

**Note:** In my HTML/CSS implementation, I have an actual separate product details page instead of a pop-up window. In my prototype, I designed it so that users can hover over a product and use the quick shop function. This would trigger a pop-up window to open. I could not figure out how to do this with just pure HTML and CSS so I just made a separate page for now.

### Heuristic Evaluation

1. Error Prevention: When editing details, the form only allows certain inputs so users can't accidentally type in the wrong thing. The colors are displayed as circle buttons. The material field is a dropdown menu. The quantity field only allows number inputs. (Image shown below)
2. Recognition over recall: The default values for the pillow would be automatically set based on the filters the users checked off on the browsing page. The color and material would match those so they don't have to recall what the color or material were named. The quantity field is also set to 1 by default. Note: This functionality is not yet in place and regardless of what you check off in the filters, nothing happens on the details page.
3. User control and freedom: Although the default values are set to make it easier, users can edit these details on the product detail page if they change their mind. This makes it so that they don't have to go back and reset the filters.

The image displays two versions of a product detail form side-by-side, illustrating a design change. Both versions include a 'Color' section with four circular buttons (light gray, dark gray, orange, and blue), a 'Material' field, a 'Quantity' input field, and an 'Add to Cart' button.

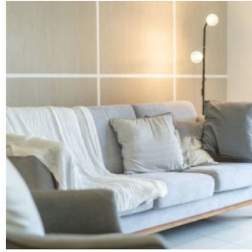
**Left Version (Prototype):** The 'Material' field is a dropdown menu with a green checkmark and the text '-- select one --'. The dropdown menu is open, showing three options: 'Duck down', 'Hypoallergenic', and 'Memory foam'. The 'Quantity' field is a text input with the number '1'.

**Right Version (Final Implementation):** The 'Material' field is a standard dropdown menu with a downward arrow and the text '-- select one --'. The 'Quantity' field is a text input with the number '1'.

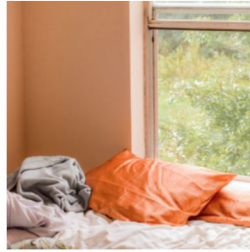
4. Consistency and Standards / Aesthetic and Minimalist Design: I'm not entirely sure which category this falls under, but I changed the layout so that I'm using a consistent grid. On the browsing page, I previously had a three column layout to display the filters and then a four column layout to display the pillows right below. This also helps give a cleaner look. Also, across all pages, there's the same overall margin and padding and the navigation bar is located in the same place.

Browse by:

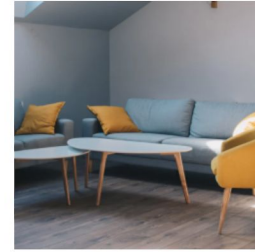
TYPE	COLOR	MATERIAL
<input type="checkbox"/> Couch	<input type="checkbox"/> After School Special	<input type="checkbox"/> Duck Down
<input type="checkbox"/> Bed	<input type="checkbox"/> Morning Haze	<input type="checkbox"/> Hypoallergenic Poly-Blend
<input type="checkbox"/> Round	<input type="checkbox"/> Cozy Denim	<input type="checkbox"/> Memory Foam
<input type="checkbox"/> Floor Pouf	<input type="checkbox"/> Rainy Day	



Couch Pillow  
\$25



Floor Pouf Pillow  
\$25



Couch Pillow  
\$25

## Implementation Challenges

A major challenge I faced was not being able to implement the quick shop functionality with pure HTML and CSS. Since the product details page was a requirement for this assignment, I got around this problem by just creating a separate product details page. This achieves the same thing, but users would lose their place in the browsing page, which is what I did not want to happen because it's inconvenient. The main reason I wanted to implement the quick shop functionality was so that users could easily add to their cart and resume shopping. This ease would not only improve usability, but also encourage more sales for FluffStuff. I'm hoping to be able to implement this when we start using javascript. If for some reason I am unable to create the pop-up screen, another idea I had to overcome this was for the user to be able to click back to the browsing page easily from the product details page and arrive at the same place on the page as they left off. I know some sites that allow this and I've done some research on how anchor links work so users can jump to different places on the page. I wonder if I could somehow have it so that when users click a back button, they are able to resume where they left off. Having anchor links in general could help with scrolling and make it easier to skim all the products, which would be helpful if FluffStuff starts adding more products to their site.

Other than that I didn't run into too many issues because I had used HTML and CSS before to create my portfolio. I had some difficulties figuring out how to implement things that should have functionality (e.g. search bar, buttons) but after consulting with my TA realized I could just hardcode them and worry about adding functionality later on.

## Brand Identity + Design

I wanted to give my client a very sleek and minimalistic look that matched their product: pillows. Pillows are closely related to things like sleep, comfort, and relaxation. Thus, I chose neutral colors such as white, black, and gray. I was concerned in the beginning by the simple color palette because there would be no 'pop' of color to get the users' attention, but after adding color into my prototype, I thought the strong contrast between black and white was sufficient. Additionally, my client's brand is centered around usability and ease. Pillows are common items that you would find in any household, but people don't regularly shop for pillows because they last a relatively long time. Because they are so simple, they should not be hard to shop for but since it's not a common item to have on your weekly shopping list, people might not be as comfortable knowing how to shop for them. This contradiction might be a point of conflict for users. With this in mind, I designed the website to be as simple and easy to use as possible with a clear model of how to get from the homepage to the product details page to minimize frustration. For example, on the homepage, there are three ways to get to the browsing page. Users can use the 'Shop' link in the navigation bar, the 'Shop Now' action button in the middle of the screen, or fill out the questionnaire and submit their responses via the 'Start Shopping' button at the bottom of the screen. This accessibility allows users to start shopping for pillows no matter where they are on the page. Along the same lines, ideally users would be able to use the quick shop function or click on the product to view more details. Having more than one way to get to another page makes it easier for the users to browse and discover more products.