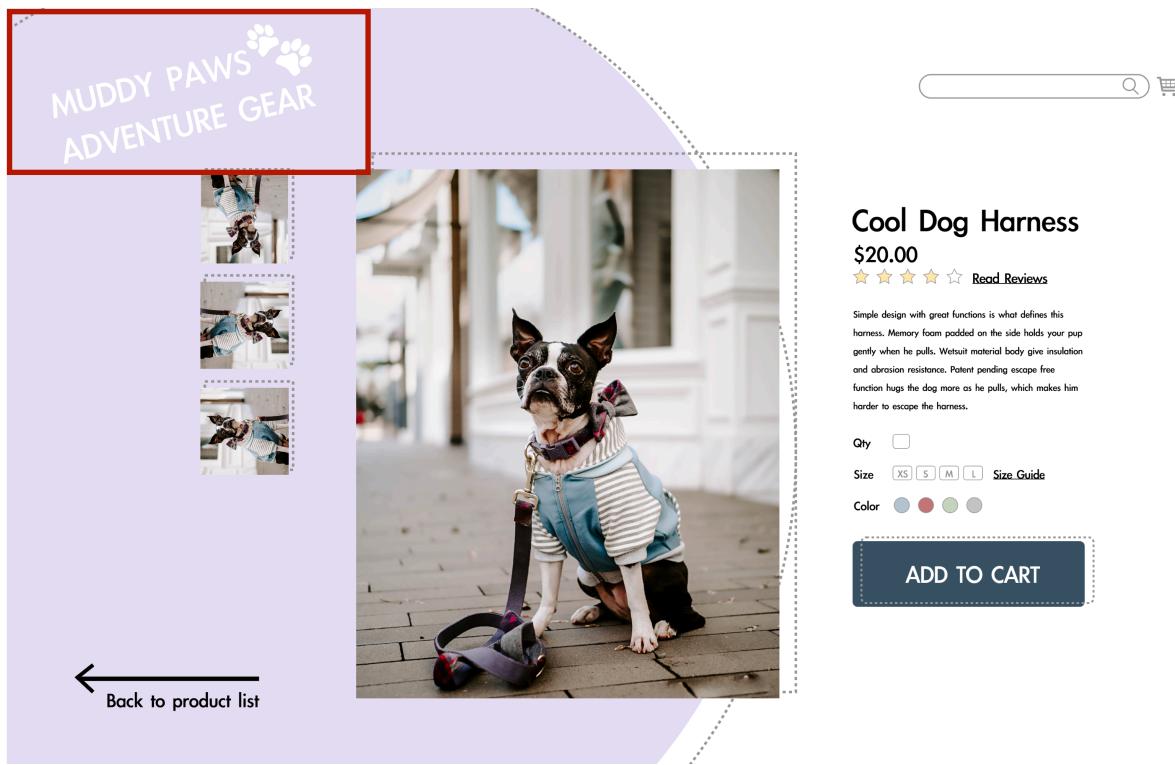


Github Repo: <https://github.com/mixichen/PUI>
 Invision Prototype: <https://projects.invisionapp.com/prototype/ck0tsi10h0023we010598i4mo/play>

Heuristic Evaluation

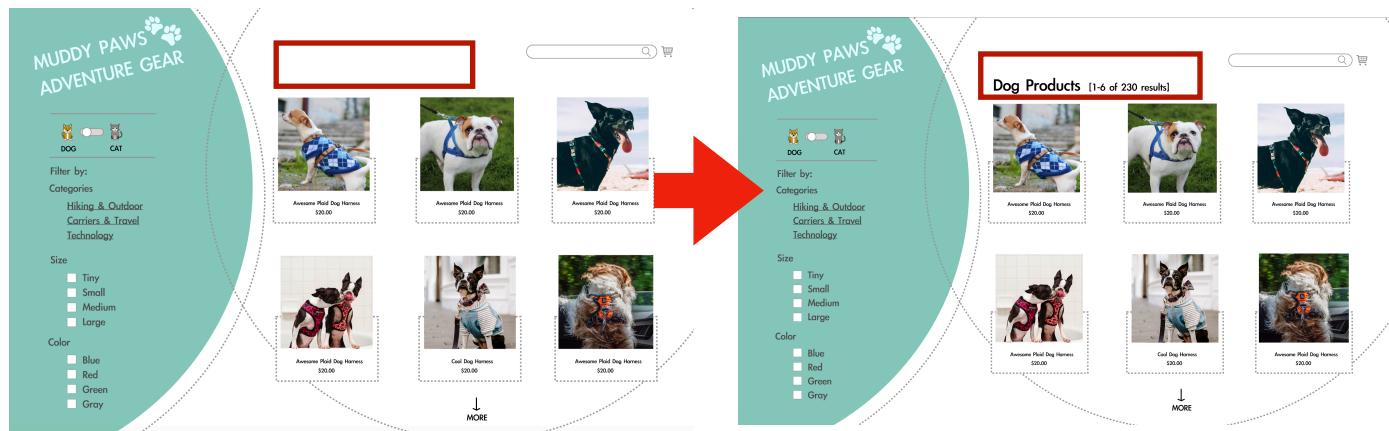
1. Consistency and standard: link all logos to homepage

- Users assume that clicking on website logo can take them back to homepage, so I fixed my design by adding those connections.



2. Visibility of system status: add title and number of products to products page

- Currently, there is no title on products listing page indicating what type of products and how many products there is, so I added those info in my fix (right).



