

## Reflection

### I. UI BUGS

#### - **Consistency and standards:**

While other pages use black grids and outlines, the home page lacks the black grids as a design element. I fixed the bug by adding a black-outlined status bar that appears on other pages as well on the home page.



#### - **Visibility of system status:**

There is no indication to the user which page the user is on when the user is on the home page. I fixed the bug by adding “home” in the black-outlined status bar on the home page.



#### - **Flexibility & efficiency of use:**

The user cannot add products to favorites or wishlists if he decides to purchase later. I fixed the bug by adding a star icon to allow the user to favorite the product

and save for later.



The screenshot shows a product page for a teal bed pillow. At the top, there's a navigation bar with a menu icon, the text "FLUFF STUFF", and user information "YURAN DING". A "CART(0)" button is also present. Below the navigation is a breadcrumb trail "HOME / SHOP / BED PILLOW". The main content area features a large image of a teal bed pillow against a white background. To the right of the image, the product name "Bed Pillow Cozy Denim" is displayed, along with a price of "\$35.90". A short description follows: "Our bed pillow has pillow cover proudly hand-knitted from thick and soft hand-dyed cotton yarn by our skilled artisans. With your choice of color and insert, it is sure to bring you to a sweet dream." Below the description are color and insert selection options. A prominent "Add to Cart" button is located below the insert options. To the right of the "Add to Cart" button is a star rating icon. Further down, there are expandable sections for "Details", "More about Inserts", "Shipping and Returns", "Care", and "Q&A". At the bottom right of the page is a "Open Sandbox" button.

## II. Challenges

The main challenge that I have was to layout the html elements in the way I wanted. I particularly went back and forth in implementing the grid layout and I realized that I should use css grids at last ;(. I was also struggling a bit in determining the position attributes of my elements, especially determining which to be “relative” and which to be “absolute”. Another thing that took me a long time to tune is to make my website responsive to different window sizes while not distorting the design too much (especially the position of my pictures, as I could relatively solve this problem for other visual elements by using “rem” or “vw” or “vh” or “em” for their css attributes). I wanted to make my pictures centered no matter what size of the window, I ended up fixing the problem by searching for W3schools solutions.

Generally speaking, the challenges that I encountered helped me understand the box model better. I found practicing to be really helpful.

## III. Branding and design choices

- **Brand identity**

The Fluff Stuff is a brand that aims for bringing the customers a more cozy at home experience and environment by providing hand-crafted, high quality pillows. The customers and audience of Fluff Stuff are likely people from middle-class families who care about their quality of life and are willing to pay a little extra for high quality and cozy pillows that level up their comfort at home.

- **Visuals**

- **Color**

Based on Fluff Stuff's brand identity, which is to bring coziness to life, I chose a light-hearted, clean and comfortable pastel color palette.

However, I also wanted my website to be gender and audience neutral, while conveying the sense of comfortness - that was why I also added gray, and beige to the color palette.

- **Typography**

The choice of sharp and professional-looking sans-serif fonts created an image of trustworthy quality and craftsmanship, which combined well with the cozy atmosphere conveyed by the color palette.

- **Layout**

I used black-outlined grids with white background for layouting the elements on Fluff Stuff's site in order to create a clean, breathable and comfortable shopping experience.