

**05-430 PUI**

# **Html & CSS Prototype and Reflection**

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# Heuristic Evaluation

## Change 1



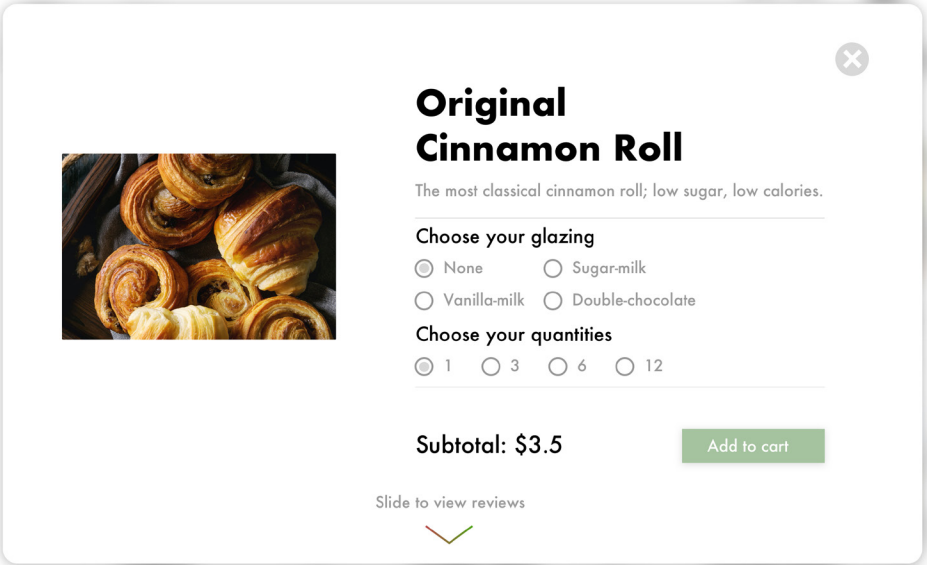
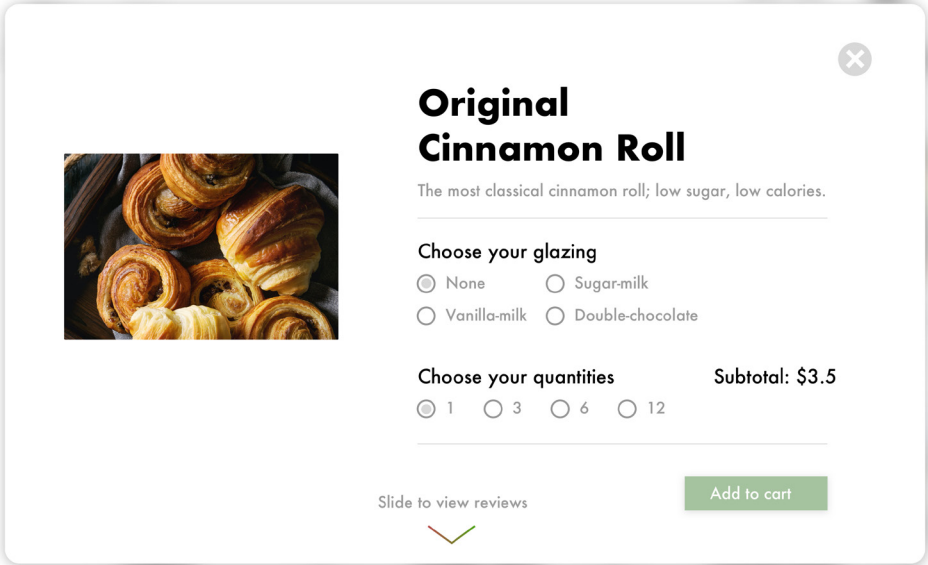
### The order of the content

There are two changes I made to this page: the order of the content and the addition of a map.

The order of the content: I moved the “type the address” below choosing the address. This is because the users will only type when they cannot find the address they want from the list. That’s why it is necessary to move the address list to the top. In addition, I also added a map beside the address list, which the pins shows the locations of the stores listed on the left. Some users may find it is hard to imagine the location based on words, so a visualization of the address (the map) may help them locate the store more easily.

