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Progrming Usable Interfaces

HTML & CSS

<https://yiyingd.github.io/FluffStuff/index.html>

<https://yiyingd.github.io/FluffStuff/product.html>

<https://yiyingd.github.io/FluffStuff/detail.html>

Heuristic Evaluation

1. Wrong Footer Information

Users has pointed out that my footer contains information that does not fit with the brand.

Before

Partners	Company	Help	Account	Company	Help	Account
Bolyd	About Us	Contact Us	Login	About Us	Contact Us	Login
mmmmm	Find a Store	Money Refund	Register	Find a Store	Money Refund	Register
nnnnn	Rules and Terms	Order Status	Account Setting	Rules and Terms	Order Status	Account Setting
LEED	Sitemap	Shipping Info	My Orders		Shipping Info	My Orders
	Career	Open Dispute				

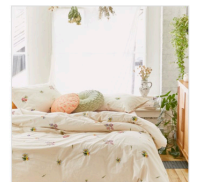
After

2. Unnecessary Slider

User has found the slider to be not useful and does not meet the minimal design standard. I removed the slider to decrease distractions on the page.



You may also like



Georgine Floral Pillow

3. Unnecessary Arrow

User has found the arrows for "You may also like" section to be distractin as well. The page has only four options to choose from and click the arrow will not bring them new suggestions. I removed the arrow for now. However, I'm also considering add more option to make use of the arrows

- The goal of this website design is to attract more customers, persuade them to make their buying decision and distinguish Fluff Stuff from the rest pillow brands
- My main consideration during the design process is how to illustrate the brand's core idea to the user. I think the brand Fluff Stuff stands for cozy, warmth and comfy. When visiting their website, having the same vibe can help users to build brand loyalty much quicker in comparison to a generic website. I choose a warm combination of pink and mint color to create this soothe and relaxing vibe. I also incorporated a lot of pictures in the website to stimulate the visual channel of the users. In this way they will have more confidence in the products.

Brand Identity

Challenges

- It is very difficult to illustrate the grid using html and css code. I managed to use rows and columns to create the structure i prefer. However, the actual execution is way harder than using prototyping tool
- It is relly hard to adjust the relative position of objects. I used a lot of padding and margin to arrange them in the position I would like them to be.
- In the prototyping process, it is easy for me to combine text, icon and even buttons together as a single element. However, during coding it is extremely hard to do. I had to cut back my design a little bit during this iteration, but I will try to add these details back after doing more research

