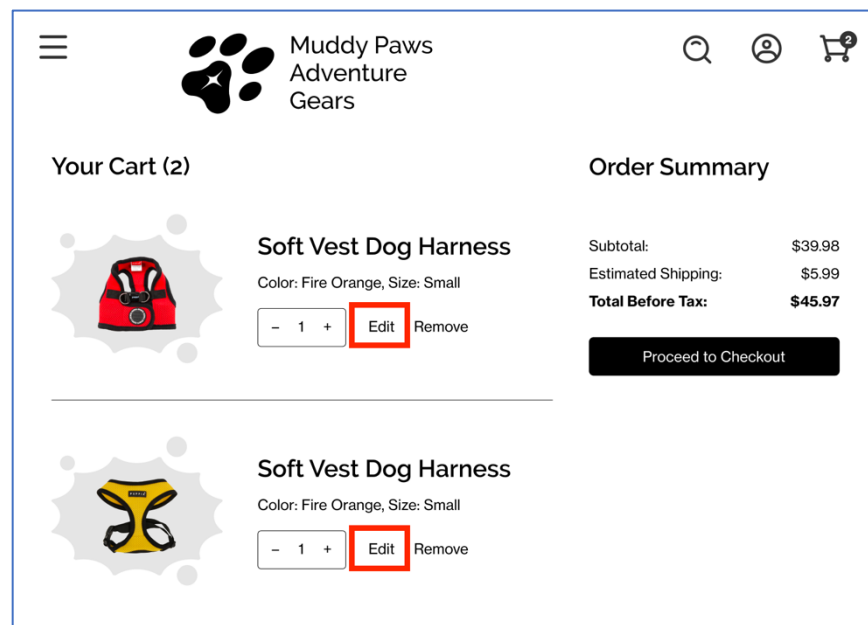


Assignment 5 HTML/CSS Prototypes

PUI Section C
Anita Sun

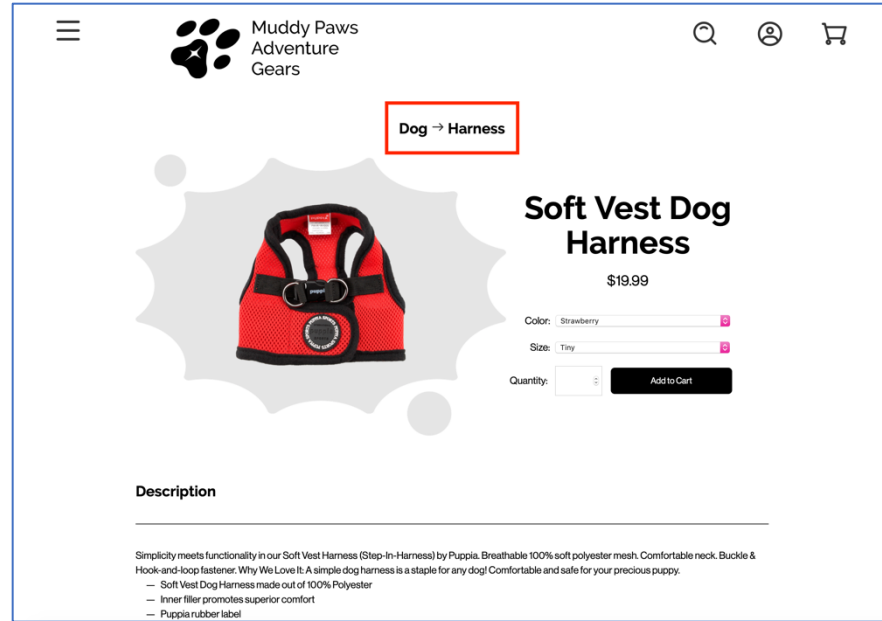
1. Link to website:
 - a. https://ningjingsun.github.io/pui-repo/homework_5/
2. Link to GitHub repository:
 - a. <https://github.com/ningjingsun/pui-repo>
3. Link to hi-fi prototype:
 - a. <https://www.figma.com/file/b0vOhqNzKMc1yYtXZUV4Vx/Muddy-Paws-Adventure-Gears?node-id=0%3A1>
4. Heuristic Evaluation
 - a. Flexibility & Efficiency of Use
 - i. For the shopping cart page, I added an “edit” button so that the customers didn’t have to remove the item and then re-add it.



ii.

