

## ASSIGNMENT 3 - IMPLEMENT A WEBSITE

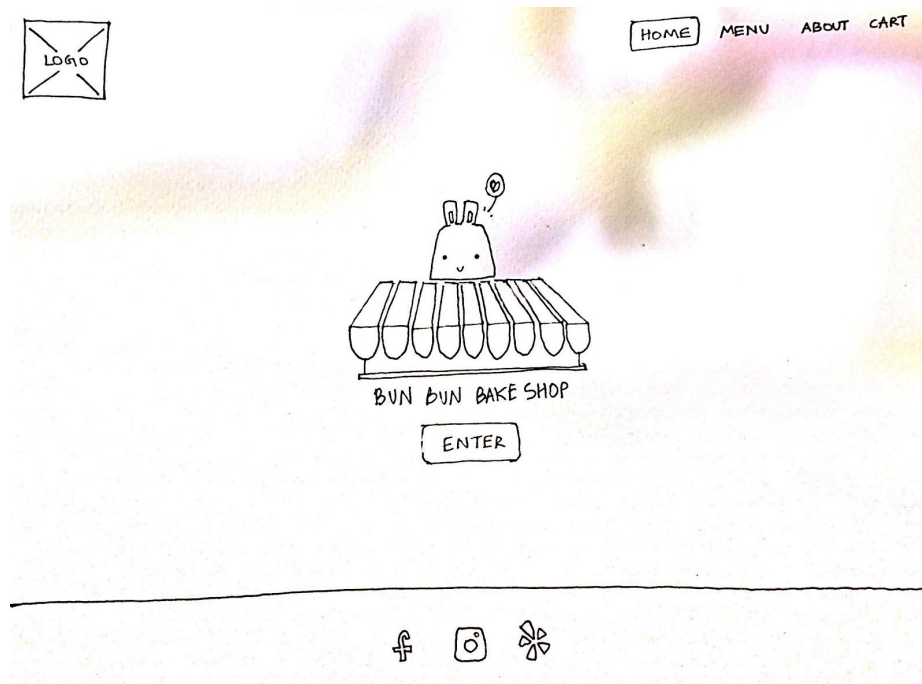
**Website:** <https://aroonm.github.io/SSUI-Homework-3/index.html>

**Github Repository:** <https://github.com/aroonm/SSUI-Homework-3>

**Note:** The website stores the 'number of items in cart' locally, to clear this data and set it back to 0, you can click the green, 'confirm checkout button' in checkout.html

### LOW FIDELITY ROUGH SKETCHES

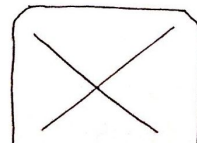
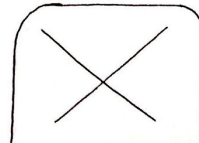
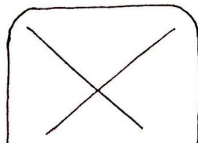
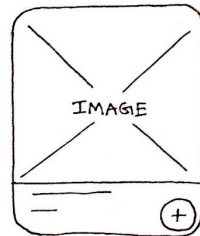
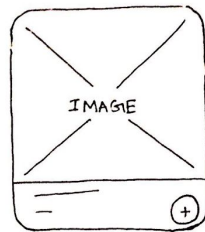
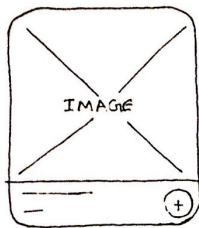
#### Screen 1: Home Page



