

Maggie Williams
Programming Usable Interfaces
February 23, 2020

Homework 5: Web HTML and CSS Prototypes

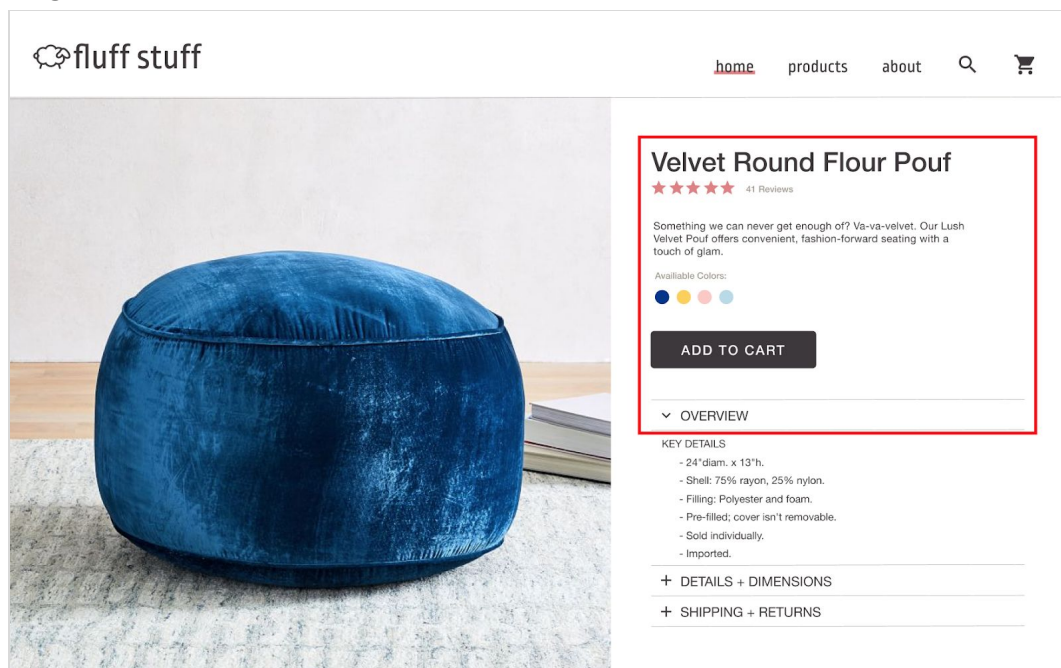
Heuristic Evaluation

User Interface Bug Fixes

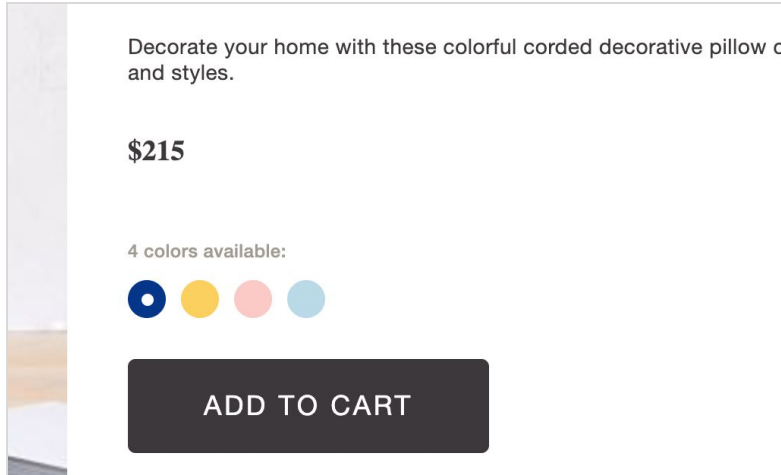
Bug 1: Missing Price on Detail Page

My original mockups had prices listed in the index and products views, however I had forgotten to include the price in the detail view pages. This was a critical detail to the functionality of the detail page, and so this was a bug that was fixed in the html prototype of this screen.

Original Mockup:



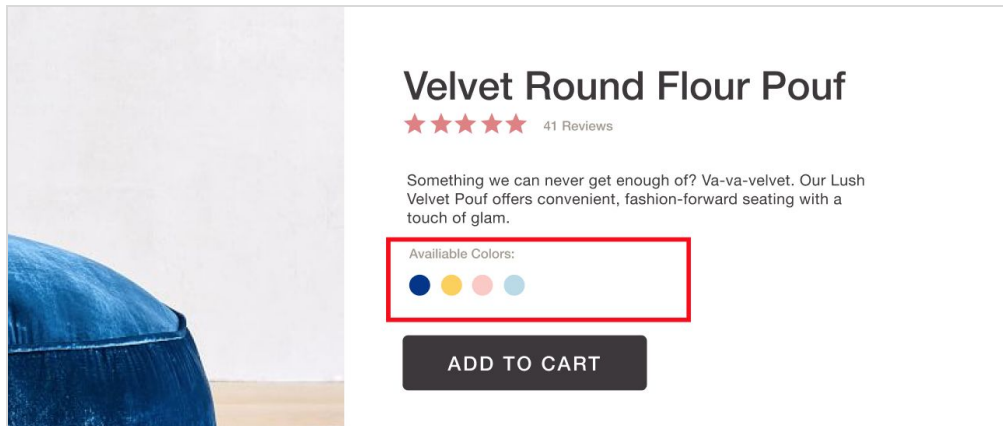
Final HTML/CSS Prototype:



