

Bun Bun Bake Shop!

HTML/CSS Prototype
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MHCI 2022

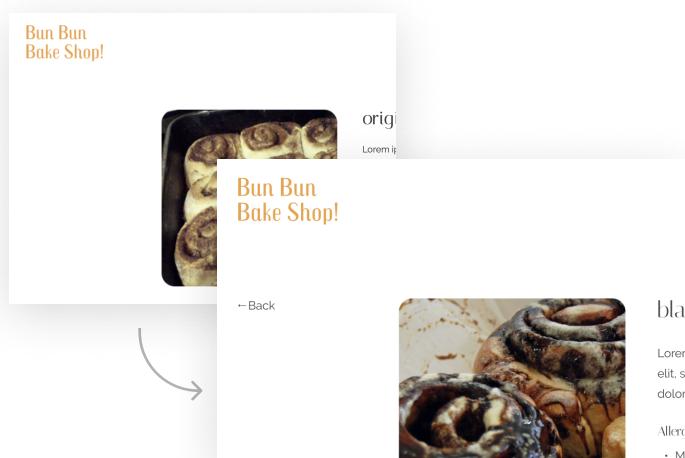
Website: <https://bbbshop.netlify.app/>

Repo: <https://github.com/SreeMahit/PUI-BBBShop>

Bun Bun Bake Shop, an established cinnamon roll bakery in Pittsburgh, has decided to take its products online and has recruited me to design, build, and maintain an online presence for them.

Heuristic Evaluation

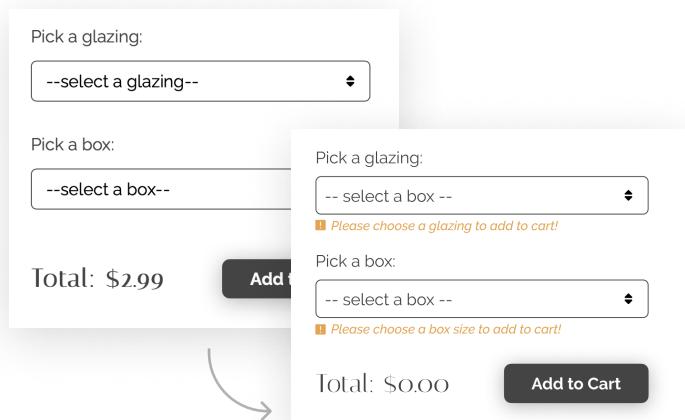
A detailed look into the designs of the website highlighted some heuristic violations that were subsequently addressed. Five such violations have been discussed below.



#3 User control and freedom

The website was lacking a way to navigate back to the product list page from the product details page.

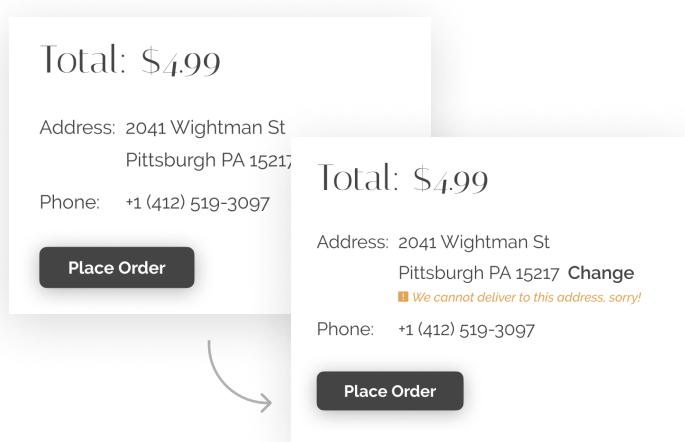
I added a back button on the product details page to take the user back to the products list page on the website.



#5 Error prevention

There was no error state when the user tries to add rolls to cart without selecting glazing and box size options.

