

Reflection

1. Challenges and bugs

One main challenge I did not expect was in regards to the zoom level on Chrome. I had been working on my project for a few days when I decided to open it up in a new browser, and I was shocked to see everything was HUGE. It turns out that I was originally working in a very small, zoomed out display, and as a result had redefined my headers to be a huge font size. Therefore, I started over. Another challenge I had was including too much formatting in the HTML files vs. the CSS style file. I was told by a peer that it's always preferable to refer to classes defined in CSS instead of trying to change font size and color in HTML. So I started over—again. I overcame both challenges by using a normal zoom size and doing all my formatting in CSS. I can definitely see the benefit of the latter, and I know that's how I'm going to approach HTML from now on.

2. Brand Identity, look and feel

As explained in the previous paper, I wanted to give Fluff Stuff a minimalist, elegant feel. I wanted it to look, for lack of a better word, "adult." I only included one other color aside from monochromatic shades in order to make the CLEARANCE section pop. I used a sans serif font to denote a modern but mature nature. I had originally thought of leaning into the Fluff Stuff title by including a background with fluffy clouds, but I decided that elegance was a larger priority. I was particularly inspired to go in this direction during competitive analysis, when I observed [zara.com](https://www.zara.com).