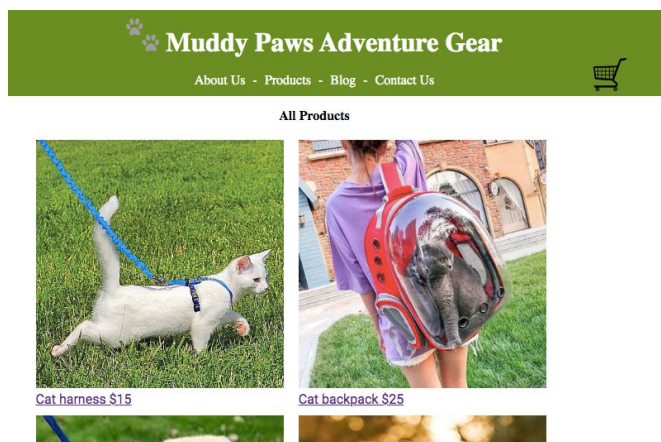


## User Interface Bugs

One user interface bug I found in my heuristic evaluation was aesthetic and minimalist design. My dialogue contained extra information in the product page for sorting and categories of the page. While these features could be useful, I removed them for this iteration of the prototype as there are only six products being displayed. The scroll bar in the previous prototype was also extraneous as there did not need to be a scroll bar within the page when the overall website page is now able to scroll down.



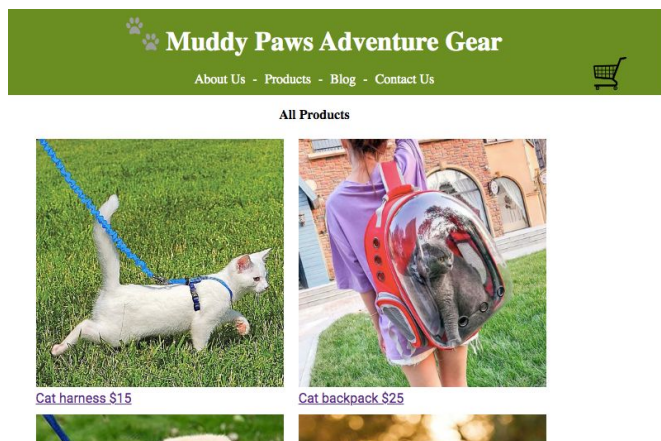
Original prototype with categories, sorting, and scroll bar.



Current prototype with minimalist aesthetic and webpage scrolling.

A second user interface bug I found in my heuristic evaluation was user control and freedom. In the InVision prototype, I included the various pages that a user would be able to move to, but these pages were all only accessible from the homepage. In this version of my prototype, I referenced the different pages throughout the menu bars on every available page.

Another user interface bug I found in my heuristic evaluation was consistency and standards. Previously, the user would have to hover over the product image and click to move onto the product details page. This would cause issues with users being unsure of how to get to those pages, so my change here was to have the links for product details in the underlined product description below the product images.



Current prototype with links to product details in the product name and price under each image.

## Challenges and Bugs

Another challenge I encountered in the process of implementation was keeping the fonts, font sizes, and colors the same across pages. I struggled with making sure different headers were consistent initially, but then I overcame this challenge as I was more careful with the calls I used across my different files. I played around with the font sizes and colors mostly through trial and

error in the beginning until I was satisfied with the layout on my homepage. After this, I employed the same elements for similar website features.

A bug I encountered in the process of implementation included how to space and size images with HTML and CSS. Since the two recent labs did not take us through the process of adding these features, I recalled and went back to the first lab we had where we changed the professor and TA webpage. Here, I saw how images were referenced in the HTML code. I then searched up how to size pictures in HTML and align them. Here, my bug was that I was aligning the images in the HTML files; however, when I validated my files, the error displayed was that align was obsolete and I should be spacing the images in CSS. I then went back to look up how else I could approach this, eventually figuring out that I could declare the class of the image in HTML and then use CSS functions to detail different spacing constraints.

## **Design Choices**

The brand identity of my client is reflected through my design choices as the website palette consists of green, black, white, and grey. These were primarily neutral and straightforward, with a grass green header to invoke the outdoors and the client's want for adventure with their pet. The paw prints signify the product mix for both cats and dogs.

The look and feel I designed for the client was simple and clean, so that the ecommerce site would not overwhelm a user who is browsing. The color choices helped clients think of hiking and different outdoor activities they can do with their pet(s) after purchasing the site's products. These design choices also helped highlight the cute pictures of pets wearing and using the available products, to entice purchasing.