

PUI HW5

# HTML/CSS Prototypes

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Repo: <https://github.com/vinod-r/homework-5>

Page: <https://vinod-r.github.io/homework-5/>

# Heuristic Evaluation of the Interactive Prototype

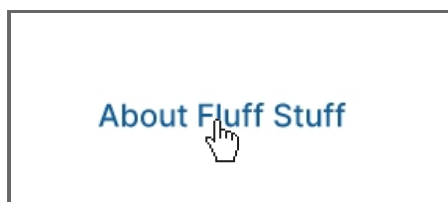
While testing the interactive prototype with a few colleagues as heuristic analysts, I identified a number of shortcomings in the visual design and information architecture layout of my design. Due to the relatively basic nature of the site and its content, this was not a huge issue when testing on paper or on Figma, since the obvious path for users is quite prominent. However, when considering the page in a real-world context where there might be far more pages and content, these issues could seriously affect the usability.

Three of these issues which I chose to address when updating my design for the HTML/CSS assignment were:

## #4 - CONSISTENCY AND STANDARDS

### Lack of feedback on Interactive Elements

While my Interactive elements were colored differently than the rest of the content, there was no feed-forward or feed-back until the user actually clicked on them besides the change in cursor to a pointer. While this can suffice for most cases, I decided to make it more obvious by adding hover states to all buttons and links so there was some response to users as they would expect from their experience on other sites.

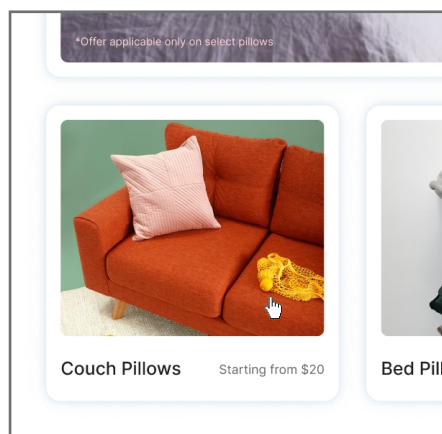


Before

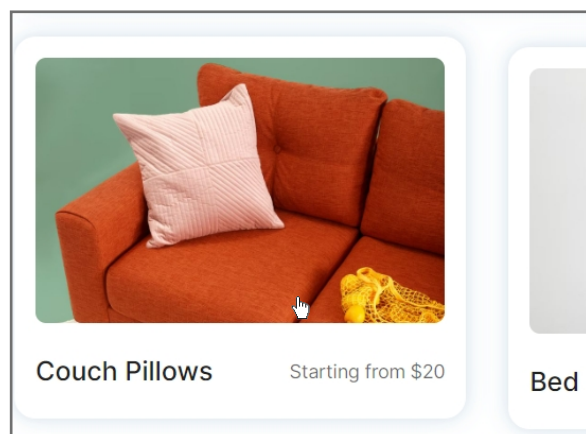


After

Links now have underlines when hovered on.



Before

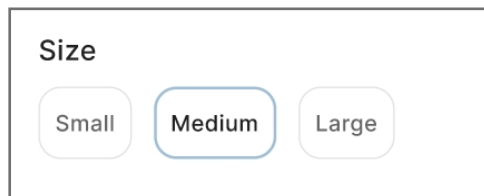


After

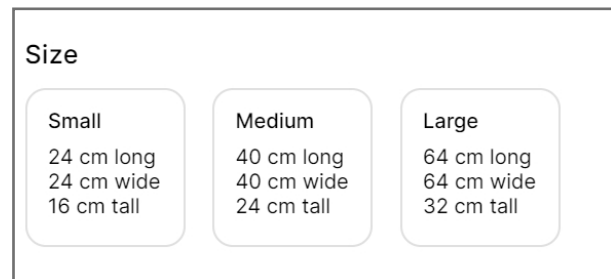
Cards animate up in response to hover

## More details on size options

The original design did not offer any further information regarding the specifications of the size options. This would be a huge issue in the design as users would not be able to make a choice on the required size due to missing information. For the updated design I updated the layout to include size information to help solve this issue.



