

## PUI, Assignment 5 Reflection

### UI Bugs addressed

#### 1) Consistency for the term order



Free Shipping on orders over \$20!

**BUN BUN**  
Bake Shop

**ORDER** CONTACT ABOUT STORES

SHOP ALL

New  
Specials  
Holiday  
Promotion

DIETARY

Vegetarian  
Vegan  
Gluten Free  
Nut Free  
Soy Free

Original \$2.50

Blackberry \$2.50

Free Shipping on orders over \$20!

**ORDER** CONTACT ABOUT STORES

Consistency and Standards - I changed words across all the pages to use the word 'Order', this will help prevent any confusion between shop and order, when they are the same task for the user. I removed the word 'Shop' on pages as in my previous design to make sure this action says 'Order' and is clear for users.

#### 2) Error in selection of the Glaze



**ORIGINAL**

GLAZE

None  
 Sugar  
 Vanilla  
 Chocolate

QUANTITY

PRICE

\$2.50

**ADD TO CART**

In order to prevent the error and confusion of users being able to select all four glazes at the same time, I decided to change the box selection to a radio button option, which will only allow a user to exclusively choose one option.

### 3) Efficiency and consistency in footer



Previously the footer contained three links: home, about & contact. However, this did not match with all the pages offered in the top navigation bar. The home link could be the main welcome screen or the actual browse page. Instead I changed all the links in the footer to match the navigation to ensure the user was not confused about the pages. By including the same links in the footer, this will prevent the user from having to scroll up to the top again to go to another page, they can easily navigate to another page from the footer.

#### What challenges or bugs did you encounter in the process of implementation, and how did you overcome the challenges?

One of the challenges I faced when changing the glaze selection was deciding whether to specify to user to select only one glaze or letting them know that they could choose one glaze option for their bun. For simplicity, I decided to not include the text of only selecting one as the user will realize during selection that the button only allows for one selection.

Another challenge I faced with the consistency of the footer was making sure the user could identify that these words could be clicked to navigate to another page within the website, just the same as any of the pages on the top. I decided to follow the same order of the pages as on the top, as this site only has 4 main pages. Also by including enough padding around this section and using uppercase letters, this should help better signal to the user that this part of the footer can be clicked and used as navigation.

#### How is the brand identity of your client reflected through your design choices? What kind of look and feel did you design for them and why?

The brand identity behind the design of the website is trying to re-create the warm and inviting feeling of shopping at a bakery. The pre-index page gives the user a tempting mouth-watering image and entices them to enter the online store to shop when they click the order-now button. The home page has two main banners with inviting images and short phrases over the top to help portray brand's image and main qualities which are using natural ingredients and fresh fruit. This allows the user to better understand what Bun Bun Bake Shop stands behind before proceeding to the browse page.

All images have a soft muted feeling to avoid anything shocking or jumping out too strongly, to align with the website having a warm and soft feeling, almost a parallel to the warm, soft and heart-warming buns.

The color scheme of the entire website is centred around the main color of the soft salmon pink logo, with a few complementary tones of pink in some of the headings and sub-headings. The footer also ties in with the logo by using the same soft pink color scheme. The idea was to keep a minimal color scheme and only using warm tones of pink, soft greys and black and white. The background was kept white for a fresh modern feel and to allow better visibility when viewing images of the buns itself.