

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 Home page features a large image of cinnamon rolls at the top. Below the image is a call-to-action button labeled "EXPLORE OUR BUNS". At the bottom of the page is a footer with the text "Bun bun bake house ©2021". A red arrow points from the simplified footer to the footer text. Another red arrow points from the column-based home page to the main content area.

Simplified footer

Column based home page

Header with navigation options

Products page

The Products page displays a grid of six bun varieties: 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 no back button to the footer text.

No back button

Implementation Challenges

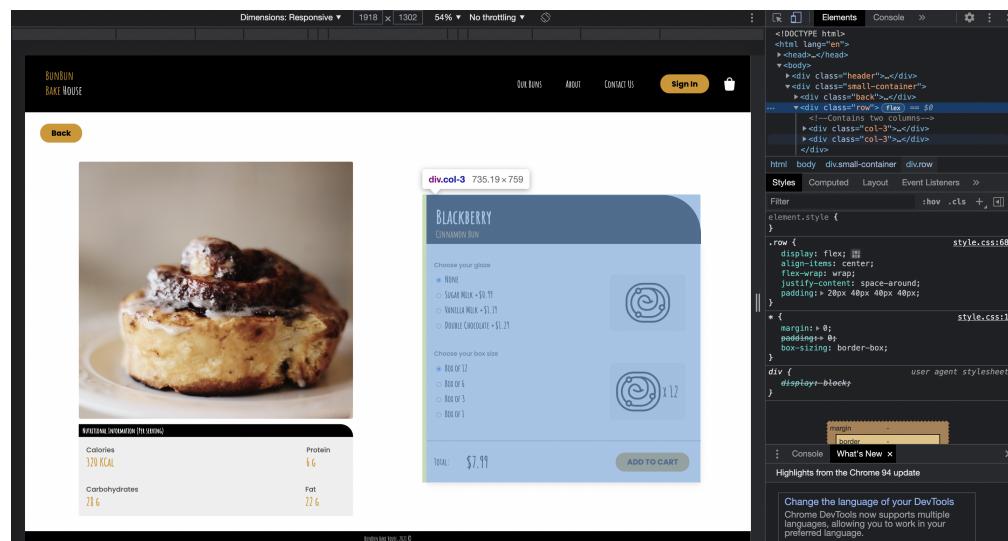
As I began to build this website, I realized that the amount of knowledge in HTML and CSS required to create a website using a website builder is much less than what is required to build a website from scratch.

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

If you like big buns and you cannot lie
Take a look at our collection of delicious buns
Explore Our Buns

Catchy phrase and minimalist design to appeal to college students

Product Detail Page

240g / 8.4oz	270 kcal
Carbohydrates 21g	Protein 1g
Fat 22g	

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

Nutritional Information for the health conscious person