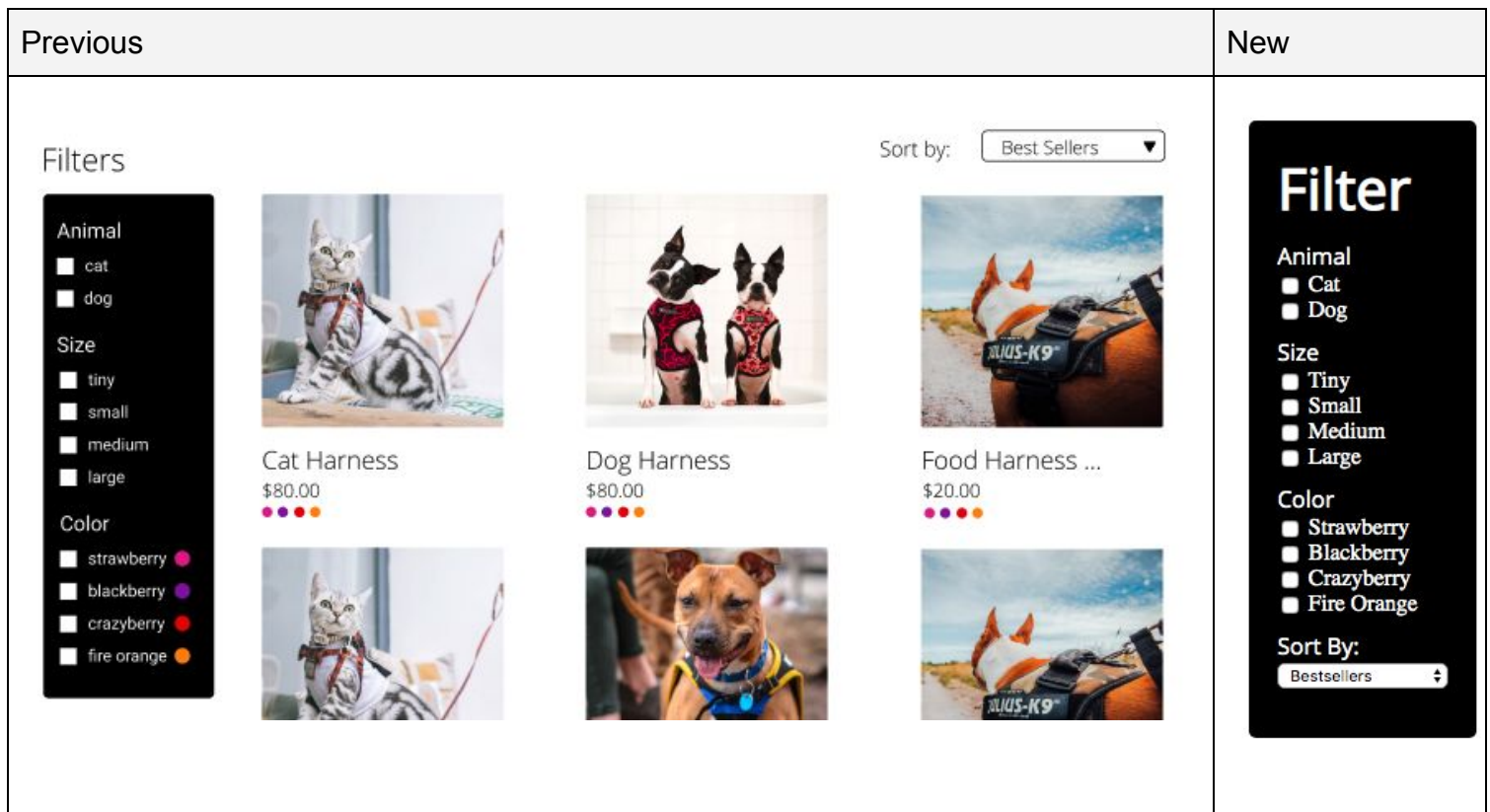


Assignment 5 Reflection

Irene Lin (igl)







(3 pts) 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.

Bug 1: One suggestion I received was to include the “Sort By” option on products page into the filtering side menu. Since filtering and sorting serve highly similar purposes grouping the two together improves the consistency of the products page.



