Joshua Suber

Homework 5 Reflection
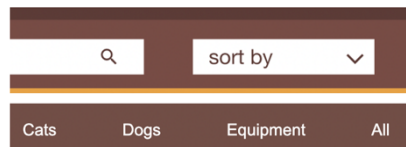
Heuristic Evaluation

When evaluating my website prototype, I found three main usability problems that revolved around (1) User Control and Freedom, (2) Recognition rather than recall, and (3) Visibility of system status.

1. Initially, the user reached a "product detail page", there was not quick way of returning to "products" page that houses all the product items. To return, it required them to use the navigation bar. Once I notice this, I added a back button to allow for easy and intuitive mobility for the user.

2. During the evaluation, I identify I possible usability challenge with the filter dropdown design. This approach relies heavily on the user's knowledge on available item categories. Improvements I made was to replace it with a category navigation bar, so users are better able to identify their desired item category.

3. Lastly, in the previous iteration, I had a line on the navigation bar that designated the current page the sure was on. During my evaluation, I found that this did not provide enough visibility for the user to clearly see this signifier. So, for both usability and accessibility, I highlighted the entire tab to allow clear identification for the user.
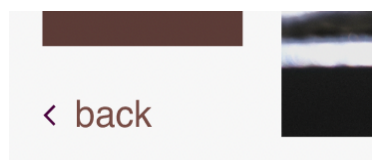
User Control and Freedom   Recognition/Recall   Visibility of System Status

Challenges and Bugs

The main challenges with this first phase of implementation were getting the layout correct. I utilized a modular style for the layout of the item images. During implementation, I often experience issues with images or text moving in incorrect locations. My main approach to overcome these challenges is to regularly check my website after adding new content. I also utilize the Inspector in Google Chrome to see where there may be an error in margins or padding. Currently I don't see any major bugs due to the limited functionality at this stage of development.

Brand Identity

To maintain the brand identity of the client, I focused on the actions that their store name and product line evokes. Muddy Paws Adventure Gear aims at providing items that support outdoors activities with an owner and their pet companion. I chose a color palette that contains many earthy hues to capture the adventurous quality of the products. This also served to provide consistency throughout the shopping experience. In certain areas, such as the landing and home pages, I established an edge-to-edge banner. This provided context on what the resulting experience could be like after the user purchases an item.

Links:
Github pages link: https://suber-mhci.github.io/pui-test-app/

Github repo link: https://github.com/suber-mhci/pui-test-app