

Assignment 5 — Web HTML and CSS Prototypes

LINKS TO GITHUB AND WEBSITE

https://kristian-pham.github.io/pui-test-app/homework_5/index.html

https://github.com/kristian-pham/pui-test-app/tree/master/homework_5

HEURISTIC EVALUATION

1. In an effort to **maintain aesthetic and minimalist design** on my product details page, I opted for a single element change to indicate user customization. In the original prototype, the only element I changed was the stroke and font color from black to pink. After doing some testing and learning more about having multiple differentiators, I decided to also increase the weight of both the stroke and font for the HTML and CSS prototype. However, moving forward I plan on making it blatantly obvious by making the fill pink instead of keeping it a stroke button.



Figure 1 — The left screenshot shows the Figma prototype and the right screenshot is what is implemented on the HTML and CSS prototype. The biggest change was increasing stroke weight and color of the selected quantity.

2. During the Figma prototyping phase, I intentionally left off the footer of the home page. My rationale for this was because I wanted a minimal homepage to capture the attention and shock the user. However, after doing some usability testing with some of my peers, I quickly learned that a footer is necessary on the homepage as this **violates the user control and freedom**. By removing the footer, it restricts the freedom of the user to navigate the site because a user would have to take unnecessary extra steps to get to where they need to be. The footer also signifies the end of the web page. This absence also **violates**

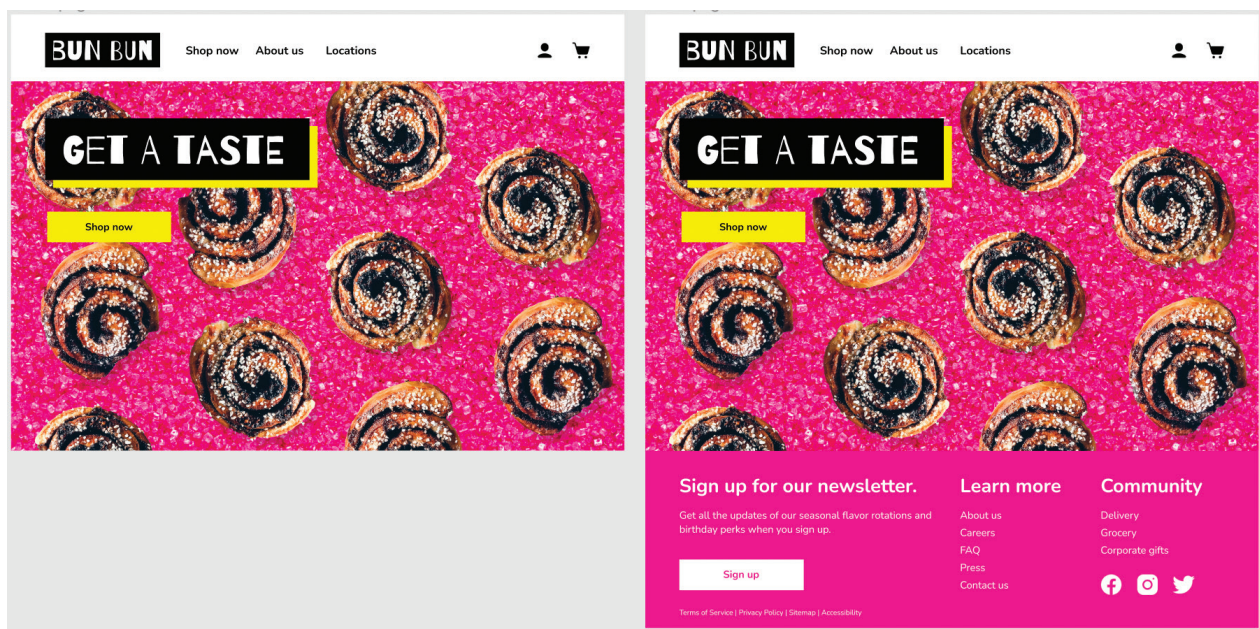


Figure 2 — The left screenshot was the original prototype and the right is the homepage with the footer implemented.

the consistency and standards heuristic since the lack of footer is only on one page. To address these violations, I simply added a footer to the homepage.

3. The last heuristic change I wanted to address was the visibility of system status. To do this, I initially just wanted to focus on hover reactions to ensure the user would receive some kind of an affordance to tell the users that the links in the navigation bar were actionable. Even though they changed color when hovered over, there was no way to tell the user what page they were currently on. In the HTML and CSS prototype, I changed the active page links to the pink color to tell users what page they were currently on.

CHALLENGES AND BUGS

One of the biggest challenges I had while implementing this website was syntax. However, after brute forcing my way through the code and constantly searching ways to implement certain features, I think I have gotten used to using classes in order to main consistency across the entire website. A more specific challenge that I have not had the chance to address is styling the radio buttons on the product detail page. I believe this feature would be easier to implement using JavaScript instead of relying on just CSS and HTML.

BRAND IDENTITY

The look and feel I designed for was casual but high-end. This is communicated through the thoughtful design of the website and the loud, bold colors that resonate with younger audiences. One trend I noticed in a lot of websites is that price points of products normally inform how well-designed a website looks.