

Assignment 5 Web HTML and CSS Prototypes

From the heuristic evaluation that I conducted on my interactive prototype, I identified three user interface issues and made fixes accordingly. These changes can be seen below in the Appendix.

the first thing I noticed was that there was a lack of way for the users to track how they got to a certain page. This could make it confusing for users to retrace their steps while navigating a website. To fix this issue, I added location based breadcrumbs at the top of each page, showing the user the different pages they went through to get to the current page they are on. This provides an easy way for users to go back to a page they were previously on. This addition to my design adds elements of “visibility of system status” and “user control and freedom,” which were not present in my previous wireframe design.

Another feedback I got from my fellow classmate was to highlight the importance of understanding user needs and priorities. Specifically, my friend mentioned that for the product page, the most famous/recommended option to be marked somehow on the page. Another thing mentioned was the random order of cinnamon bun flavors displayed. These two bugs represented a violation of Neilson’s “match between system and the real world” usability heuristic. This could be fixed by marking the bakery’s most famous product (original cinnamon rolls) with a star to attract user attention to their most popular product item. The flavors could also be displayed in alphabetical order from left to right, to make information appear in a natural and logical order that the user can easily understand.

A user brought up that in most parts of the website, I referred to the menu page as “Shop”. However, when the user clicks into a certain product to see more details, the return button that takes them back to the products page is labeled “See All Products”. This was confusing to the user since they were not sure whether that button would take them to a different products page, or the shop page they clicked on originally. This bug violates the “consistency and standards” heuristic principle. To fix this, I changed the label of the button to “Return to Shop” to add consistency to the labelling. This way, the user would have more clarity about where they expect the button to take them.

Some peers also brought up that adding a footer could be helpful to visitors. Adding information and navigation options at the bottom of the web page would be coherent with the “flexibility and efficiency of use” heuristic principle. It would provide shortcuts for users to easily speed up interactions for users and make their experience more

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One of the biggest challenges I faced was having different elements placed in certain locations relative to other ones. That was time consuming and done on a trial and error basis. However, exploring CSS classes more and learning how to use them but referring back to class notes and resources helped me get through that. Another general challenge I had was the coding aspect. Getting used to the different tags and HTML/CSS elements was initially intimidating and time consuming, however referencing different sites and googling features I wanted to implement was really helpful, and eventually I was able to get more comfortable with it.

The brand identity of the client is reflected through bright and playful colors, fancy font, and many visuals. The logo, a black swirl as can be seen below, represents the brand's specialty products - cinnamon rolls. Different shades of light pink are used to reflect the bakery. Research shows that many people think of the color pink when they think of baked goods, so these colors are used to reflect a feeling of warmth and childlike happiness when thinking of eating sweet baked treats.



The main consideration I had while designing the website was having a light, playful and aesthetically pleasing design that is inviting to customers. The bakery's main goal is to attract users and appeal to their taste buds. I focused on adding in light colors that stood out as well as many spaced out images of the Bun Bun's cinnamon rolls without throwing a lot of information at customers. Since the bakery largely attracts younger people (aged 18-30), I focused on a minimalistic design that makes the interface easy for users to make fast purchases with.

Appendix

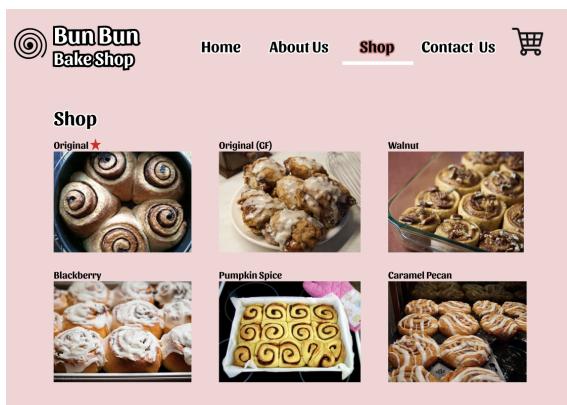
Figma wireframe with no breadcrumbs:



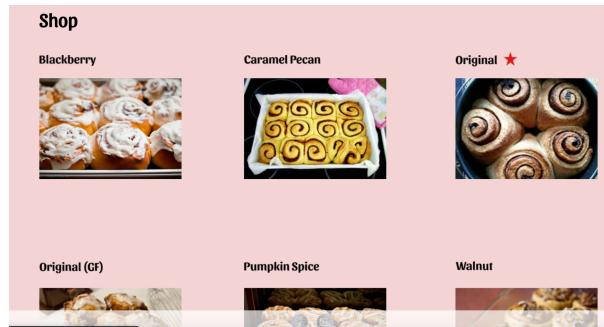
Web page with breadcrumbs added:



Figma wireframe with unordered product items:



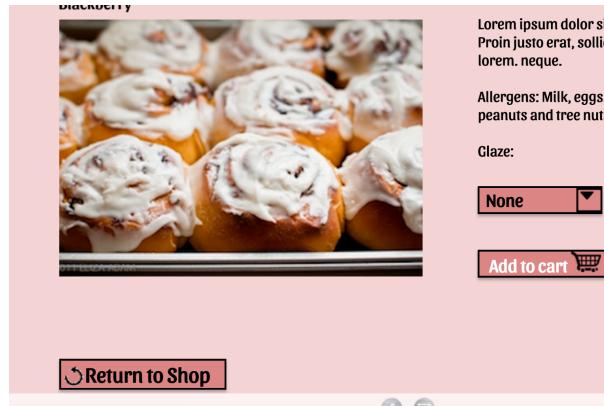
Web page with products in alphabetical order with recommended product marked:



Figma wireframe with 'See all Products' button:



Web page with button label changed to 'Return to Shop'



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Figma Wireframe with no footer:



Web Page with footer:

