

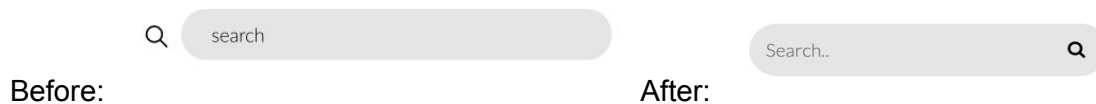
Assignment 5 – Web HTML and CSS Prototypes

Reflection

- Discuss 3 to 5 user interface bugs you found in your heuristic evaluation. Be sure to include your design for fixing those bugs, annotated screenshots are ok.

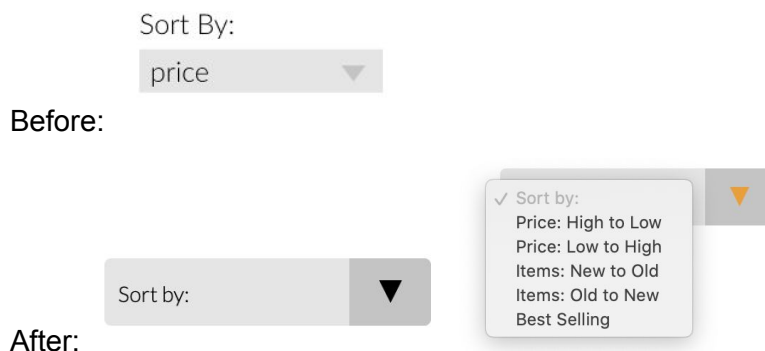
1. Search bar: Violated Flexibility and Efficiency of Use and Error prevention

Originally, I designed a search bar with a search icon on the left (in front of the actual search bar). However, after conducting heuristic evaluation, I realized that this might confuse users because there is a lack of indication of what to do next after they type in the input in the search bar. The user might assume that the search icon on the left will act as an enter key and click the search icon to move on to the next process. However, such interaction is neither flexible nor efficient. At the same time, the search icon is actually not working as an enter key and therefore, this design leads to an error. Therefore, I re-designed this search by placing the search icon to the right inside of the search bar. This new design will prevent users from making mistakes because it is clickable and acts like an enter key now. It will also facilitate flexibility and efficiency of use.



2. Sort By Dropdown Menu: Violated Visibility of System Status

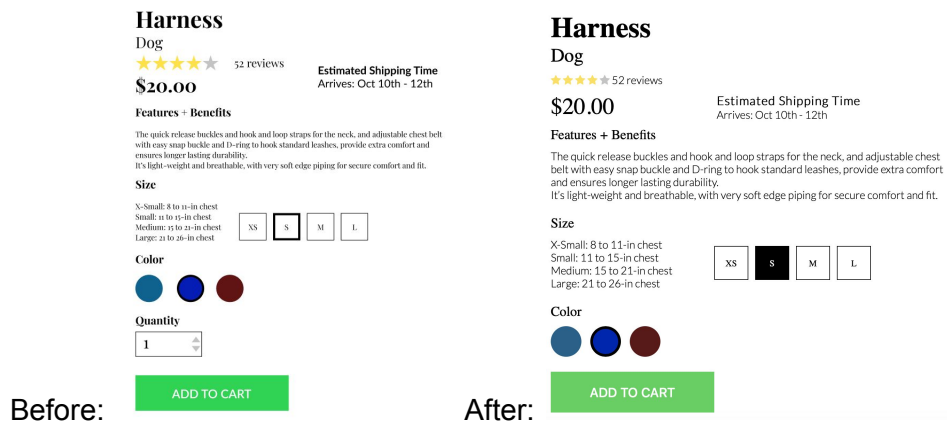
Originally, I designed a sort by dropdown menu for items. However, I realized that this design can be misleading because it is marked as “price” on the menu and all other options are hidden under the dropdown menu. Therefore, I redesigned the dropdown menu by replacing “price” with “sort by:” to imply that there are other options hidden. At the same time, by color coding the dropdown triangle black and orange when hovered, I tried to make a clear indication of the user's action and what will be displayed once the user clicks the dropdown menu.



3. Quantity option in Product Detail page: Violated Minimalist Design

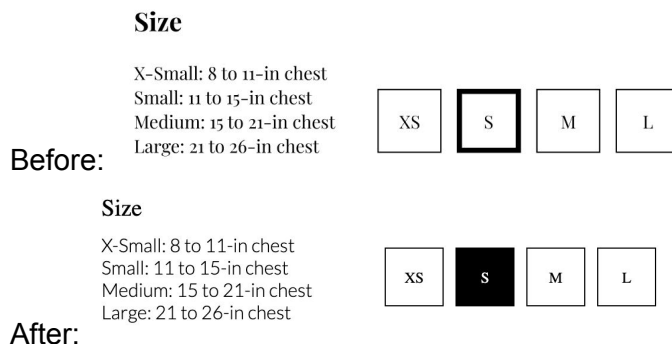
Originally, I included this quantity box option to allow the users to select the amount of items they need before they add an item to the cart. However, after running a heuristic

evaluation, I realized that this product detail page already has too much information and therefore, having a quantity option here could be repetitive if the shopping cart page has this feature. Therefore, I deleted the quantity option feature in this product detail page. A detailed justification on this is explained further later.



4. Size Box: Violated Visibility of System Status

Originally, when the size box was chosen, the borderline of the box became thicker. After conducting heuristic evaluation, I realized that this thicker borderline does not clearly indicate that the user made such selection. Therefore, in order to give a more clear indication on the user's selection, I re-designed the box by changing the background color of the box to black and the font color to white.



- What challenges or bugs did you encounter in the process of implementation, and how did you overcome the challenges?

Quantity option in Product Detail page: As mentioned briefly above, when I tried to implement the quantity option in the product detail page, it was challenging to figure out how many options to provide. I originally tried to make a drop down menu so that the user can pick the amount of items they need but in order to design this feature, I had to consider the maximum number of options (e.g. 1 to 5 or 1 to 10?). During this process, I also considered using just a type input box instead of providing many options of numbers. In order to overcome this challenge, I explored other shopping sites to get an insight and found that many sites do not provide quantity options in the product detail page as this feature is offered in the shopping cart page where they

Yunmin Oh
PUI

can edit the number of items they need to purchase. Realizing this feature is not needed in this page, I decided to get rid of this feature from this 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

Since this website is selling adventure gear for pets, I tried to present the feeling of going out on an adventure with pets in nature. Particularly on the home page, I intentionally selected pictures of the pet owners and pets engaging in outdoor activities together to give a sense that this website not only offers diverse pet adventure gear and accessories but also allows them to share more outdoor sports and experiences with their pets together. Even in the products page and product detail page, I chose pictures of dogs and cats wearing adventure gear outdoors or in nature.

Overall, considering the target client will be mostly pet owners who would like to go on adventures with their pets, I focused a lot of attention on the choice of images. In order to highlight the images of pets and gear, I chose the background color of the website white to minimize distractions in the images. At the same time, assuming that the target user has big-sized pets (most likely dogs) to go on outdoor adventures, instead of expressing a cute little pet-kind of atmosphere, I tried to convey more gentle, classical and modern design by using Playfair Display and Lato as main fonts.

Bonus

I created “about us page” and “contact us page” for bonus points.