

EXECUTIVE SUMMARY

In this assignment I created a static HTML/CSS website hosted on GitHub for the fictional pillow company [Fluff Stuff](#), working from an initial Sketch prototype. This document contains changes I made to the design based on heuristic evaluation, challenges faced during coding, and visual considerations to reflect the client's brand identity.

HEURISTIC EVALUATION

Before recreating my Sketch prototype in HTML/CSS, I heuristically evaluated the prototype and implemented three changes accordingly:



1. Fixed low contrast between navigation bar and background image on homepage (**visibility of system status**)
 - a. While the original navigation content color on the homepage is consistent with the rest of the website, its low contrast may make it difficult for users to see where they are and where to go next.

2. Changed contrast on white buttons (**error prevention**)
 - a. The low contrast of white call to action buttons on the gallery page and product page may lead users to accidentally click them, leading them away from their desired destination. I updated them to blue and red, respectively.

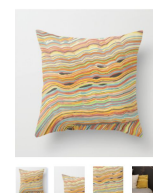
GET INSPIRED >

ADD TO CART

- QTY: 1 +

3. Condensed content on product page to show above the fold (**aesthetic and minimalist design**)

- a. When rendered in a full-sized webpage, the original Sketch product page prototype unnecessarily required users to scroll to see more information. Smaller images and a more condensed layout does not affect readability but quickens user comprehension of the page.



Couch Pillows \$25

ADD TO CART

- QTY: 1 +

Choose your color:

Current selection: Morning Haze



Choose your fill:

Current selection: Poly fill



ABOUT THIS FILL

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SIZING AND CARE

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CHALLENGES DURING IMPLEMENTATION

While coding my design I struggled with the following challenges:

1. **Navigation bar left and right item alignment:** To avoid creating custom column widths to house my various navigation items, initially I tried to create a nested grid. I wanted the supergrid to contain two columns (for left and right sides of the nav bar), and two subgrids of three columns each to nest within those columns (for various logo, icon and navigation text). I could not manage to nest the grids, so I resolved the issue by creating custom 1xN grids for each page's navigation bar.
2. **Element positioning:** Especially early in implementation I struggled to understand when to use a grid and when to use block elements (I defaulted to a grid most of the time). I do not feel confident in my understanding of the pros and cons of different layout strategies (padding vs. margin vs. float vs. grid). While my design renders correctly statically, it was labor-intensive and is incredibly inflexible. I likely over-applied grids as a solution to this issue.
3. **Multiple CSS files:** For cleanliness and error-prevention I decided to create a separate file for each html file; however, next time around I would like to understand strategies for naming and organizing conventions to consolidate everything into one file.
4. **Background images:** I struggled with getting my image to not repeat, even when I introduced the background-repeat: no-repeat condition in CSS. I overcame the challenge by creating an image with white space padding on the bottom for the desired screen size.

BRAND IDENTITY

The visual design uses natural colors, vivid imagery, white space, and airy typography connote Fluff Stuff's brand tenets of handmade luxury and coziness. As the company is based in Pittsburgh, I chose the main colors powder blue and rust, inspired by the overcast Pittsburgh climate and its industrial brick and metal warehouses.



These choices both channel the location of the company and connote a cozy mood. As the company is also proud of the quality of its materials, especially the yarn itself, I used textural imagery, especially on the homepage, to immerse the user in a visceral experience of the product. Finally, the use of airy Helvetica Light and ample white space lets imagery and product information shine as the focus of the website.