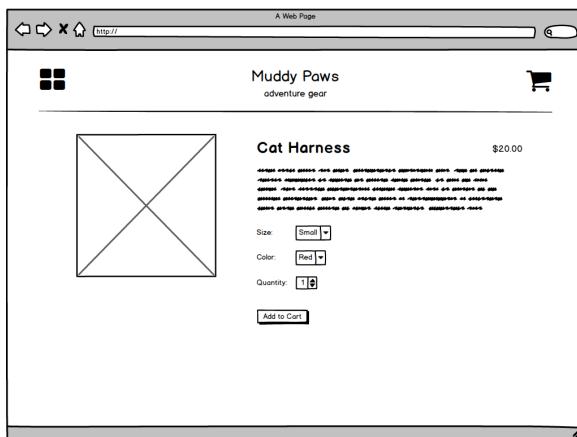
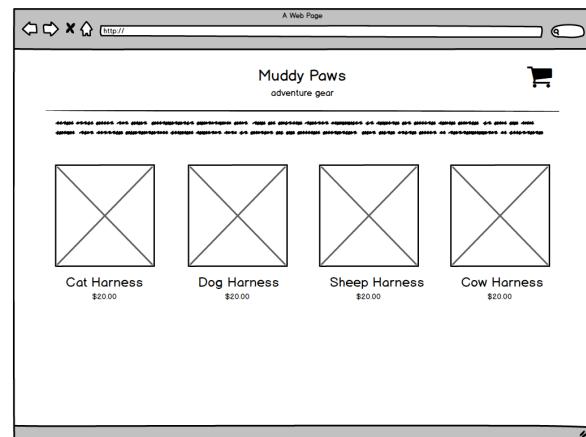
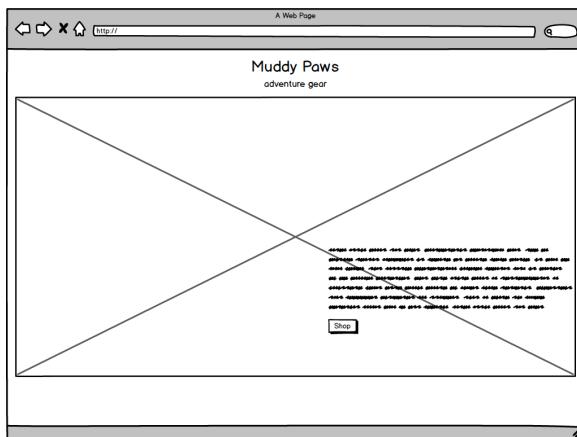


Yutong Chen
yutongc@andrew.cmu.edu
05631-A SSUI

Submission Links:
<https://github.com/ytxchen/SSUI-Homework-3>
<https://ytxchen.github.io/SSUI-Homework-3/>

Low Fidelity Mocks:



High Fidelity Mocks:

home screen:



product listing:

Muddy Paws

adventure gear

Cart: 0

Products

Each of our products come in sizes Tiny/Small/Medium/Large, and come in colors Strawberry/Blackberry/Crazyberry/Camouflage/NightMoon/FireOrange



Dog Harness
\$20.00



Cat Harness
\$20.00



Harness Attachment
\$20.00



GPS Tracker Collar
\$20.00

product details:

Muddy Paws

adventure gear

< Shop Cart: 0



Dog Harness \$20.00

Unlike most harnesses, it is completely adjustable and easy to manage. The Reflective element of design will keep your dog safe even during those early morning walks, or during darker evenings.

Size: tiny small medium large

Color: strawberry blackberry crazyberry camouflage night moon fire orange

Quantity:

Add to Cart

shopping cart:

Muddy Paws

adventure gear

< Shop

Shopping Cart

	Dog Harness	\$20.00	<input type="button" value="-"/> 1 <input type="button" value="+"/>
	Size: medium		
	Color:  night moon		
	Remove from Cart		
	Cat Harness	\$20.00	<input type="button" value="-"/> 1 <input type="button" value="+"/>
	Size: large		
	Color:  fire orange		
	Remove from Cart		

Subtotal: \$ 20.00

Checkout

Reflection:**What challenges or bugs you encountered and how did you overcome the challenges?**

The biggest challenge is creating the layout and styling I had in prototypes using html and css. In my previous experiences, the layout is usually handled by library or frameworks such as Bootstrap. This project forced me to learn how to do that with plain html and css and made me appreciate the convenience of those libraries. After struggling with creating layout using plain html, I realized planning ahead before coding could have saved me a lot of time. I found myself having to wrap a lot of existing html elements into layers and layers of blocks for layout purposes, and it was hard to keep everything in sync because some of my css relies on relation definitions. What I learned from this process is that instead of jumping into coding, I think the better approach would be to draw out a layout on my prototype, and code out html following that layout. In this way, I can plan ahead for the layout blocks both in html and css, and have a more efficient workflow.

Planning ahead could have also made my styling much easier and clearer. While coding, I found I had to redeclare a lot of css classes with mostly the same styles. I have some classes in my stylesheet sharing 95% of the same styles. This lead to some redundant style code and a big stylesheet file. If I analyzed the styles I need before coding, I could have planned out the style classes I needed more strategically, and reuse more of the style codes. I realized this halfway into coding, but going back to restructure classes is too tedious so I decided to build on what I already have. The key takeaway from this is that restructuring html is a difficult task, so it is much better to plan ahead for a clean structure than figuring out the code structure on the go.

How is the brand identity of your client reflected through your design choices? What kind of look and feel did you design for them and why?

My client's business is about pets and outdoors. I wanted the design to convey both concepts, so my design mainly tried to provide a cute yet functional look. This is reflected from choice of logo and typeface. For typeface, I choose Ruda, which in my opinion is modern but has a slight cuteness to it, especially in heavier weights. And to fully use this feature, I have all the labels of my website in bold, so the roundedness and change of stroke width is more obvious. Then, to echo the pets theme and the brand name "Muddy Paws", I designed the logo of the website using an illustration of dog paw mark, and the logo is shown on all pages. Another design consideration is to have all option labels (for size and color) to be all lower case, which resonates with the theme of cuteness of pets.