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PUI Section E
HTML/CSS Prototype Reflection

Heuristic evaluation:

1. Footer

I found that the lack of a footer in the original design violates ***user control and freedom***. The user must scroll all the way up to the menu in order to navigate to the next page. The addition of the footer will give another opportunity for the user to engage with the site, shop products and learn more about the client.

Additionally, the footer signifies to the user that they have reached the end of the webpage so to eliminate any doubt if there weren't missing content or a bug.



The original footer design consists of a solid blue horizontal bar. At the top of the bar, there are three white text links: "About Us", "Shop Cats", and "Shop Dogs". Below the bar, centered in white text, is the copyright notice: "© 2021 Muddy Paws. All Rights Reserved." followed by a line of smaller text: "Privacy Policy - Cookie Policy - Terms & Conditions".

New footer design

2. Placement of product details

In the original design, the “features” and “specifications” are on the bottom of the screen. Since there are only two columns to show, the space looks very empty and awkward. In my heuristic evaluation, I found this layout violates ***aesthetic and minimalist design and consistency and standards***. I improved the UI by placing all details about the product on the right hand side and pictures on the left. This way, the site layout can take advantage of chunking, allowing the user to look at product images while learning more about the features.

The new design also has the additional benefit of showing large-size images without requiring the user to click on the thumbnail image. Scrolling to view images is easier than clicking and should perform better with add-to-cart rates.

Adventure backpack \$46

Cranberry

Tiny S M L

The Adventure Backpack pet carrier is the easiest way to transport your pet in comfort and style. The carrier features mesh ventilation all the way around so your pet won't miss any views while you travel.

Add to cart

Features	Specifications
<ul style="list-style-type: none"> Faux leather exteriors Ventilation pockets Passed zipper test: the durable zipper ensures your cat stays safe inside 	<ul style="list-style-type: none"> Size: 16x9x14 Inch Weight: 2.05 Pounds Material: faux leather

Old design

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New design with side by side view of pictures and text

3. Title and button mismatch

On the home page, the first section's title says “Best sellers” but the corresponding button takes the user to the page “Shop all products”. This error fails **match between system and real world**. User expects to see best sellers but is shown all products instead. I fixed this bug

Best sellers

Get outdoors with our reliable gear for your cat or dog

See all products →

Mismatch

Muddy Gear

Get outdoors with our reliable gear for your cat or dog

Shop all products

Changed h3 element and styling

by replacing the HTML element with “Muddy Gear”.

Challenges:

The navigation menu was a challenge for me to achieve the exact positioning in the design. I ended up using flexbox on three levels: the overall navigation bar is a flex container, so is the “Home” and “Shop” menu items and even the “Shop” and the down arrow icon next to it. I solved the challenge by continuously testing and checking Firefox developer tools. I found it useful to try out something in the developer tools first to preview the change, and if it works as expected then copy it over to my CSS code.

Another major challenge was the mega menu. I tried to implement the mega menu using only HTML and CSS and found it very difficult since I’m not as familiar with advanced CSS. I tried looking up tutorials on CSS-only implementations of mega menus but I decided it would be more time efficient for me to implement with Javascript. Therefore I will be implementing the mega menu in the next assignment.

Designing for brand identity:

Continuing with the high-fi prototype, the site uses bright colors and modern typefaces to signal to the user its progressiveness and friendliness. I opted for a coral color for the most important call-to-action buttons and a sky blue for secondary buttons. As for type, modern but sophisticated typeface Raleway and Merriweather are used to complement the brand image of friendliness and openness. The site also features many images of happy dogs and cats in Muddy Paws gear, further reinforcing the brand as loved by pets.

External resources used:

[CSS Tricks A Complete Guide to Flexbox](#)

[CSS Tricks Grid Layout](#)

[W3Schools](#)

[Building a CSS only responsive multi-level mega menu](#)