

# Assignment 5

# Web HTML and CSS Prototypes

Website link - [GitHub Pages](#)

Github repo

## Heuristic Evaluation

After I designed the **BunBun** website on Figma, I showed the prototype to my chosen demographic - college students, and asked them for feedback on the design and UX. Based on the feedback, I used **Nielsen's heuristics** as a framework to do the heuristic evaluation on my design and identified some UI bugs-

1. The background image on the *home page* and the *product pages* made it difficult to read the text on those pages. So, I decided to remove the background image on all the pages and added a new image on the *home page*.
2. The footer had links to the *About* and *Contact Us* pages. The header didn't have any navigation either; I assumed that the user would only want to navigate to the *products page* from the *home page*. I learnt that it's good practice to have an option to navigate in the header since some users might miss the **Call to Action** on the *homepage*. Because this confused users, I changed the header to include navigation to *About* and *Contact Us*.
3. Thinking of this from the business perspective, I removed the back button from the *products page* to encourage users to select a bun and make a purchase. The users can still go back to the home page by clicking on the logo in the header but I wanted to make the *product page* a **pseudo home page**.

### Home page

The screenshot shows the homepage of the BunBun website. At the top is a black header bar with the "BUNBUN BAKE HOUSE" logo, navigation links for "OUR BUNS", "ABOUT", "CONTACT US", and a "Sign In" button. Below the header is a large image of several cinnamon rolls. To the left of the image is a sidebar with the text "IF YOU LIKE BIG BUNS AND YOU CANNOT LIE" and "TAKE A LOOK AT OUR COLLECTION OF DELICIOUS BUNS". At the bottom is a footer bar with the text "Bun bun bake house © 2021". Red arrows point from the text "Header with navigation options" to the header bar and from the text "Simplified footer" to the footer bar.

Header with navigation options

Simplified footer

Column based home page

### Products page

The screenshot shows the products page of the BunBun website. It features a grid of six bun types: "Original", "Blackberry", "Walnut", "Gluten Free", "Pumpkin Spice", and "Caramel Pecan". Each item has a small image, its name, a price of "\$1.29", and a "For a box of 1" button. A red arrow points from the text "No back button" to the page content.

No back button

# Implementation Challenges

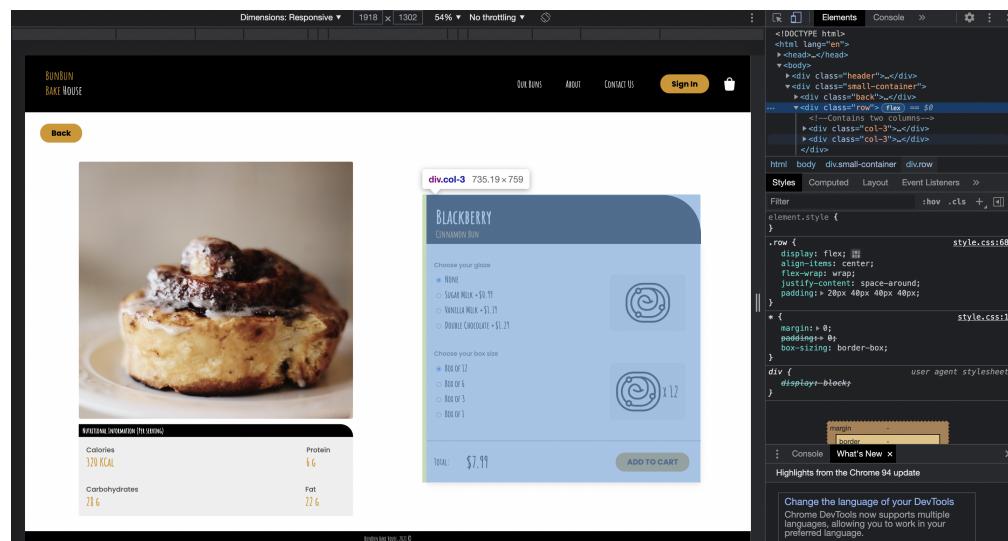
As I began to build this website, I realized that the amount of knowledge in HTML and CSS required to create a website using a website builder is much less than what is required to build a website from scratch.

