

Maddy Cha

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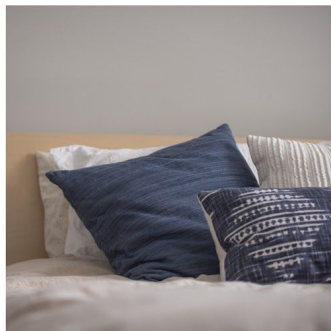
Reflection

User Interface Bugs

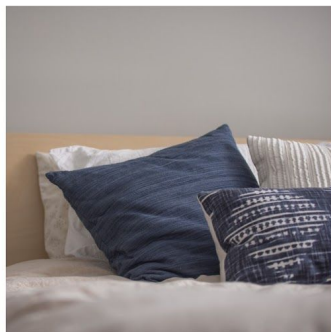
1. Aesthetic and Minimalist Design

- a. For my inversion prototype, I did not use a specific grid, and as such the margins of my pages (shown below) were not consistent. For my website, I used CSS to create columns that were consistent throughout the website.

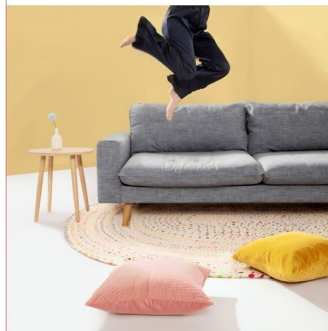
fluff stuff



Bed Pillow
\$19.99



home products contact



Couch Pillow
\$24.99

Bed Pillow

\$19.99

This is the best bed pillow money could buy! May be completed with a pillow protector, which protects the pillow from stains and dirt.

Yarn:



Material:

duck down



2. Match between System and Real World

- a. I was using an abstracted icon for my shopping cart that was drawing more attention from the logo and was not very attractive to look at. For my website, I replaced it with an emoji (🛒) that was a more realistic depiction of shopping carts in real life.

3. User Control and Freedom

- a. On my prototype, I had an email block on the contact form, allowing people to email directly through the site. However, if users were to want to refer back to what they said or see when they sent it, they would not be able to. I instead changed the email box to a "mailto" link so that users would be able to correct mistakes in their query/refer back to it through their own personal email.

Implementation Challenges

I was having a bit of difficulty trying to get my images in my right and left columns evenly spaced while also filling up the width of the page. To combat this, I used selectors and padding-right/left to make sure that the two columns would be the same width with the same spacing in between.

Additionally, I had issues with my images being drastically different sizes when I was implementing them into the website. I fixed this by adding CSS to make all the image widths the same as the parent so that they would be consistent with each other.

Brand Identity

For the brand identity of my website, I decided to go for a more modern design. I wanted to cater to a university audience, as a lot of students and people newly out of college often move around, requiring more furniture and—in this case—pillows. I used a sans-serif font as well as a blue spot color to make the page more appealing to a younger/design-centered audience. Additionally, I tried to use more trendy & colorful imagery to draw users in. I relied

on design patterns such as the top navigation bar, shopping cart, etc. to help both novice and expert users of online shopping websites navigate through the pages.