Jailyn Zabala

Page Link: https://jzabala1.github.io./
**Repo Link:** https://github.com/jzabala1/PUI/tree/main/homework%205

Reflection

Heuristic Evaluation Bugs

Quantity Button

One bug I found while I was going through my prototype goes along with the H2-5 heuristic which is error prevention. In my prototype, if once my user was on the product detail page they would click on a color, choose a filling from a drop-down menu, and then fill in the quantity manually. The problem with that is that it started out blank and usually, it starts out at 1 (because you can't buy zero items) this causes the user to have unnecessary steps and could cause unnecessary errors because they may assume they are already buying one item and try to add it to cart without filling it in. Also to make it easier to fill in (and more accessible) there should also be buttons you can use without having to necessarily have to type it in. While I improved on this slightly in the HTML model I want to make the buttons bigger and on either side so it coincides more with real life.

Old Design
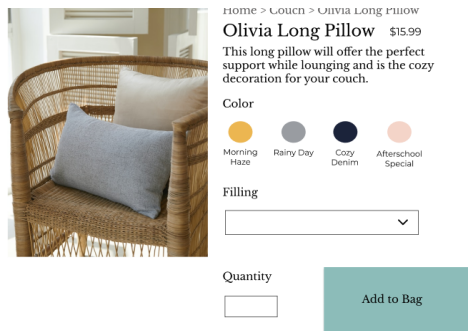
Current Html Model
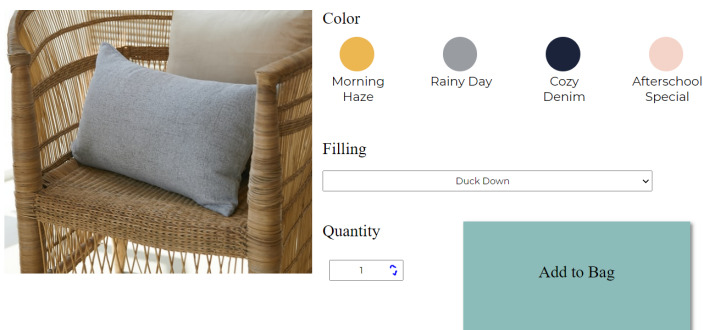
New Design

This long pillow will offer the perfect support while lounging and is the cozy decoration for your couch.

Color

Morning Haze · Rainy Day · Cozy Denim · Afterschool Special

Filling

Quantity

-) 1 (+

Add to Bag

Removing Items

Another bug I noticed is pertaining to the heuristic H2-9 which is user freedom. One thing I noticed was that there was no easy way to remove items from the cart if they were accidentally added to the cart. Currently, there is an edit button in the cart but that is only for the selections that the person made so they could maybe remove the item by putting the quantity to 0 but that is more confusing than just having a direct removal button so I think that it should be added to the cart page so that users have more freedom to remove things as they review their order and also correct accidental cart adds.

Old

Shopping Bag					Order Summary	
Item		Price	Quantity	Total Price	Subtotal:	$15.99
					Shipping:	TBD
					Estimated Tax:	$1.25
					Total:	$17.24
Olivia Long Pillow Color: Rainy Day Filling: Duck Down		$15.99	1	$15.99		
Edit					Proceed to Checkout	

New

Shopping Bag					Order Summary	
Item		Price	Quantity	Total Price	Subtotal:	$15.99
					Shipping:	TBD
					Estimated Tax:	$1.25
					Total:	$17.24
Olivia Long Pillow Color: Rainy Day Filling: Duck Down		$15.99	1	$15.99		
Edit Remove					Proceed to Checkout	

Warning for Required Items

One last thing I noticed during my heuristic evaluation was that there was no errors or warning on the cart page that would tell you if you had filled in all the necessary information or would stop you if you didn't. This will allow people to align with the H2-9 heuristic with allowing users to diagnose errors. So instead of not having anything one small change I can make is to put asterisks next to the required things because that is a common design pattern for required things. Also, if they click checkout without adding those required items there will also be a pop-up next to the appropriate category.

Old

New

Olivia Long Pillow $15.99

This long pillow will offer the perfect
support while lounging and is the cozy
decoration for your couch.

Color *

Morning Haze   Rainy Day   Cozy Denim   Afterschool Special

Filling*   Select a Filling to Checkout

Quantity*

1

Add to Bag

Challenges

One minor challenge I had when implementing my design was that I kept making small spelling mistakes and syntax errors that made it so my code wasn't working. I actually spelled position wrong several times initially so I had to make sure I was paying attention to my spelling. One way I found to avoid these types of errors is that I used both an editor called codepen so I could see what was happening with my code visually and I also used ctrl-f in my documents to make sure that I wasn't making my common spelling mistakes anymore and if I did I could catch them more easily. I basically ensured that I was crosschecking my code in multiple ways so I could make sure that I was catching those errors. I was also pushing often so I could look at my old code and see where the errors started. Additionally, one thing that I found challenging initially was positioning items on the page. Initially, I tried to just position things using only floats and by adjusting their margins and padding this would get very difficult to maneuver especially when I had a box with text in it that I wanted to be adjusted manually and then also when I tried to overlay items or put them in the same row. Eventually, I stepped back and went back to the Codecademy tutorial and decided that the positioning things would be useful for me and that made it far easier to have the exact positionings that I wanted. I ended up using position absolute a lot and also occasionally position relative. I also had to make sure I was not reusing ids through pages especially if I wanted them to be slightly different as was the case with the body and footer of different pages. I think some of my difficulties came from the fact that I did not design the website with the fact that I was going to be implementing in html in mind so that may have changed the way that I was going to position things and have the pages work.

Brand Identity

FluffStuff makes artisan pillows and emphasized how they were local and handmade so I thought their brand identity would be something youthful and playful that aligned with brands like UrbanOutfitters or Etsy. With that in mind, I kept the website design pretty simple but colorful using yellows, blues, and pinks, and more bohemian imagery to appeal to the younger audience and people that would be more

inclined to buy things that are local and artisan. However, the design also doesn't exclude older audiences or people that are color-blind because things on the website are clearly labeled without color and a lot of high priority buttons like add to the bag are very big and stand out using both size and color. I also used the Baskerville and Montserrat fonts which both give off a modern feeling with Baskerville being a more transitional font. The pages are also designed to not be overwhelming so there is minimal scrolling to be done and pages can be easily consumed and navigated. Overall, the design was meant to be clean and simple but also maintain some youthful playfulness.