

## Heuristic Evaluation

Through my heuristic evaluation, I have found three major bugs that influenced the user experience:

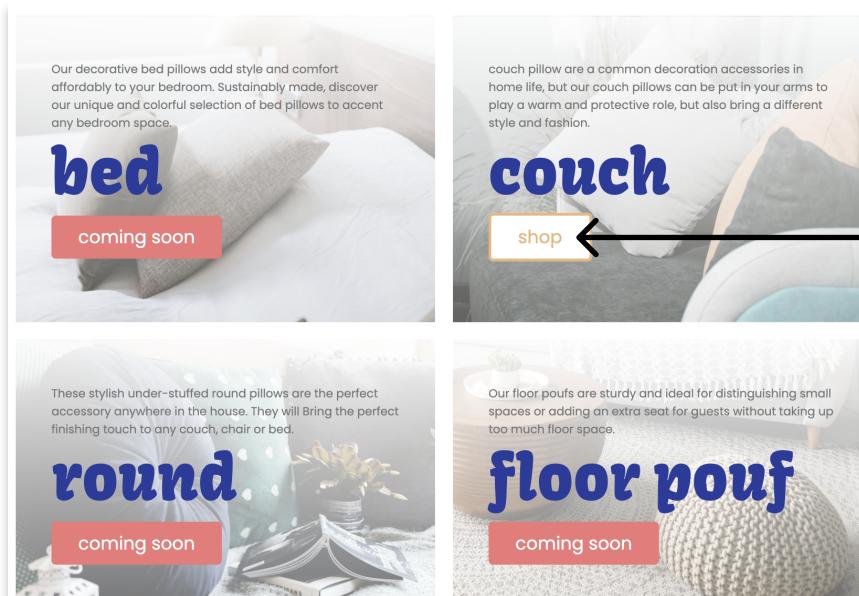
1. Low color contrast of the white on the orange buttons
2. Home page images of color and fills are perceived as clickable
3. The product detail pages have a lot of hovering animations

### Problem 1: Hard Visibility

I decreased the orange color's value to increase the contrast between the text and the background color.



Prototype

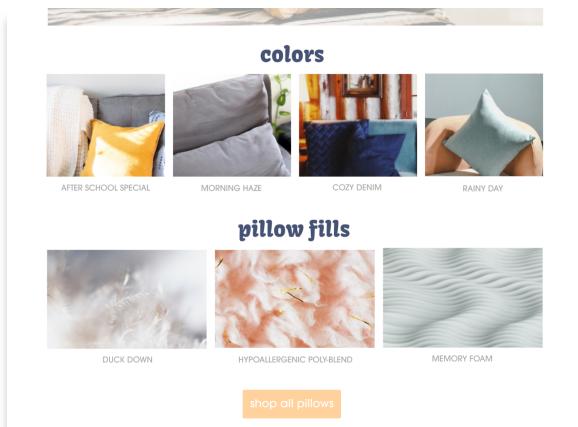


Coded Page

Found a darker orange and placed it on a white background

### Problem 2: Perceived Clickable Images

I cropped the images to a round shape to prevent pictures from being perceived as a clickable object. I found that the rectangular shape of images has more of a perceived affordance of being pressed, especially if related image options are listed.



Prototype (Partial Image of Page)

