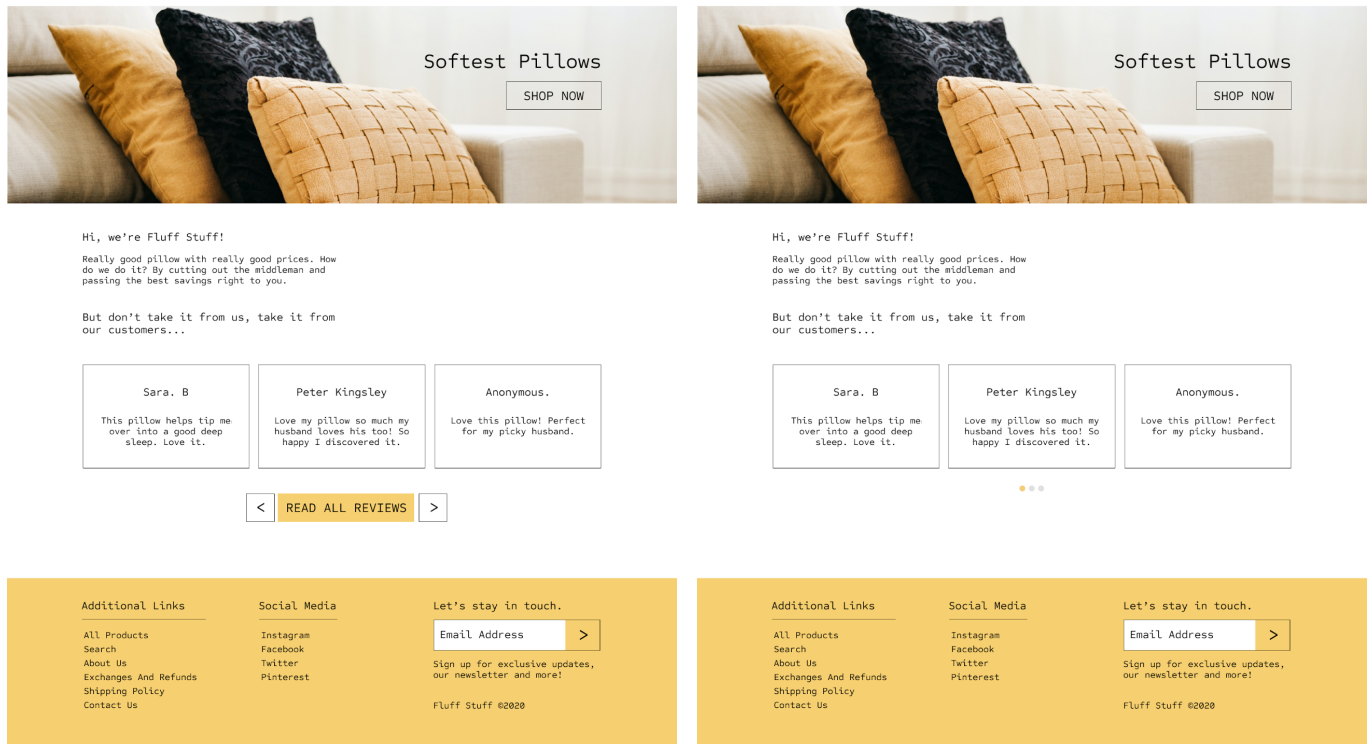


Assignment 5

Heuristic Evaluation

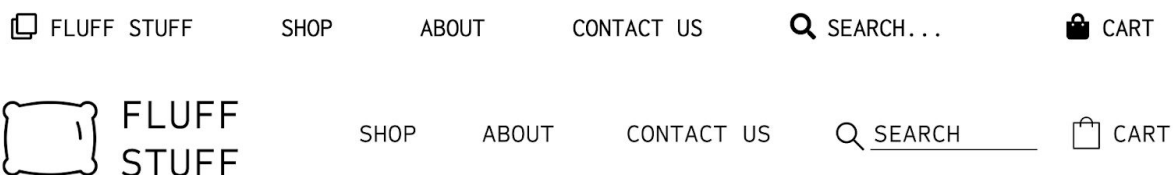
1. Removing the “Read all reviews” in home screen



Design change: the “read all review” section underneath the reviews (3 column boxes)

I changed the design to incorporate the small dots instead. This design currently implies to users that there are more pages to explore (in this case — three) and the user can swipe to see all of them, instead of needing to click on arrows. In addition, it's a little confusing as to what “read all reviews” means; is this going to take me to another page? Will the review section expand? This new design gets rid of that ambiguity and instead follows in suit with design conventions.

