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PUI Assignment 5

# Reflection

Link to website: https://caropang.github.io/homework_5/
Link to source code: https://github.com/caropang/homework_5

This assignment was the first attempt at translating the high fidelity prototypes from previous iterations into working a HTML and CSS prototype. Before diving into the actual code, I stepped back and did a heuristic evaluation on the previous design. Using Nielsen's 10 Usability Heuristics for UI design, I went back to the high fidelity prototype to identify any errors. One of the errors I identified was related to user freedom and control. For example, I realized that including back buttons within the page would make it easier and more seamless for the users to confidently navigate to previous pages without having to use the browser back button. I implemented this on the product page with a labeled "Back to Menu" button. Another problem I found in my last design fell under the category of recognition rather than recall. I noticed that I didn't have the price of the cinnamon rolls listed on the product details page, so users would have to remember the pricing listed on the menu when placing their orders. To correct this, I added the price next to the product name in my prototype. In the future, an even better solution may be to dynamically update the listed price based on the quantity of cinnamon rolls selected, so that the user does not have to manually compute the total price. I also identified other heuristic errors outside of the scope of my current HTML and CSS prototype. This included things like being able to edit cart items and being able to navigate outside of the cart once the user had opened it. Another error I noticed in my high fidelity prototype was that there weren't any clear affordances that users had to select a cinnamon roll quantity and glazing before adding it to their cart. In a future iteration, I would grey out the add to cart button and make it unclickable until all of the user input had been entered. This falls under the categories of visibility of system status and error prevention.

During the implementation, I ran into a few small roadblocks in terms of getting text to overlap with images and overall aligning objects in the desired manner. For smaller issues, I used online resources to help figure out where I was going wrong. For example, when I was trying to center a page title, I was using "margin: auto" in the CSS to center it and didn't understand why it wasn't working. After consulting the internet, I realized that I should have been using "text-align: center" instead since it was a text element. One larger issue I faced was with making the page header and having the elements move in the correct manner when the page was resizing. I couldn't figure out a good strategy, so I looked into the source code of different websites which exhibited this behavior to get more insight. I realized that making my code more modular would allow me to have better control over the positioning of the elements, and was able to properly implement a responsive header afterwards.

Given that the client of this website is a cinnamon roll bakery, I wanted to create a website that was soft, warm, and aesthetically pleasing to match the brand identity of the business. I drew inspiration from elements of cinnamon rolls in order to best highlight their product. For example, I used warm accent colors throughout the design such as yellows, oranges, and browns to elicit the feeling of warm baked goods. These colors also complimented

the hues of the cinnamon rolls to create a cohesive look throughout the website. Additionally, I used rounded edges on most buttons and image elements to replicate the roundedness and softness of the cinnamon rolls. The typeface I chose for the website was a serif font that also has more rounded features when compared to classic serif fonts such as Arial or Helvetica. For the remaining design of the website, I aimed to make the interface fairly minimalistic in order to capture a sense of cleanliness and order. Additionally, because they only sell one product, the simplicity of the design is unimposing and mirrors the simplicity of options that the user has. The design also features many places where the bakery can express their brand identity through text. There is a small about us section on the home page which can be used to