Judy Chun
PUI Reflection

**User Interface Bugs in Heuristic Evaluation**

During the heuristic evaluation that I conducted through my InVision prototype, there were couple heuristic principles that were violated due to lack of visibility of system status and lack of user freedom and control given in the collapse and expand menu in product browsing page and drop down menu in the individual product detail page. Specifically, I addressed the issues by changing the navigation menu placed across all pages, adding checked state to the collapse and expand menu to signify that the user input has been received, and creating drop down menu items to increase user control by enabling them to choose between multiple options.

Change #1 - Navigation Bar in Home Page

Previously, on the home page, I included a static navigation bar with no signifying state that shows the user what page they are currently on, which relies the user to recall which page they are currently at, rather than enabling them to naturally recognize which page they are looking at. For example, after scrolling down, the user would forget which page they were browsing through and lose track of the information hierarchy of the site due to the lack of visibility of system status. In return, I added the active state to signify which current page the user is viewing and hover state to give visual cues for the users to click through. I changed the position of the static navigation bar to a sticky bar so that the top navigation menu can always be placed at the top whenever user is scrolling through for easy access to other pages.

Before

After
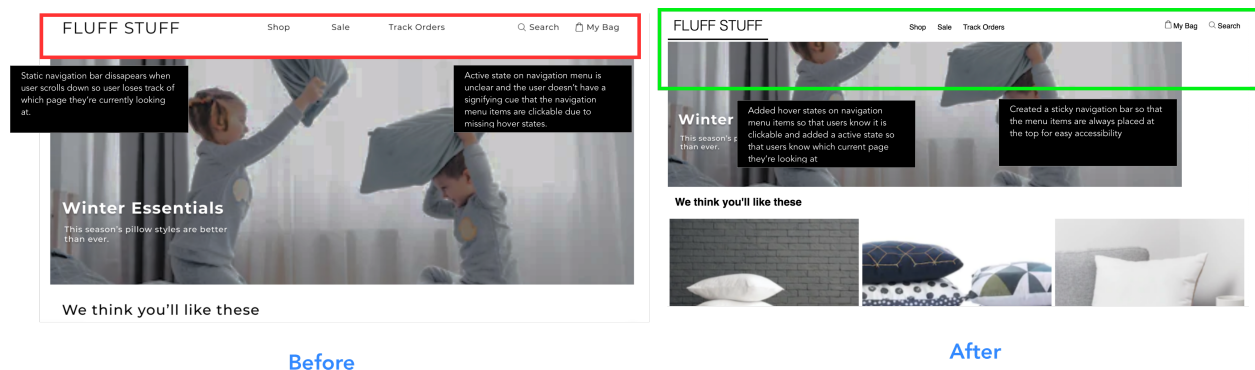
**Change #2 - Collapse and Expand Menu in Product Browsing Page**

Previously, on the product browsing page, I included a collapse and expand menu but there were no states shown for when the user selects certain filtering options which limited efficiency and user freedom. The primary functionality of the collapse and expand menu was defeated because the user was unable to filter through different categories like color and materials. In return, I added a clear checked state and unchecked state in the checkbox items

within collapse and expand menu so that users can clearly know that their inputs have been received in the system.

Before

After
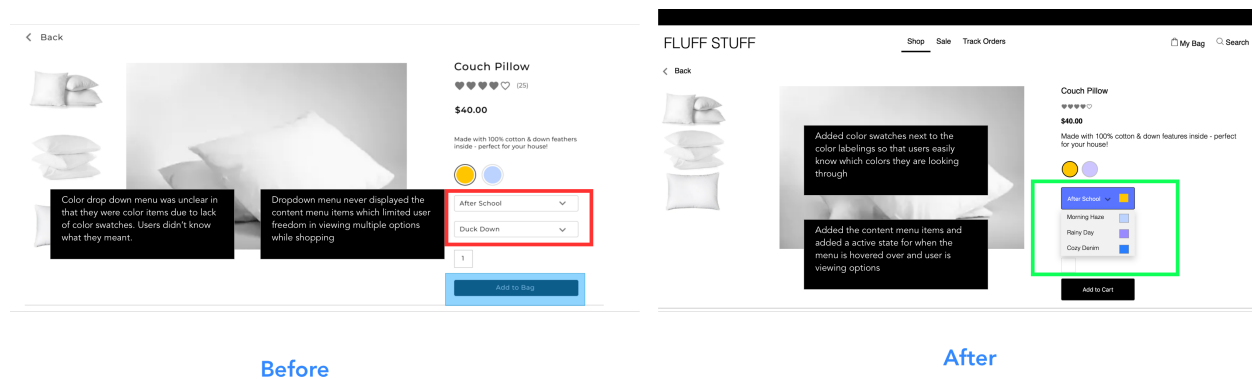
Change #3 - Drop Down Menu in Product Detail Page

