Technical Feasibility Review

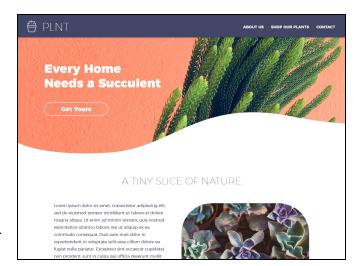
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Questions:

- 1. Will it take a little, lot, or absurd amount of work to build this feature/design?
- 2. Are there other options for similar result with less work?
- 3. Is it a good development choice? Do you have any concerns with it?
- 4. What would be the first dev step you would try when building?

Design1-Header.png

- 1. It will take a little work (maybe a moderate amount.)
- 2. Apart from a CSS-based solution, you could also use a transparent PNG to achieve a similar effect. However, this might be more difficult to scale across screen sizes.
- 3. It's an interesting choice that I think will be eye-catching and pretty different. My main concern would be the level of browser support for a CSS-based



solution (mask-image seems to be the most elegant way to accomplish this, <u>but support is not universal</u>.)

4. The 'mask-image' property appears to be the best way to accomplish this with CSS. You can reference an SVG which will operate as an image mask for the contents you're applying it to. You could achieve this particular curved header style by masking the header with a curved SVG:

-webkit-mask-image: url("curve.svg");

mask-image: url("curve.svg");
-webkit-mask-size: 800px 250px;

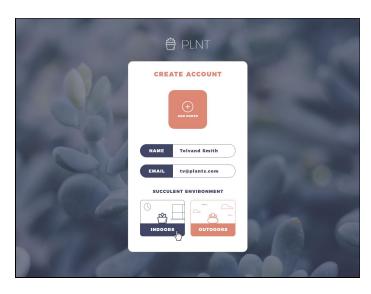
mask-size: 800px 250px;

If necessary, the header can also be placed with a fixed position, so that the contents scroll behind it.

Simple proof of concept: https://halleyl.github.io/tech-feas/proof1.html

Design2-Signup01.png

- 1. This will take a lot of work to accomplish (but probably not an absurd amount.)
- 2. You could also have options for "indoors" and "outdoors" with a submit button below. It wouldn't affect the overall design much, and could be both clearer and simpler to implement.
- 3. It may be preferable to have an actual submit button below the "indoors" and "outdoors" options. Customers might have indoor and outdoor succulents, so they may want to choose both. They also may



be unaware that these buttons submit the form, which could be a confusing user experience. (If possible, user testing would be good to determine how clear this is.)

Also, researching the use of 2 HTML submit buttons, it appears that 1 of the submit inputs must be the default. You could arbitrarily choose which of the 2 would be the default, but since it's an A/B choice, it's not logically clear which one should be the default.

4. It appears that the best way to accomplish this (without server-side scripting) would be via JS form handler function. You could send the form to one JS handler, using an if/else statement to differentiate between the 2 submit options. Or you could create 2 different JS functions, one for each button.

Simple proof of concept: https://halleyl.github.io/tech-feas/proof2.html

(I used 2 functions, which wouldn't be ideal for something complex, but it was easier for me to figure out quickly)

Design3-Signup02.png

- 1. This would take a lot of time to do well, if it should be done at all.
- 2. Not really.
- 3. It's generally accepted that disabling basic browser buttons is very bad practice. Almost all users expect this functionality from their browsers, and it's confusing if it's eliminated. A better idea might be to actually change the behavior of the back button to go back within the form without resubmitting.



4. You can use a javascript function which changes the window location when a function is triggered. This can be applied to a button within the form, and can also be applied to the browser's back button itself, using window.location.assign('url').

Simple proof of concept: https://halleyl.github.io/tech-feas/proof3.html (The example doesn't have much of an actual form, beyond a couple of buttons. This is mostly to illustrate that you can change the behavior of the browser's back button.)