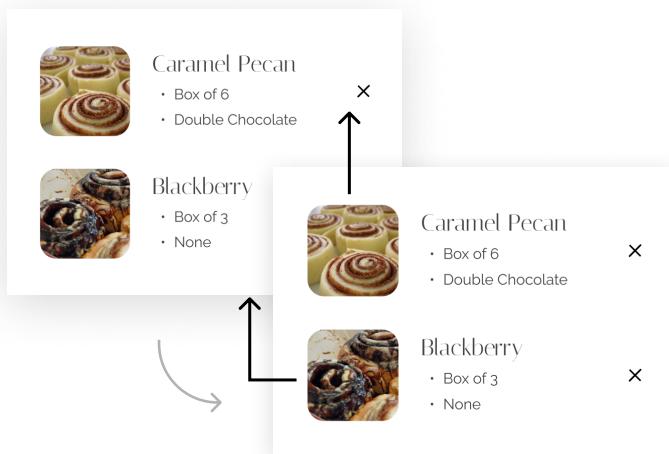
I added error states on the website for the user tries to add cinnamon rolls to their cart without choosing glazing and box sizes.



#9 Help users recognize, diagnose, and recover from errors

Error messages on the website were not elaborate and descriptive of the issue.

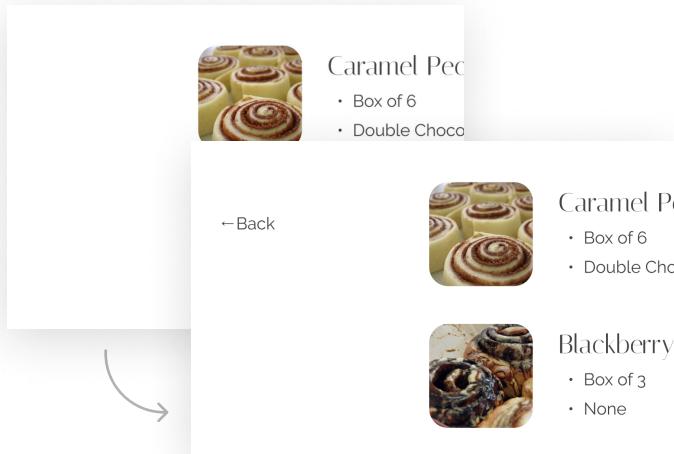
I updated the error messages to be more descriptive and invite action from the user.



#7 Flexibility and efficiency of use

When items are added to the cart, the user could not navigate to the product details page to view product information.

I edited the site map to include additional hyperlinking from the cart to the product details page.



#3 User control and freedom

The user didn't have the option to navigate away from the cart easily, especially back to where they navigated from.

I added the back button on the cart page as well, which is prominent and allows the user to go back easily.

Not all, but a few of these improvements have been incorporated into the final HTML/CSS prototype. Because not all of these pages have been built, some of these improvements didn't fall within the scope of this assignment.

Challenges of Implementation

Developing this website was a fun and challenging experience where I built this from scratch and ground-up without using any libraries. This led to its own unique challenges for me to contend with.

- The center-aligned nature of this website required me to endlessly Google, research, figure out how to get the spacing and alignment right. CSS Flexbox came to my rescue and I ended up using flexboxes across the website rather generously.
- Originally I began building all styles for each div separately before I realised I could save time and bring uniformity to the website but reusing styles and templates across the website. This ensured the website is lighter and flexible.
- It turns out dropdowns are NOT easy to implement. By virtue of HTML, dropdowns have a predefined stylization which cannot be changed. Styling the dropdowns exactly how I wanted them to be involved a workaround where I styled a div around the dropdown and not the dropdown menu directly.

These are some of the challenges that stand out for me. All things considered, this was a fun and exciting experience!

Brand Identity

Bun Bun Bake Shop is a highly reputed brand who take their cinnamon rolls very seriously. They wanted their website to reflect this approach. While bakery websites are known to be fun or quirky, Bun Bun Bake Shop wanted a serious, formal platform.

- The website has minimal use of color, putting focus on the cinnamon rolls instead. The use of orange is intentional, evoking enthusiasm and warmth which directly correlate to baking.
- I used a semi-formal font *Italiana* with the more formal *Raleway* to bring out contrast and draw the user's attention to the website.
- The hero image of the lone cinnamon roll on the landing page is a popular draw, aptly illustrating the neat and clean packaging of Bun Bun Bake Shop.

The kind folks at Bun Bun Bake Shop were happy to see the designs and were accommodating of the requests for questions and additional information!