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**Assignment 3**

**LoFi Prototype**

Images of the prototype can be found in this zip folder under ‘LoFi Prototype’.\

**HiFi Prototype**

Images of the prototype and its Illustrator file can be found in this zip folder under ‘HiFi Prototype’

All images were found via Google Images, and the respective websites they came from are shown in the HTML code in the Web Prototype.

**Web Prototype**

The web prototype can be found in this zip folder: there are also bonus pages added.

**Reflection**

Challenges and Bugs

I found the biggest challenge was working with CSS after writing everything in HTML. It was difficult for me to conceptualize which layers of data I was changing from HTML in CSS, so sometimes I ended up manipulating elements that I didn’t even realize were part of the same class or that I accidentally listed together. As for how I solved my challenges, it just took a lot of practice and experimentation on my part to figure out exactly how different elements related to each other.

In regards to bugs, I had a lot of trouble at first figuring out the different text types (header vs h1/h2 etc, <p> and list elements) so I actually started with one of the other initial prompts and then scrapped my initial code when I found it was becoming too cluttered. I would edit a lot of different elements all at the same time, mostly because I hadn’t separated them into separate divs properly or because I was manipulating an entire class instead of a single element. When I was severely stuck with a bug, I would cut all non-essential information out of my code and slowly add code back to check the effect on the website. That helped me figure out what parts of code were necessary and which were actually interfering with the design I was trying to make. I also spent a lot of time googling different solutions for image manipulation, though the resources I found online were not always the most helpful.

Brand Identity and Design Choices

In this project, I chose to do the Muddy Paws project – from the prompt, I got that the store is small, with a modest hometown feel, and that they enjoy nature and adventure, particularly in the realm of hiking and spending time with animals. As such, I tried to stick to a simplistic design that had colors and imagery related to the themes of nature, with greens and a bit of yellow to reflect the greens and yellows of trees and leaves. The Muddy Paws group reminds me of the sports and adventure brand REI, so I kept them in mind when thinking about colors and images. I tried to think about who would use this site in the future: perhaps people who spend a lot of time outdoors, and perhaps less indoors. As such these users may not be as familiar with normal computer layouts and may be a little more impatient when dealing with computer tasks. In an effort to make the viewing experience for the user as simple as possible, I used a navigation bar style menu for the ‘home’ and ‘merchandise’ tab to make it as clear as possible to the user where the important aspects of the page are. For sites that sell equipment like Muddy Paws and REI, it’s important to see the product at hand and a description of customization options and what not. As such, those were the two most prominent things on the screen on the item details page, with an image to clearly show the viewer what the product was, and information directly next to that to accompany the visual information.

**Bonus**

Link to github repository: <https://github.com/ysieh/MuddyPaws.git>

Bonus pages added to the web prototype and can be found in the zip folder as well as in the github repo (detail2.html, detail3.html, detail4.html).