

Reflection

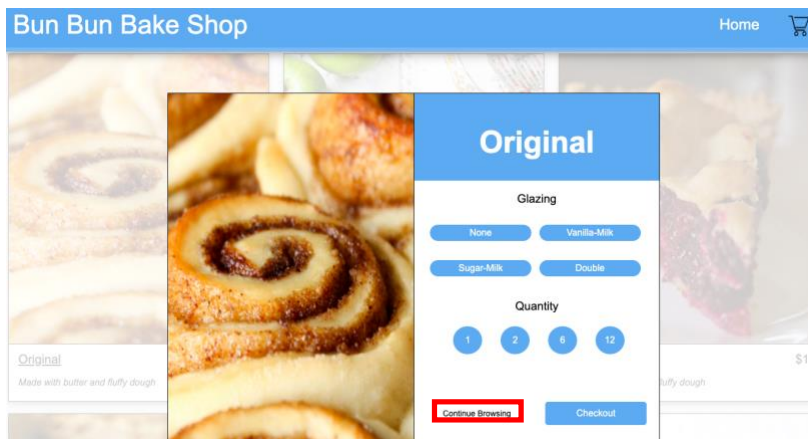
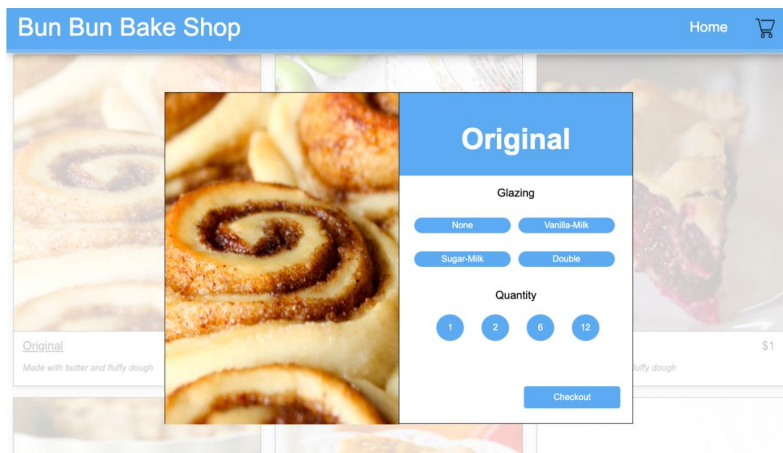
Link 1: <https://aliacf21.github.io/Assignment-5-/homePage.html>

Link 2: <https://github.com/Aliacf21/Assignment-5-/tree/master>

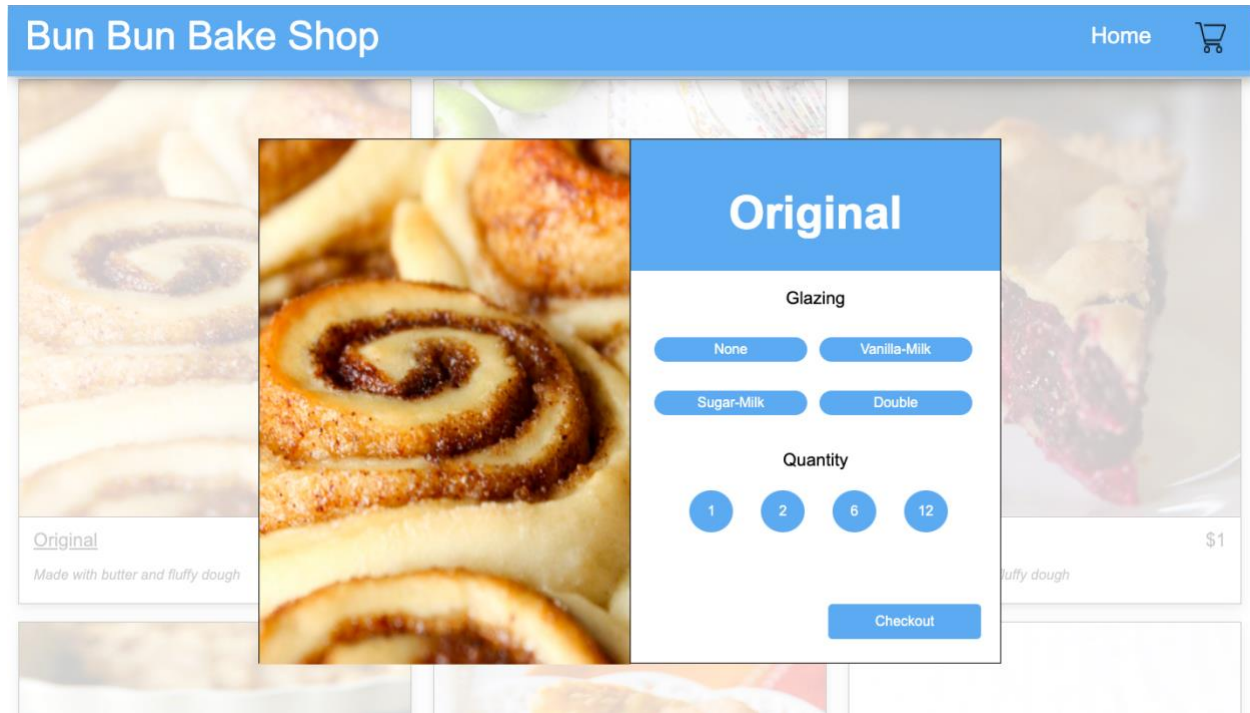
For Primary Evaluation: Home Page, Product Page, Original Product Detail page

