**Heuristic Evaluation**

Previously, on the top navigation panel, I had three icons on the right that designated “Home,” “Account,” and “Shopping Bag.” But after doing the heuristic evaluation, I noticed that the “Home” icon was unnecessary and broke the aesthetic and minimalist design heuristic. It’s conventional that when users click on the logo of a company that they would automatically be directed to the Home page. Therefore, in order to not have redundancy in the information portrayed, I decided to take out the “Home” icon to promote a cleaner design.

After

Before

A close up of food

Description automatically generatedA picture containing indoor, table

Description automatically generated

Initially, I had the color of the “Shop” tab in the navigation panel be in a brighter yellow compared to the other tabs. My purpose there was to have a stronger call-to-action, drawing users’ attention to the “Shop” tab. But after heuristic evaluation, I realized that it violated the visibility of system status heuristic rule because when users hovered on top of the other tabs, the “Shop” would still be the one that had a different color. I adjusted for this by making whichever tab the users hover onto turn into a brighter color, giving users feedback that they are actually in an area that they could click on the tabs.

After (Whichever tab that the mouse hovers over changes color)

Before (“Shop” is always a lighter color than the other tabs)

A close up of food on a table

Description automatically generatedA picture containing screenshot, indoor

Description automatically generated

Also, my InVision prototype violated the Consistency and Standards heuristic evaluation too. On my product details page, there were the “Add to Cart” and “View Cart” buttons. But once users click on “View Cart,” they were led to a page titled “Shopping Bag.” The words “cart” and “bag” were used interchangeably here, but they should be modified in order to increase consistency throughout the website pages. So I decided to change “Add to Cart” and “View Cart” to “Add to Bag” and “View Bag.” (ADD SCREEN SHOT)

Before (On the product detail page, it says “Add to Cart” and “View Cart” but on the checkout page, it says “Shopping Bag”)

**A screenshot of a cell phone

Description automatically generatedA screenshot of a cell phone

Description automatically generated** A screenshot of a social media post

Description automatically generated

After (changed to “Add to Bag” and “View Bag:)

**Challenges/Bugs**

The main challenge was to successfully transfer my design into codes. This was my first time making a website from ground up using HTML and CSS, and figuring it out how all the codes work and how the layout of the codes changed my design posed a big challenge. The way I overcame it was watching tons of YouTube videos on HTML/CSS, went back to the Codecademy tutorials, and Google searched my questions. I also struggled with CSS than HTML. Initially, the texts on my website was simply all over the place—nothing was aligned, and texts were on top of each other. Then, I incorporated grids to force texts and images into place. For example, for the product overview page, I created a 3x2 grid for all the cinnamons’ images. And for the product detail page, I created a grid for all the options for “Quantity” and a grid for all the options for “Glazing.”

**Brand Identity Reflected Through Design Choices**

Bun Bun Bake Shop is a local bakery in Pittsburgh, so I wanted to establish a homely, friendly brand identity for it. The typography I used was Helvetica, which is part of the Sans serif family. It creates a more modern look as opposed to the formal look of Serif fonts. Also, the color theme of the website is different value and saturation of orange, which would create a more playful and friendly vibe. The brand logo and the icons that I chose for the website are simplistic, with just a few lines. They would further lessen the distance between the bakery and potential customers by emphasizing the playfulness aspect of the bakery.