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Assignment 5 Reflection

User Interface Bugs Found in Heuristic Evaluation
1. Consistency and Standards
   a. When the user first selects a pillow that they like, they immediately see a pop-up that asks them if they want to view details of the product, or if they want to check-out immediately. This breaks the usual convention of clicking a product and going to the next page. Instead it goes against their expectations and adds a laborious step for them to get to the product-description page. To fix this, I added a Quick View button which will open up the pop-up. This way, the user expects to see a quick view - something that will not take them off the current page their on, but will give them more information about the product that they're interested in.
2. Aesthetic and Minimalist Design
   a. Previously, it was not obvious where to click in order to find out more about the product. I had imagined that the user would simply press the photo of the image, as per other sites. However, the image is offset from rest of the text, and it appears there is no purpose to that except for aesthetic reasons. As a result, I made it extremely obvious of where to click, by making the item title larger and front and center - and then adding a shadow underneath it. This helps the user know that they can click there. Likewise, they can click on the Quick View button if they want to see a quick view. This simplifies their interaction and thus eliminates confusion.
3. Error prevention
   a. On the product description page, the user can only press the button that adds the pillow to the cart. If they had made a mistake in clicking this pillow, or if they decide they don't like it - they have no way of backtracking. Thus, I added text at the bottom of the page inviting them to return to browsing. I still wanted to emphasize that they should add the pillow to their cart, so the "back" option is outside of the main display.
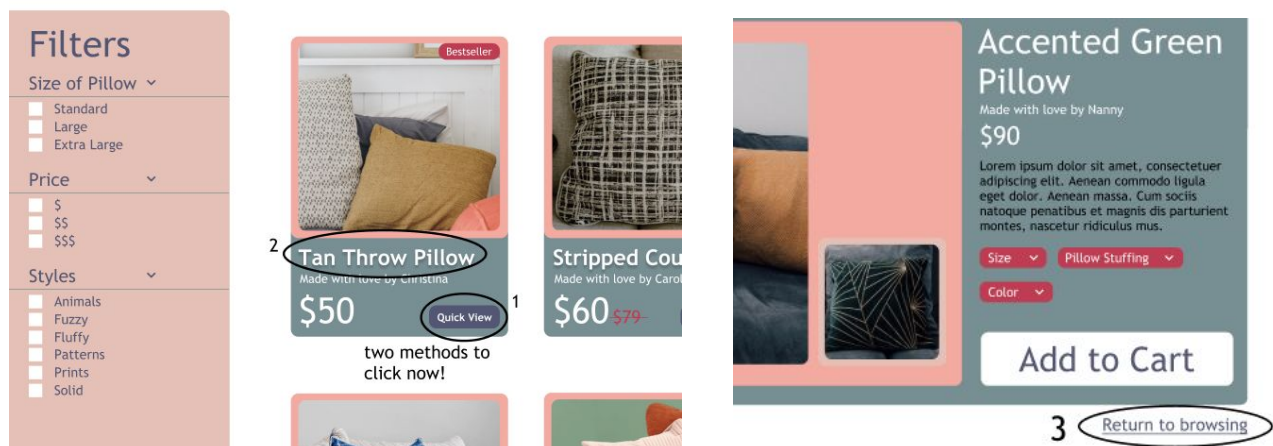
Challenges/Bugs Overcome

I found it really difficult to create a grid that aligned with everything that I wanted it to do. One element of the grid always seemed to rebel, and I would have to continually troubleshoot with different aspects in order to get it where I wanted. For example, I became entirely too familiar with "top" as raising different parts of the design became a big struggle. A lot of my overcoming challenges came with me stepping away from the computer and giving it thought, then returning with a handful of possible ways I could solve the issue. Other than that googling my problems was really helpful. Apparently a lot of the issues I ran into are issues that every beginner runs into, so I loved using the internet as a resource.

Brand Identity

Every pillow from Pillow Fluff is hand-crafted and made with love. Their thick, soft tied yarn is partly what makes customers fall in love with it. Each design choice was made with their warm and cozy reputation in mind. The colors used are warm, and when you open the site you are welcomed by pastel-type colors for a subdued browsing experience. The colors also blend well together and don't clash, helping the calming aesthetic. The type-face is rounded, also reflecting the pillows. Likewise, on the main page, there exists a several pinterest-type images: an extremely artsy part of a house with the focus on pillows, a shot of a living room and comfy couch with a focus on a pillow emphasizing the happiness in the home, and "mans best friend" enjoying a pillow. Each image was chosen to emphasize the brand, and the value that it will bring the customer. Essentially, everything in the site is meant to emphasize the comfort that will be brought to the customer if they purchase a pillow from Pillow Fluff specifically.