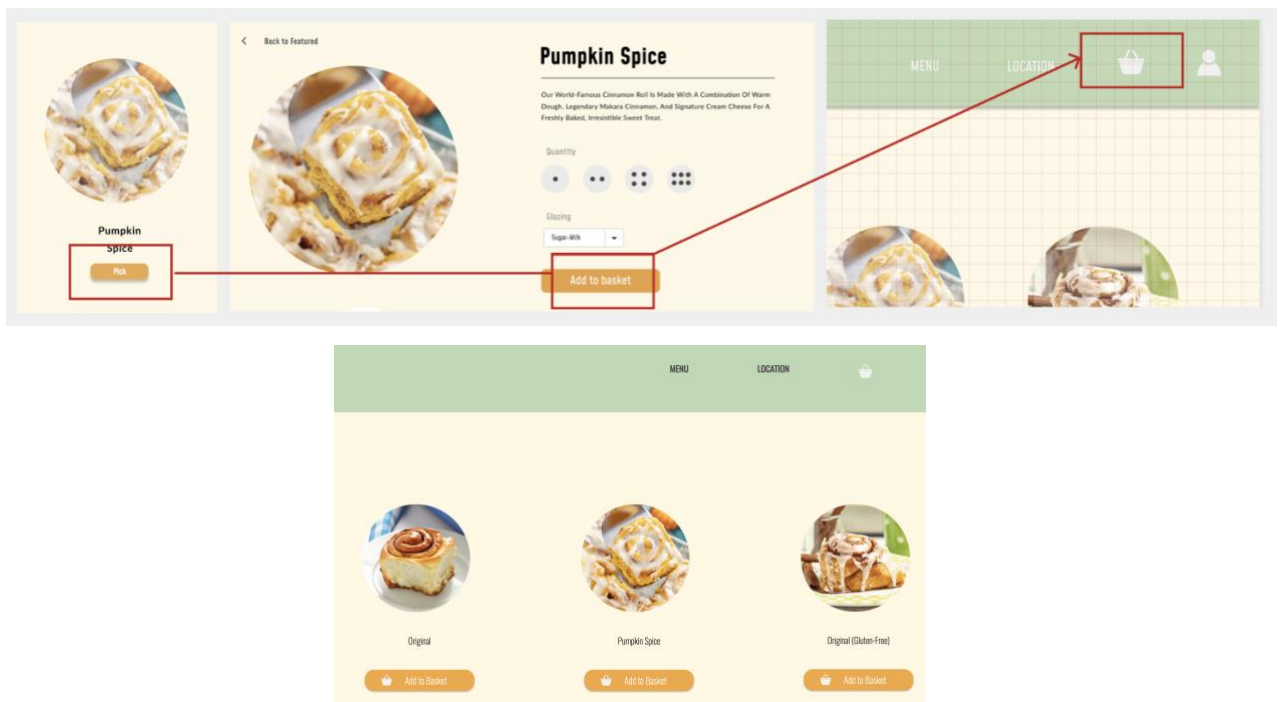


- **Heuristic Evaluation**

1. Consistency and standards:

I used different words here to address similar actions. Both are not expressed in a conventional way. Normally people are used to "add to cart" or "buy" instead of "add to basket" or "pick". However, I think the imagery of using a basket to hold bakeries is a better fit than using a shopping cart, but I will replace "pick" with a basket icon that matches the one on the navigation bar.



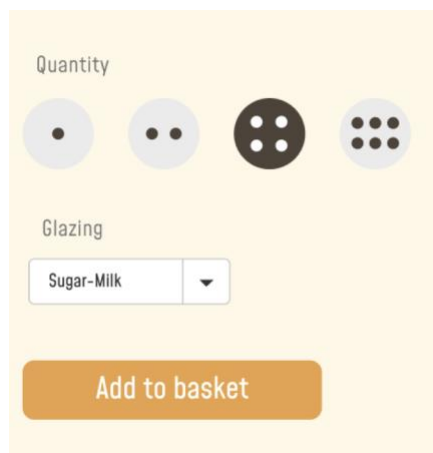
2. Consistency and standards:

Whereas "All flavors" and "Featured" are clickable boxes, the drop-down list of specific products is not. Also, if people got used to seeing the menu in text form, they might not pay much attention to the image form on the right, so I should also link these tabs to the corresponding product detail page.



3. Error prevention:

Before users could click on "Add to basket" button, they must choose both the quantity and glazing, but many people might forget to choose. An improvement could be setting the button default color to grey and change it to orange after the user completes all the tasks above, or I could set the default quantity to 1 and glazing to the most popular one.



4. Help and Documentation:

Maybe users would feel unsure about how different glazing looks, so I could make the product image interactive with the glazing they chose, same with quantity.

- **Challenges**

1. Position: Initially I wasted a lot of time changing the position of each element until it gets to where I want it to be without giving much thought to how it will affect the following elements. At some point, I decided to watch a tutorial on position /margin/padding/border to get a more in-depth understanding of the interactivity between items.
2. Grid: I later found out that the grid tool is very helpful in organizing the page.
3. Footer/header: One of my biggest problems is making sure the footer sticks at the bottom. I still have a problem with keeping the footer and header the same width as the page, but I could not figure out why.

- **Design Rationale**

1. I want the page to look inviting, fun, friendly. I tried to achieve the goal by introducing a lot of rounded shapes whenever possible. Also, the sense of boundary is minimized to make the page look more free-spirited and childish.