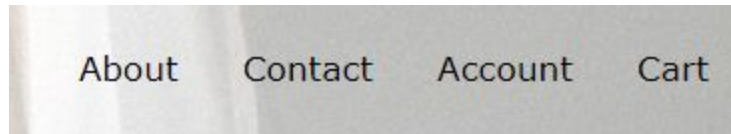


UI Bugs Found in Heuristic Evaluation

- I found an unnecessary amount of clicks was required for users to get in contact with the company, where previously a user needed to click “About” in the navigation bar, then “Contact Us.” This reduced flexibility and efficiency of use of the site.
 - I fixed this in my design by including “Contact” in the sitewide navigation bar, so that users can access it from anywhere. Two examples, from the Home page and Product page, are seen below.



About Contact Account Cart

- I found that users could use an obvious marker for their location within the site in the universal navigation bar, since a common first instinct in dealing with navigation will be to look there.
 - I fixed this in my design by bolding the “Pillows” link in the navigation bar when the user is on the corresponding site. By doing so, I increased the visibility of the system status.

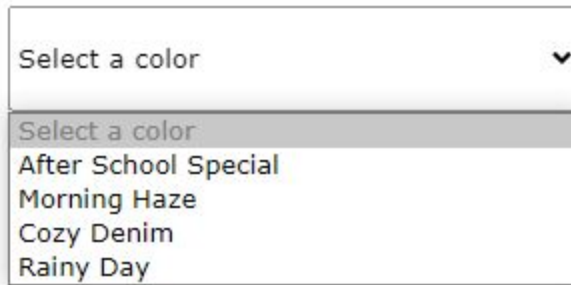
Sheets Cushions **Pillows** Sale

- After creating the product detail page in the form of a large modal overlaid over the product page, I realized the current method for exiting the modal wasn't obvious. This harms user control and freedom, as the user isn't able to quickly leave the modal state.
 - I fixed this in my design by creating a clear, universal “X” icon in the upper right for users to click to leave the modal.



- Users could click “Add to Cart” on the product and product detail page before selecting options. While doing this quickly in the product page would simply add the default options, I wanted to include error prevention in the design in the product detail page.
 - While limited by the lack of Javascript, I began taking the steps for form validation by ensuring the two dropdowns for option selections in the product detail pages were marked as “required” in the HTML.

- ```
<select id="modal-color-dropdown" required>
```



- 

### Challenges and Bugs

One of the most difficult issues of implementing my Figma prototype in HTML and CSS was understanding how the layout would change with differently sized displays. As I work on two differently sized monitors, flipping between the two would often cause elements to shift unexpectedly. A particular element I wanted to stay uniform was the banner image on the homepage, and I solved this by implementing a grid in which I used the property “background-size” with ratios to fill the desired space with the banner image, no matter what the screen size.

Another tough issue I found was the implementation of the modal I included in my Figma prototype, for the product detail page. Without using frameworks or Javascript, I wasn’t initially sure how, but I realized I could use a div element with a display property of “none” to hide the modal upon entering the product page, and only when the user clicked the title of a product, which was a link, would the site navigate to an address with a version of the page in which the modal was displayed over the site. From there, I designed the modal with product detail information and added a background that would darken the surrounding, non-modal area to increase focus on the product detail.

### Brand Identity and Design Choices

I built the Fluff Stuff website to have a very calming, serene feel, due to the nature of the product being sold. By including blue and its soft and deep shades, I wanted to suggest sleep and comfort. By using rounded corners and large shapes, my design gives an airy feel that avoids being too cramped. Another major focus of the design is to give the products the most visibility

with large banner and product images. My intent for this was to recreate as much of the in-person experience as possible, in which shoppers would be surrounded by comfortable scenes and pillows. The chosen banner image is an example of that.