Reflection

Challenges

The first challenge I had was positioning the home splash image that took up the whole screen. I wanted the photo to fill the screen but also have text and a button over it. I struggled with trying different ways of doing this. I made it work by making the div that contains the text and the button position:absolute. Another challenge I had was styling different versions of the same object. For example, I used h3 in different parts of the website. Although the styling of the text was the same, different parts of the website had to have the h3 contained differently in terms of layout and size. I fixed this by making use of the cascading nature of CSS. I would put the general h3 code above the more specific h3 code, so that the specific code would overwrite the general code.

When actually coding the website, I ended up making a few design changes. For example, on the shop page, I changed the grid layout to a 3 by 2 product grid instead of the 2 by 3 grid that I had in my design. I did this because I realized that the 2 by 3 layout made the images far too large on the average browser. The large images were overwhelming, and I could see that through my InVision prototype. I also changed the filter on the shop page. In my design, I used buttons that had pictures of a dog and cat to allow the user to filter by pet. I realized later that this is not an established convention, and the buttons look tacky. I changed it to checkbox filters, which the user would be more familiar with.

Brand Identity

The brand name- "Muddy Paws" - conveys a feeling of adventure and fun. The products they sell are hiking gear for cats and dogs.This means that the users love hiking and their pets, so they're probably athletic and adventurous. I tried to convey an adventurous and clean look and feel. I tried to appeal to a feeling of freedom of exploring the great outdoors. I did this by including high quality photos of pets and their humans hiking outside. The accent color is brown, which alludes to mud and nature. The layout of the products and product details is very clean and minimal, which allows the product and different product colors to pop and grab the visitor's attention.