Bug 2: Another usability issue is the black background and small white text used for “Filter” side menu in the product page. The high contrast created by the two opposing values make for a jarring visual experience. Not only is the thin text harder to read, but the high contrast draws the users gaze back to the side menu and distracts them from

the products themselves. A better option is to use a light grey background color that does not jarr or distract.

Previous			New
<div><div>Filters</div><div><div>Animal</div><div><input type="checkbox"/> cat</div><div><input type="checkbox"/> dog</div></div><div><div>Size</div><div><input type="checkbox"/> tiny</div><div><input type="checkbox"/> small</div><div><input type="checkbox"/> medium</div><div><input type="checkbox"/> large</div></div><div><div>Color</div><div><input type="checkbox"/> strawberry</div><div><input type="checkbox"/> blackberry</div><div><input type="checkbox"/> crazyberry</div><div><input type="checkbox"/> fire orange</div></div></div> <div><div><div>Cat Harness</div><div>\$80.00</div><div><div></div><div></div><div></div><div></div></div></div><div><div><div>Dog Harness</div><div>\$80.00</div><div><div></div><div></div><div></div><div></div></div></div><div><div><div>Food Harness ...</div><div>\$20.00</div><div><div></div><div></div><div></div><div></div></div></div><div><div><div></div></div><div><div><div></div></div><div><div><div></div></div></div></div><div><div>Sort by:</div><div>Best Sellers</div></div></div></div></div></div>			<div><div>Filter</div><div><div>Animal</div><div><input type="checkbox"/> Cat</div><div><input type="checkbox"/> Dog</div></div><div><div>Size</div><div><input type="checkbox"/> Tiny</div><div><input type="checkbox"/> Small</div><div><input type="checkbox"/> Medium</div><div><input type="checkbox"/> Large</div></div><div><div>Color</div><div><input type="checkbox"/> Strawberry</div><div><input type="checkbox"/> Blackberry</div><div><input type="checkbox"/> Crazyberry</div><div><input type="checkbox"/> Fire Orange</div></div><div><div>Sort by:</div><div>Bestsellers</div></div></div>

Bug 3: One final issue that was brought to my attention is that the Search, Login, and Cart icons in header navigation may be difficult to see. Instead of having the icons be outlines for my website I tried to improve visibility by filling the icons with solid white.

Previous
<div><div>Muddy Paws</div><div>AboutProductsContact</div><div><div></div><div></div><div></div></div></div>
New
<div><div>Muddy Paws</div><div>AboutProductsContact</div><div><div></div><div></div><div></div></div></div>

(3 pts) What challenges or bugs did you encounter in the process of implementation, and how did you overcome the challenges?

One challenge I encountered was the inability to easily align multiple images and text segments with one another using CSS grids. After struggling with the css grid system I discovered flexbox. Using flexbox I was able to easily orient my images and text and the way I wanted them to appear on my screen. I realized that while sometimes perseverance is a key part of working through a problem, it is also very useful to step back and see if there are completely different avenues that could yield a solution more simply.

Another challenge was navigating the difference between padding, margin, and border. Although my initial understanding of the three was that they all provided some sort of buffer between one element and its neighbors, it was through trial and error that I discovered the unique properties of each. For example, I had a lot of trouble trying to apply a screen-width wash of color to a div that had margins set. I later figured out that margin disallows background color application and the more appropriate CSS to use was padding. Through testing, I learned that padding can have background color applied to it, margins are best for shifting the position of an item, and borders on images actually take on the filters applied to the image itself!

(3 pts) 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?

In contrast to the majority of independent pet sites which all followed the expected route of earthy tones and masculine images for an adventure gear store, I selected a minimal black and white palette and more feminine images.

I see Muddy Paws catering to young, fashion-conscious women who want high quality and chic pet items that can match their own aesthetic both in their daily lives and when they are out exercising. This notion of catering to the buyer's own style and needs reflects the offerings by Muddy Paws, which emphasize customizability. I want the Muddy Paws site to feel clean, minimal, and familiar to potential and returning customers. The black and white palette contributes to the clean and minimal aesthetic, which also mirrors the general design feeling of Sephora a popular makeup site that targets young, fashionable women but in a different market.