

## Assignment 5 Reflection

### Links

[Website](#)

[Source Code](#)

### Heuristic Change #1: Visibility of system status

During my heuristic evaluation, I noticed that it could be difficult for users to understand where they are within the shopping page in relation to the entire product catalog at large. This creates a problem because there is no easy way to see the layers of the product page, for example, once a user is viewing a specific dog harness and wants to go back to the previous filtered products, he or she must click the back button on their browser versus have a way on the webpage to return to the previous stage of the product browsing process. In order to fix this, I designed a tabs section that will show where the user is in relation to the shopping page (ex. "Home > Shop > Dogs > Harness 2"). This will allow the user to simply click "Dogs" to return to the shopping page filtered to show dog products.

### Heuristic Change #2: Error Prevention on Product Details Page


Another issue I noticed during the heuristic evaluation is the possibility for errors on the product details page with regards to selecting a color and size. Because my website simply said "Color" and then featured the color options below, it is possible that users skip this step, along with selecting a size, and try to add the item to the cart, which would create an error since those must be selected first. In order to prevent this, I changed the section headings to "Select Color" and "Select Size" so that users know to pick an option.

### Heuristic Change #3: Error Prevention on Contact Page

I also realized that my contact page was poorly designed since the form box could lead to errors in entering the correct information, such as a valid email address. Also, since I had previously put the description of the intended information within the box, that will disappear when users start to type, which could lead to errors if they forget the correct input and also places memory load on the user to remember what information was supposed to be filled out in that specific box (breaking another heuristic rule of recognition rather than recall). In order to fix this, I moved the descriptions outside of the text input box so that they will remain there even as the user is typing, and I also added more details into the specific format for information, such as "ex. [username@domain.com](#)." (See below for example)

50% Off All Products

Muddy Paws  
Adventure Buddies

[Shop](#)[About](#)[Contact](#)

## Contact Us

Name:

Email:

Message:

Submit

Contact Customer Service

P: 555.555.5555

Monday: 12PM-5PM ET

Tuesday: 12PM-11PM ET

Wednesday: 12PM-11PM ET

Thursday: 12PM-7PM ET

Friday: 12PM-7PM ET

Saturday & Sunday: Email Only

### Reflection on Challenges

During the process of implementation, I faced several challenges in making my coded website match the Figma design that I previously created. Most specifically, since I have never used HTML/CSS before, I found it particularly challenging to structure a page with the different types of content. When I first began coding my website, I figured it would be relatively easy to put different elements on the page, but I soon realized that the difficulty is in arranging them in an effective way and with proper structure. This forced me to learn the concept of CSS grids, which took me a while to get comfortable with but ultimately was key to making the sections of each page, especially on the product page where I arranged the various products using a grid layout. I also realized the value of the grid, in that it greatly helped me structure my site even beyond the more obvious grid-structured product page. For example, I used a grid layout to properly arrange the color and size options on the product details page, which would have been very difficult to do without using a grid.

At an even higher level, I more deeply understand the challenges in taking designs and turning them into actual products, such as our website. As a designer, it can be easy to think through what could be, without keeping in mind the actual implementation of that design. In my case, my design aspirations were limited by my novice programming abilities, but I am sure this applies even to industry work where teams are challenged in making the best-designed products a reality with limitations on time, money, and abilities. This was a very valuable experience because it not only gave me practice with programming a website, but it showed me how to think through the implementation process during the initial design process itself to best optimize the end result.

### Brand Decisions

My design choices were focused on keeping the brand identity of a modern e-commerce brand and using color and images to create a fun shopping experience. I tried to reflect the brand through my choice of colors, using green and light red throughout the website, and I also created a patterned wallpaper with dog bones for the home page to reflect the brand's fun identity. I used this type of design style because my assumption is the target audience is

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millennial consumers who are more accustomed to modern e-commerce shopping experiences and are looking for a brand that reflects the positive and joyful emotions they associate with their pets.