# Heuristic Evaluation

## Change 2

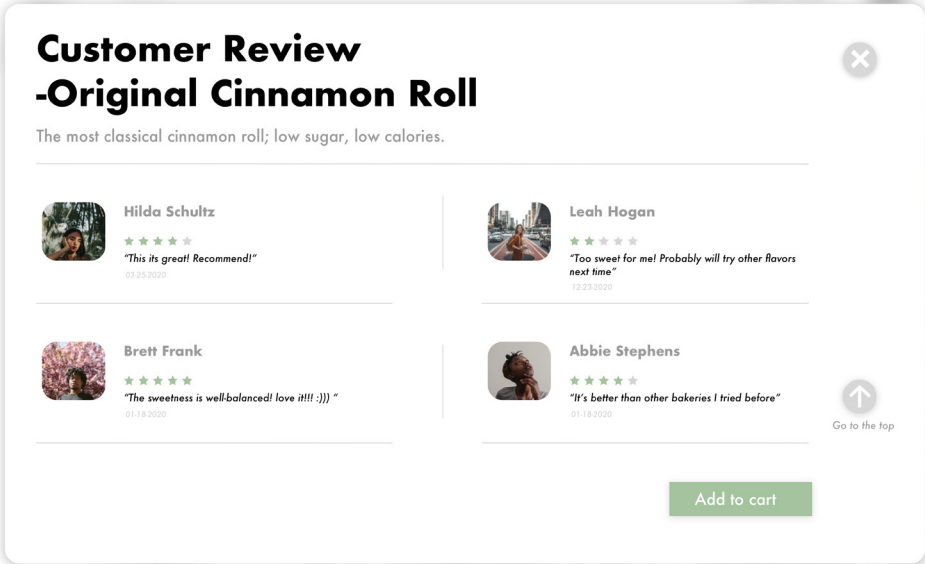


### The position of "Subtotal"

I moved the position of "Subtotal" to a place near the "Add to cart" button. In my previous version, I put the "Subtotal" near the "quantity", which might confuse the user: whether it is the subtotal of the quantity or the price? By moving it down, the users will not only be less likely to be confused, but will pay attention to the subtotal price more easily.

# Heuristic Evaluation

## Change 3



### "Add to cart" at the bottom

Inspired by Amazon.com, a "add to cart" button at the end of the customer review page will make the user no longer need to go back and purchase it. They can choose to buy it immediately after they browse the customer reviews.

# Challenges I faced



## Challenge 1

It's my first time using HTML and CSS to code a website, so I'm very slow in terms of structuring my code and implementing some features. In order to overcome these problems, I chose to look at the sample code on CodeAcademy and W3school to look for the information I want.

## Challenge 2

Coding the website is very different from doing it on Sketch or Invision in terms of attention to details. This is because while I was coding it, I need to specify every detail such as the distance between the box to its original place, the radius of the round angle and so on. However, while I was designing the website on Sketch, I could just slide the bar to give some feature an arbitrary. Although coding the website was much slower, it made me realize more details that I missed before.

## Challenge 3

Another big challenge I faced while implementing is considering the change of the window size. While I shrink the window of the web browser, some elements would overflow from their original box or not in the position they should be. As the browser size may be very different on different devices, and users always adjust their browser size, the website needs to be designed to cater to all of the sizes in order to present the important content on the website. In order to solve that, I changed a lot of the variables to percentage instead of a fixed number. For example, a box should be 40% from the left instead of 100px from the left. In this way, while the users shrink or enlarge the window, the box will always remain in their field of vision.

# Branding & Design

## *BUN BUN SHOP*

Bun Bun Shop is a company that specialized in making cinnamon rolls of different kinds. Different from other bakeries, Bun Bun Shop only focuses on one product instead of a variety of product, which makes them especially reputable for cinnamon rolls. Simple things done well. That's what this company is aiming for.

# 1

### Color Choice

Due to the company's celebration of simplicity and excellence, it is better to choose a color scheme that matches such mission. Therefore, as a designer, I mainly used white, black and gray with highlight colors of grass green and its complementary color red. This color scheme will not only make the webpage neat and visually pleasing, but also preventing it from being too boring because of the use of highlight colors.

# 3

### Home page: not only show the product, but also show the process

Another thing that I want to convey through my design is the company's passion for the things they are doing. Therefore, on the home page, instead of showing the final product, I chose a picture that shows the process behind the scene. This will not only tell the customer that they treat every product carefully, but will also show their passion and confidence towards their product. Therefore, the customers will more likely to form an emotional connection with this company because of value beyond its products.

# 2

### The use of floating window instead of a new page

Floating window is a window that adds on top of the previous window. The advantage of using floating window instead of a new page will make the whole webpage appear more integrated and efficient to use. Floating window is especially suitable for a page that doesn't have much content but has a strong logical connection with the previous page. In my design, I use floating window for the product detail page. Unlike Amazon or other shopping webpage where they sell a variety of products, Bun Bun Shop only focuses on making cinnamon rolls. Because of the simple nature of this company, a floating window will be more suitable and efficient for the users to go back and forth.