External Resources Used

For HTML/CSS, I used w3schools and CodeCademy to review concepts and see what features were available in HTML/CSS. Pictures of the cinnamon rolls are from Creative Commons and Flickr. The icons are from *Font Awesome*.
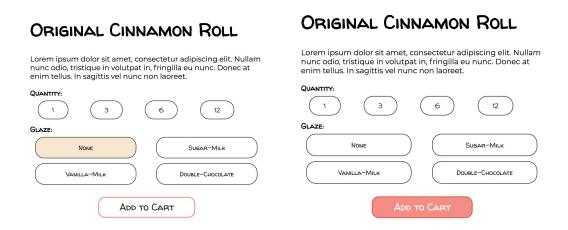
Heuristic Evaluation

1. Before, the "Bun Bun Bake Shop" at the top of the website was not a link to the homepage, so I changed it so that clicking on it redirects the user to the homepage.

2. I made the navigation bar indicate more clearly what page the user is currently on by making the current tab have a darker orange background color, as opposed to just having the font color change.

3. I made the buttons and product personalization buttons change color when hovering or selecting to give feedback to the user about their actions.

Implementation Challenges

When creating this website with HTML and CSS, I had difficulty remembering what I learned from *CodeCademy*, so I first had to go back and visit websites such as *W3Schools* and *CodeCademy* to refresh my memory.

When actually creating the site, I had trouble creating the footer of the homepage. I couldn't figure out how to add the vertical divider between the social media section and the e-newsletter section, so I went to *W3Schools* and browsed through their menu bar sections to get some ideas on implementation. I ended up iterating on my initial idea of creating a border on one side of the social media by creating a new "div" whose sole purpose is to be a vertical line.

In addition, I also had trouble creating the navigation bar. At first, I tried using "nav" to create it, but after a day of struggling to make it work, I ended up back on *W3Schools* and found that using "ul" and styling it with CSS was easier, so I changed my implementation to do this instead.

Another challenge I faced was figuring out how to add the shopping cart and social media icons. Initially, I tried to use "img" and manually resize them to fit, but after finding it very difficult to format them correctly with no awkward spaces, I went back to *W3Schools* and looked at their "Icon Bar" section, where they introduced the concept of using *Font Awesome* to add icons. This made my overcoming this obstacle very easy, as I just had to pick the icons I wanted to use, and then do some simple styling in CSS (eg. change the size by "font-size" and change the color).

Overall, I spent the most time on and had the most difficulty creating the homepage, but after finishing that, everything else went relatively smoothly as I figured out how to use HTML and CSS.

Brand Identity

For *Bun Bun Bake Shop*, I designed their website to be a simple, minimalistic, and cozy. From their shop description, I got the image that they are a family-run local bakery, and as such, everything is home-made and reminds the customers of "home" with their flavor. Therefore, I made the theme color of the website a warm orange to build upon this image of coziness and "home," because this shade of orange would compel the customers to think of cozy fireplaces, the toasted color of freshly-baked cinnamon rolls, and baking in general. Moreover, I used the font "Walter Turncoat" to add to this local family-run feel, as this font looks very friendly and handwritten.