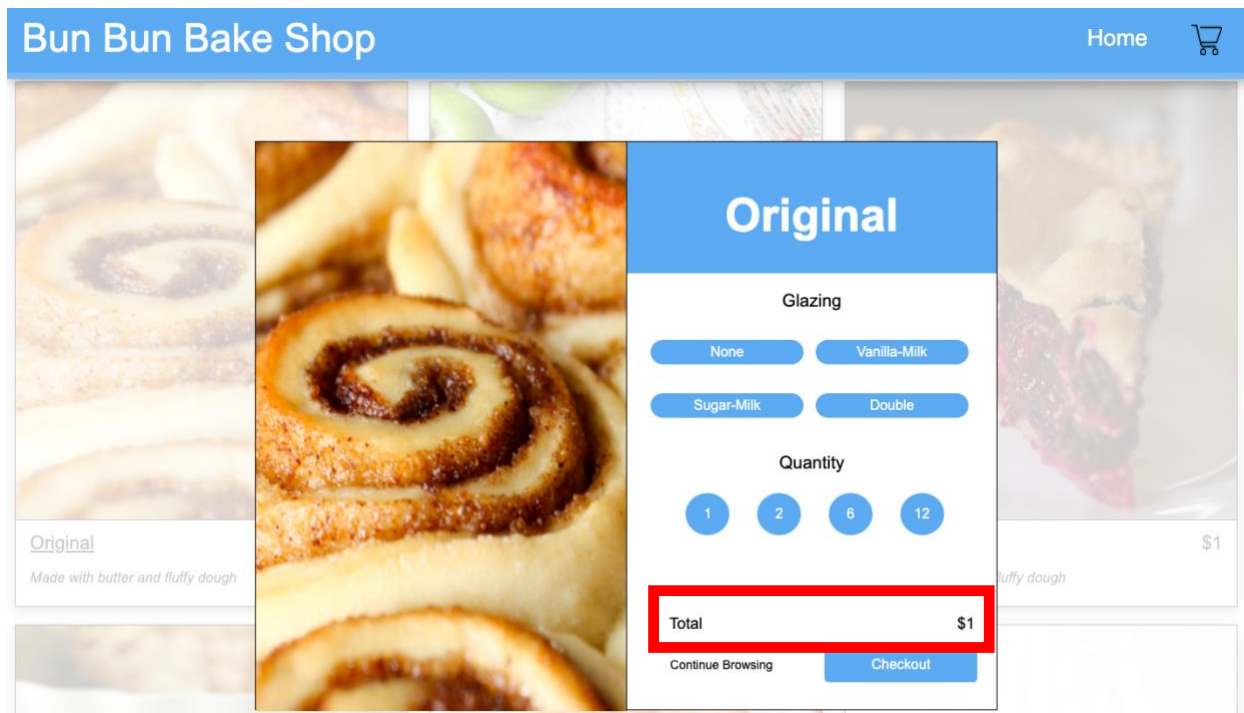
- 1) Discuss 3 to 5 user interface bugs you found in your heuristic evaluation. Be sure to include your design for fixing those bugs, annotated screenshots are ok.

