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Prototype Navigation

From the home page, the user should click "Products" in the navigation bar to go to the product page. Then, the user should click the first item (top-left, Bond & Co. Donut Cats Harness) to be led to the product detail page.

User Interface Bugs

One heuristic I focused on for my prototype was Aesthetic and Minimalist Design. In order to keep the focus on the process of purchasing an item, I streamlined the experience by removing small decorative designs that I had in my initial high fidelity prototype, such as decorative paws. I also removed the magnifying glass icon in the search bar, as the "Search" would be obvious enough to indicate its purpose.

Another heuristic bug I focused on was the use of a grid. In the product page of the initial high fidelity prototype, the grid was less obvious with only lines to separate the rows of products. In the new prototype, each product item has its own "box" to reinforce the idea of a grid.

A third heuristic bug that I focused on was consistency and standards. Because I used boxes around my images in the product details page, I also used them around the images on the product grid for consistency in design.

One heuristic bug that I noticed in my prototype was a lack of ability to help users recognize, diagnose, and recover from errors. I made the navigation path to the product page slightly larger so users can return to an earlier step if they misclicked. This change is also reflected in the product details page. Another change I made, though it is not a screen that I prototyped for this assignment, is the addition of an "edit order" button on the pop-up that the user sees after they add the order to their cart. If the user made an error in size or color, they can easily click to edit their order without moving away from the page and into their cart.

A more visual description of changes to the prototype is attached to the end of the document.

Challenges

Some challenges that I faced when implementing my prototype was the code not doing what I intended it to. Items wouldn't be positioned correctly, or changes I made to the CSS wouldn't be reflected correctly in the prototype. Thankfully, the internet (and particularly Stack Overflow) was very helpful when it came to debugging my errors.

Additionally, there were also some compromises that I had to make to my design. For example, I implemented a dropdown menu to select product size and color, but couldn't figure out how to

change the dropdown menu looked. As a result, the size and color dropdowns look different from what I had prototyped. I compromised by changing what little I could, such as making the width of all the dropdown menus consistent.

I also didn't implement all the features I would have liked; there are some screens I skipped when implementing this prototype. For instance, clicking on "Products" in the navigation bar would have ideally led to a dropdown menu with options, but for the sake of this assignment, "Products" is linked directly to the product page.

Another element I struggled with was the positioning of items on the page. I had to decide what would shift when the window size changed, and what wouldn't. This led me back to the sites I researched in earlier assignments to see what happened when window size changed. Though it is an important element of site design, it is one I had never considered before this assignment.
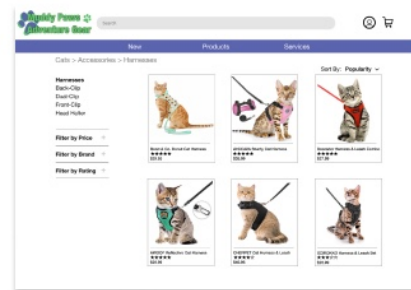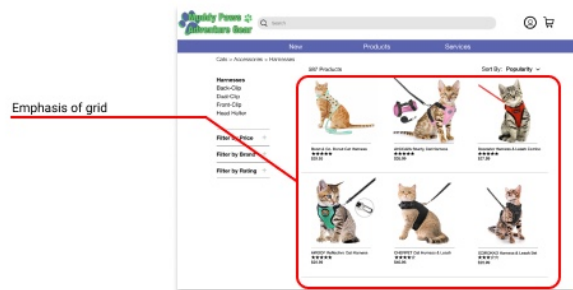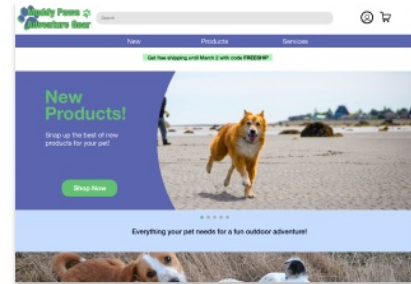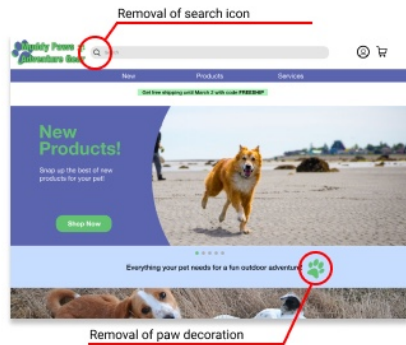
Brand Identity

Because the brand focuses on adventure gear for pets, I wanted to communicate a sense of excitement, but not complicate the site with so many features that it would make purchasing a product difficult. As a result, I placed a large image slideshow on the homepage, which is the first thing that the user or customer would see when they access the site. I also focused on a few items for the navigation bar.

However, though I did not want to make navigation too difficult, I also wanted to account for the wide variety of items for pets of different species, different product types, etc. I implemented a dropdown menu from the navigation bar that allows the customer to first choose which pet they were shopping for, then which item they were interested in. This in turn led to a "bestsellers" and "new arrivals" section, where the user can explore those options if they wished.

Additionally, the customers' main goal is to purchase items, so all of the product images need to be large enough so that the customers are able to get a good sense of what the product is like, even with a small window. As a result, I tried to make all my product images as large as possible without the page being too image heavy.

Resources Used

Video tutorial used to make navigation bar: https://www.youtube.com/watch?v=FEmysQARWFU

Removal of search icon

Removal of paw decoration

Emphasis of grid

Increased font size to catch attention

Border around images reflected in product grid