

## Heuristic Evaluation

Before implementing my prototype in code, I evaluated it for heuristic errors and found three things that needed to be fixed. First, on the “Shop” page, I found an error with User Control and Freedom involving the filter function. Once the user had filtered the options, there was no way to clear the filters and see all of the products again. I fixed this in my implementation by adding a “Clear Filters” option at the bottom of the filters in the sidebar (see Figures 1 and 2 below).

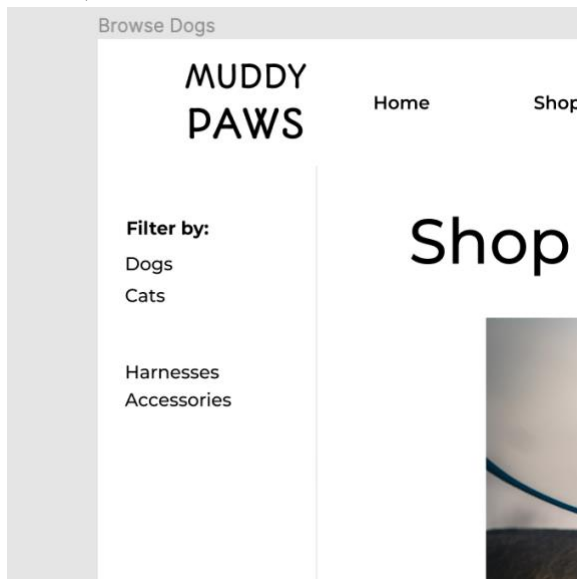


Figure 1 No “Clear Filters” Option

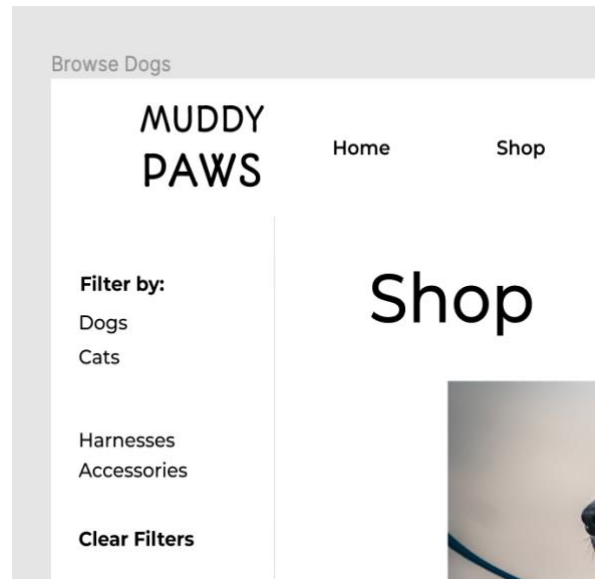
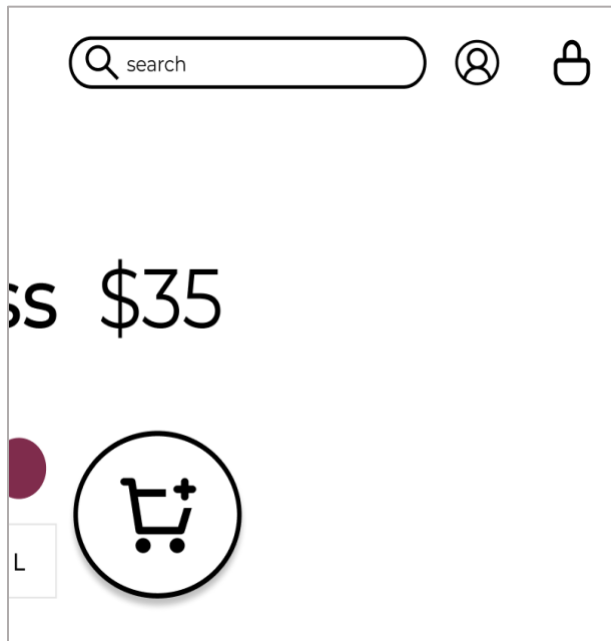
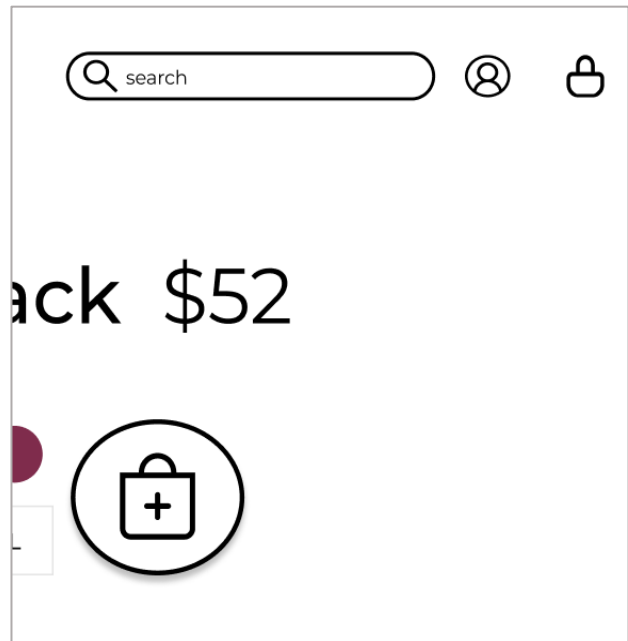


Figure 2 “Clear Filters” option added at the bottom

A second error I found was on the Product Details page concerning Consistency and Standards. I had an “add to cart” button that used a cart icon, but the “cart” that you are adding it to is actually represented by a “bag” icon at the top right of the screen. The two representations of where you would be adding a product to buy were not consistent. Thus, I changed the icon in the “add to cart” button to a bag icon that matches the bag in the navigation (see Figures 3 and 4 below).



