


## Assignment 5

### 3 User Interface Bugs Identified and Fixed:

(Left/Top picture: Before; Right/Bottom picture: After)


- 1) On my previous design for the Product Detail page, the buttons for fabric choices each took up an entire row on the screen, which is unnecessarily large compared with the rest of the information on the page. Instead of this layout, I decreased the size of these buttons so that two of them would fit on one row.

#### 2. Pick your **fabric**




**Duck Down**  
**\$34.95** /pillow

The clusters of very fine feathers, or fluff, beneath a duck's tougher exterior feathers make up the composition of duck down. This fabric has incredible insulation power because it has a high loft.



**Hypoallergenic Poly-blend**  
**\$39.95** /pillow


Blended fabrics have a softer hand than 100% cotton due to the synthetic fibers being smoother and more pliant than natural cotton fibers. Because of this, this fabric feels luxurious against the skin.



**Memory Foam**  
**\$39.95** /pillow


Memory foam is both highly energy absorbent and soft. Pillows made with memory foam mold to body in response to heat and pressure, evenly distributing body weight.

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- 2) Before, the two buttons ("Add to bag" and "Check out") at the bottom of the Product Details page did not have any borders, which is a design that seemed to be more consistent with the rest of the navigational buttons on the website. However, I realized that this design is not clearly indicative that these are buttons that users can interact with. To fix this, I added borders around the buttons so that they appear more actionable and functional.

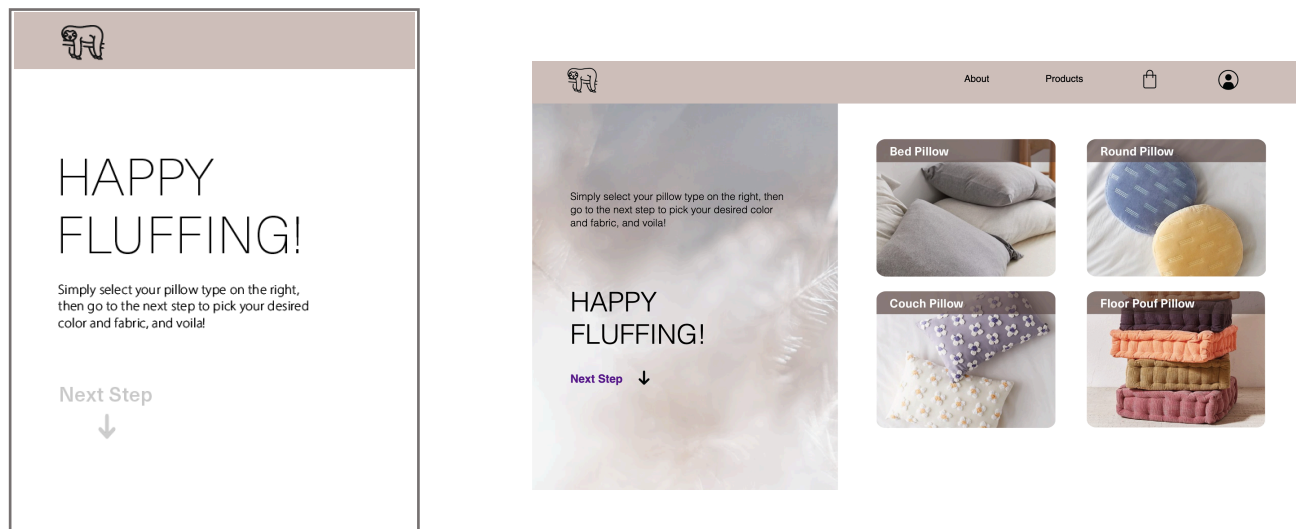
 **Add to bag**

**Checkout →**

Add to bag

Check out →

- 3) On the product overview page, I used to have an h1 title that is above a paragraph briefly explaining how the purchase process works. However, because the title is a lot larger and bolder than the paragraph, I noticed that people tended to glaze over the paragraph without giving it much attention, so they can become confused as to how to interact with the webpage. To fix this, I switched the positioning so that when users read naturally from top to bottom, the informational paragraph is the first piece of information they come across. I also decreased the font size of the h1 title and increased its distance from the paragraph to give more visual hierarchy. (However, I am still experimenting with this layout to make it more visually appealing.)



### Challenges during the development process:

- 1) One challenge I encountered was that the image in the <img> tag did not properly link. I tried with multiple paths to the image but did not manage to fix it. Instead, I uploaded the images into an album on Facebook and linked the images using the image address there. Later, when I experimented further, the images also correctly linked when the images were placed in the same level of directory as the folders for each webpage (inside the root folder for the entire website).
- 2) During the development process, it was also tempting to always use padding or margin to position the different elements on the webpage since this approach was easiest to implement. However, this was not the most organized and sophisticated approach and changing the position of one element may require manually changing the padding or margin on other elements as well. Because of this, I used a grid system instead.

### Design Choices:

- 1) Since Fluff Stuff has a mission of delivering coziness to its customers' homes, I wanted to create a design that would support this mission through color schemes and graphics that are aesthetically pleasing and inviting. Specifically, I used a neutral color palette that mainly consists of different shades of pink and mauve, and used background images that closely resemble these colors as well. On the home page, I designed a background image with outlined pillow graphics to hopefully convey elegance and coziness at the same time.
- 2) I also wanted to use the design to help Fluff Stuff differentiate from other competitors and create a connection with the customers by adding fun elements such as a logo in the shape of a sloth and friendly introductions in the "About" section. This can hopefully draw in and leave a positive impression on new customers while also providing some comfort and warmth to existing customers, just like Fluff Stuff's pillows would.