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05-430 Section D
Homework 5

Heuristic Evaluation

When conducting my heuristic evaluation of my previous prototype, I was able to identify a number of user interface bugs, including issues with user control & freedom, aesthetic & minimal design, and flexibility & efficiency of use. The first bug was with user control & freedom, when users add something to the cart on the product description page. In my current design, once the user clicks "add to order" a pop up window appears in the top right, near the cart symbol in the navigation bar. However, if the order is a mistake, the only way to undo the mistake is to leave the product description page, and remove the product on the check out page. In order to fix the issue, I added an X button to remove the order directly from the pop up without having to leave the page, giving users the freedom to undo mistakes when needed.
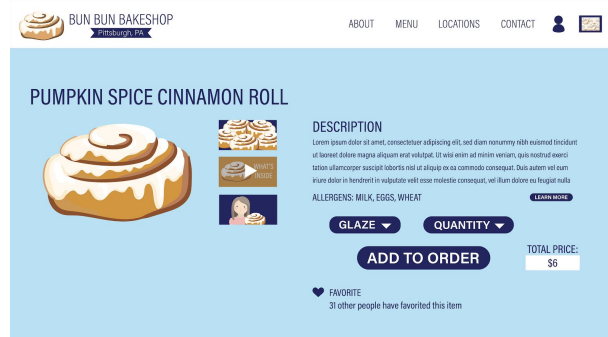
The second user interface bug was with an aesthetic & minimal design. Overall, I felt that I created good information hierarchy with minimal home and browsing pages, but the product description page could be simplified and contains a bit too much information. While I think the short description and allergens are important information to keep on the page, the extra tabs of information (ingredients, nutrition, and reviews) could all be hidden under a "learn more" drop down menu or link to a secondary page. To fix this issue, I removed the tabs of information on the bottom left, replacing them with a simple "learn more" link that would bring you to a second page with this extra information.
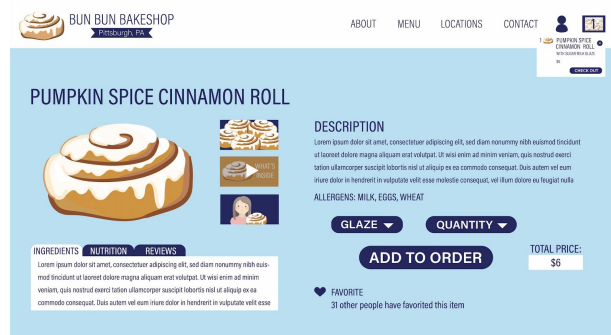
The third bug was with flexibility & efficiency of use. In my interactive InVision prototype, the user can't edit glaze options from the product description page after choosing quantity. If the user wanted to edit the glaze, they would have had to do so in their cart. In order to fix this issue, I redesigned both buttons to be active even after making a selection, so that users can go back and edit either choice before adding to their order. This improves the flexibility of the website for users, as well as improves the efficiency of the check out process so that they don't have to go to the check out page in order to edit their choices.

Challenges

Overall, this assignment was extremely challenging for me because I had no prior knowledge of or experience with HTML, CSS, or GitHub. When implementing my design, I struggled not only with the actual programming - remembering or learning the syntax of HTML & CSS - but also the new way of problem solving needed to program. For example, when I was implementing my product description page, it took me a lot of different attempts to structure the page so that everything was positioned how I had designed it. To overcome this challenge I just had to use trial and error, trying out all of the different ideas I could come up with. As challenging as it was and as long as it took me to rewrite and rewrite code, this process really helped solidify my knowledge and understanding of what can be created with HTML & CSS. I also feel that it challenged me to really think about and understand what I was doing, and be creative in a way that I haven't been before.

For me, there was also a very big learning curve in terms of the actual programming, and understanding the syntax as well as knowing when to use what. These challenges were easier to overcome, as I was able to easily reference Codecademy and W3Schools for help with syntax. These resources were extremely helpful in that they explicitly told me what the code given was creating, and showed examples so I could learn both verbally and visually. Even after seeing example syntax on these sites, it still took a good amount of time on my part to understand it, then apply it and insert my data for my we

Brand Identity

When designing for the client, I wanted to create a bright and fun website that would be welcoming and enticing for customers, to help the client attract as many customers as possible. I used lots of bright colors, from the white and orange shades of the cinnamon roll images to the bright blue background. The contrast of colors help the images, which are the highlight of the home page, stand out and immediately catch users' eyes. I wanted to keep a simple and minimalistic design overall, so there's very little "extras" - just bright, clear images that speak for themselves. There's also no extras in terms of layout aspects - just the important text, images, and functions. I designed it this way so that users can quickly and easily order without being hindered or distracted by unnecessary elements.

It was important for me to create a website that felt inviting, so that users would have the most positive experience with the website possible. In order to do so, I used enlarged images of the product so that once customers arrive at the home page they are immediately drawn in by the images. They are then brought to the menu page, where they can browse all of the images in a clear and enticing way, which I felt was important for the client to portray.

Conclusion

Overall, this assignment was definitely challenging, but I felt that it really pushed me in a positive way to do something that I have never done before and take chances, even if it meant failing from time to time. Having completed the assignment however, I am extremely proud of what I have accomplished and being able to say that I wrote my own code from start to finish.