Before



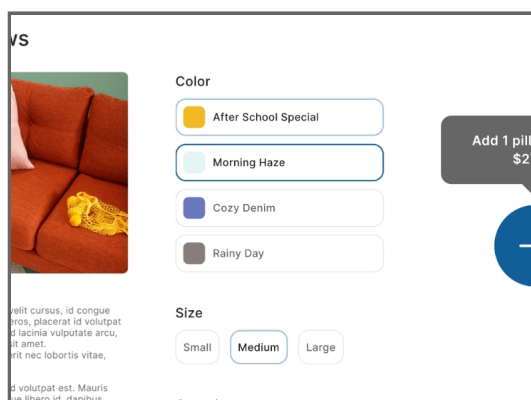
After

Size options now have dimension details to help users choose

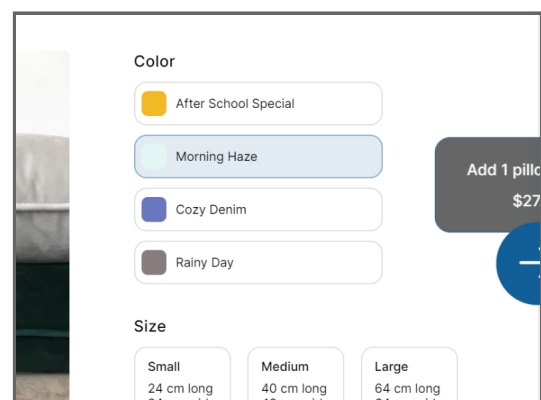
### #1 - VISIBILITY OF SYSTEM STATUS

## Made selected options more visible

In my original design, the visibility of system status in regards to the currently selected options (size and color) were not very evident due to the minor change between the selected and unselected states. To remove this issue, I made the border of the selected item darker and added a background color to ensure clarity to the user which is very important when trying to make a monetary decision such as purchasing.



Before



After

When selected, options now have a prominent fill

## Implementation

Implementation for the design was quite straightforward as the design was simple with not many complex visual elements. Since the assignment was HTML/CSS only, I did not include a number of transition/animation elements (the product details and product listing pages are meant to animate in from the side as modal elements) as these would require some javascript to handle the state-management. If this project were to be carried on to the next stage and include javascript programming, those would be the omitted features I would focus on implementing.

A small but persistent annoyance I encountered during this assignment was being limited to vanilla CSS. Being quite accustomed to using SASS for my work, I was constantly struggling to keep all my selectors straight as I could no longer nest child element css within the parent element's for easier organization and scoping. Besides this minor annoyance, I didn't really face too many issues.

On a learning front - this assignment exposed me to the core integration of accessibility features in the HTML which I had never really considered before as most of my web-development experience was just working on small-scale personal projects. This was the first time I used ARIA attributes in my HTML and I'm happy to have spent the time learning more about them for use in my future projects.

## Design Rationale

The primary takeaway from the fictional client's brand description for me was the artisan nature of the client. Fluff Stuff, despite the cutesy sounding name, purported itself as an artisan crafter of pillows. While my initial explorations included bombastic colors and playful typography, I ultimately felt that didn't quite fit well with the spirit of the brand.

A minimalist aesthetic, rooted in premium chic, akin to the simplistic beauty of IKEA was the primary influence on the direction of the visual design. Clean, spacious white sections contrasted well with the splashes of color from the images, drawing more attention to them.

This minimalism was also the reason behind making the UI mostly monochrome (shades of blue) with splashes of peach to bring out certain high-interest points like the discounts banner. I intended that the premium vibe I was hoping to convey with the minimalist UI and color palette would be more apt than going for a more vibrant design which could potentially detract from that style.

The limited options available in terms of types of pillows also adds into the high-end, hand-crafted proposition of the brand. To this end, the product details page was designed to be just a curated offering of the pillows without any need for any kind of sorting options which

might be required in the case of a less select offering (mass-produced) which would offer a larger catalogue at the cost of quality and quality assurance.

## External Resources

All images used in the site are sourced from Unsplash.com  
Unsplash Licence: <https://unsplash.com/license>