Heuristic Evaluation

1. Visibility of System Status: In order to make things clearer whether they can be clicked or not, I changed the color of the text whenever users hover over it.
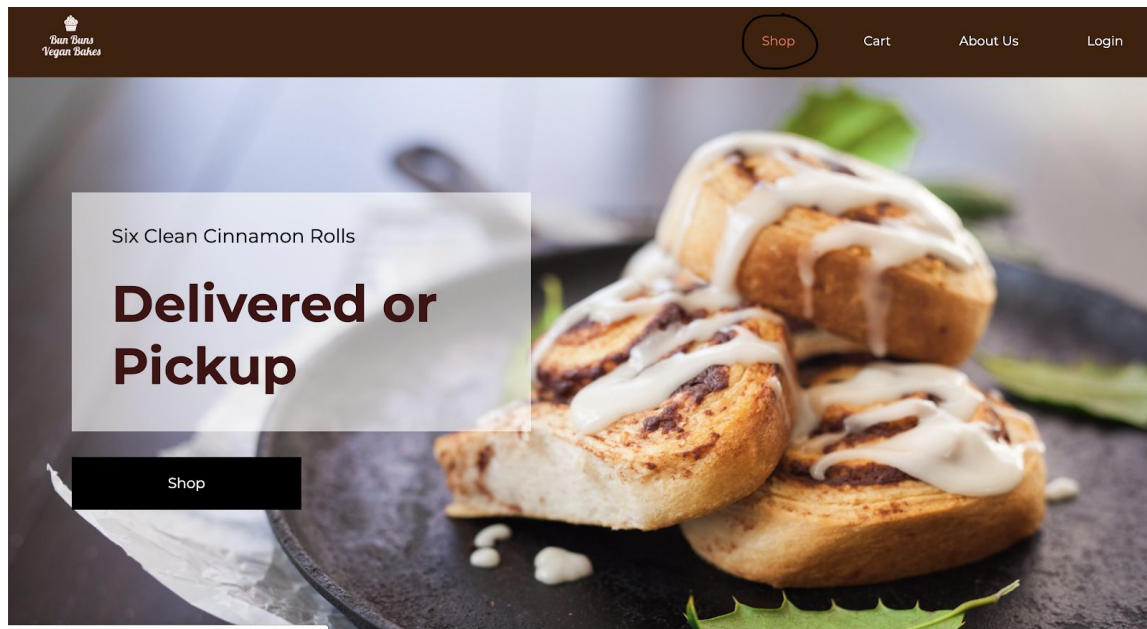

2. Aesthetic and Minimal Design: Previously I listed all of the ingredients out on the page, but it added clutter to the page. I changed it to an accordion dropdown so users could check the ingredients if they wanted to. I also realized that the gray text for the ingredients is not very readable, especially for those who are color blind. Therefore, I will make sure that the color contrast for the text in the accordion is readable.
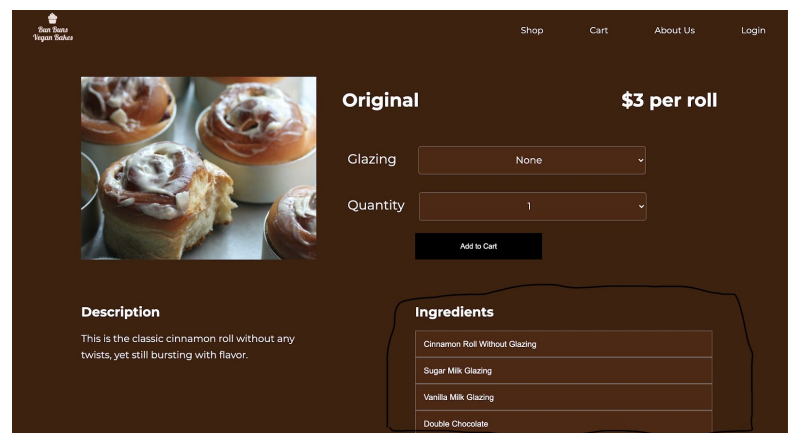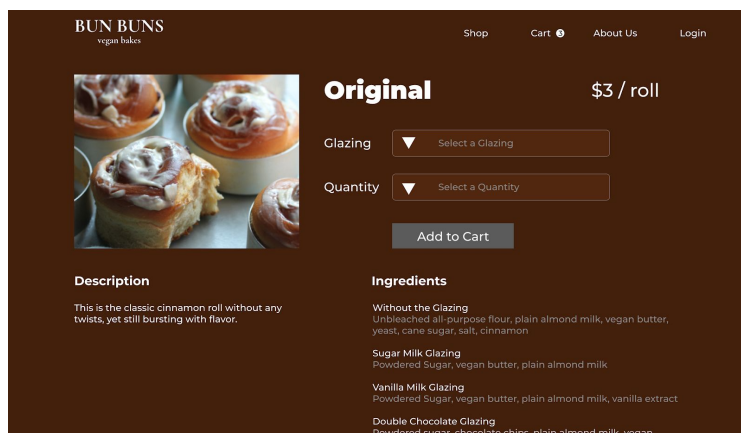
3. Consistency and Standard: Previously, I had different font sizes and font styles for different text. I changed it so that all the body text, headers are the same size and style in order to add consistency to the website. For the button on the home screen, I changed it to "shop" instead of "shop now" because I want the wording to be consistent if users are going to the same page.
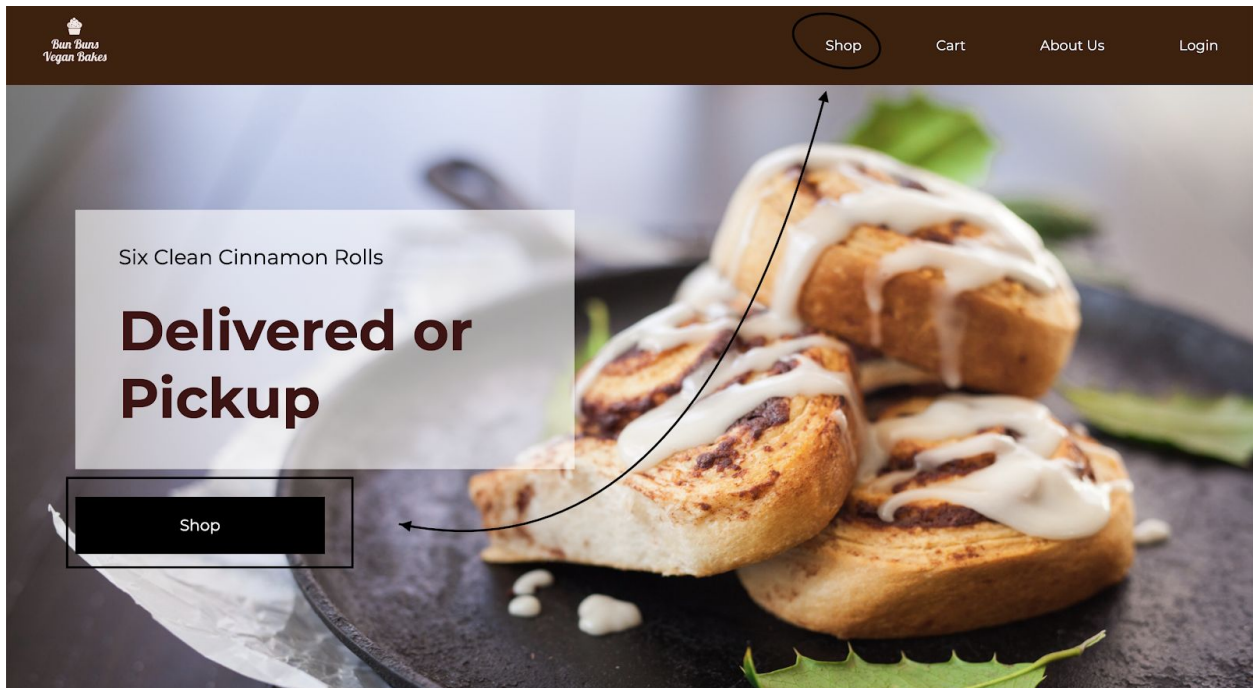
Challenges

