

Homework 5

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Website: https://lorry2333.github.io/pui-lorry/homework_5/

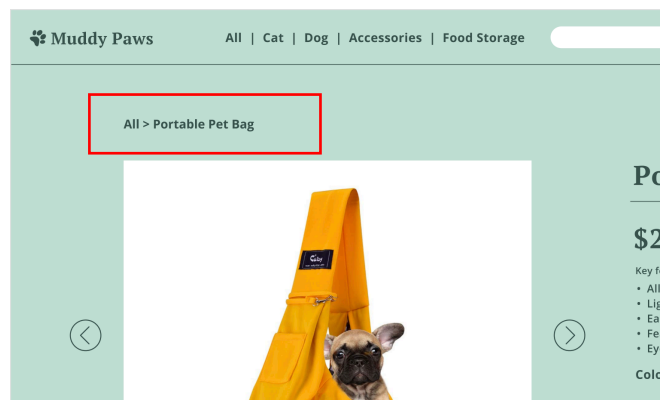
Source Code: https://github.com/lorry2333/pui-lorry/tree/main/homework_5

Heuristic evaluation:

After doing a heuristic evaluation on my design prototype, I identified 3 UI bugs and made improvements on my design:

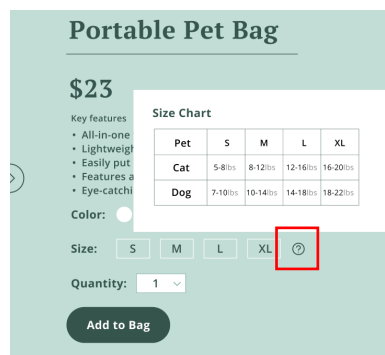
1) Providing more visibility of system status

In my previous design, I did not provide any information to help user check where they are at the website. This creates unnecessary memory burden for users since they have to remember their navigation path. To improve this bug, I added breadcrumb navigation on top of the product page. Now users can easily know where they are and they could go back to the last page simply by clicking the tabs in the breadcrumb navigation.



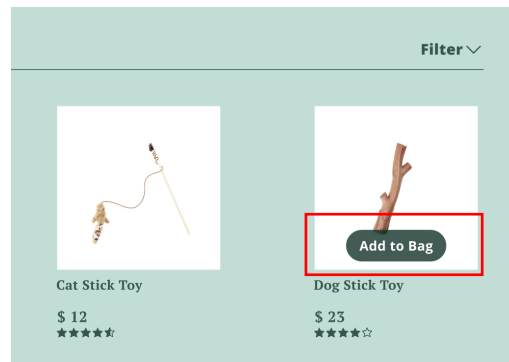
2) Providing help and documentation

After showing my prototype to other classmates, they pointed out that I did not give clear information to help them understand the size of the product. Since there is no universal standard for pet product, there is a high chance that users might want to check that information. Therefore, I added a question mark annotation besides the size section. On hovering, users would be able to see a size chart for reference.



3) Providing more flexibility and efficiency of use

Comparing my design prototype to other mature shopping websites, I found that my design does not provide a strong flexibility and efficiency of use for users. If a user want to purchase a product, he/she has to go to the product detail page to add it to the shopping cart. There is no shortcut for people to purchase a product. To improve user's efficiency, I added "Add to Bag" access on the product overview page. Once the user hover on the product, they would be able to see that button and add the product to their shopping cart quickly. (this change is being made on the design but not reflected on the html page for homework 5 through since it could only be triggered by hovering)



Challenges in Process:

In the coding process, I encountered many challenges when I was trying to align things within or without a flex container. I know how flex/block container works however, when I was actually working on it, I found it challenging to always give the right code for achieving my desired outcome. I solved the problem by bogging back to the Codecademy course first. I reviewed all the previous learnings notes on codecademy and found that a lot of them makes much more sense to me now. I also tried to search on google and see how other people write their code to achieve similar things. These two approached helped me a lot and I was able to fix the bugs in the process.

Something I also realized is that it would easier for us to first image the design in a flex/block structure and then actually write the code out. Having those code friendly structure in mind could help me better figure out the best way to present the content on the website.

Brand Identity:

For this website, I imagined my client to target users who are young generation pet owners and love to take their pet out on out-door activities. To fit in this user segment, Muddy Paw is striving to build a brand that's **young, energetic and nature-friendly**.

To reflect this brand identity, I choose to use a light green color as the background of the website. The logo and main brand color of the website is also dark green, which sends out a fresh feeling to the customers and reminds them of nature.



For accent color, I choose to use bright orange and light yellow, in combination with circle visual elements. These combinations could bring some fun characteristics and energy to the website, enhancing its brand identity and attracts our target users immediately.

Muddy Paws

