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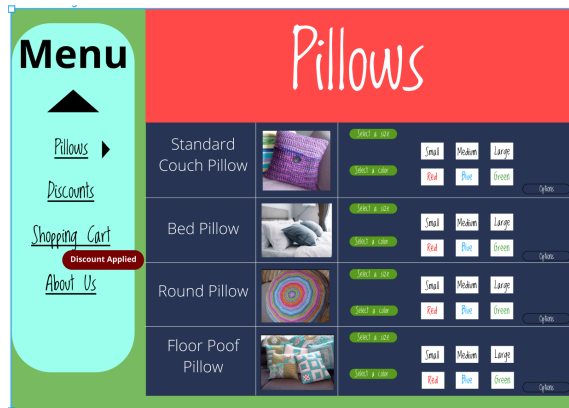
Homework 5 Reflection

Link to Source Code: <https://radibi3000.github.io/radibi.github.io/>

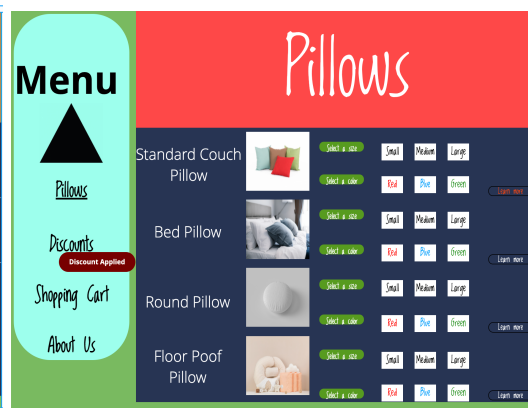
Github Repo: <https://github.com/radibi3000/radibi.github.io>

Heuristic Evaluation:

One major bug I found doing my heuristic evaluation is evident by my purchase page, in regards to *aesthetic and minimalist design* each pillow is separated by two white lines effectively broken up into a grid, although this is good for an organization, the lines can be seen as distracting and confusing so in the final website design I got rid of them.



Original design with unnecessary lines



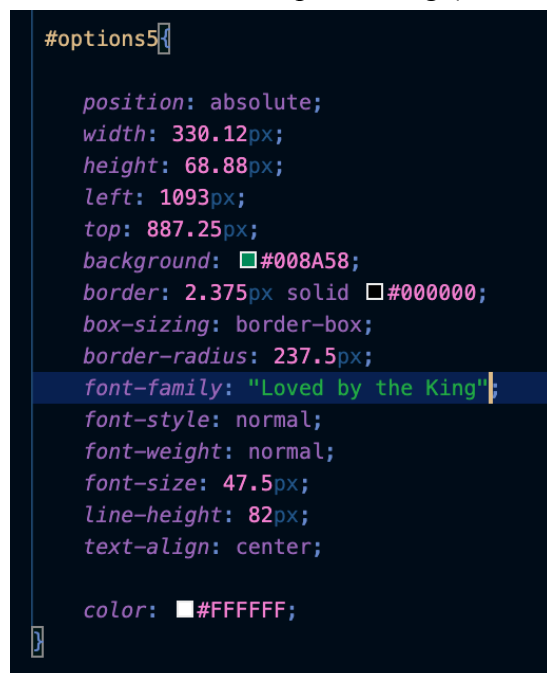
Updated Design with no lines

2. Another aspect of the product detail page I found to be confusing through heuristic evaluation was the *discount applied* button. In my design I had it placed on the shopping cart as seen above, this is something I changed specifically due to the issues with the *match between the system and the real world* heuristic. Most users wouldn't associate discounts with the shopping cart tab because they perceive the shopping cart as the place where purchases are made. To help hold up real-world conventions I moved the discount applied button to the discount tap, which made much more sense.

3. In regards to the home page, there were issues in the heuristic *visibility of the system and status*, many of the buttons on the home page do not take the user anywhere (ex: *about us* page doesn't respond when selected) To fix this, I added color-coded links to the menubar, providing the user with both feedforward (clear you can select them by the red-orange) and feedback (changes color immediately to yellow) this improved the website functionality significantly.

Challenges or bugs I Faced:

While transitioning from Figma, to HTML/CSS I ran into various issues, one main one was on the topic of spacing. Even though I tried to match Figma's spacing with an actual webpage there seem to be significant discrepancies. My Figma file would provide me with each textbox and shape, their size, font color, and design however I would have to do significant adjustments with their location on the webpage. To overcome this challenge I made sure to understand which divs my shapes and texts boxes were in and do *relative* or *absolute* positioning accordingly. I would utilize relative positioning if I was within a div (such as title square) and I wanted to move a line of text around within that square having the left and top positioning tools only relevant within that square. However, if I wanted to position something with respect to the webpage in general I would utilize absolute positioning (see below).



Overall playing around with positioning and making sure everything fit as intended was the greatest challenge of my design. A way to alleviate this challenge was through the use of flexbox, I was unaware of this tool and when my TA introduced it to me I found it very helpful! Its purpose is to help organize webpage text and the general layout in organized flexible boxes. With this tool I was able to implement a new and improved menu bar that made more sense and was easier to organize instead of parsing through each element and making sure they were aligned. Although I was unable to do this for all elements of the website only menubar and homepage, I know that I have flexbox as a tool for future website-building activities.

Another problem I ran into was with linking different pages, specifically the color. The basic link color of purple blended right into my dark purple website background which made it visually unclear whether or not you could select the link, to combat this I found a way to augment the link color in the CSS file through some online research which was incredibly helpful.

```

/* Change the link color */
a:link {
  color: green;
  background-color: transparent;
  text-decoration: none;
}

a:visited {
  color: orange;
  background-color: transparent;
  text-decoration: none;
}

a:hover {
  color: red;
  background-color: transparent;
  text-decoration: underline;
}

a:active {
  color: yellow;
  background-color: transparent;
  text-decoration: underline;
}
/* Code Idea for changing link colors from https://www.w3schools.com/html/html\_links\_colors.asp */

```

Client Brand Identity:

This website is designed for newlywed/young professionals who are moving to a new home and looking for good-quality pillows. Now individuals in this demographic have many things on their mind, from establishing their careers to having children, and purchasing pillows can't be another hindrance in their lives. I wanted to design a website that is, playful, colorful, easy to use, but most importantly one that provides valuable information to the users and I believe my website does just that. The colors and fonts are done intentionally to make the website seem youthful and simple. Individuals with children will likely feel at ease with the light green background and dark purple box on the product detail page. It is clear what is possible with this website as the menubar is a huge part of the site's hierarchy. Users can find what they need quickly and efficiently. Likewise, all the information on the website is valuable from the product detail page listing all the products in an organized fashion to the learn more feature spotlighting a specific pillow. Users can see what the site has and learn more if they are interested in purchasing a specific item. There are various other functions in my high-fi prototype that I hope to add in a future iteration. Overall, my brand is targeting young individuals who want an easy but effective pillow purchasing experience and I believe my deliberate design choices do just that.

Conclusion:

Overall I found that my Figma design matched my website quite well. I have a small amount of experience with HTML, and this project allowed me to explore my website development skills further, I learned a lot and hope to continue using these skills in the future.