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Link to Website: https://ritadang.github.io/pui/homework_5/
- **Implemented parts:** home page, product browsing page for all dog products, product detail page for "waterproof harness - dog"

Link to Source Code: https://github.com/ritadang/pui

Heuristic Evaluation

- Improve User Control and Freedom
  - UI Bug: Since most web pages are long and require scrolling to view different parts of information, users might get stuck and feel frustrated when they reach the bottom of a web page, where no navigation buttons or path is available.
  - Solution: Provide a "Back to Top" button at the bottom of each web page, so users have a clearly marked "exit" for taking a step back, fostering a sense of freedom and confidence.

Before   *After*
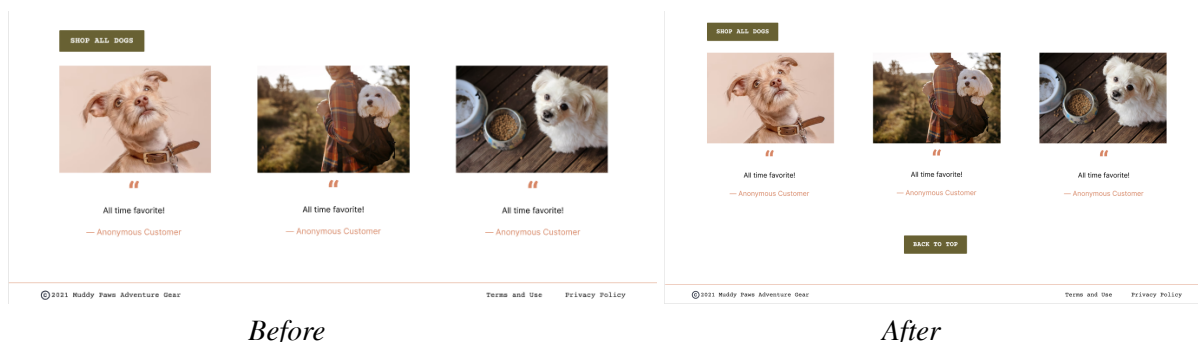
- Improve Consistency and Standards
  - UI Bug: Two different fonts were used without following a consistent standard between the web pages, which may frustrate users when scanning for information.
  - Solution: Use "Courier Prime" (a display font) for texts that are big and easy to read and "Inter"(which has a uniformed stroke width) for texts that are small and complicated, so consistency in font is maintained within and across different pages.
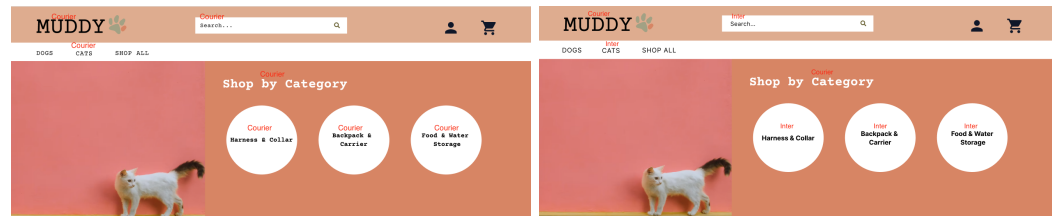
Before   *After*

- Improve Help and Documentation
  - UI Bug: In order to complete the questionnaire on the home page, users have to choose a weight range for their dogs, which can be difficult without additional help or guidance.
  - Solution: Add an icon for accessing additional information next to the weight range question, so when hovering over, users can see a visual chart that helps them complete the required task.

Before   *After*

Implementation Challenges or Bugs

- Determining a clear site structure
  - I started with writing the HTML and CSS parts separately and found it super hard to structure my HTML pages without knowing how to style them. I had trouble determining when to use <section>, <div>, or <span> for organizing my content. I had finally overcome this challenge by realizing that I should write the HTML and CSS parts together. Once I had a high-level plan for how to style the pages, it became clear to me which containers I should use in my HTML. By constantly switching between the two parts and checking their resulting pages, I was also able to discover and fix bugs more quickly along the way.
- Implementing a grid system in CSS
  - Before writing this assignment, I had only used basic CSS layout properties such as position and float in my previous web programming projects. So I had trouble envisioning

how to bring the grid system I used in my Figma prototype to my implementation of the web pages. After performing some research online, I discovered CSS flexbox layout and spent some time learning about how it works. Finally, I was able to overcome this challenge by using this new layout system for organizing and aligning my product images and descriptions.

Brand Identity - Calming and Fun!

- I intended to design a shopping experience that is both relaxing and fun for pet owners who are planning to take their animal pals to the wild for an adventure. I wanted the customers to feel both engaged and unrushed as they browse through products on the website. In order to achieve these goals, I chose a minimalist style for page layout and a color palette that evokes a sense of nature. I also purposefully left many whitespaces across the web pages so users' eyes would not feel busy or overwhelmed.

- Overall, I believe that it is important to establish an engaging yet soothing shopping experience for establishing a brand identity that cares and empathizes with our customers. So many other online pet-stores nowadays lack this and throw massive amounts of information to users' faces at once.