*Figure 3 Add to CART button doesn't match BAG icon in navigation*



*Figure 4 Add to BAG now matches BAG icon in navigation*

The final error I found was on the product details page regarding Helping Users Prevent and Recover from Errors. In the prototype, you are able to press the add to bag button without selecting a color and size which brings up the cart. This clicking on the add to bag button without first selecting color and size should not be allowed or should result in a helpful error statement asking the user to select input first (see Figures 5 and 6 below). As the implementation is currently not fully interactive, both the color and sizes as well as the add to bag button are non-functional. However, when I implement the interactivity I will be sure to not allow the add to bag button to be clicked until the color and size have been chosen. Additionally, if the user attempts to click it, I will alert them that they first need to select their options.

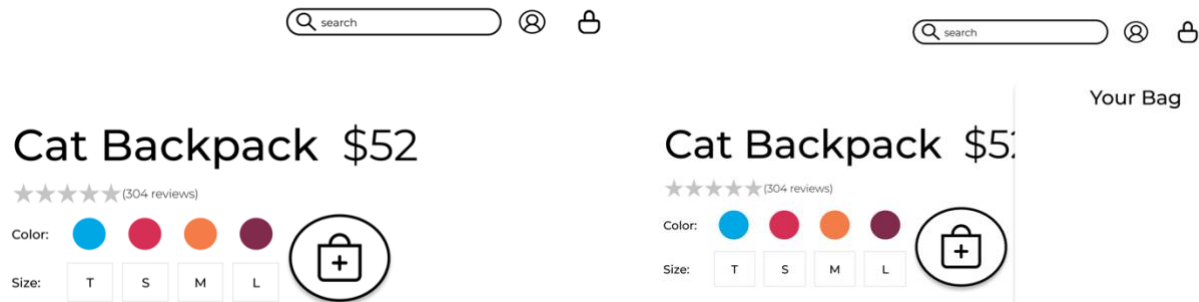


Figure 5 Before clicking "add to bag", haven't selected color & size.

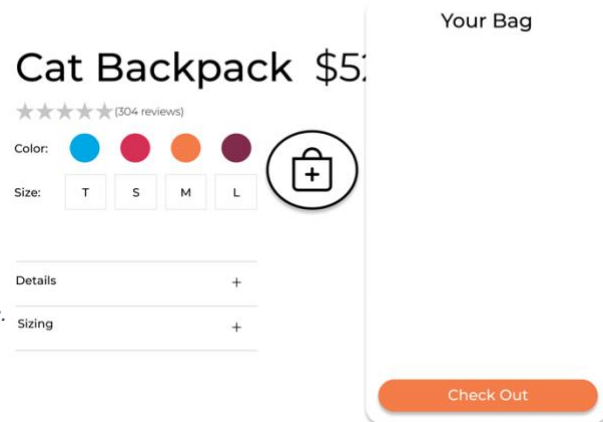


Figure 6 After clicking "add to bag" without selecting color & size, brings up the "Your Bag" overlay with nothing in it.

## Challenges

Even though I have a bachelor's degree in computer science, I haven't used vanilla HTML and CSS in a while. I especially haven't had extensive experience using grids because they were not a highlight of my web development course in undergrad. Thus, I found it pretty difficult at first to figure out how to use grids to format the information how I intended. At first, I did not use them at all and tried to just adjust the margins for everything to put them in the right place – which obviously did not work and I switched gears quickly. I turned to w3schools.com to help me learn how to use grids and as I went I got much better at it. The format that ended up making the most sense to me at the time was to nest grids within grids and use grid-template-rows and grid-template-columns for each container to create the setup that I wanted. Looking back, one thing I wish I had tried was to make the page responsive. How it is now, everything stays the same size and just moves around when the window size is changed. It doesn't get extremely disorganized but it is not ideal.

## Brand Identity

Muddy Paws Adventure Gear is committed to "helping all cats and dogs live to their full potential, experiencing the wild alongside their human hiker pals". To reflect this mission and identity throughout the website, I used large and dramatic images of pets adventuring with their owners in various locations including mountains, water, and canyons. All product images feature a pet on an adventure, using the product, looking very happy and fulfilled. Additionally, because brand highlights that they make "customizable" hiking and adventuring gear, I made it easy to

customize the color and size of all gear on the product details page and included a testimonial from the “CEO” reflecting on this mission on the About Us page. The overall look and feel are dramatic, exciting, and adventurous to highlight how the company wants every pet to fulfill their potential through adventure, a dramatic and exciting goal for anyone. In addition to this dramatic feel, I made sure the site was still minimalist and clean to keep with current design standards.

## **Citations**

For all help with HTML and CSS: [www.w3schools.com](http://www.w3schools.com)

Unsplash (Figma plugin) used for all pictures

Iconify (Figma plugin) used for all icons