

Reflection

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Section C

Github repo: https://github.com/swethakan/pui-fall-2021/tree/main/homework_5

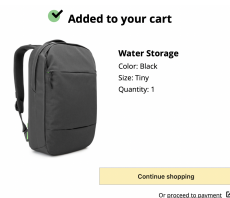
Live link: http://swethakan.github.io/pui-fall-2021/homework_5

Heuristic evaluation

During my evaluation of my previous design for the site, I found four things to improve:

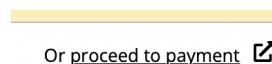
1) Heuristic #4: Consistency and standards

Once users add something to their cart, they are given a confirmation screen, and finally they can go back to product-browsing. Between the transition from the buying screen to the confirmation screen, there are two buttons that switch positions on each screen. It's a bit jarring as a user to expect a button on the bottom-right of an overlay and suddenly see it in the middle. Thus, I moved the button on the confirm screen to the bottom right and also gave it similar styling to the button in the preceding screen.



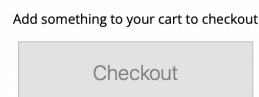
2) Heuristic #1: Visibility of system status

Once again on the confirm page, my previous design featured a link to the checkout page underneath the 'Continue shopping' button. However, it was not apparent from the styling that this text was actually a link, a user wouldn't know to click on it. To fix this, I underlined the linked text and also added an icon next to it.



3) #9: Help users recognize, diagnose, and recover from errors

The checkout button at the bottom of the product page is not clickable until something is added to the cart. This may not be obvious to a user who doesn't make the connection between the cart and that button. Therefore, it may be frustrating to users who try to click it. To combat this, I made a warning that was visible on hover that simply let the user know they couldn't checkout without choosing an item.



4) #7: Flexibility and efficiency of use

Previously, the shopping cart only allowed users to delete the item in the cart. I've redesigned it so that they can *customize* items in their cart. This way, for example, they do not need to delete and re-add an item if all they want is a different color.

X Cat Harness Q: + 1 - Color: ■ Black Size: Tiny

Challenges in implementation

One of the more challenging aspects of creating the site was understanding the logic behind how I should think about and implement DOM elements. What stood out was the process of implementing the overlay which made me go through a lot of trial and error. I had initially tried to create a whole new html page for the overlay and then tried to put that new html overtop the existing product page when a button was clicked. This was difficult and my googling took me to pages about iframes but I couldn't understand how to have my javascript affect both pages so that the products displayed in the overlay could change. I was falling down a rabbit hole.

It wasn't until I checked w3schools.com for how they implemented an overlay that I realized there was a much simpler solution that involved CSS and display settings. The overlay is *always* on top of the HTML file. We just hide it in the css to make it look as if the button added it in when it's clicked.

Once I caught onto this logic, it was much easier to implement the rest of the site. There are many hidden elements that are hidden. This also showed me how versatile CSS can make websites.

A few other challenges I had was implementing a lot of the functionality in the products page using Javascript. I feel like my final resolution is far from perfect since I relied on my javascript to essentially write and insert HTML strings into my pages. This doesn't feel like the best way to do things because of how prone to syntax error it was. Afterall, it's hard to type HTML into strings. Still, I was able to cobble together this solution after trial and error and although I'm not completely convinced it's the best one, it has still withstood my testing.

Brand identity

I wanted the site to have a straightforward ruggedness resembling other brands I saw in similar fields during my market research. Brands like Adidas sell exercise and hiking equipment, just like Muddy Paws Adventure Gear, and lean heavily on bold black + whites, strong typography, and clean design. Similarly, my website predominantly uses blacks, whites, and greys and features large, strong typography. I even adjusted the colors of the map featured on the contact page to make sure the greyscale was carried throughout the whole website.

I also wanted to add hints of playfulness that hint that although the site is geared towards activity and the outdoors, it is also for pet lovers. I did this through the large topper image on the about page and the light pawprints that decorated the gutters of the product and contact page.