I have experience programming in Python but this assignment made it clear to me the difference between HTML, CSS and Python. Although I believe that programming languages are just meant to help us translate our logic into computer code, there is a difference between the type of programming one can do. Front-end development is more visual while back-end programming is more algorithmic.

It was challenging to adapt to HTML and CSS and apply what I had learned in class and Codeacademy to a real project from scratch. After validating my HTML and CSS through the respective validators, I fixed all the bugs I found and learned about good practices like- not to have inline styles in my HTML. I struggled to position elements the way I had designed them on Figma. After some research, I learned that I can create divs within divs to use the flex property to play around with the positioning of internal divs.

As I tried to debug the code, I also figured out the importance of comments and indents. I then focused on indenting my code because debugging became hard. Another major debugging tool I learned about was the **inspect element** feature on Google Chrome. I changed values in the styling and saw them reflect live on my website. This visual feedback made CSS styling and bug fixing much easier.

## Product detail page - Inspect mode on Chrome

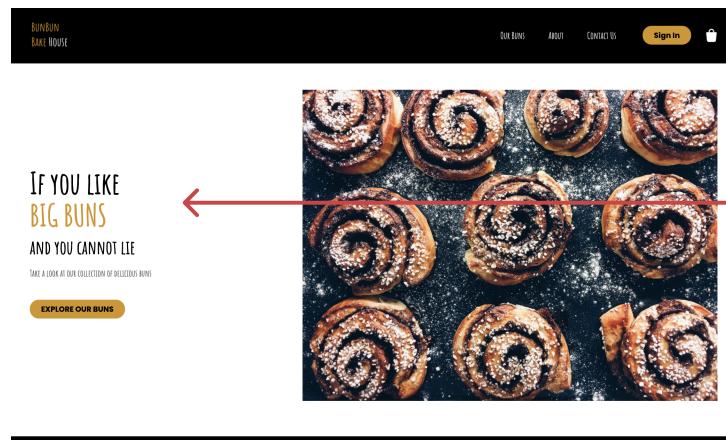


# Brand Identity

**BunBun Bake Shop** is an artisan bakery run by an old couple trying to sell primarily to college students. The story I have envisioned is that they hired a freelance developer to increase reach to college students since they had to start delivering cinnamon buns as a result of less traffic in their brick and mortar store due to the pandemic. The website would be a low budget, and developed by a freelancer.

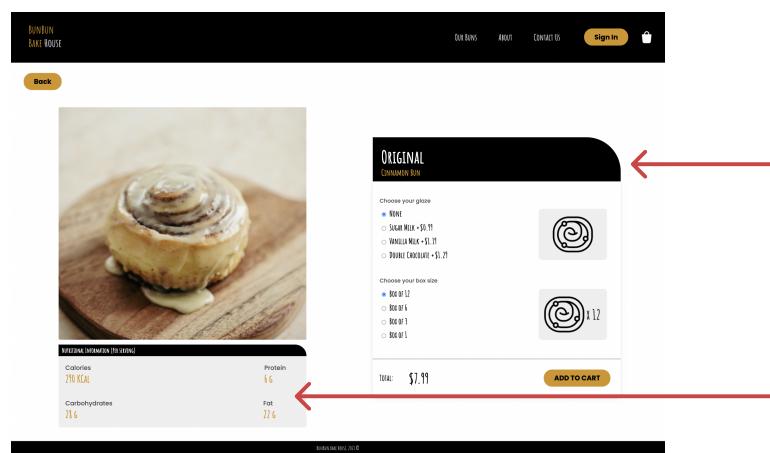
The website had to be something catchy and hip for the students to relate to. Ordering needed to be quick since they might be ordering right before class or during class for their breaks. It would however, have some subtle design patterns to push users to place an order instead of get distracted by other functionality. Therefore, the design is simple and straightforward. There are no recommendations. The assumption is that users know about the limited catalogue and can quickly order their favorite cinnamon buns. The website has enough details to enable a new user to order comfortably. Nutritional information is also available for each bun as people are more conscious about their health nowadays.

## Home page



Catchy phrase and minimalistic design to appeal to college students

## Product Detail Page



Asymmetric rounded edges to make the website feel more 'hip'

Nutritional Information for the health conscious person