Reflection

Jeyoung Park

**What challenges or bugs did you encounter and how did you overcome the challenges?**

The biggest challenges that I encountered with this phase of the project were the html syntaxes. It has been a while since I have created web pages using html without tools such as bootstrap. As a result, it was rather difficult at first to perform basic layout tasks such as dividing up a div into different sections. Likewise, I had trouble aligning the navbar that includes the login and shopping cart on the same line as the main logo and the title of the website, MuddyPaws. By reviewing my previous html web development projects and doing basic research and review online of html, I was able to overcome these challenges. After overcoming one or two problems, I was able to figure out the other issues more smoothly. One other big challenge with this phase was to designing the page as similar to the previous Invision prototype as possible. Spacing and detail were sometimes difficult to translate into code, but after trial and error I overcame these challenges as well.

​**How is the brand identity of your client reflected through your design choices? What kind of look and feel did you design for them and why?**

The main clients for my brand would be the pet owners looking for accessories for their pets. As a result, I strived to implement the vibrant and warm theme throughout the website via the color choices and the grid layout of the website. As opposed to shopping a laptop which would require copious detail and jargons, pet items are more about design and basic functionality. Therefore, in the browsing page and detail page, the information is rather simplified and clean. Also, the big slider image of a cute dog in the index page is aimed to draw the users to the shop on the website, as they are likely to connect to the image of a cute pet as a pet owner. My main aim for the design of the website was to understand the clients and help them connect with the contents on the website.