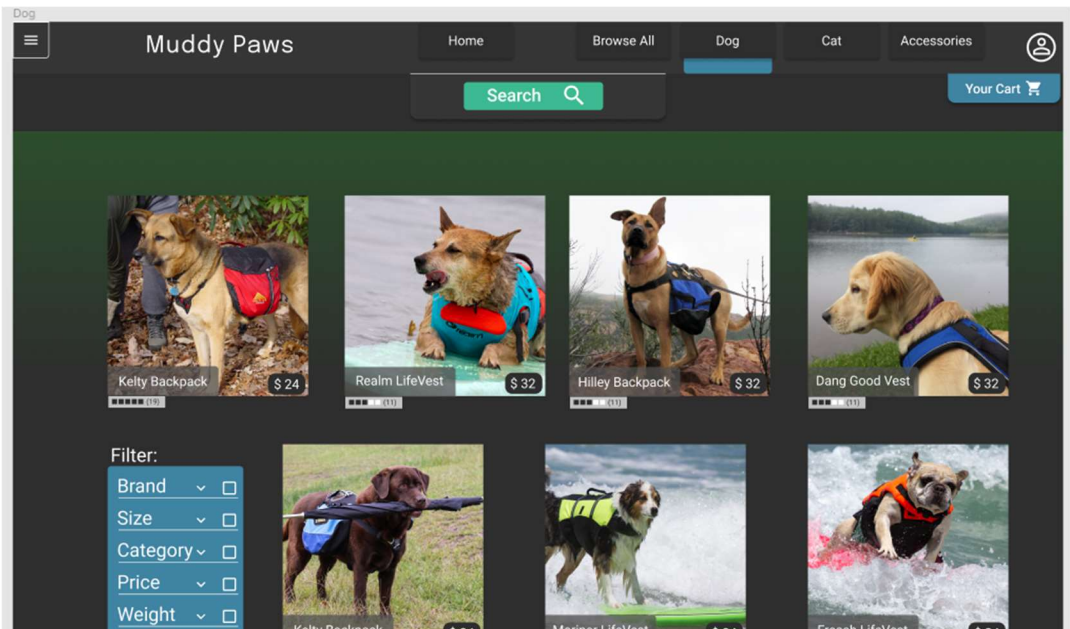


Reflection

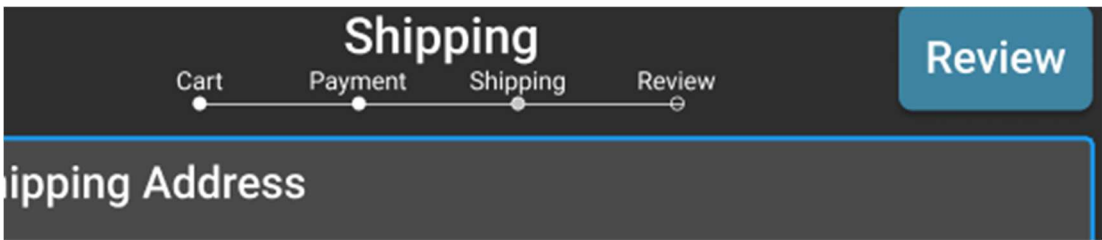
Heuristic Analysis of Previous (Figma) Design

Most of the problems I found when conducting the heuristic evaluation of the previous version of my site (the Figma prototype) were related to implementation of future things, rather than bugs. One issue that can be fixed is the positioning of the Filter section on the items' pages. It seems that I did not pay enough attention when designing it and it currently is in an unconventional place on the page:



Whereas on most ecommerce sites, the filter will have different categories within and will span most of the left side. I plan on breaking out some of the sections within the Filter section as a default but allow users to collapse the sections. Additionally, I plan on having the Filter section take up the entire left side to better fit in with users' expectations of the Filter section on an ecommerce website.

The other “bugs” identified refer to things that will be added when interaction is added to the HTML/CSS site. Specifically, there is no format for users to receive help or to ask questions. There are small parts throughout that may guide, such as in the cart check-out process, but not enough to guide users entirely. For example, it would be worthwhile to adjust the hover settings for individual cards/items on the item display pages, such that users can get feedback when they hover over a card and feedforward for identifying the ability to click and learn more. The check-out process mentioned earlier, which provides some guidance:



Lastly, I currently do not have any error messages incorporated into the design, nor many methods that prevent error beyond review/confirmation before submission of an order. It may be useful to incorporate these

into the check-out process where users may input incorrect or miss information for their payments, addresses, or log-in information. Simple checks for full information necessary and subsequent error messages incorporated into these processes would provide immensely useful.

Add a card		Contact	
Card Number	0000 1111 2222 3333	First Name	Jeffery
Expiration Date	01 ▼ 2020 ▼	Last Name	Jeffersonery
Card Security Code	012 What's this?	Email	Jefferyjeffersonery@gmail.com
Name on Card	Thomas Jeffersonery	Phone	(123) 456-7890
Billing Zip Code	98765		
Add Card		Add Contact Information	
Proceed to Shipping			

Challenges and process of implementation

This assignment was very challenging, in that HTML and CSS do not have very easy ways of debugging the problems that come from mistakes in code. I spent significant amounts of time trying to understand how flex-boxes work and why some items were not obeying the rules that I was trying to impose onto them, and why other items obeyed those rules when I wasn't trying to apply them to those items. Much of it was trial and error, using the developer tools within the web browser to inspect individual elements, and then referencing various websites that discussed flex-box properties and how to use them correctly. For example, I struggled for the longest time in trying to size the items on the browse-all page correctly to be the same size and to fit within a cropped-image size. I still do not think they look the best, but by troubleshooting and searching for others who have had similar issues and what their solutions were, I was able to narrow down some of the bugs and issues.

Brand Identity

In brand identity, I did my best to keep the design minimalistic with use of colors to attract the eyes towards items as call to actions, rather than just for aesthetic sense. The images of products in use and on the pets, the end users, is the focus of much of the site. Getting visitors to imagine the products in use and in context is vital in ensuring that they can be attracted to the items and then interested in purchasing.

Resources

W3Schools - <https://www.w3schools.com/>

CSS-Tricks - <https://css-tricks.com/snippets/css/a-guide-to-flexbox/>

MDN Web docs - <https://developer.mozilla.org/en-US/docs/Web/CSS>

HTML / CSS Validators - <https://validator.w3.org/>