

Reflection

- link: <https://jaehyunkim91.github.io/>
 - note: I made 3 pages. On the home page, please navigate to the product browse page by clicking on “Harness” located as the very first nav bar element in pink stripe. To navigate to the product details page, please select the very first thumbnail (Tru-fit harness).
- public source code: <https://github.com/jaehyunkim91/jaehyunkim91.github.io>
- heuristic evaluation:
 - Flexibility and efficiency of use:
 - On the product browse and details page, I had a text-based breadcrumb element that shows how the user got to this page. For example, on top of the product detail page for the Tru-fit Harness product is a text element that says “Home > All > Harness > Tru-fit Harness”. When first designing for this page, I did not think to make this into a hyperlink that directs users back to the home page, or the product browse page for harness products. To make the navigation of the website more fluid and efficient, I implemented a hyperlink when coding to enable users to use this breadcrumb element to navigate back and forth, instead of relying on the navigation bar menu.
 - On a similar token, I figured that some users that are familiar with this website and are returning customers wish to quickly get to a product they know by name. If so, instead of asking them to navigate through 3-4 pages to get to their interested product, I would like to enable a quick search box that users can type in and select from the results. This was implemented by the inclusion of search box at the very top of each page. Users would be invited to use this box when they want to search for either a specific item or general search for products of interest.
 - Aesthetic and minimalist design
 - On the product details page for Tru-fit harness, I designed for a FAQ section as a separate section under product images. My intention was for users to quickly see common questions about the product without a need to look through customer reviews or detailed description of the product. Initially, this section became too text-heavy as I needed to include both the question and the answers. To overcome this and aim for a minimalist design, I added a expand/collapse design for each of the three question (represented by the “+” icon) that users can press to expand the question

to see answers. This enabled a simpler and minimalist design for the entire page.

- Challenges and bugs that I overcame:
 - The most difficult challenge when implementing this design in HTML and CSS was positioning of each div elements. As a novice programmer, I first started out positioning each element using Position styling in CSS and using margins / paddings to place all elements in the right place. However, this proved to be extremely difficult and also inaccurate.
 - I overcame this challenge by learning about and applying flexbox on CSS. This was extremely helpful as I did not need to manually position elements but use align or justify styling to find the right place for each. It was particularly helpful because my website pages often contained grid-styles that had equal spacing between them.
- Brand identity (how is it reflected in design choices)
 - My design goal was to create a clean, simple webpage that is easy to use, with an emphasis on viewable images. As a local shop, my brand would target customers that prefer simplicity and ease of use vs. extensive inventory of products. To achieve this, I made sure that the homepage is well organized and easily scannable. An effective use of white space helped create an open design while consistent organization of visual elements are helpful for user comprehension.
 - In terms of color, I used pastel tone to create a more inviting feeling. All images were also modified to have higher temperature to create warm vibe to the overall website.