Kristy Zhang
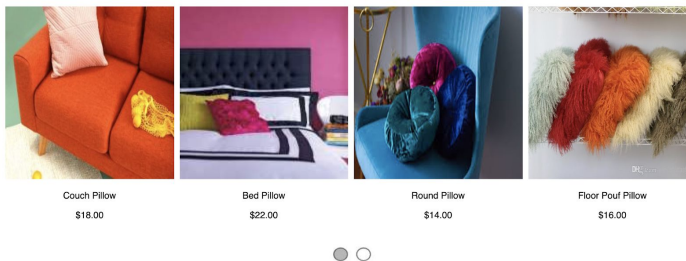
Homework 5

3-5 user interface bugs found in my heuristic evaluation:

1. In the original design of my website, I realized I had poor information hierarchy. For example, I made the titles of each page extremely small. The focus of each page was on the products. However, it is important for users to understand the goal of the page before taking any action, which is articulated in the titles. Therefore, I made the title fonts bigger, from 30 point to 40 point. This allows the user to instantly see the purpose of the page, and know what their next steps are.
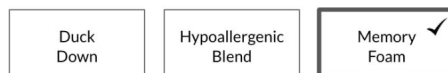
Home

1. Choose a Type

| Couch Pillow | Bed Pillow | Round Pillow | Floor Pouf Pillow |
| $18.00 | $22.00 | $14.00 | $16.00 |

Next

Title is now bigger so users are aware of the purpose and goal of the page before making any actions or decisions

2. The add to cart button on my product detail page did not look like a button. Because it was just text, it did not look like it was clickable. Therefore, I added a border around the edges to make it look like a button that is clickable.
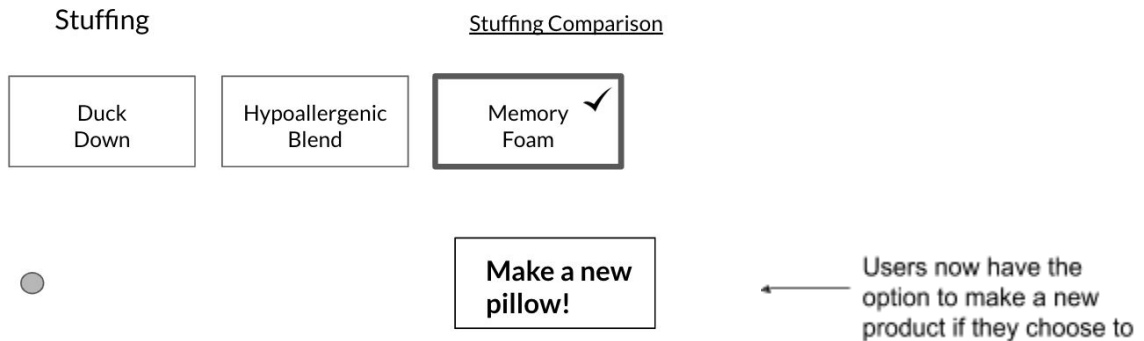
Stuffing

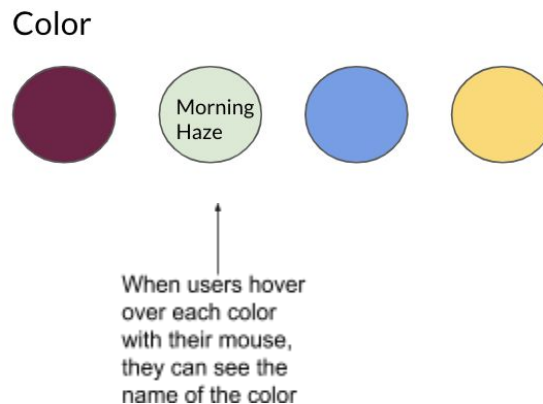| Duck Down | Hypoallergenic Blend | Memory Foam ✓ |

Stuffing Comparison

Add to Cart
Subtotal: $18.00

I added a border around the add to cart button in order to make it more clear that it is a button

3. My previous website was linear, and only allowed customers to make one product. This is problematic for users who want to make multiple pillows. Therefore, I added a button that allows users to start over and make a new pillow. This button shows up after users have added their previous product to their carts, and replaces the add to cart button.

Stuffing   Stuffing Comparison

| Duck Down | Hypoallergenic Blend | Memory Foam ✓ |

○

Make a new pillow!   ← Users now have the option to make a new product if they choose to

4. In my previous design, the user could only see the name of the color of the product if he/she clicked on it. However, users may have a specific color they already know they want, and it is a hassle to click on each color in order to see the name. Therefore, I added a feature where users can hover over the color to see the name (will implement in future iterations using Java Script.)

Color

Morning Haze

When users hover over each color with their mouse, they can see the name of the color

Challenges or bugs during process:

- One challenge that I faced was keeping track of my code because I initially did make comments. After writing code and revisiting it a couple of hours later, I would sometimes forget what portion of the website the code was referring to. Therefore, I started adding comments to organize my code and ensure I know what the code is referring to.

- Another challenge I faced was understanding CSS vocabulary. Though I learned some of this vocabulary in Codecademy, since it is my first time using HTML or CSS, I am still not very familiar with it. For example, I was a bit confused on the difference between margin, borders, and padding. However, I was able to look up some of this vocabulary online, for example, on https://www.yourhtmlsource.com/stylesheets/cssspacing.html and on codecademy.
- Last, debugging was a challenge for me. There were many times when I would make a change, and the web page would not change. It took time for me to find out why, and oftentimes I would forget particular syntax such as adding px after font size or I would forget to close a bracket in CSS. I realize that I made these mistakes because I was going too fast and would not check my code before running it. Because I am new to coding, it does not come naturally to me yet to add in all the important aspects, so I need to make sure to be careful. It took more time for me to debug the code than to write it sometimes. Therefore, I started to slow down and check my code before running it, and this saved me time.

Brand identity:

My brand identity is shown through my simple and minimalistic style. Because the pillows that are sold on the site are very simple, I wanted to site design to match the look and feel of the products. I want my brand to pride itself on simple quality, and show through the design that simple can also be chic and stylish. I also wanted a vintage theme to be apparent on my site. I used bright colors and cursive font to emulate this. I chose a vintage theme because I wanted users to get an old-fashioned sense when they accessed the website. I wanted them to experience an old-fashioned method customizing furniture in a simple way, instead of simply ordering fancy, pre-made pillows that most furniture which is the most common method today.