

Homework 5: Write-up

Link to GitHub Repository: https://github.com/annie-c/PUI2020/tree/main/homework_5

Link to Website: https://annie-c.github.io/PUI2020/homework_5

Heuristic Evaluation

In my heuristic evaluation, the first thing I noticed in my website was the inconsistency between buttons. For most of the buttons or clickable items on my website, if a click takes the user to a different webpage, the button is often indicated by its beige and yellow background color. Otherwise, if the background color is white, it typically indicates that clicking the button will change something, but the user will remain on the same webpage. I later realized that the only button that wasn't consistent with these rules is the back to shop button when a user looks at the product details page. Therefore, I changed the background color of the button and also altered the size so that the back to shop button wasn't as prominent as the add to cart button, which is the more important button to click on in the product details page.

◀ Back to Shop

◀ Back to Shop

Original



Before

Original



After

One of the most popular items in our shop: the classic, original cinnamon roll. How can you go wrong?

Price: \$3.00

Glaze: ☒ None ☐ Sugar Milk ☐ Vanilla Milk ☐ Double Chocolate

Quantity:

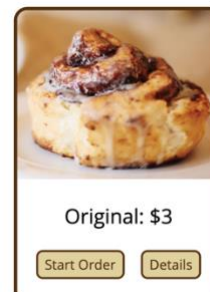
Add to Cart

Another user interface bug that I had encountered was related to standards. Specifically, on the products page, for each possible cinnamon roll, there was an option to add to cart and an option to look at details. Typically, the standard is that when the user adds something to cart, the user is aware of the options that are applied to the cinnamon roll and wants the products with the options to be added to cart immediately. However, there is no indication of the options immediately for the user, leaving the user possibly confused on what they are adding to cart. Therefore, the language “add to cart” was changed to “start order,” so that the user is aware that they are actually starting the ordering process and will be deciding their options of glaze and quantity as they please.

Before

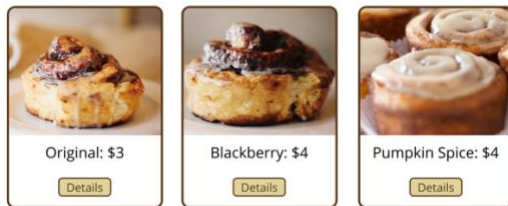


After

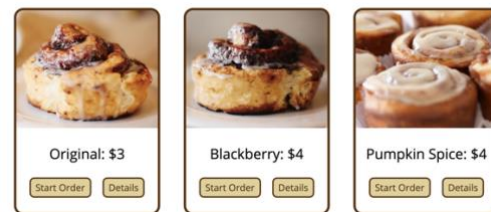


Lastly, another user interface bug that I fixed dealt with flexibility and efficiency of use. On the products page, there is already two buttons that accommodate for the new users to learn and possibly order cinnamon rolls and for the more familiar users who know what to order immediately. However, the option to start order, which is targeted towards more familiar users, is missing on the home page, where some of the popular products are listed for the user under the hero banner. Therefore, in case someone is super familiar with the popular products of the shop and wants to order them immediately on the home page, they may make an order on the home rather than clicking on details or the shop page.

Most Popular Products

*Before*

Most Popular Products

*After*

Challenges

I have had some familiarity with creating similar website from previous projects, so I was familiar with the actual HTML and CSS code behind this website. However, two of the biggest challenges for me were formatting and proper naming. In terms of formatting, since I was very particular with how I wanted certain things to be spaced out, it was very difficult to figure out the perfect spacing between specific elements without having the website looking unbalanced. For naming, since so many elements had classes to help with styling in the CSS code, it was hard to figure out how to properly name some of the classes. For example, I had to distinguish the styling of general info from the styling of product info with the class names “info” and “product-info.” There were also some bugs that resulted from messy code in the beginning, in case I accidentally forgot to change a class name or repeated some styling for a class twice without realizing it. Overall, most of my bugs were manageable to fix but definitely affected the time it took to work on this website.

Brand Identity and Design Choices

A lot of my design choices were aimed to give a sense of an actual bakery. For example, there was a lot of brown and beige because those are typically the colors a customer would see when they enter into a bakery. The website is also very simple to avoid as much unnecessary clutter or information as possible. I also included a lot of pictures of cinnamon rolls throughout the site to give a feeling of someone actually window shopping and glancing at all of the products. I aimed to have this website to be very similar to actually shopping in store so that all customers could have the same shopping experience whether it is at the physical location of the shop or at home, which is especially useful if a user is super busy or unable to go to the shop for any reason. This could also entice the user to utilize the website more for more accessible cinnamon rolls and make them feel more welcome.