Web HTML and CSS Prototypes

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HEURISTIC EVALUTION

1. Featured items button

    I had originally thought that it would be an effective use of space to only show two products at a time for each featured section, "Popular" and "New arrivals". However, I realized that the majority of products would not be easily accessible, because the user would have to manually click the > button to look at the next set of products. The original idea of only showing two products requires a lot of work for the user, and even though the intention of reducing cognitive load was good, it would hinder the user from exploring new products. I think it would be better to either have a slideshow for these sections, or just span the rest of the products in rows under the two columns. I think the slideshow would be better because although scrolling is easier than pressing a button, users probably won't scroll too far down. However, a downside to the slideshow is that it could possibly get distracting. This would be an implementation using javaScript, so I wasn't able to fix it yet.
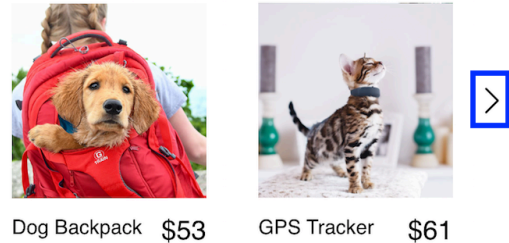
2. Alignment of recommended products with reviews
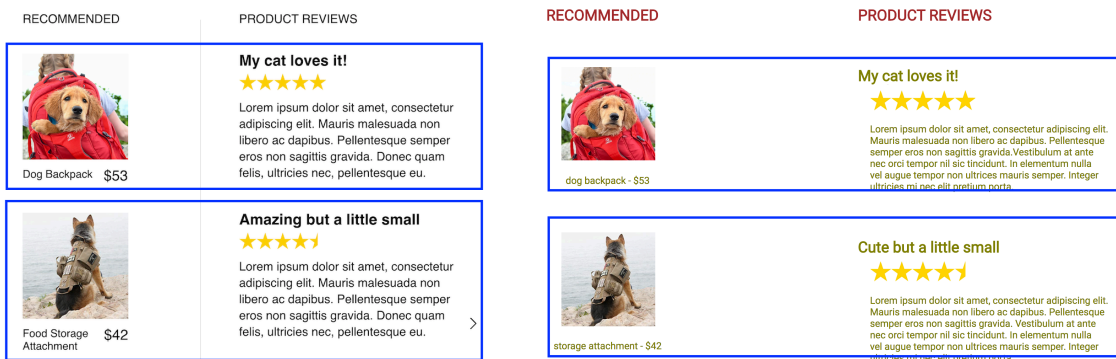
    In the product details page, I observed that the "Recommended" and "Product review" sections were unintentionally aligned, which made it seem like the reviews were for the recommended products, not the product that the user clicked on. The line in between the two sections also didn't do much to contrast the two sections. I therefore put more space in between the two sections, and intentionally misaligned them. With actual reviews, this problem will naturally get solved as reviews differ in length.

3. Category labeling
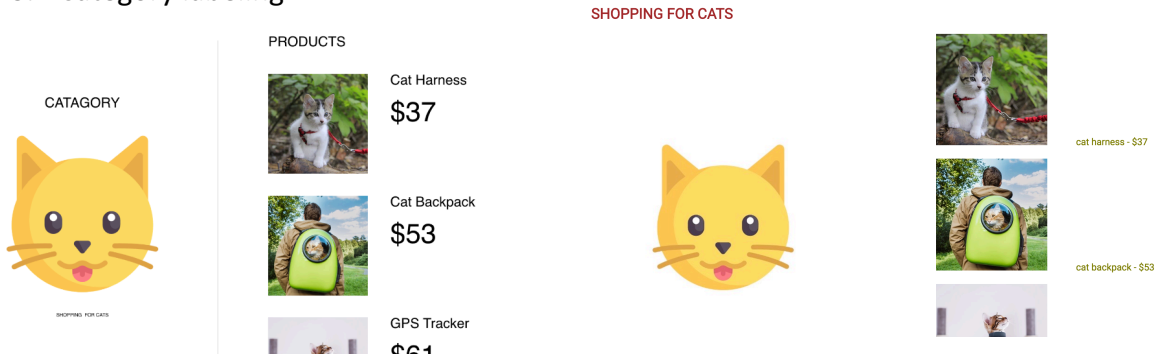
The category page didn't have a clear grid, especially the labels. In addition, the labels didn't contribute much to the page i.e. "shopping for cats" written very small under the cat icon on the left. Therefore the excess labels were deleted and instead replaced with one big title.

PROCESS OF IMPLIMENTATION

I experienced a lot of bugs especially with CSS when utilizing the grid. To overcome these obstacles, I had to experiment a lot with different classes and create groups within groups to ensure that the layout was the way I wanted it to be presented. Below were the bugs that took be a while to fix.
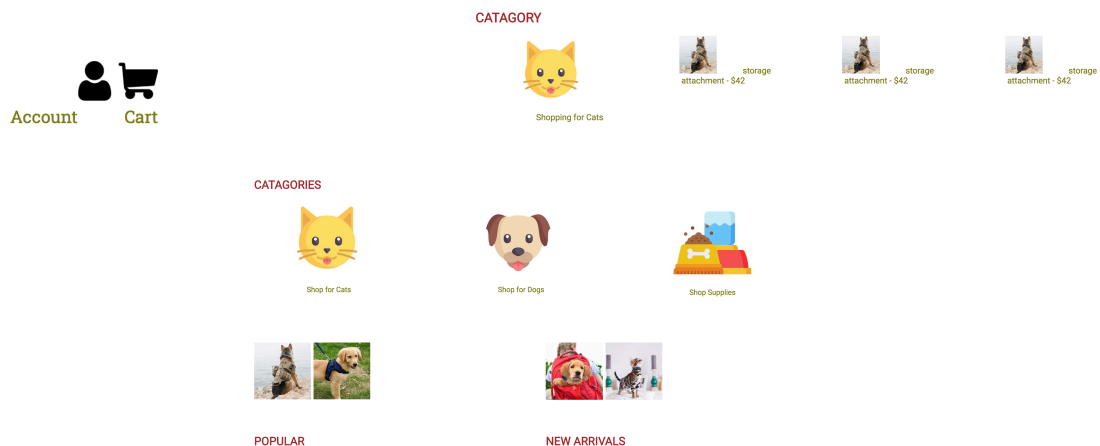
DESIGN CHOICES

The reason why I kept the background of the website white was because I thought that users would research what type of products there are for their pets when hiking when they're going out with their pet, because that is when they would most feel the need for that type of product. Therefore, I wanted to ensure that the screen would be bright and easy to see in the sun. The colors I used for my text were maroon and olive, which I detected in the main header photo. These colors are pretty neutral and can often be found in nature.

BONUS

I also implemented the "About" page and included two product details page, one being "Cat backpack" and the other being "Dog backpack"