- b. User Control and Freedom
 - i. Before changing, there were no ways for costumers to go back to the previous pages once they were in the product detail page. After I changed my design, I added a breadcrumb navigation bar at the top of the product detail page. Therefore if the customers want to go back to the previous page of product list, they could simply click on the breadcrumb and be guided back to the previous pages.

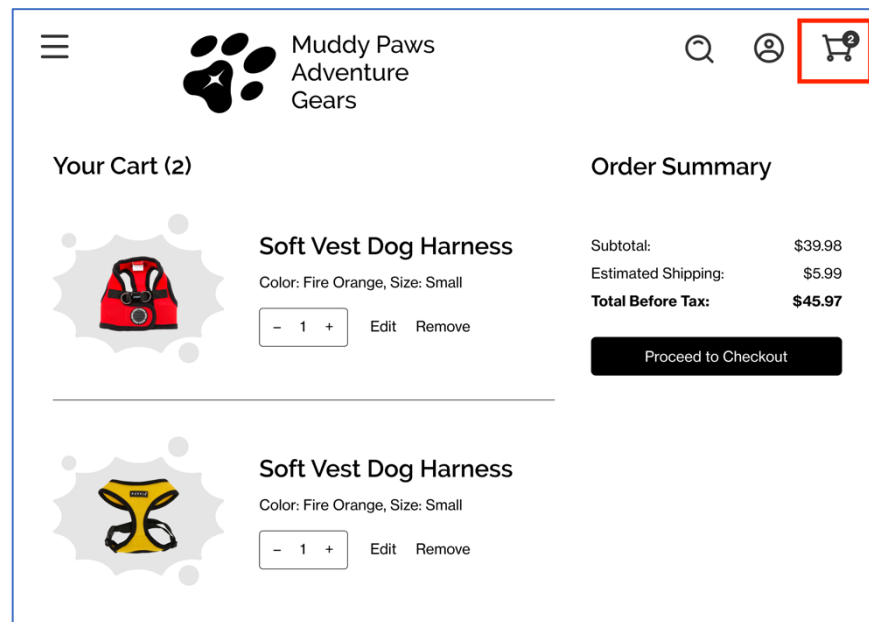
ii.



c. Visibility of System Status

- i. On the top right bar of the website, I added a small number icon to show to the customers how many items are currently added to the cart, which provided the customers with a quick overview of their current shopping experience and the current system status. Therefore the customers didn't have to open the detail page of the shopping cart to see detailed information.

ii.



5. Challenges during implementation
 - a. Implementation of grid systems

- i. There are several different grid systems across the whole website: I used a two-columned grid for the home page, a four-columned grid for the product list page, and then a mix of two-columned and one-columned grid for the product detail page. During the process, I self-learned CSS-Grid and Flexbox, and created many different [div] across the website. This process required me to carefully create a detailed information architecture for each individual page, and make plans for every different type of layouts, which is challenging for me.
 - b. Alignment
 - i. In the product detail page, I spent lots of time to make sure that the input and form are were carefully aligned. I did use a consistent [div] for each of the UI elements, but it required lots of careful margin and padding adjustments. I would want to know a better workflow to get UI elements better be aligned on the pages.
- 6. Brand identity
 - a. Targeting a group of young population who love outdoor activities and enjoy taking adventures with their furry friends, this website aims to convey a vivid, vibrant and friendly vibe. I first came up with a logo and several shape graphics which all referred to the idea of “muddy paws”. I then selected a bold and vibrant color palette for the website which aims to convey a vivid vibe. Afterwards, I carefully selected many friendly pictures of dogs with harnesses, and used Photoshop to increase the levels of brightness and vibrance. Finally, I also added some small CSS animations (the infinite horizontal scrolling image loop on both the home page and product detail page), which also aimed to convey a sense of energy and motion.