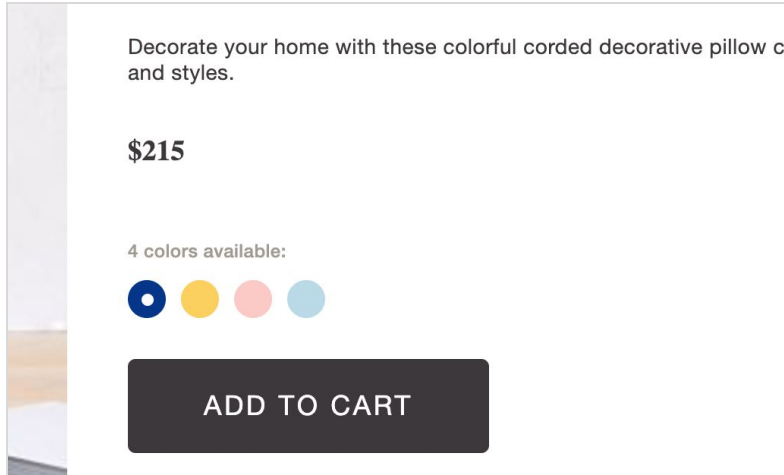
Bug 2: Unclear Color Selection on Detail Page

In my original mockups, the selection for the color of the item was not clear which color was currently selected. Additionally, the radio selection buttons on the original mockup page were not immediately clear to the user that these buttons were clickable. To fix this, I added a clear pre-selected radio button for the currently selected, default, item color. Additionally, I made these radio buttons more clearly radio buttons, so they are more easily recognizable as a clickable feature to the user.

Original Mockup:



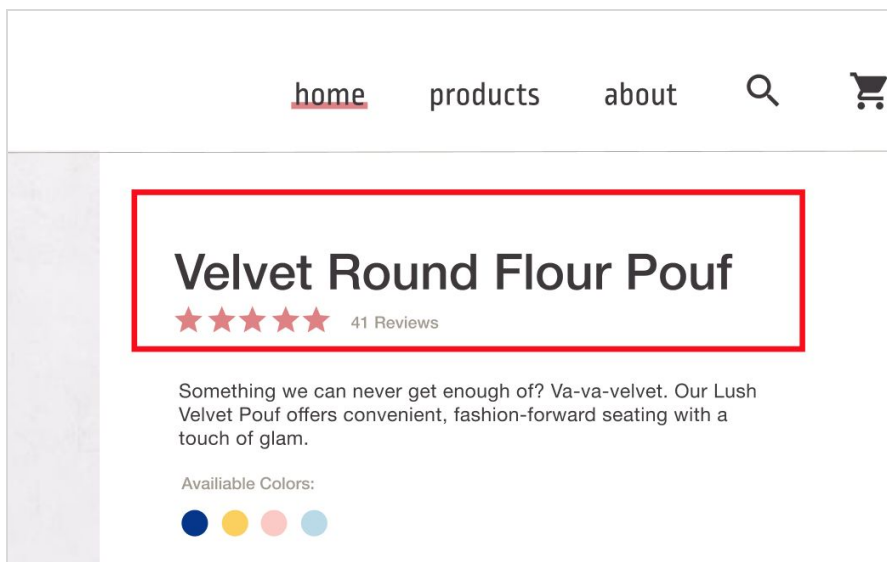
Final HTML/CSS Prototype:



Bug 3: Inconsistent Font Types

I realized during the implementation of my HTML prototype that my font hierarchy had an inconsistent use of fonts, particularly in the use of both serif and sans-serif fonts in the h1 font locations. While the combination of sans-serif and serif fonts was an intentional choice, for the h1 fonts there needed to be a consistent standard to recognize as the primary banner text. I switched the h1 font on the detail page from "Ropa Sans" to "Georgia" to provide a more consistent UI experience for the user, and to create a more clear set of design guidelines for font hierarchy.