Previously, on the product detail page, I included a drop down menu but the user was unable to see the content items listed under the drop down menu which limited user control and freedom for them to choose their pillow based on multiple options such as color and material. It was confusing for users as they were expecting multiple options to be clearly displayed as soon as they hovered over to the drop down menu button. In return, I added content items for the two drop down menus and added a hover state for the content items to appear right away as soon as the user hovers over to the item. This enabled greater user freedom during their shopping experience. Moreover, I added color swatches in the drop down menu because previously the text on its own (color labelings) were not clear, so I added clear swatches so that users know what color they are while viewing the dropdown menu items.

Before

After
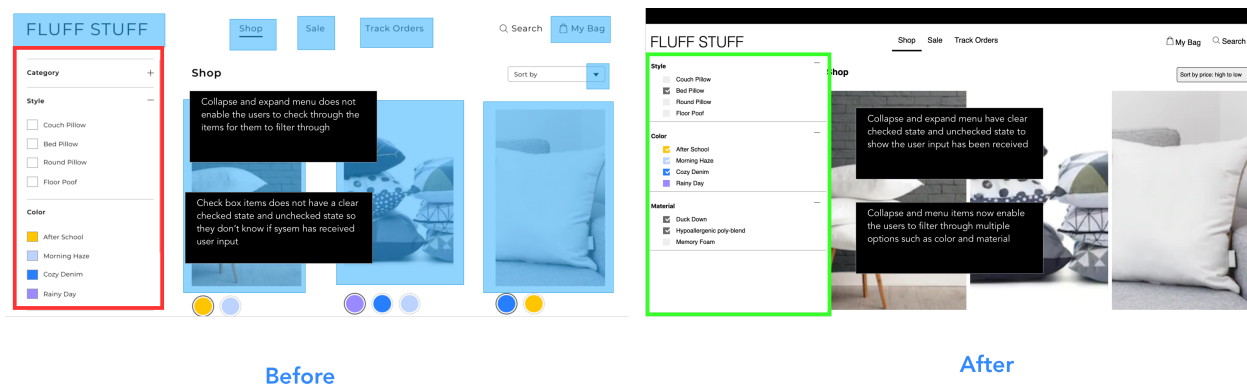
Challenges

I went through multiple challenges during the process of implementation because I added a lot of UI elements during my initial prototyping phase with InVision, such as the collapse and expand menu, navigation bar, and dropdown menu items. I wanted to add a layer of interactivity with CSS and HTML, so I made use of active hover states and what the UI

elements would look like after the click events, but I encountered multiple bugs during this process. In this case, I used inspect element for me to debug through my own code. Inspect element was helpful because it enabled me to see the changes live temporarily by adding lines of code to specific element that I wanted to target. After seeing the changes live, I copied over the newly added lines to my actual CSS stylesheet to directly apply the changes locally. This tactic was a great way for me to debug through my own code. Moreover, outside sources such as w3schools and Stack Overflow were great resources to refer to when encountering unusual errors when running the code because others have gone through similar problems in the past and have documented resolutions.

Brand Identity

The brand identity of my client is reflected through usage of simplistic color choices and structural balance across the elements. Fluff Stuff is a local throw pillow store that specializes in cozy room decors such as hand-knitted pillow covers. With this business statement in mind, I wanted to use simplistic color choices that doesn't detract the user's attention, but rather helps to further enhance the pillow items by framing with colors like black for primary items and blue for secondary items. I used a purple accent color to make action items pop and made use of whitespace so that the images of the pillow can take the centerpiece. I aimed to design the site that induces a sense of coziness, simplicity and a bit of chicness by sticking with minimal color choices and whitespaces as the brand identity of my client is aligned with the motto of simplicity and coziness.