

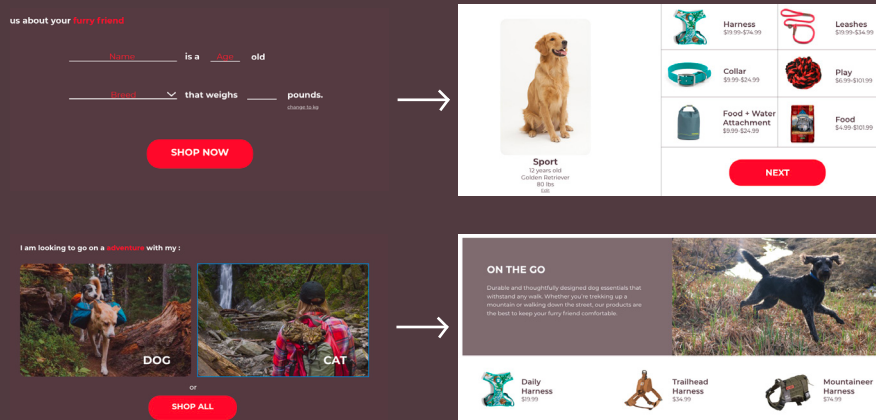
Heuristic Evaluation

The heuristics I considered were:

1. Consistency and Standards
2. Help and Documentation
3. Error Prevention

Consistency and Standards

According to the Consistency and Standards heuristic, users should not have to wonder whether different words or situations mean the same thing. When looking at my prototype, one UI error that stood out to me was the “Shop Now” button on the form page. Although a small error, it’s confusing because it doesn’t help the user set expectations about the following page. Though user testing, I found that people were shocked to find out that the next page was a customization wizard. Many expected to be redirected to a page listing all the products. Furthermore, the “Shop Now” button on the form page and the “Shop All” button on the home page are consistent in terms of wording, but led to drastically different pages.



“Shop Now” leads to customization while “Shop All” leads to product browsing page.

Solution

Simply change the text on the form page from “Show Now” to “Begin Customization.”

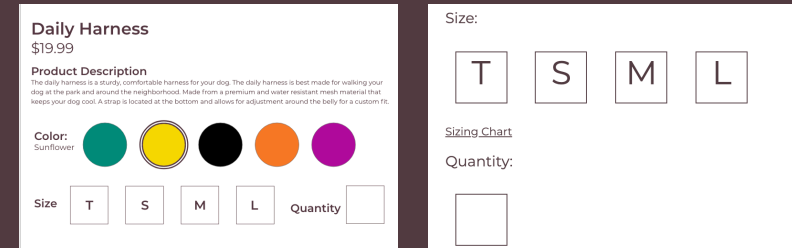
BEGIN CUSTOMIZATION

Help and Documentation

For users who don’t go through the customization process on the home page, and decide to click on “Shop All,” there were no sizing guides available for the user on the product detail page. How were users supposed to understand which sizes would fit their pet?

Solution

The solution was to create a hyperlink that would open a popup and show the users the specs of the product. The hyperlink would be placed under “Size.”



Error Prevention

It was important to consider error prevention especially when designing the form page. The goal was to guide the user to input information in a way that the form would be able to handle. First, it was necessary to make the fields required so that users would not submit a blank form. In addition, for text fields that required a numeric value input, it was necessary to prevent users from inputting negative values. In my initial prototype, no form validation information was included.

Solution

Adding “required” in HTML in order to prevent blank text submissions.

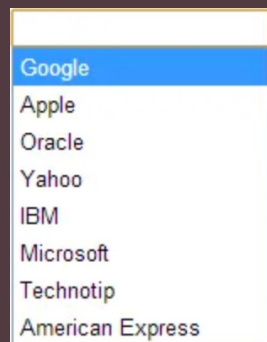
Name..... is a
Age..... old
Breed..... that weighs
Weight..... pounds.

BEGIN CUSTOMIZATION

Prompting the user to input valuable information about their pet.

Challenges

Most of the challenges I faced when fixing the UI bugs were with the HTML form. When attempting to figure out ways to prevent users from inputting certain information (like negative numbers for weight), I felt limited. Most of the solutions required javascript form validation, a method that I had no previous experience with. Another challenge was figuring out how to effectively use the HTML form. For example, it makes more sense to use a dropdown menu for dog breed so that users do not input random information in the text field. However, due to limitations in my own knowledge, coupled with the fact that there are over 200 different dog breeds, I was unable to create a dropdown menu detailing all the information. In the future, I would like to learn how to access a database that already holds information (like all of the different dog breeds), and extract information from the database to use in my code.



An html datalist element would be the most relevant form entry for dog breeds. It allows users to search through a long list of breeds by typing in a text entry .

Brand Identity

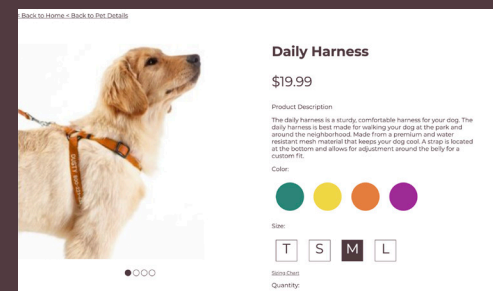
Muddy Paws is a small company that sells customizable hiking and adventure gear for cats and dogs. The gear that they sell fuels the wild side in cats and dogs and helps these pets live long and fulfilling lives alongside their owners.

When reading the company description, I focused my website design around two key values:

- Customization
- Longevity and health of pets

Customization

Rather than have the customer select style, color and size on the product detail page like a standard ecommerce site, I wanted to create a more personalized customization process for the user. The process starts on the home page where the user selects “Dog” or “Cat.” Next, they input their pet’s specs. This then leads them to a customization wizard where they are able to see an image of their pet on the left side of the screen and see what the product looks on their pet by selecting inputs on the right side of the screen. Not only does this adhere to the company’s values, but it also streamlines the process for the user.



User can see in real time what each product looks like on their dog. The size of the product is auto-selected for the user based on the specs they inputted into the form in the previous step.

Longevity and Health

Another aspect of the brand I wanted to emphasize in my design included the idea of helping pets live to the best of their potential. On my product browsing page, I sectioned off the products into different types- “On the Go,” “Play,” and “Nutrition.” The description for each of these sections evokes messages of health and wellness.



#513B41



#7c6c70



#F83839

PLAY

A variety of durable and fun toys to engage and help your dog stay active. Handcrafted and designed to be portable to take with you on a mountain hike.



“help your dog stay active.”

NOURISHMENT

Food, water and vitamins tenderly created using only all natural, organic ingredients to help fuel your dog's wild side.



“help fuel your dog's wild side.”

UI Guide

When determining color scheme for the website, I decided to go with earthier tones to emphasize the idea of adventuring outdoors. The only anomaly was the choice of using red. I decided on red to create a drastic change in value between the earthy tones in order to draw the user's eye to certain actions. For example, the shopping cart logo on the banner, “Add to Cart” and “Shop All” buttons.