User Control and Freedom: I neglected to add in a back for my product detail page which would have allowed customers to navigate back to the product page if they chose not to checkout an item. Originally, users had to press “Checkout” in order to return to browsing. Alternatively, they could have also pressed the “Home” page button which redirects them back to the home page where they can navigate to the product browsing page. My redesign idea was to add a “continue browsing” option next to the checkout button which users can select if they do not wish to checkout an item.

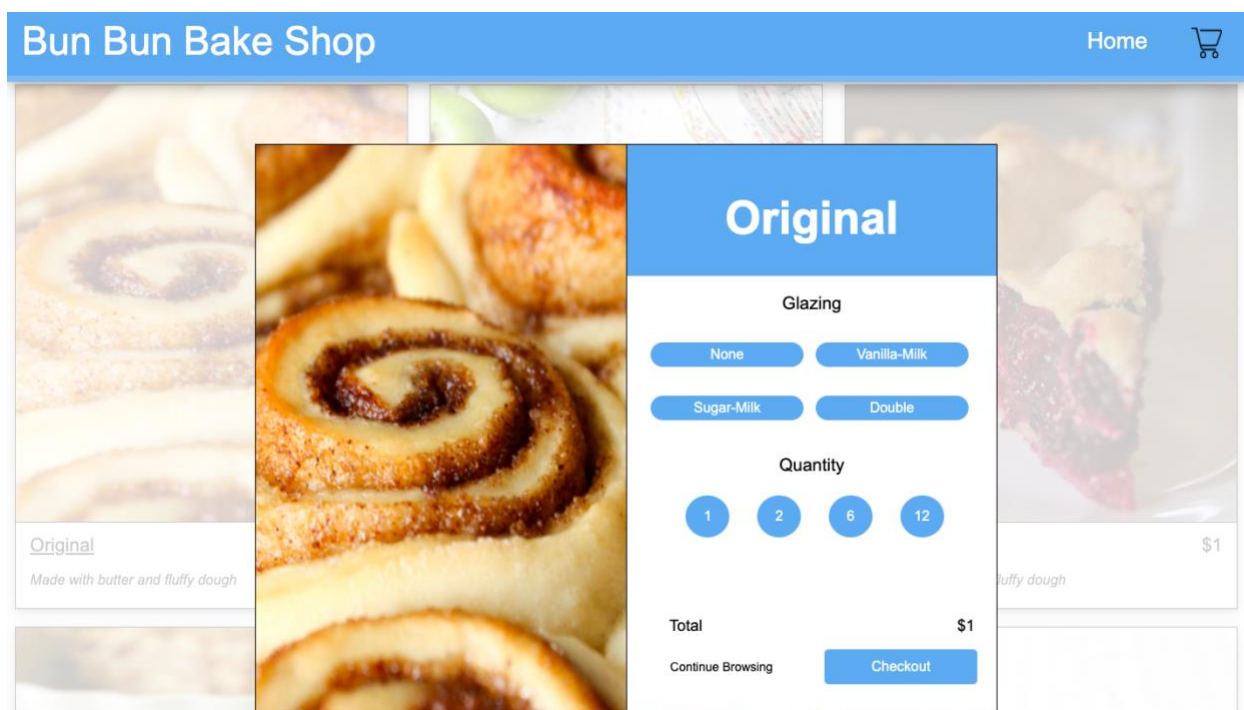


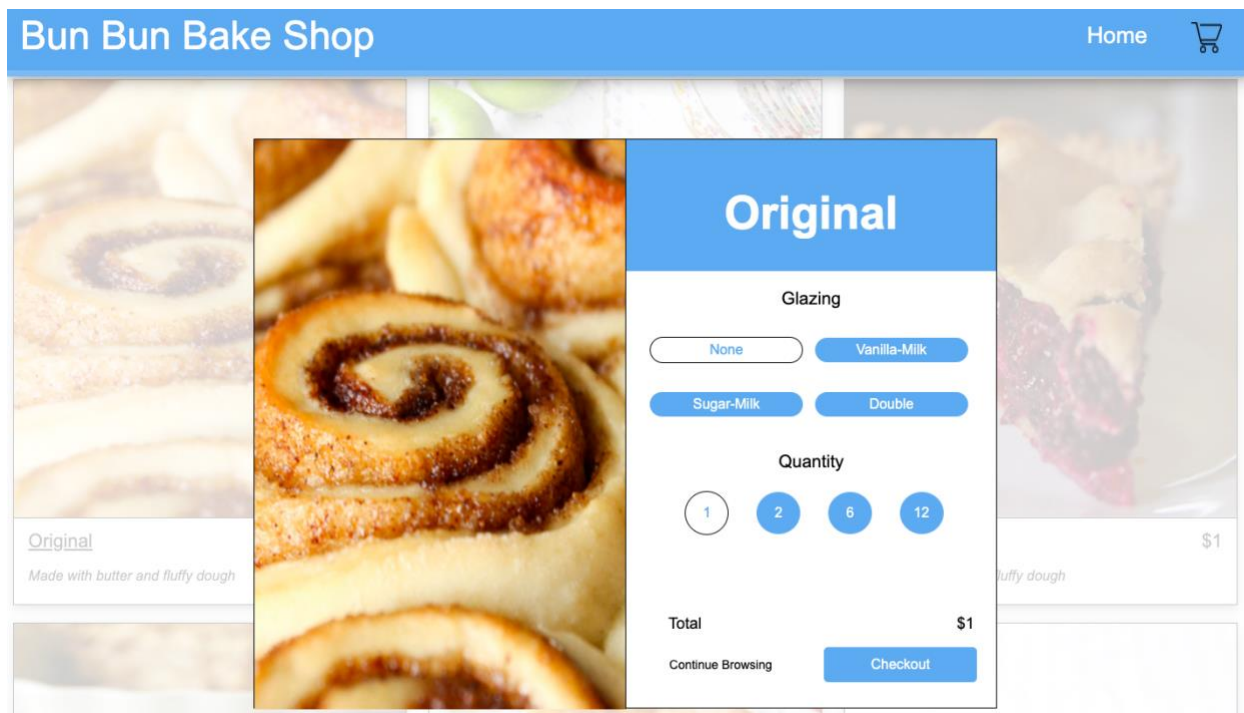
Recognition Rather than Recall: I forgot to include the price of the item on the product detail page. This forces customers to remember the original price of the item from the product page. Additionally, without a price display the customer cannot see how using different quantities and glazing might affect the price of an item. My design solution was to attach a “total” value above the checkout button which would allow the customer to see the price of an item before he/she added it to the shopping cart.





Visibility of System Status: In my original design I did not include preselected input and was not clear enough on how the price of item was calculated. By pre-selecting the “None” and “1” option I am showing users the price \$1 price is calculated using those customizations. It also introduces additional affordances to the users to click around on the different values of the buttons and see how prices change.





2) What challenges or bugs did you encounter in the process of implementation, and how did you overcome the challenges?

Some of the challenges I faced on the process of implementation was struggling to align elements together. I would frequently try and add components only to find out they were a couple of px off of where I wanted them to be or simply refusing to go on the same row. The process was extremely frustrating, and I found the most helpful tool to overcoming this challenge was to take frequent breaks and then come back to the problem. Often, after coming back from a break I would have a new way to solve the problem rather than just playing around with the margins and whatnot.

