

Links:

Website: https://vincentle1.github.io/homework_5/

Repo: <https://github.com/vincentle1/vincentle1.github.io>

3 user interface bugs from heuristic evaluation:

1. Aesthetic and Minimalist Design

Despite user testing, my figma prototype had a pretty cluttered homepage. Namely, the category section was quite cluttered.

Figma



I changed the design in the CSS to something more streamlined.

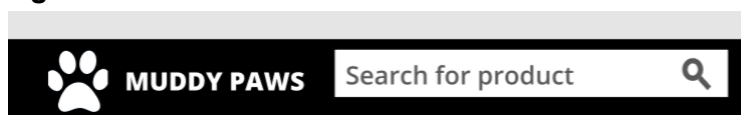
Website

Shop by Category



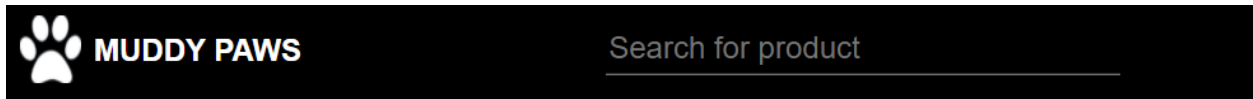
Similarly, the search bar at the top of the figma prototype took up a lot of space and cluttered the navbar.

Figma



I changed it to

Website



Less intrusive, but there if you need it.

2. Consistency and Standards

By keeping more consistent margins, headers and footers in the website vs. the original figma prototype, I tried to maintain consistency to help guide the user.

3. Visibility of System Status

I added button highlights and underlining to links upon hover to indicate to the user through feedback that these are clickable links.

Challenges in Implementation

I encountered a lot of challenges in implementation, mostly aligning everything to a grid format that I had done so easily in Figma. I know CSS Grid is available but the syntax is so unnatural and intimidating, so I just pushed Flexbox to its absolute limit instead.

Also, if you resize the page, things will probably break. This is the price of only using Flexbox. Heads-up. Maybe next time I'll try Grid. Ha ha!

Brand Identity

The client brand identity I went for was sophisticated, minimalist, with an outdoorsy tone conveyed through strategic use of green and khaki colors as well as clean sans-serif text and a simple paw-print logo. I wanted to show that this is an outdoors store while keeping the presentation neat to help with navigation. Rounded corners, for instance, look both cute and clean while also indicating clickability.