**Heuristic Evaluation: Jessica Kwon**

H2-1 Visibility of System Status
- All pages - When the user lands on the different pages of "Home", "About", and "Rolls", there is a change in color and added underlining in the navigation bar to clearly indicate which page the user is currently on. This feedback is provided immediately, which makes navigating around the website easy for the user.
- Product Detail page - In addition, the "Rolls > Blackberry Cinnamon Bun" part on the product browsing page clearly informs the user of his/ her current state. However, the navigation bar doesn't indicate that the user is on the "Rolls" page when he/ she is on the product browsing screen.
- Product Detail page - When the user clicks on "Add to Cart", there is immediate confirmation that the item has been added to the cart.

H2-2 Match Between System and Real World
- All pages - The button labels and texts are all written in the users' language, and there wasn't any confusion when navigating through the different pages of the website.
- Product Detail page - The popup window after the user adds an item to his/ her cart includes all details on the customer's selections, which allows the user to easily understand and check what has been added to the cart.
- About page - Users might expect to find information about the store's location and operating hours in the "About" page or "Contact Us" section, which is currently missing.

H2-3 User Control and Freedom
- View Cart page - On the "View Cart" page, there are options to edit or remove items in the cart, allowing the user to make changes to his/ her order easily.

H2-4 Consistency and Standards
- All pages - The layout of all the different screens are consistent, which makes it faster for users to find things or familiarize themselves with the website.
- Product Browsing page - The page to order cinnamon rolls is labeled as "Rolls" in the navigation bar, which might imply that it is simply a list or menu of the bake shop's items. Thus, customers might not know that they can order cinnamon rolls directly from the site.

H2-8 Aesthetic and Minimalist Design
- All pages - Overall, the design is very clean and concise. The colors are also well selected and complement each other well.

**Heuristic Evaluation: Yuqian Li**

H2-1 Visibility of System Status
- All pages - There is no clear indication of what page the user is currently on, which can be a bit confusing when he/ she is navigating through all the different pages.

H2-2 Match Between System and Real World
- Product Detail page - There are reviews from other customers at the bottom of the product detail page, allowing new customers to obtain honest opinion from other customers.
- All pages - All the labels and texts are written in language that can be easily understood by the user.

H2-3 User Control and Freedom
- Product Detail page - When the user lands on the product detail page, there is a back button to return to the product browsing page.

H2-4 Consistency and Standards
- All pages - The layout of all the different screens are consistent with the same navigation bar, font, and color scheme. This makes the entire website cohesive and easy to navigate around.
- New Arrival page - Many of the images on the new arrivals page aren't vertically aligned and there is one "Shop now" link that doesn't include ">>>", which all the other ones have.
- Product Browsing page - The filtering feature on the product browsing page follows a common design pattern/ standard, which is helpful for the user.

H2-8 Aesthetic and Minimalist Design
- All pages - The design is pretty simple and concise, especially the home page.
- New Arrival page - The new arrivals page might be a bit too cluttered with text and images. It's a bit confusing as to whether or not the different images and descriptions are all for one product or different products.

**Reflection**

Challenges
Since this was my first time coding with HTML and CSS, I struggled with getting the layout of my website right and syntax errors. I found it difficult to keep track of all the different <div> sections on HTML and use CSS for each tag's placement on the pages. To overcome this challenge, I looked at multiple tutorials on W3Schools and kept trying different codes on CSS. While I was trying out different CSS codes and changing the ID and class attributes, I had to keep switching back and forth between the HTML and CSS files. Because of this, I often mixed up the syntax for the two languages and made minor errors on spacing, using = or :, and the use of quotation marks. These small errors were hard to detect and took me a while to find them while I was debugging.

Brand Identity
Through the simple and modern design of the website, I wanted customers to perceive Bun Bun Bake Shop as a cozy and hipster café. I envision Bun Bun Bake Shop to be an inviting café and bakery in which customers can come in to enjoy their cinnamon rolls while reading or doing work as well as take photos in the shop. To portray this brand identity, I followed a grid-like layout and consistent lines and rectangles to achieve a minimalistic design.