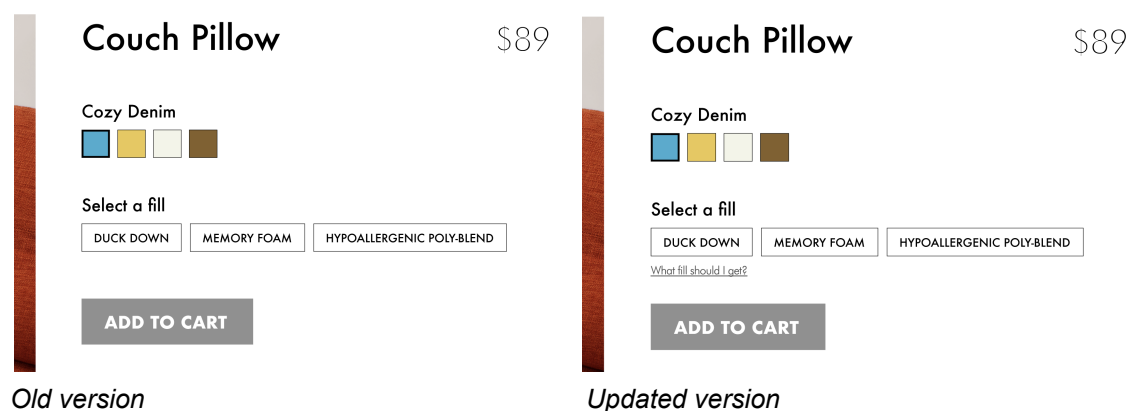
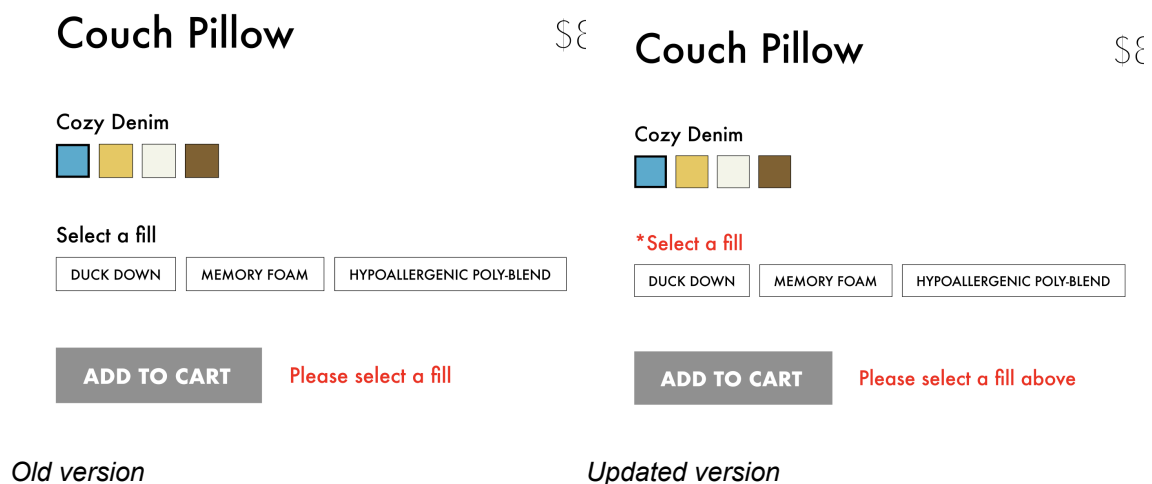


Site: <https://jamiedorst-pui.netlify.app>Repo: <https://github.com/jamiedorst/pui>**Heuristic Evaluation****1. Help and documentation**

In my original design, I don't think I did a good enough job of explaining what the different fill options are. Someone may not know which type of fill they want, as the names are not very helpful if you haven't felt that type of pillow already. To fix this, I added a "Which fill should I get?" link, such that it doesn't disturb the flow of the page, but if you want help selecting an option you can click there for more information. Clicking there would open a pop-up window with information about the three fills.

**2. Help diagnosing and recovering from errors**

In my original design, although I did include a pop-up that tells you to select a fill if you try to add to your cart before choosing one, I don't think the message is effective enough. It's location decouples it from the actual fills, possibly causing confusion when the user isn't sure *where* to select a fill. To fix this, I changed the text such that on click, the message says "Please select a fill above" and the fill section of the page also turns the same color red. To address color-blindness issues, I also added an asterisk.



3. Recognition rather than recall

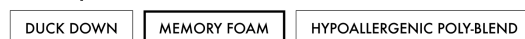
In my original design, the color and fill selections become populated with the name of the color and the name of the fill after they are selected. However, there is no indication that those names refer to the color and fill. For fill it may be slightly more clear, but because the color names are things like “Cozy Denim” and “Morning Haze” users might not understand what they are referring to. To fix this, I added labels to those fields.

Couch Pillow

Cozy Denim



Memory Foam



ADD TO CART

Old version

§{ Couch Pillow

§{

Color: Cozy Denim



Fill: Memory Foam



ADD TO CART

Updated version

Implementation Challenges

There were a couple main challenges that I hit while building this. The first was figuring out links—react router is commonly used with react to connect pages, but it is more complicated than using a simple `<a href...>` tag. At first I was having a problem where there was no error message, but nothing in my page was rendering. Eventually I figured out that was because I was calling “Route” in two separate places. Another challenge I had was trying to figure out how I wanted scrolling to work on my product detail page. Ideally, there would be more of a parallax scrolling effect, such that as you scroll down, the left and right sides of the page scroll at different rates so that they start and end at the same time. But, that doesn’t seem to be possible with basic HTML and CSS. So, for now I’ve made it such that the left side scrolls separately so that a user could see images and product information at the same time, it just isn’t automatically showing them all of the images.

Brand Identity

I chose to imagine Fluff Stuff as a brand for modern homeowners. These are people who own their homes and are looking to sophisticate their decor with a generous budget. Fluff Stuff’s soft, handmade pillows are high-quality and fit this audience well. To this end, I chose to design the site in a modern, clean fashion. I put emphasis on high quality photos that show the products in what might look like a similar environment to the ideal user’s home. I opted to use primarily black and white, as those colors fit with a modern clean aesthetic.