Another challenge that I faced was knowing how to appropriately group divs together. When I first started creating my templates, I created a lot of independent divs, however as I got more familiar with the process, I started feeling more comfortable with knowing what to group together and what to keep separate for optimal flexibility. I believe I overcame this challenge with a lot of trial and error. I would cut and paste different div elements in other div elements until I found a “look” and thus hierarchy that I liked.

The last classic “hack” that I became more comfortable with was first trying to get the layout of things where I wanted them to go and then circling back and adding in the individual details. This made me feel less overwhelmed and it was easier to cognitively think about just trying to move a bunch of black boxes around the screen.

3) How is the brand identity of your client reflected through your design choices? What kind of look and feel did you design for them and why?

This question made me reevaluate my original color scheme as can be seen in the screen shots above as opposed to my final prototype. I imagined the brand identity of Bun Bun Bake Shop as friendly, fun, warm and inviting customers to come try their products. The original color aesthetic I used was a light blue. I chose this color because I thought it looked nice, but upon further reflection I realized the color blue is associated with relaxation but not warmth. Therefore, I changed the primary color of the website to orange which is associated with fire (a very apt analogy for a bakery), warm and is considered highly inviting. The orange also compliments many of the product pictures and brings out their warmer undertones better than the light blue originally did. I think the white text makes for good contrast on an orange background and is inviting to customers which further works the Bun Bun Bake Shop's brand. I also chose to use a lot of large images of the products on the website in order to encourage users to buy the products. Lastly, I tried to make the buns highly interactive/fun in order to better fit with Bun Bun Bake's shop fun branding.