MMDA 385 – Assignment #1: Project Rework

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For this project, I have chosen to rework my eCommerce site from Web Communications II. Based on my improved skill level and the feedback of my peers, I have made a number of changes to make the design more user-friendly as well as to showcase my current web development skillset. I decided to work within the original brand guidelines provided for this project to showcase how I can work with these sorts of limitations.

Below you will find links to the original site as well as the new one, a list of the changes I personally wanted to implement, and a summary of feedback I have received.

Original site: https://dev.saitnewmedia.ca/~zhowell/mmda225/final/

Rework: https://zacharyhowell.ca/greenleaf/

Proposed changes:

-Redesign header to deliver a cleaner user interface.

-Resize thumbnail images to condense gallery grid.

-Restructure the layout of the cart and product pages for stronger hierarchy.

-Incorporate more design elements on each page to create a stronger sense of organization.

-Implement CSS transitions to bring more life to hover features.

-Create a modal window for the cart so that the user is not visiting a new page every time they want to view it.

Peer feedback:

-Make text elements on the product pages smaller.

-Use higher-resolution images.

-Remove underlines from text to improve legibility, especially for those with visual impairments.

-Add a favicon.

Attributions

All work is original and created by Zachary Howell

Greenleaf eCommerce site originally created for MMDA 225 – Web Communications II