## Screen 2: Item list (menu) page



HOME MENU ABOUT CART 0



## Screen 3: Checkout Page



HOME MENU ABOUT CART 2

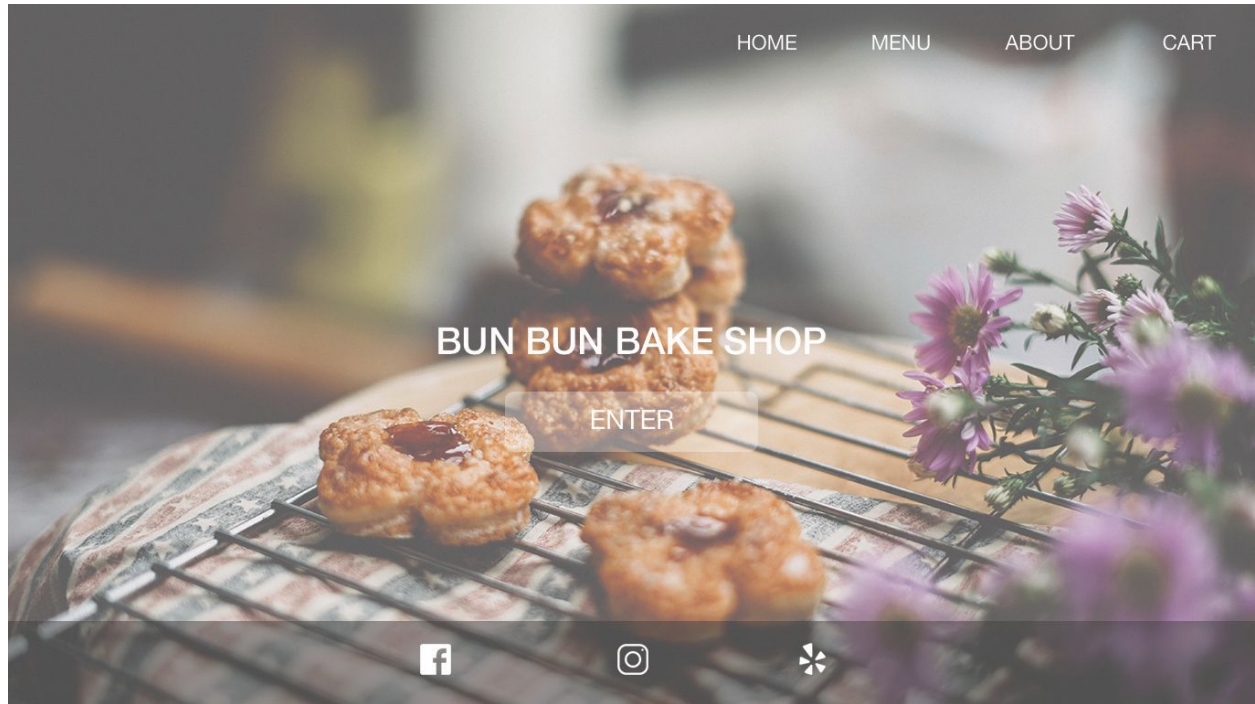
1	Item 1	\$ 1.55
2	Item 2	\$ 5.00
1	Item 3	\$ 1.00

CONFIRM CHECKOUT \$ 8.55

## HIGH FIDELITY ROUGH SKETCHES

Link to Invision click through: <https://invis.io/HQDULGKV4>

### SCREEN 1: LANDING PAGE



## SCREEN 2: LIST OF AVAILABLE ITEMS



## SCREEN 3: ITEM DESCRIPTION IS AT THE BACK OF THE CARD



This is a recipe for  
classic, home-style  
cinnamon buns!





#### SCREEN 4: SCROLLING DOWN REVEALS MORE ITEMS, WITH 'BUY' OPTION



Birthday Cake

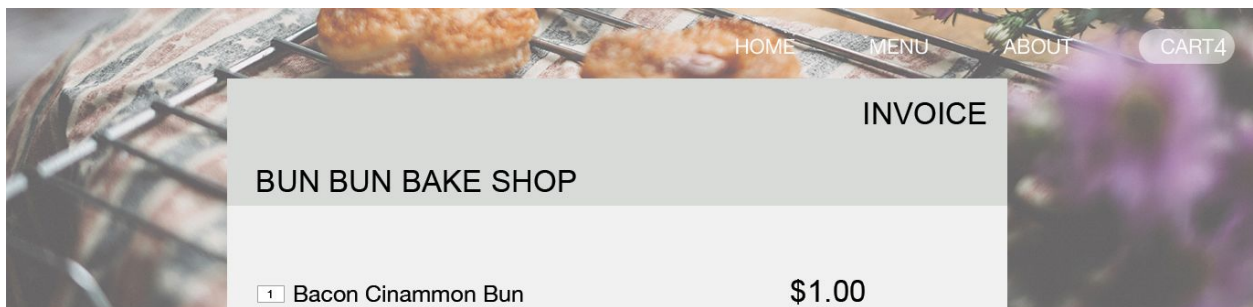


Bacon



Original Glaz..

