

Site Link: <https://linjessica57.github.io/pui-test-app>

Source Code/Github Repo: <https://github.com/linjessica57/pui-test-app>

## Heuristic Evaluation

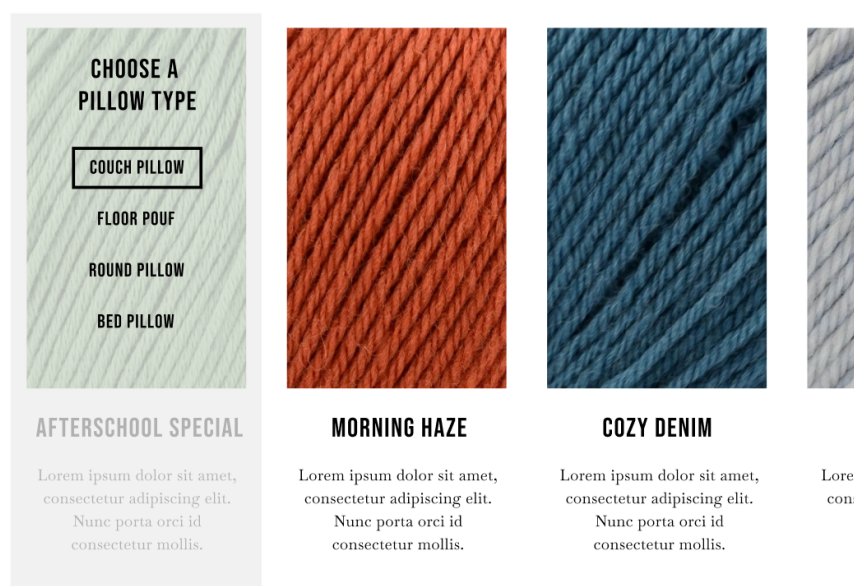
### #4: Consistency and Standards

The selected feedback of the color section doesn't match with other buttons' (chosen fill, tab in nav bar) clicked feedback.



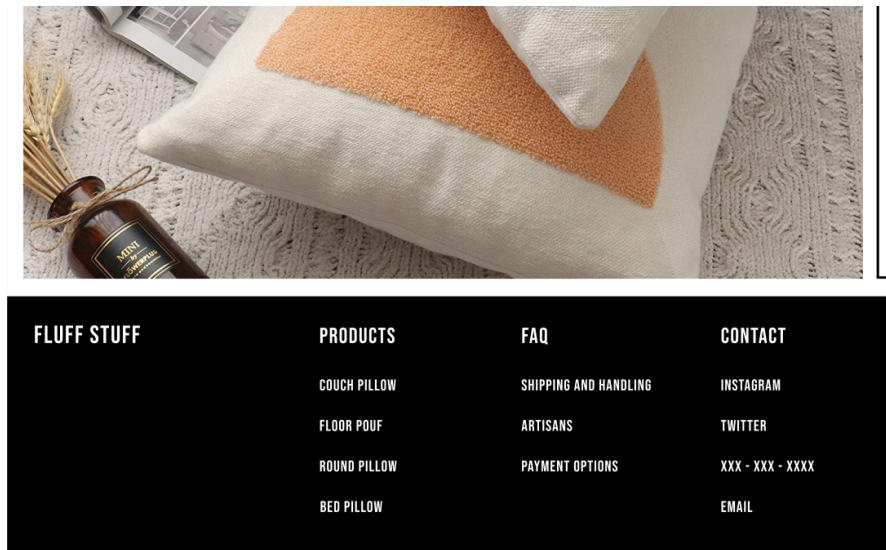
### #6: Recognition over Recall

Users are given the option to shop by color of yarn. Originally, when they chose a color in the colors tab, it would lead them back to the products page to choose a style and the color they chose would be preselected for them in the subsequent product detail page. This isn't very clear as users move through this process, so I changed it so that users select a product style directly from the colors page to then go to the product detail page.



## #10 Help and Documentation

Added an FAQ section, along with an overview of all products and contact information all in one place at the bottom of each page in the site.



## Challenges and Bugs

I ran into challenges mainly having to do with using divs to create the proper layout for my site. First, I ran into a problem with creating the horizontal navigation bar with consistent spacing across the screen. When I looked up the problem, a lot of people had the same problem/questions, and I found that there were a lot of weird workarounds to create it. I learned to use an inline-block display to line up my divs horizontally, and ended up creating different ids to style each div separately in my CSS file to get the correct spacing.

I also implemented a hover state using pure HTML/CSS in the navigation bar where boxes would appear on mouse over. However, on first implementation the boxes would appear and move the padding as well, and the whole text would shift. I also looked up this problem and found the (clunky) solution: to render the box before the hover and set its display to transparent so that the padding wouldn't be affected on hover.

In the product overview page, I wanted the images to be in a 2x2 grid. I could not get it to work properly using my own first method, nor the second method that I looked up. The first two images were aligned properly, but the third and fourth were spaced strangely. I couldn't figure out why at all, and ended up trying a third, less intuitive method that I came across while looking things up (using flex display), and that ended up working.

## Brand Identity

The client's brand holds traditional values with an emphasis on artisanal work and hand-made, hand-dyed textiles in their pillows. They hold these values along with modern ones, with an e-commerce platform and giving their customers customized pillows with their choice of pillow type, yarn color, and fill. I wanted to reflect this dichotomy with my choice of fonts: Bebas Neue, a modern and trendy sans serif font for the headers, and Baskerville, a classic book-like serif typeface for descriptions. I also decided to emphasize images in this design, because consumers who shop for high end home goods are more concerned with the aesthetics of the products. The rest of the site is in a simple black and white palette to put focus on the images, using bold boxes as selectors and feedback and black background colors to further give the site a modern and trendy feel next to the high-end, yet homey feel of the images and Baskerville text.