Original Mockup:



Final HTML/CSS Prototype:



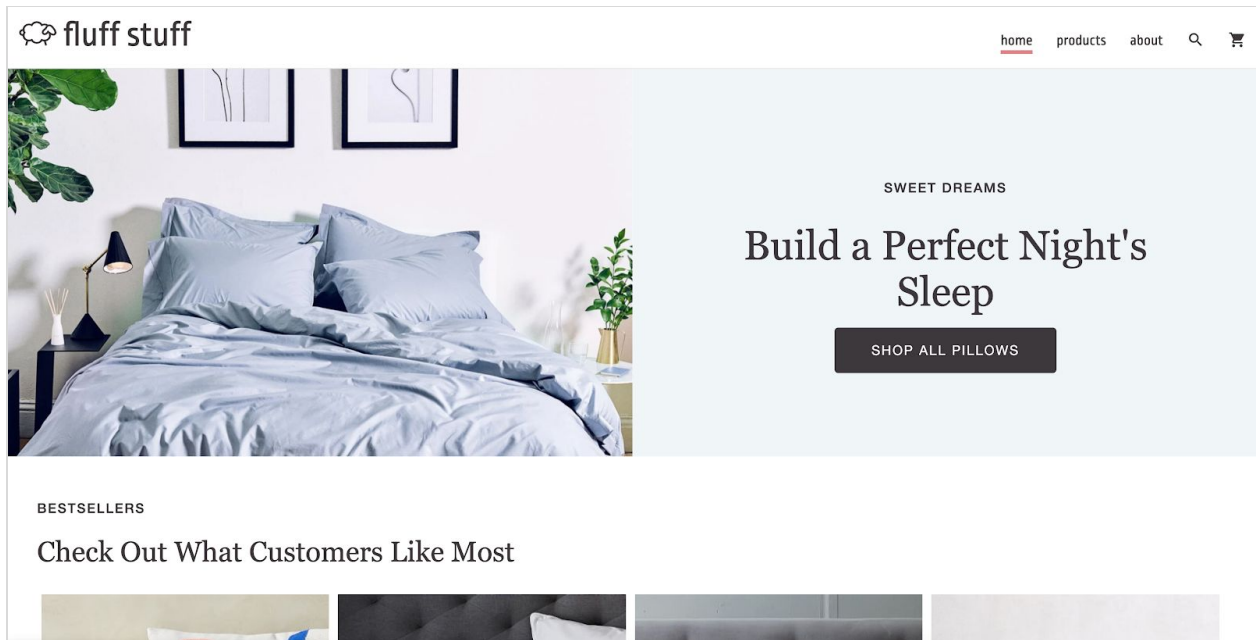
Challenges with Implementation

One of the primary challenges I faced in the implementation of this site was the restriction to VanillaJS/HTML/CSS. I have been used to programming with web application frameworks that easily allow you to reuse components, restrict CSS inheritance, and reduce code repetition. Without the use of these frameworks, I found myself grappling with making sure that consistent features like Navbars, footers, Headers, and grid layouts were being updated consistently across all the files these components appeared in.

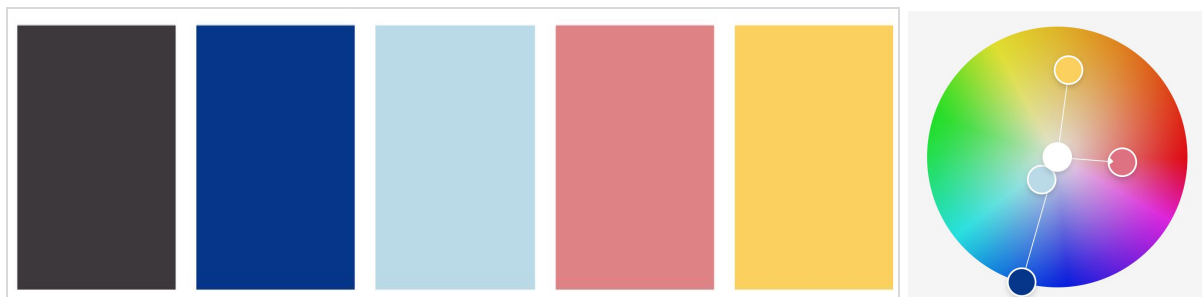
Additionally, I struggled with formatting without the use of a premade grid system or a css library that would give me baseline formatting standards for all the basic components in my site. Without these tools, it was even more important to keep a consistent naming scheme, and make sure that font, padding, and layout specifications stayed specific across all instances and with the proper inheritances to different objects. Designing my own grid system was a task that I have not had to do in a while, since I have been used to using bootstrap or other css frameworks as stepping stools to get around these intricacies and specificities of CSS, and was definitely a challenge.

Brand Identity

Finished Homepage Prototype:



Color Palette:



Logo + Brand Design:



Heading Examples:



Fluff Stuff as an organization already has a fun, lighthearted, and playful name. While I was designing the branding for the company's website I wanted the branding to reflect this playfulness, as well as incorporate elements of coziness and luxury into the way the website was designed. For this reason I stayed away from true black as an accent color. In place of where a black would normally be I used a dark gray. This use softened up the look of overall site design, fitting with the concept of "fluff" and pillows as soft merchandise. The rest of the color palette I used was inspired by images I found online of nice decorative pillows. The palette uses a tetradic color scheme of muted primaries to emphasize the playful and cozy feelings that the website aims to evoke. I incorporated a sheep logo into the site design as well to give a brand identity to Fluff Stuff. This logo incorporates the playfulness of the brand, and emphasizes the implication of the coziness of the brand's products.