Users attempted to click on images thinking it was going to lead somewhere

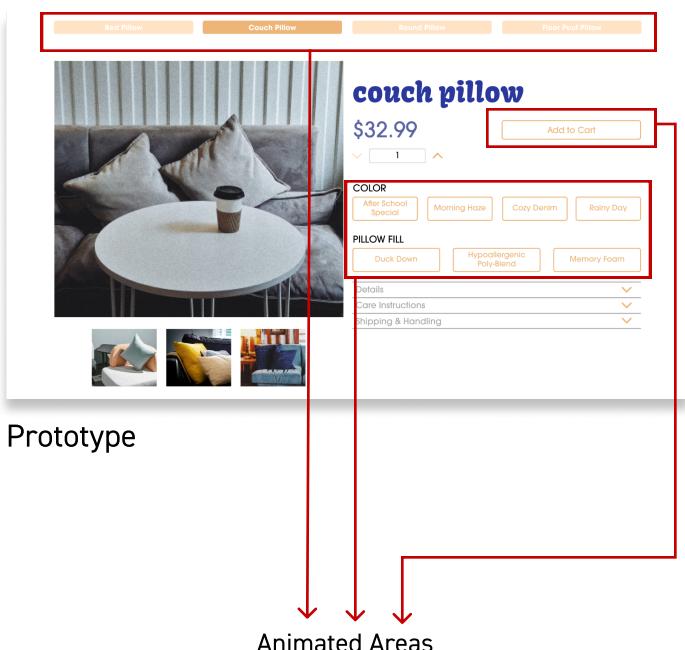


Coded Page (Partial Image of Page)

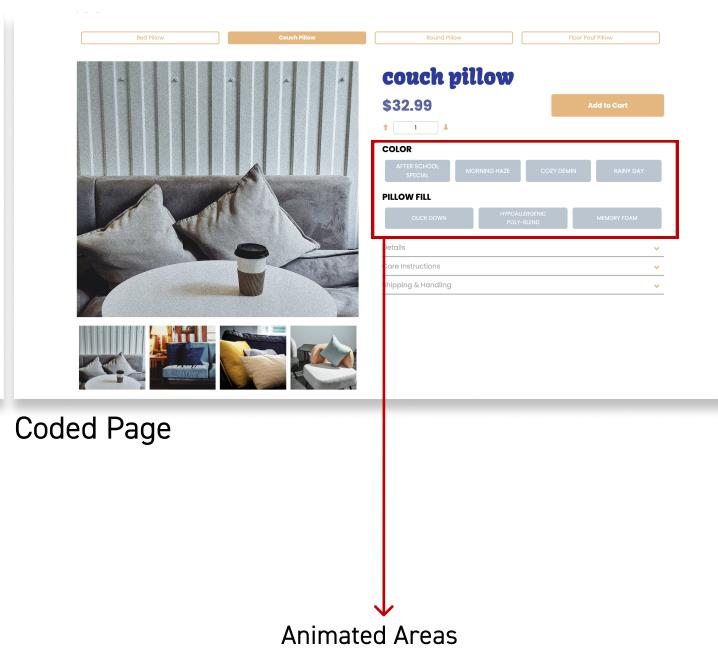
Changing to will hopefully prevent the perceived action of clicking the images. Testing will be needed

### Problem 3: Overstimulation of Hover Animations

When navigating to the detail product pages, the sub-navigation, color options, fill options, and “Add to Cart” button all had hover features. Users found this overwhelming when just hovering their mouses around, and all the hover animations would occur. To prevent over simulating users, I only applied the hover animations to the color and pillow fill buttons. The sub-navigation and the “Add to Cart” button are direct carriers of meaning, and so the hover options become unnecessary feedforward.



Prototype



Coded Page

Animated Areas

Animated Areas

## Challenges

When starting the project, I had mainly been reliant on Bootstrap as a way to layout my HTML pages. This homework allowed me to revisit CSS grid and Flexbox. I settled on using Flexbox as it was the easiest way for me to translate my knowledge of Bootstrap and break it down to its flexbox styling elements. When working through the project, a challenge I faced was cropping images. Since these images were larger than the standard dimensions needed for the website, I had to crop and navigate to the product within the photo. I played around with different background sizing and background positioning to get the image sized correctly and show the right part of the image.

## Brand Identity

Fluff Stuff is a comforting, playful brand that helps customers find a pillow that works for their space at any stage of life. To show playfulness, I chose a thick serif font that also expresses the product's plush nature. To match the logo, I used the colors from the logo through the website that creates a calming effect. I use an orange to accent important information or essential actions that would lead the user to purchase and explore. The design offers a simplistic and straight forward design that makes users comfortable through the heavy use of home imagery and product staging.