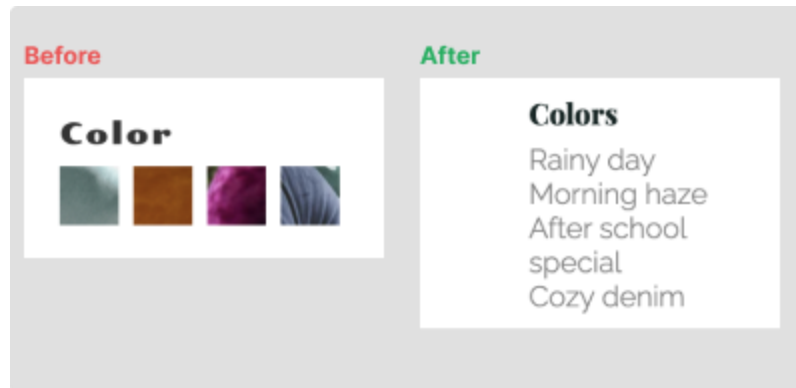


# Assignment 5 - Reflection

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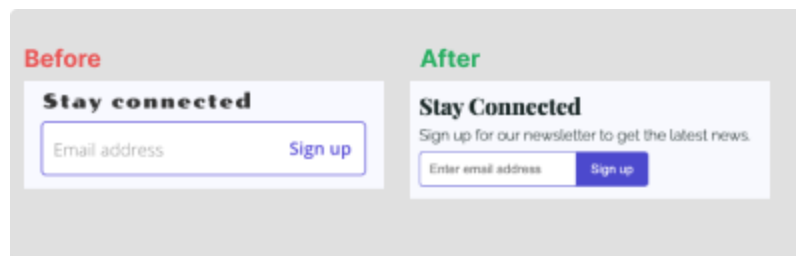
[Github Pages](#) | [Github Repository](#) | [Readme with Extracredit/Resources](#)

## User Interface Bugs



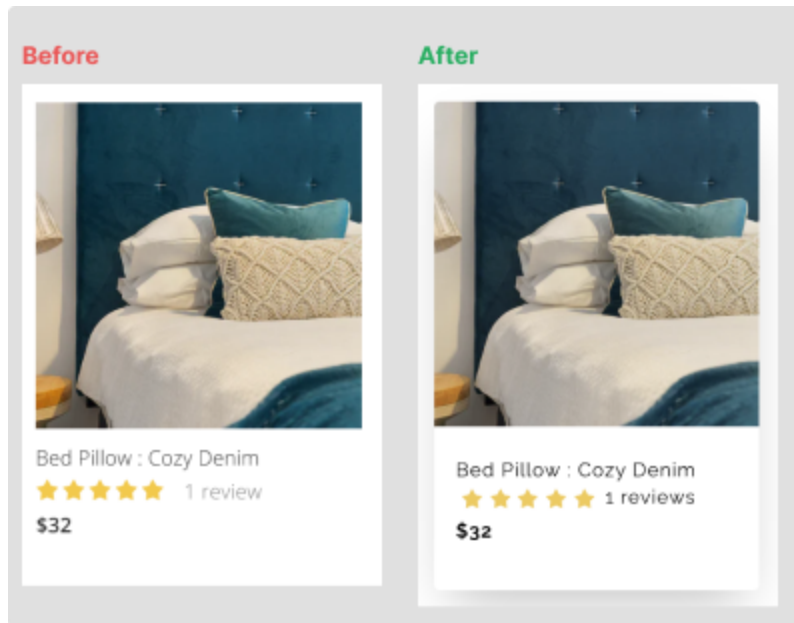
### Recognition rather than recall: color labels

In my original design, I had the color filter indications set as images referencing the pillow color options. I chose this option because it's aesthetically pleasing and I thought would give users a clearer indication of what that option might look like because the actual labels are vague. However, the person reviewing the website said that this would not work well for accessibility reasons, so I removed the images and replaced them with labels. I left this design pattern in the product detail page because it has a label accompanying the color options.



