

Assignment 5 Reflection

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Note

When designing my UI, I chose an Adobe TypeKit font, Effra. I realized that this font does not load on other people's computers except my own, so I'm currently using a 30 day free trial with MyFonts. Please let me know if the font doesn't load.

Brand Identity

I chose the Muddy Paws Adventure Shop for my project. The Muddy Paws Adventure Shop sells harnesses, collars, and other gear for people's fluffy friends. Because the products in the shop are targeted at pet owners, I felt that the design should reflect the fun and friendliness that people think of when they think of pets. I tried to reflect these ideas in the font choice, images, and color choices. I purposely selected a humanist sans-serif font that felt fun as well as being very easy to read. Next, the images I chose all contain pets to remind the target user of what they are looking for and what specific items might look on their pets. This would aid with a user's decision making process when making a purchase. In some of my original wireframes, I put in a little paw print indicator in the sidebar to let the user know what page they are on. Again, this reinforces the two main concepts for user: their pet and adventures with their pet.

The shop's products are mostly outdoor products and for taking pets on adventures (hence the name). As a result, I wanted the design to reflect the adventurousness of the products. The brown color in the sidebar would not only reflect an outdoorsy feel, but also seemed suitable for the subject of the website, pets. In my images choices, I generally tried to select pictures in outdoor setting to convey "adventure" with the pets. Since most of the images are outside, this also worked quite well in terms of color palette with the brown and grey colors that I chose.

Challenges

One of the biggest challenges I encountered in the process of implementing the user interface was dealing with spacing. Because my application has a sidebar navigation, instead of a top navbar, I spent time trying to figure out how to center content in the main container. To do this, I figured out that I could create a large margin on the left to force the rest of the content in the main container to shift over. Within the main container as well, I needed to figure out how to center all the content with the correct margins on both sides. I did this in two ways: 1. Using margin: 0 auto and 2. Calculating the margins on both sides and setting the percentages of margin-right and margin-left. I figured most of this out by heavily using the inspect tool and googling to see what most people did to resolve this issue.

Another issue I encountered was figuring out how to size my images. When I first put some of my images in, they would be extremely large and go off the screen size, but I could not figure out how to make the size responsive to the screen size. I realized that I needed to cap the size of the container around the image to get the image to fit, so I added containers around the image to constrain it.