

Assignment 5 - Web HTML and CSS Prototypes

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Website

https://amittle.github.io/assignment5_pui/

Source Code

https://github.com/amittle/assignment5_pui/

Heuristic Evaluation

1. Heuristic #9: Help users recognize, diagnose, and recover from errors

In the drag and drop section of my build a box feature, there is currently no way to undo a drop action. From the step below, what if a user wanted to change the bun with chocolate glaze to have no glaze? There is currently no way to do that.



With the flavors this might be ok because three flavors are required and they could just drop another on top to replace it, but for the glazes there is no way to go from having a glaze to having no glaze. The simplest fix would be to add an undo button or to add 'no glaze' as a drag and drop option.



Fixed:

2. Heuristic #5: Error Prevention

With the drag and drop function, there could be an issue with overshooting the leftmost circle when trying to add a flavor to it. A way to mitigate this slightly would be to have an area around each drop field highlighted when a user is hovering with a drop item in such a way that it would land in that field. Having an undo button would also help here as it would help users not get stressed about writing over past selections accidentally.

3. Heuristic #10: Help and documentation

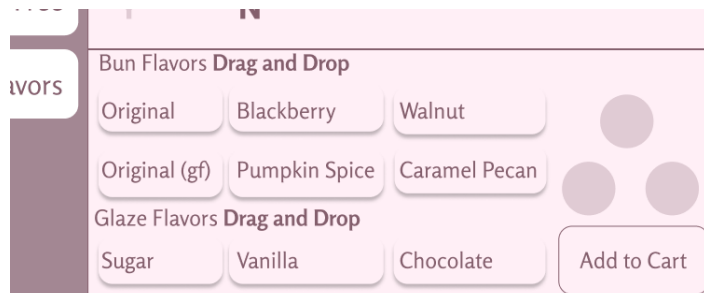
Since the box building process is not very standardized among websites selling similar products, it might be helpful to have a help button to explain the process. This could be as simple as an 'info' icon in the upper right corner of the build area shown in the screen below. When clicked on, it could explain that there are 3 steps, what they are, and show screenshots or multiple frames of how a user might complete each step.



Fixed:

4. Heuristic #7: Flexibility and Efficiency of use

For an experienced user, it might be helpful to allow for shortcuts in the drag and drop section.



If, unlike the above example, a user is creating a box of 12 rather than 3, it could get tedious if they want say 6 walnut and 6 pumpkin spice. Rather than dragging six of each flavor one by one, the interface could allow for shortcuts. I am not sure which shortcuts generalize across devices, but one is the 3-d touchpad functionality. As a user is dragging the walnut flavor to the first box, instead of releasing they could hard press the trackpad above the first slot instead of dropping the flavor. Then, the flavor would still be selected and they could continue this process of dragging and hard pressing instead of releasing. An example of this function in use is when moving a file down through multiple directories on a macbook. You drag to a folder and hard press without releasing, and then the folder you clicked opens and you can drop the file into another folder inside the first folder or keep seeking down for the correct location.

5. #6 Recognition rather than Recall

Currently there is no flavor description on the build page, so a user would have to go back to the home page and click the flavor they are curious about to see a description. On the build page, maybe a description can pop up when a user right clicks a flavor, or there can be a description of all the flavors available in the help documentation described previously.



Challenges

I struggled a lot with vertical positioning of text. I didn't understand why free text didn't line up vertically the same way as images or divs. To overcome this, I tried a lot of trial and error to find positions for text that looked right.

It worries me that the solutions I used to my positioning issues are inconsistent, because I feel like that will make it harder for me to integrate javascript later on so I will be looking for more efficient ways to address that.

I also had trouble validating my html file, but everything seems to work from the website. I couldn't figure out what all the output meant, and it seemed like some of the caught errors were things that did not affect the functionality of the html.

Brand Identity

The shopping experience of the website is an opportunity to set BunBun Bake Shop apart from competitors. Since it is a smaller, more local company, I wanted to go about this by creating a shopping experience that is highly personalizable and reminds users of being offered baked goods in someone's home. Local customers would want to use the website to purchase cinnamon buns from their local bakery. While this is the primary goal, the website can also offer users more information about the company and the Pittsburgh location.

During the design process, I sought to achieve personalization through the 'Build-a-BunBox' feature, and a homey feel through the soft and monotone aesthetic. The 'Build-a-BunBox' allows customers to fill a box with a variety of different flavors and glaze combinations by dragging and dropping selections. I chose to use a drag and drop interaction because the physicality mimics handling baked goods. The user could imagine that they are picking each bun and pouring the glaze on themselves. They need to feel like they are shopping for a baked good made with love and for them, not just any mass produced online product.

I chose a monotone pink color palette to achieve a homey feel for the shopping experience. BunBun Bake Shop is a small local business, so shopping with them online should make you feel like you are being offered baked goods in someone's house. I perceive this color palette as friendly, warm, and inviting so it was perfect for achieving that impression.