Assignment 5 - Web HTML and CSS Prototypes

Jiasi Tan

Reflection

What challenges or bugs did you encounter and how did you overcome the challenges?

As a new learner of coding, doing this homework is a lot of fun. Meantime, there were confusions too - At the very beginning, I found it was difficult to imagine where an element would go on the screen. Some elements are by default block elements, some are inline elements, and some are inline-block elements. Without knowing what is the default display mode of a certain tag, the way some of the elements showed up sometimes surprised me. After a couple of times' confusion, I did some research and found the list of what are the display modes of different elements. It was really helpful and now I understand better how different elements will show up on the screen.

Another thing which was really helpful is the chrome developer too. By checking the websites in real-time while coding/developing using the developer tool, I could get a better sense of the whole site graphically.

How is the brand identity of your client reflected through your design choices?
What kind of look and feel did you design for them and why? - See the photo on the next page for overall design feelings
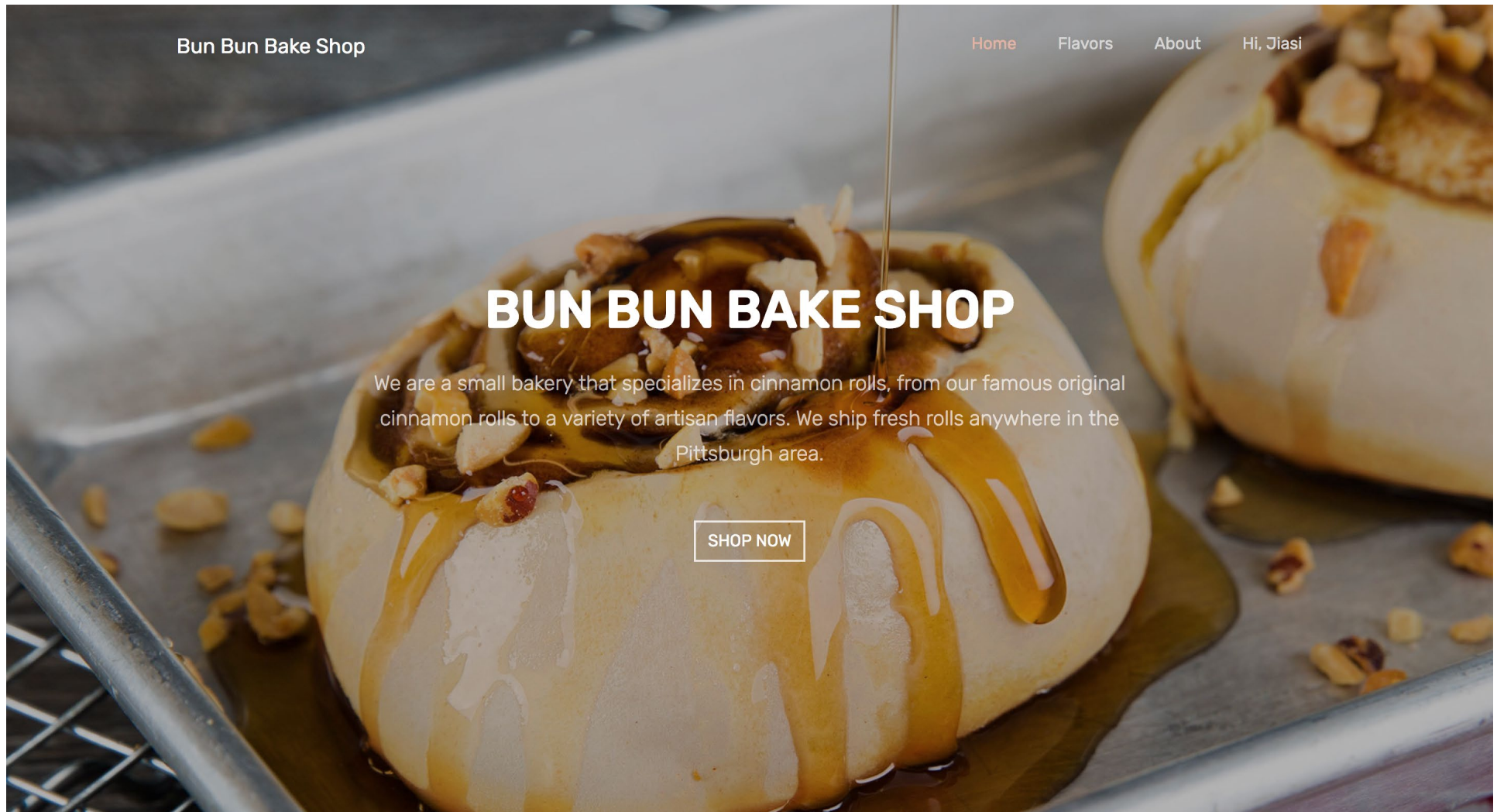
This website is designed for Bun Bun Bake Shop, which is a small bakery that specializes in cinnamon rolls, from the most famous original cinnamon rolls to a variety of artisan flavours. The shop is located in Pittsburgh, PA and ships fresh rolls anywhere in the Pittsburgh area.

Focusing on the features of the specialties of Bun Bun Bake Shop, the homepage is a photo of the most popular cinnamon roll maximized in size and the 'shop now' button positioned in the centre of the canvas to draw attention, which not only is very eye-catching and could attract people's eye, but also could strengthen buyers memory on the website.

In terms of the overall feeling of the site, to keep it simple and clean is one of the most important parts. The purpose is to provide the feeling of high quality, minimalism, efficiency. While keeping the minimalism, I use 2 main colours besides black and white - #f2efea and #f534a4. Both colours are derived from the colour of cinnamon, which is the speciality of Bun Bun Bake Shop. There's also white text box on top of the photo to highlight that they ship fresh rolls anywhere in the Pittsburgh area.

While designing, I was thinking to help users navigate better, the website should be easy to understand, and aligned with common patterns. The most important elements should be attracting people's eyes so that they can grasp the information, that's why on the home page, I put the 'shop now button' in the centre of the screen. Another goal is flexibility - people always want to make changes, so that's why I added the function to change count and change glazing in the cart reviewing page. A third goal is to make things look nice, everybody like pretty stuff, looking at pretty web make them feel happy so that they would like to spend more time on the page.

Overall, the design of the prototype aims not only on the aesthetic aspect, but also on conveying their specialities of products.

Homepage

code reference: https://colorlib.com - [theorder-The Greatest Law Firm You Can Trust]