2. Logo Design



Because I want to go for a more minimalistic brand image for the client, I decided the more “pictorial” logo I had initially was too much, and instead went for a more “icon” appearance. I think this fits with my entire design as a whole, since I chose a monospace font for my aesthetic, and kept

my colors pretty minimal as well (monotone, except for the one yellow accent color). The adjusted navigation bar is a lot more clean and aligned (logo being the same size as the rest of the items). It gives the entire site a more sleek and minimalist look, and the icon fits in with the whole monospace font aesthetic (more “computerized” brand image).

3. Product Description

DETAILS	REVIEWS	RETURNS
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Our Down Pillows are super soft, yet extremely supportive, and we have three different constructions so you can find the perfect fit. The Plush Pillow is completely filled with Down clusters, and is our softest and fluffiest. We recommended this Pillow for stomach sleepers. The Mid-Plush Pillow has a dual-core structure with an extra supportive inner layer of feathers, and a super comfy outer layer of Down clusters. This option is our best seller and most versatile Pillow. Our Firm Pillow has the same dual-core construction as the Mid-Plush, but with a higher ratio of feathers to clusters. The Firm Pillow is our most supportive and has the high quality firmness recommended for side sleepers.

DETAILS	REVIEWS
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Our Down Pillows are super soft, yet extremely supportive, and we have three different constructions so you can find the perfect fit. The Plush Pillow is completely filled with Down clusters, and is our softest and fluffiest. We recommended this Pillow for stomach sleepers. The Mid-Plush Pillow has a dual-core structure with an extra supportive inner layer of feathers, and a super comfy outer layer of Down clusters. This option is our best seller and most versatile Pillow. Our Firm Pillow has the same dual-core construction as the Mid-Plush, but with a higher ratio of feathers to clusters. The Firm Pillow is our most supportive and has the high quality firmness recommended for side sleepers.

The last evaluation I did was on the actual product description portion. I felt like having three columns in the product description not only broke my grid (I had a rough 4 column grid, having 3 broke it down the middle), it was also unnecessary to have a separate returns tab for each product, rather than just having an overall return policy page. It wasn't a good user experience interface, so I removed it entirely. I also made minute changes to the actual design of the buttons / header interface, where I gave the active component an outline so it matched with the rest of the aesthetics and fit in line.

Challenges

Getting the grid down correctly was one of the more challenging tasks. I tried different types of grid structures before just going back to the display: grid. Because I'm rather used to relying on bootstrap, this was sort of going back to the basics and making sure that I could get a nested grid layout working well and making sure that it worked across all the pages.

With the navbar I was having some difficulties getting everything to align, as there were many different elements going on, such as the logo aligning with the company name, other navbar links, and the search input form div element. Because they were all different elements, it was difficult to make sure they had the same margin space and padding space — especially with the search bar, since it was an input element within a div that was in the nav bar.

I think in general, making sure everything was aligned was somewhat difficult, especially since my site relied so heavily on a grid structure. It definitely isn't as easy getting everything to fit in a perfect box as it was making the design on Figma, so that was where I had the most trouble. Once I got a good layout going, it was easy to reference all the different elements in my CSS across the different pages. Because of that, I also needed to remind myself to constantly be checking all my pages in case a CSS element edit worked on one page but broke the other because I had forgotten they were the same div/class/id.

Brand Identity

The brand identity is reflected in my design choices because I went for a more minimalistic image for the client. To begin with, there wasn't too much content given from the client, so I felt an aesthetic that had "less" would suit it more. Furthermore, to help the colors of the product itself pop more, I felt it would be best if the site branding was less colorful, which is why I stuck to a monotone color palette featuring one accent tone (the yellow). Due to the minimalistic design, I chose a monospace font, as it really adds to the cleaner and less crowded aesthetic I built. I also made sure to have a strict visual hierarchy, not adding in too many layers to it, which would crowd the overall design. By having one header font, and a specific button type, but leaving most of the body text in just one or two layers of visual hierarchy, it keeps the entire branding very clean and tight, making sure that the design isn't too messy or cluttered. Overall, I think the minimalistic design gives the client a more clean brand image, which fits very well with pillows and the bed industry, as a customer would want a more clean feeling product, than one that feels messy.