#### SCREEN 5: CHECKOUT PAGE



##### BUN BUN BAKE SHOP

1	Bacon Cinammon Bun	\$1.00
2	Original Glazed	\$1.00
1	Birthday Cake	\$1.00

subtotal \$3.00

total \$3.00

confirm checkout \$3.00

The number field on the left of the item name can be used to specify the quantity per cinnamon bun required by the user. The field allows users to choose values ranging from 0 to 9.

## REFLECTION

### Challenges and Bugs Encountered

- **Code Reuse:** Designing the Bake Shop was a little tedious because we had 15 items with separate (agonizingly similar) HTML blocks. I initially considered hacking together a simple PHP backend but I eventually used Javascript to generate the HTML.
- **Loading Issues:** Large images take a longer time to load than the rest of the page. This is particularly evident in menu.html. Perhaps a caching mechanic would solve this problem. From a design point of view, maybe images could be optimised to be smaller in size.

### Brand Identity of Client

Within a six-month period in 2016, Instagram grew its daily user count by 100 million users. Now with more than 600 million active users, Instagram provides a great opportunity for businesses, through advertising.

Also, around 60% of Instagram users are between the ages of 18 and 30. Since, the cafe is opening in Pittsburgh with large samples of the above mentioned demographic (university students), it made a lot of sense to leverage Instagram.

The cafe was designed to be “Instagrammable”. The idea was to design the cafe to encourage students to come, not only for the amazing, delicious cinnamon buns but also to take beautiful photographs they could share with their friends through Instagram. One idea was to give the cafe a ‘kawaii’ or a cute vibe but because of limited scope and lifetime value (learnt via competitive analysis of cafes including [Kung Wu](#), [Taiyaki NYC](#), [Sweet Moment](#), etc.) we went with a more rustic, vintage, parisian theme (potential competitors: [Maman French Bakery NYC](#)).

## ADDITIONAL FEATURES

- **Memory:** Although we did not need to build a backend to give our website some sort of memory, I stored saved some data including ‘number of items in cart’ in the browser (locally) so that these values could be used across the website, and even if the website had to be closed and reopened.
- **Code Reuse:** Building the Bake Shop is a little tedious because there are 15 items in the menu and copy pasting blocks of HTML code changing only image sources, item titles, etc. is tedious and hard to read and access. To avoid this problem, I wrote a JavaScript function to generate the HTML code. What it does is it runs a loop and automatically populates the HTML blocks (inner HTMLs) as per the requirements.

Although I left the HTML for the menu as is, I implemented this in the checkout page. The items in the receipt are all populated using this function. (Refer `<table>` in `checkout.html/checkout.js`)

- **Email:** In the about page, added functionality for users to send emails to the bake shop's customer service.
- **Animation:** I animated the 'Enter' button on the landing page to shake a little bit, hopefully drawing attention to the users. Thought this could be useful, because this button directs users to the menu page where users can actually buy items. (refer: `animate.css`)
- **About Page:** Added an additional 'About Page', giving users a small introduction about the bake shop and also giving users the ability to email the shop's customer service.

## USING THE PAGE

- Using the 'Menu' option in the Navigation bar and the 'Enter' button, will take you from the landing page to the menu page with the list of all cinnamon buns
- Clicking the 'plus' button on each card will add that item to your cart (notice the number of items changing) in the navigation bar
- Clicking on the image on each card, gives you the item description
- In the checkout page (shop) you see your receipt that is generated using number of items in your cart. This value is pulled from your browser.
- **To test the website multiple times, you might want to click the 'confirm checkout' button (green bar in the checkout page). This clears previously stored data, essentially setting number of items in cart back to 0.**