Assignment 5 - Web HTML and CSS Prototypes

Link to website: https://jasadex.github.io/pui-fall21/

Link to GitHub repo: https://github.com/jasadex/pui-fall21

Heuristic Evaluation

For the pages implemented for this assignment, I failed to find major violations to the 10 Nielsen heuristics. However, I do foresee some violations that could rise up once more pages are implemented.

1: Consistency and Standards. Currently for my product details pages, the selection of color and fill is accomplished through a set of buttons that are solid colors and text filled. While this is intuitive for configuring a product, the same set of buttons could be hard to implement in the shopping cart page, where customers might want to change their choices. A solution idea could be designing a similar style for a smaller and more consistent set of buttons that can be used for editing items in the shopping cart.

2: Flexibility and efficiency of use. Currently, the fasted route a customer can buy an item is home page -> product collection -> product details -> add to cart -> checkout. While this is only a few simple steps, and users can skip product details by clicking the "buy now" button at the top of the page to quickly navigate to configuring products, there is potential for a even more efficient quick-buy or 1-click-buy function for returning customers who are familiar with the company's products.

3: Match between system and real world. The current design employs a fixed side navigation bar, which isn't following the convention of a top navigation bar. While top navigation bar is provided on pages where it would make more sense, the lack of a header and the consistent presence of a sidebar gives the website a tablet look rather than a desktop look. For the future, the sidebar could be collapsed on some pages for a more full-screen desktop experience, but that will bring another complication where navigation would be hard for the users to find.

Challenges

The main challenge for me in this assignment was to achieve the layout I designed in Figma. With a fixed side navigation bar and block-like content in the main page, the layout is hard to be made with the CSS learned in class, especially in terms of content positions and what content should be scrolled with the page. To solve this, I visited w3school and decided to style my website with CSS Grids.

After reading the CSS Grids tutorial, I was glad to see the similarity between CSS grids and the traditional grid layout I work with for graphics and type design. Hence I decided to reformat my HTML files to be styled with CSS grids, which mainly involved making a grid container for the body of HTML, and clearly define the grid items by defining classes for each <div> block.

One challenge arose with the grid system, where my content blocks were not positioned in the right grid space. Through several trials and errors in my HTML files and rereading the tutorial, I found that only direct children of the grid container class can be formatted into the grid. Hence I proceeded to clean up the parent-children relationships for my content blocks, and the contents finally conformed to the grid system.

One challenge associated with a grid system is the display size. While I tried defining the grid according to my design, the grid would leave many unwanted white space at the end of the page (right side). The "auto" feature of the grids also resulted in unwanted column size. After playing around with settings in the grid, I resolved this problem by defining a few key columns and let "auto" take over the other columns.

Brand Identity

As discussed in previous assignments, my main goal is to create a sense of comfort, easy, home and cozy feeling for Fluff Stuff. These keywords match with the feeling that Fluff Stuff would try to deliver to their customers with their products.

The light pastel color scheme is chosen specifically for the cozy experience that Fluff Stuff products aim to provide their customers with. Images and graphics are softly presented in bigger scale for a relaxed but immersive experience that requires little reading. Sans-serif types

are employed throughout the entire site for a softer reading experience. A fixed navigation bar is placed on the side of the screen just like a bed side table, where everything is within reach on the side. This is further enhanced with more detailed navigation within products pages, through a more detailed list in the side navigation bar and graphical navigation on the top navigation bar.