

## Assignment 5

### Heuristic Evaluation

#### 1. Going back to the Home Screen - **User Control & Freedom**

I previously did not have an option to take the user back to the home screen if the user traveled to another page. The idea was that the user could simply click on the logo in order to travel back to the homepage, but this is not always obvious to all users. In my iterated prototype, I added a 'home' button to the navigation menu so if the user is in the 'shop' page, the user can return to the home through the nav bar.



#### 2. View Details for Similar Products - **Recognition Rather than Recall**

In the Similar Products section of the product details page, I previously only had the name of the similar product, the price, and the picture associated with it. I decided to add a 'view details' link underneath the price so that there is no uncertainty what the user should click on in order to access the similar product.



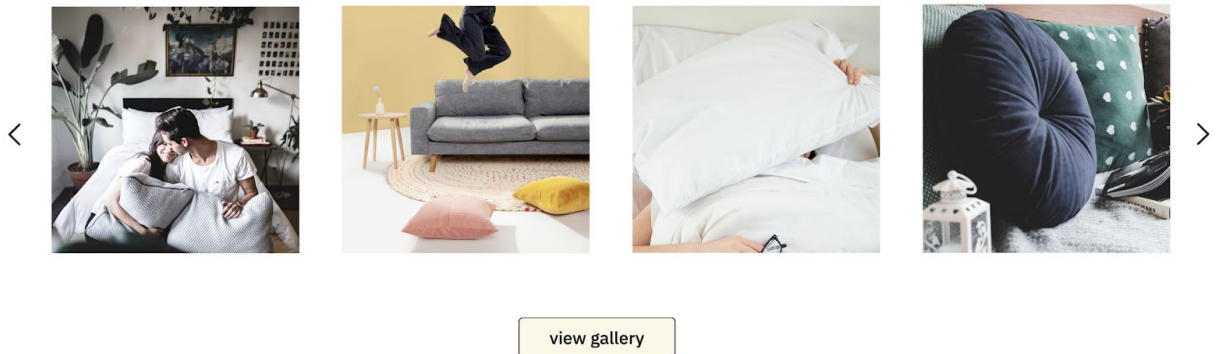
Round Pillow

\$39 - \$59

[view details](#)

### 3. 'View Gallery' Button for Instagram Carousel - **Flexibility and Efficiency of Use**

At the bottom of my homepage I have a social media section that allows the user to view Instagram posts from other users with 'Fluff Stuff' products. Originally, I included arrows to the right and left of the pictures for the user to browse through the carousel of pictures. In my updated design, I also included a 'View Gallery' button so the user does not have to continuously click on the arrows in order to view more pictures.



## Challenges

One main challenge that I found to be difficult when coding the website was knowing how to overlap certain elements. From the CSS practice that we did through Codecademy, I know that z-index should be able to indicate which elements are more forward or backward. However, even when I applied the z-index to certain div elements in the CSS, most of the time there was no change. I was able to work around this problem, however, I am still unsure how to effectively use the z-index to achieve the outcome I want.

Another challenge that, hopefully I can tackle over time with practice, is my organization of the HTML. I initially added coded the web pages with the intention of getting all the content onto the page without thinking about the more efficient ways they can be put into divs to be manipulated using CSS. As a result, I found myself altering the position in the CSS (ex. Left: 40px;) within headings so when I used a particular heading again later on, I had to give it a particular id tag in order to differentiate that heading from the initial heading that also contained positioning instructions. I found this to be extremely inefficient, and also made my code more prone to bugs and resizing issues across varying screen types.

## Brand Identity

The brand identity for the client that I wanted to portray through the design is one of simplicity, organization, and comfort. The client doesn't have a wide range of products like most home-furniture

stores do, and I wanted to highlight this as an advantage rather than a disadvantage. In this day and age, users are bombarded with an abundance of products, colors, and customizable options when purchasing items online, and I wanted to show through the 'Fluff Stuff' website that home decor can still be versatile despite having fewer options to choose from. To do this, I use pictures focusing mainly on the pillows with few other people or furniture in them. Since the client also only has four colors for the user to customize a pillow, I kept the colors on the website to a minimum as well, using mainly white with the occasional tan, light blue, and flamingo as an accent color. I also included a social media section at the bottom of the home page in order to build a sense of community amongst customers. This way, users can also see how other customers have incorporated 'Fluff Stuff' pillows into their own lives and homes in various ways.

**External Resources:**

**Z-index:** [https://www.w3schools.com/cssref/pr\\_pos\\_z-index.asp](https://www.w3schools.com/cssref/pr_pos_z-index.asp)

**Photos:** <https://unsplash.com/s/photos/pillows>