### Flexibility and efficiency of use: email sign up

In my original design, for this form input, I removed the button format in favor of a very minimalist design. I chose this option because I wanted to keep the aesthetic light and pleasing. However, a reviewer pointed out it was hard to read the light font on the input help text, as well as that the button was not clear that it was a button. I replaced this with a more traditional pill form format to give a clear indication of the what and the action to be taken at this form.



### Visibility of system status: card hover state

In my original design, I created the product gallery with a card like format, but I only added hover status indication to the card description. One reviewer pointed out that this made it more difficult for a user to realize that it was a clickable link. Most websites using this pattern will lift the entire card on hover. I had originally wanted more subtle interactions, but I fixed this since it seemed better to give people a pattern they are familiar with on other websites.

## Challenges

Although I have started various HTML/CSS projects over the years. This is the first site that I have completed in the five years since I graduated college. A lot has changed in CSS structure and HTML guidelines. This website posed three main challenges for me. I have listed them out below along with what I did to overcome them.

### Flexbox

I have never used Flexbox in implementing a website. The most difficult part at first was determining at parent-child level Flexbox sizing should be implemented for the element it pertained to. For example I had trouble in implanting the card gallery spacing because I kept placing flex elements at the wrong levels so the padding and the margins were off at times. The key factor that helped in overcoming this was off course further reviewing the CSS-Tricks Flexbox guide to familiarize myself with the options available. The second was that I realized that Flexbox was very similar to Autolayout in Figma. By adopting this mental model, I was better able to predict which elements I needed to add what Flexbox options to.

### Navigation and Semantic HTML elements

I have never implemented things like page navigation elements on a website I have created, since they were either single page or a portfolio experience. In these cases I never had to create things like bread crumbs, filtering options, and pagination. I also didn't know HTML elements existed for footers, and that the navigation tag should be applied to any element that helps with navigation. Not just the header. It took me a while and some reordering of elements to get the right order and spacing. I used the HTML validator to find instances where my elements caused hierarchy issues. For example I had placed links around list items in an unordered list. Additionally I nested H3 elements within list items causing issues in hierarchy for screen readers. I overcame this challenge by editing my HTML code to fix these errors, and thereby by trial and error developing stronger semantic HTML knowledge as well as an updated understanding of best practices.

### **Git + IDE**

The final major challenge is my unfamiliarity with using git to stage, commit, and push code to my Github. I usually just did things in the browser and uploaded completed files to Github. During this project, I had to have a friend walk me through how to commit a project as well as many common git commands. Asking for help was the most valuable thing I did in overcoming this challenge. It helped me see how all the commands and steps work together. Additionally, I switched to VS Code from Atom and the emmet abbreviations helped a lot for not having to memorize all the names and options for HTML/CSS options. This allowed me to be more curious about what each element did and discover by trial and error how things worked.

### **Brand identity**

Based on my research for the paper prototypes, I knew the niche I wanted the clients brand to fit in. I reviewed three major websites Casper, an established sleep brand, East Fork a trendy hand-crafted brand, and Glossier, a youthful, influencer cosmetics brand. I choose these as my influences because I wanted the site aesthetic to reflect the pillows as a young, trendy, hand crafted item. I think with hand-knitted pillows it's easy to think of as something in your grandma's house. So I wanted to flip that notion and reflect a brand that would reach out to a millennial/Gen Z audience, who often buy hand-crafted items for their homes.

This is reflected in the bold font choice for all H elements on the site as Playfair Display. I then choose an easily screen-readable san-serif font Raceway for the body text. Since serif and san-serif fonts are a common combination on modern online brand websites. I hoped this choice would help establish the home pillow as a luxury interior design item. Furthermore, general use of white space was a common feature on all these sites. I choose to make this a key element in my site as a way to focus on goods with large pictures and minimal description. For the primary brand color, I choose purple since it is associated with richness and luxury. I used it on all main call to action buttons as well to help build the idea that by pressing the purple button you are committing to an act of luxury.