Default settings

There were times when I was coding and the outcome was not what I was expecting. For example, it seems like there was a default of 8px of margin for the background. I was wondering why the image was not covering the entire page. I fixed this by going to the developer tool in the browser. I checked the style of the body and saw that margin was 8px even though I did not put that code in. Then I tried to override this by coding a margin of 0px in my CSS.

There were many times when I realized that I needed to override the default settings. It seems like paragraphs have default margins and line heights. Sometimes, I wanted the <h1> to be closer to the <p>, so I used the developer tool to see whether I needed to change the style of <h1>, <p> or both.

In general, I also utilized the inspect tool on figma to help me code the site. Because I prototyped the site on figma, it tells me exactly the hex code of the color, font size, position and size. I found this to be extremely useful because I did not have to guess or approximate the location of each item.

Navigation Bar

I did not know how to start making the navigation bar, so I looked at how w3schools.com made their navigation bars. I saw that they used unordered lists, so I tried to do the same. The problem I had was that there were a lot of text decorations on the list. I did not want the bullet points or the underlines for <a> tags. I also wanted to display the list horizontally and not vertically. For all of these problems, I studied how w3school.com made a horizontal navigation bar and searched on google. I saw that there were some properties that I could try out and tested them with my site.

Grid on products page

I remember that in homework 0, there was a section that taught us how to make recipe cards using grids. When I started to make the products page, I looked back at the modules that I completed for assignment 0 to help me with this page. I followed a lot of the guidelines that they had and applied the same concept for the type of grid that I wanted. The developer tool in google chrome a lot to help me realize what I needed to adjust. For example, I was sometimes confused whether I needed to change the padding, border or margins, and the developer tool has a diagram that tells me what the dimensions of each of them are.

Another problem I had was with the image of the products. The image size was extremely large and I only wanted parts of the image. In figma, I used a clipping mask, but I did not know how to do that in html/css. When I specified the height and width of the image, it stretched out the image to fit the size. However, I did not want to distort the image. I wanted to just cover up parts of the image that did not fit the height and width I specified. I googled the question, and found that I could use "object-fit:cover;" in order to simulate the clipping mask.

Brand Identity

I wanted to give off a clean and transparent feeling to the brand. I did this by trying to be very minimal with the amount of text and the amount of color. The website only uses black, white and brown. There are also only three variations of text (for heading 1, heading 2 and paragraph). In order to decrease clutter, I decided not to add information that the user does not need in order to shop. For example, the ingredients list is hidden with an accordion dropdown. The options for glazing and quantity also uses a drop down to increase the amount of white space and minimize the amount of unnecessary information. Because it is currently the fall time, I also thought that utilizing warm fall colors such as brown and orange would be appropriate because it is currently fall.

For the fonts, I chose to use only Montserrat. I didn't want to use too many different fonts because the site would then look inconsistent and messy. In my opinion, a sans serif font is more appropriate than a serif font because it looks more modern. Serif fonts are more old style and can be very formal. Since I want to give off a warm and cozy fall feeling to the site, a sans-serif font will look more appealing.