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PUI HW 5
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Github repo: https://github.com/serenawa/homework_5
Github site: https://serenawa.github.io/homework_5/index.html

Working pages: Home page, Products Page, and Couch Pillow Details Page

Interface Bugs from Heuristic Evaluation
1. Aesthetic and minimalist design
   a. In the checkout page, the background is too dark when it's coupled with black text, so a quick fix would be to lighten the saturation of the background.
2. Help Users recognize, diagnose, and recover from errors
   a. Something that I want to implement with Javascript later on when I'm including interactive elements is to include an error message if users try to checkout without selecting both a color and stuffing style. Currently the way I've modeled the site (partially due to Figma constraints) will simply not work if both a stuffing and color are not chosen before adding to cart.
3. User control and freedom
   a. Another thing I noticed which is not part of the 3 screens for HW 5 is that on the checkout page, I do not provide an option to alter the cart, so users cannot add more or less of the product or delete a product which forces them into a pigeon hole and they would have to go back a page to alter their cart. I plan to add this in once the checkout page has been created.

Challenges
Right off the bat I had an issue with formatting my images because in my style.css file I had edited all images with image {} in order to change the size of the cart instead of specifying a new class for the cart. I fixed this by doing image.cart {} and defining a new class for the cart.

Even after fixing this, some images did not format as expected and since I had set everything to absolute positioning since Figma provided their positioning already, I had to manually adjust the pixels to get the picture in the right spot. This is evident in the products page for the "floor pouf" pillow. I rotated the image which caused it to get pushed off the screen and I am unable to get it in the exact spot. I have temporarily fixed it with trial and error but I'd like to change to use relative positioning to see if that will help with formatting it so it's not dependent on a specific position.

I also encountered a bug with my buttons "add to cart" and "shop pillows" because the text wasn't being center aligned even though I specified this in the CSS file. I fixed this by changing the display to be "inline-flex" instead of just "flex" and adding "justify-content: center". I no longer needed "text-align: center" since justify-content worked in this setting.

When I was formatting the navigation bar, I ran into the issue that my navigation bar was overlapping on top of each other. I fixed this by getting rid of "position: absolute" on the navigation bar and the "fluff stuff" header and this allowed for proper formatting. I also had an issue with the navigation bar not being at the same height as the title. I fixed this by creating a new div that contained the header and the nav bar to put them at the same height and also by making them both inline displays. I had realized that I set the nav bar items to permanent positions so this was also messing up with the structure. I went and deleted those previous positions as well.

Brand Identity

I wanted to design a very chic and modern site because I wanted a mature brand for the pillows. The target user is someone who is interested in higher quality materials and is willing to pay a bit more for their pillows and so I am looking to appeal to young adults who seek maturity in their life decisions. The first way that I convey maturity is by having a lot of white space on the pages which gives a very clean and refreshing feeling. The white space provides a minimalistic canvas which allows the images to stand out. Additionally, the white space allows the user to remain focused on the goal of purchasing a pillow, this goal-directed style of thinking that is laid out for my user is much more mature.

I carefully selected the images from royalty-free sites. I picked images that not only showed pillows in the appropriate settings, but also high quality ones that also had a simple and clean quality. I looked out for images with plants, clean interior design, and photographs that had artworks in them to increase the aesthetic appeal.

The color scheme I chose, a really simple monochromatic blue color scheme, also furthers the mature and minimalist design because it's not too vibrant. Since blue is a cool color it provides a chic look, unlike a very bright color like a neon green which could easily convey a playful or child-like feeling.

I imagined the pillows to have the simplistic beauty of something made with expertise and skill, like a restaurant that only specializes in one disk. And so I wanted to reflect the simple perfection in the way the site was designed. As such, I used a very simple and large 8 column grid so the site stayed even throughout the pages.

Staying in line with these themes, I made the navigation bar very simple and when you've navigated to a new page, it gets bolded and italicized in the navigation bar. I made sure it was very subtle yet effective. Additionally, I decided to not include a "home" section in the nav bar and make clicking the title the only way to access the home page. This decision came from my decision to have a younger target user who is tech savvy and is used to the idea of the title serving as the navigation to the home page. By not including a "home" option in the nav bar I prevent the nav bar from being crowded. These all serve to increase the maturity of the site.