- I had a very tough time using flexbox on my product page, and as a result, switched over to using regular <div>s to structure the page. A tradeoff of this switch, however, was that I couldn't figure out how to add the comments section of the page, and decided to omit it as opposed to adding a photo of my wireframe.
- Additionally, I had trouble creating the color swatches within the product cards on the product browsing page. After playing around with uploading svg images of colored squares, I ended up creating a handful of divs, and setting their background color to the hex codes I selected for Fire Orange, Crazyberry, Strawberry, and Blackberry. I used a combination of a clearfix class and align-content: center within a CSS class to remove the child class CSS inherited from the product cards and allow the colored div swatches to float horizontally alongside one another.
- Organizing the nav bar proved to be a challenge as well. I went back and forth trying to make flex-box work for the placement of the logo, dropdown menu, and cart image. The cart image continued to break the layout, so I eventually made it smaller in order to fit in the nav bar div, and used a class to add padding around it to make the image appear to be in line with the other elements on the left-hand side of the page.

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?

My design goal was to make Muddy Paws feel both aspirational and approachable. I wanted the user to feel like they could trust Muddy Paws' products. Dropdown filtering options on the product browsing page further shore user trust by showing a knowledge of their needs and wants, offering product searches by fluorescent and waterproof materials. Incorporating photos of animals putting products to use in the wild suggests durability and product popularity. The bold imagery of dogs running alongside their owners at sunrise and cats lounging in the grass in the wild inspires the pet owner to daydream about their future adventures with their animals. The playful serif and relaxed sans-serif font pairing along with rounded buttons lend a casual feel to the site, giving the brand an approachable feel.

Resources:

Google Images

Stack Overflow

Treehouse