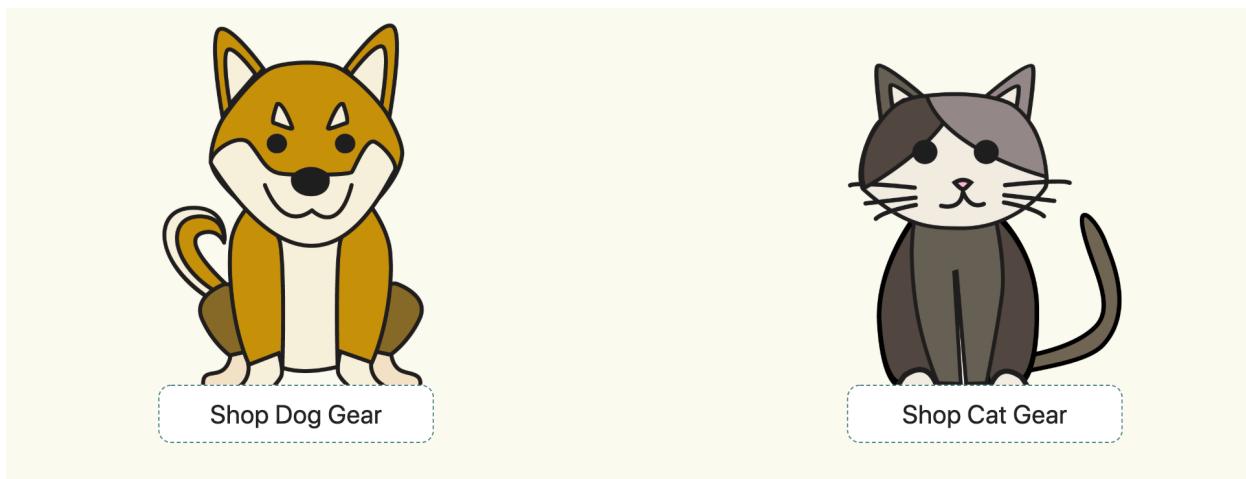
3. Error prevention: format phone number input field

- To make sure that the user input phone number in the correct format, I fixed the phone number input field in checkout by separating out country code and place pre-existing filler text “XXX-XXX-XXXX” that will be replaced by actual numbers.

The figure shows a comparison between two versions of a phone number input field. On the left, the original input field contains the number "729-328-2378". On the right, after applying error prevention, the input field is formatted as "+ 1 729 - 3XX - XXXX". A large red arrow points from the original state to the improved state. Below each input field is a checkbox and a corresponding message: "I confirm that I read and understood [the Privacy Policy](#)".

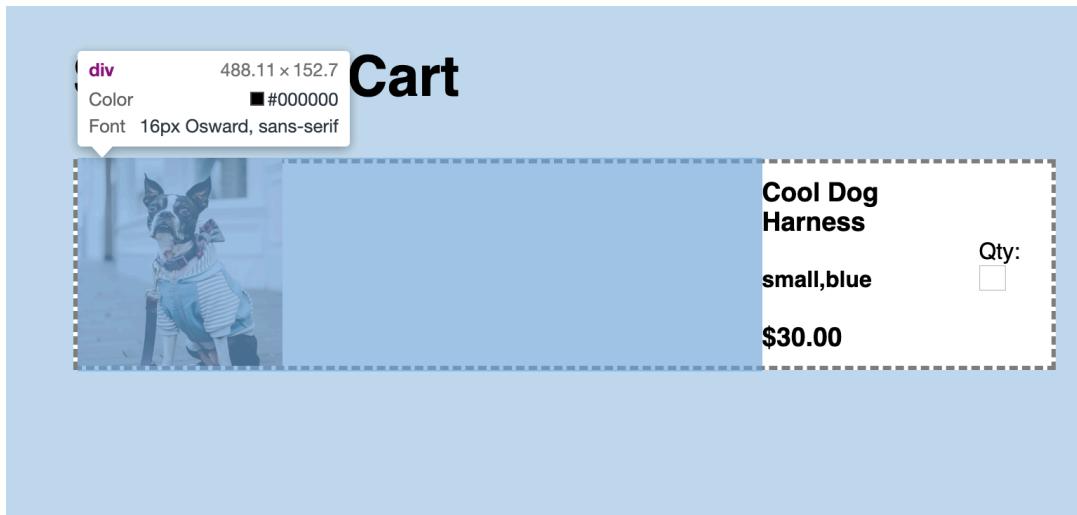
Coding

The hardest part of the coding process for me is figuring out how to position items and make them responsive. I tried many positioning methods but still could not get the positioning of things correct, especially when I tried to horizontally and vertically align things at the same time, such as when I positioned the graphics and buttons on the homepage. To code positions, I learned Flexbox in CSS through YouTube tutorials and was finally able to code out something similar to my design.



Had a difficult time align the dog and the cat, and attach the buttons to the bottom.

I also encountered many instances where I couldn't figure out why things are not moving when I input command, such as in the below example where I just can't get rid of the space between the photo and the text. My method to resolve it was to first inspect the elements in Google Chrome to figure out what's causing the space, and then do trials and errors to see what fixes it. It's time-consuming but I was able to fix all the problems in the end.



This assignment for me is definitely a learning process — I had to do many Google searches to find out how to create checkboxes, search bar, etc. Also, I had to gradually learn how to call id, tag and class separately and together in CSS, but in the end I started to become familiar with them. Also, by using HTML and CSS validators, I learned a lot of good practice in terms of formatting.

Brand Identity

The style of my website is fun, animated and clean. I think this resonates well with the message of Muddy Paws, which brings fun to its customers through providing outdoor pet gear. I used bright colors to appeal to younger user groups, who tend to be the people who are more outdoorsy and purchase pet outdoor gear. I was happy that I was able to recreate most of my design in HTML and CSS.