February 12, 2023

HBC Assessment

Thought Process

- I exported the images from Photoshop as PNG files, sliced them, and compressed them for a faster loading time.

- The optimized images were hosted on a server: imgbb.com, and added to my code using direct links in the "src" tag.

- This step was taken to test the email on Email on Acid after completion.

- The building process was carried out by following all necessary and suggested steps, with some extra precautions taken.

- I also uploaded the sliced and optimized images to an "img" folder within my project file structure using VS Code as a text editor, as a backup option in case of server issues.

- For linking purposes, instead of assigning the href="#" to simulate links, I opted to make use of live links taken from thebay.com, while referring to actual emails sent from The Bay.

Thought Process 💡

The navigation links' letter "E" varies in size from the rest of the text, which could have been corrected with code. However, implementing it caused a significant contrast in the design, as the text appeared more defined compared to the overall design. Therefore, I decided to preserve the original appearance and use sliced images instead.

WOMEN'S　　SHOES　　BEAUTY　　MEN'S　KIDS'　HOME　SALE

Thought Process 💡

- The CTAs and interactive elements in the Email Assessment also direct to the relevant webpage on thebay.com.

- The email design was made in accordance with AODA standards and CAN-SPAM principles. To ensure accessibility, the alt text for each image slice was made simple and descriptive. A footer section was also included legal text, and unsubscribe options.

- In order to ensure accessibility for individuals using screen readers, I added the 'role: presentation' attribute to each table of the email template design.

- The final email assessment was thoroughly tested on Email on Acid. It was tested on various email clients, including Gmail, Outlook, and iOS Mail, in both dark and light modes, with fast load times and functional links.

- The pre-header text was hidden but still visible in the email preview.

Viewing my Code

Use the Chrome Inspector Tools to quickly view my code.

You can access this by pressing Control + Shift + I (for Windows) or Command + Option + I (for Mac).