Yaxuan Li

Heuristic evaluation

1. To follow the consistency and standards, I added the options to choose size and glazing in the "You might also like" section, because I put the shortcut in both the index and menu pages.

2. I delete the option of entering email at the footer section and only include the location, hours, and contact. The reason is customers might not have a lot of questions regarding our product. People would be more likely to visit the shop physically to have a taste of the cinnamon instead of posting questions online. For aesthetic and minimalist design, I delete the option to enter customers' email. It looks pretty consistent and concise right now.
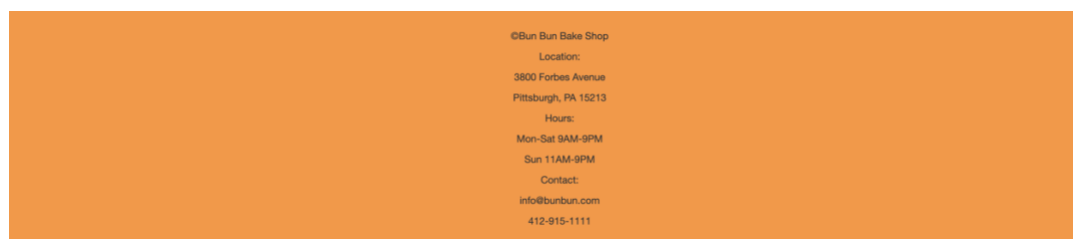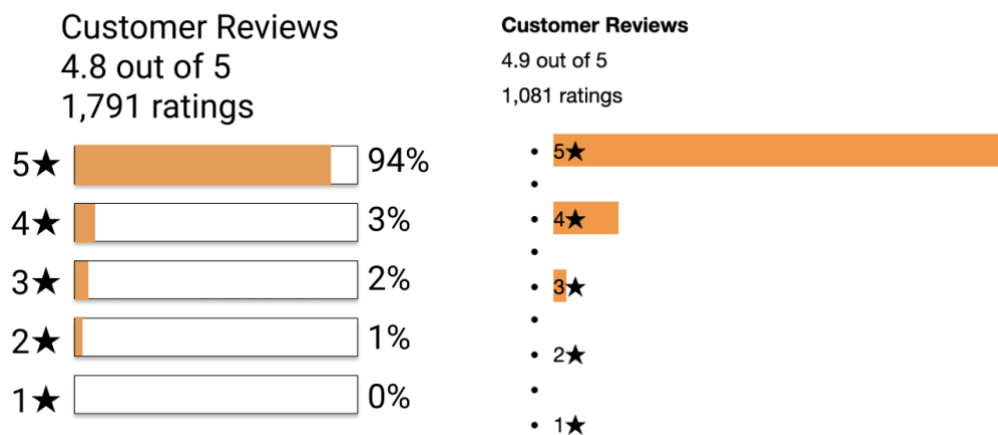

3. In the comment sections, I violated the user control and freedom heuristics. There exist multiple comments, but there is not a clear button for people to see additional ones not on the default page, so I added both the next and previous button to help customers navigate more easily.

Original (Gluten-free)
★★★☆☆(650)
$3.50

Blackberry
★★★★★(1,791)
$3.00

Caramel Pecan
★★★★★(978)
$4.00

Customer Reviews
4.9 out of 5
1,081 ratings

5★
4★
3★
2★
1★

Zeke James
★★★★★
Love it! Just try it and you won't regret!

PREV   NEXT

Sara Dropkins
★★★★★
My kids eat it everyday in the morning!

©Bun Bun Bake Shop
Location:
3800 Forbes Avenue
Pittsburgh, PA 15213
Hours:
Mon-Sat 9AM-9PM
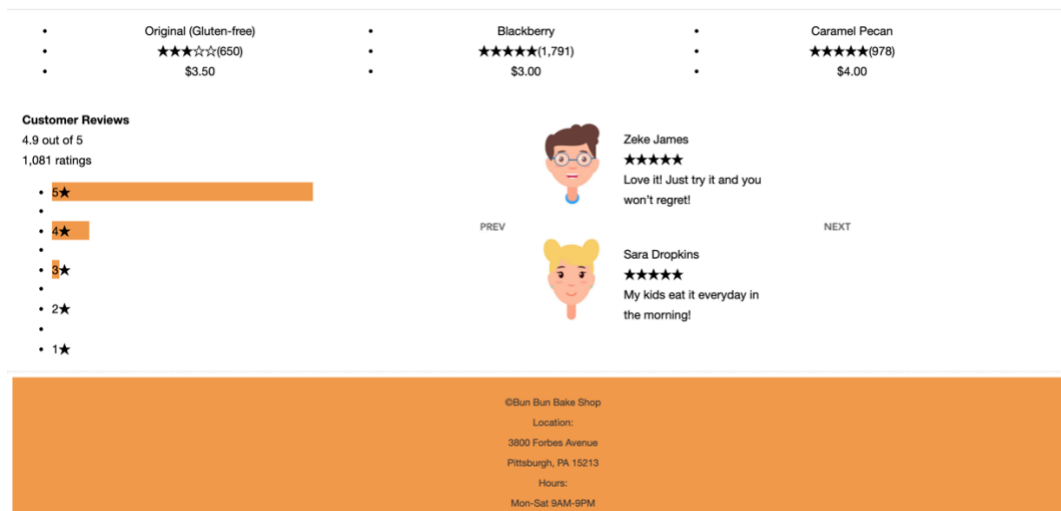
Challenges during implementation

Customer Reviews
4.8 out of 5
1,791 ratings

5★ 94%
4★ 3%
3★ 2%
2★ 1%
1★ 0%

Customer Reviews
4.9 out of 5
1,081 ratings

5★
4★
3★
2★
1★

Originally, I designed to both visualize the percentage of each ratings and indicate the statistical figure, but I found it hard to put the text at the far-right side of the line. In order to visualize the distribution of ratings, I changed the background color into orange and utilized the width attribute to show the distribution.

In the menu page, the option to "choose the glazing" button and "Add to cart" button were in the same color and same width, so it was hard for people to differentiate between two buttons. I added another line to make it more obvious and intuitive.

I found it hard to arrange the pictures around, and usually it ended up at an unexpected position on the page. I found it helpful to create more <div> and adjust the relative position within the small <div>, so the position would be more predictable.

Brand Identity

The brand identity is reflected by consistent theme color, attractive cinnamon rolls' photos and positive customers comments. I included the cinnamon rolls picture in the index page to tell users that Bun Bun Bake Shop sells cinnamon rolls. In the menu page, I mimic the environment of an offline shop, including both the shop photo as well as the full list of available

products. I chose my theme color to be orange similar to the color of cinnamon rolls. I design to make customer feel the warmth of handmade cinnamon rolls. The product pictures stimulate people's appetite and incentivize clients to visit our shop. If they are uncertain about their choices, customers are welcomed to read through both the positive and negative feedback in the comment section.