Corey Emery

05-430: Programming Usable Interfaces

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Homework 5: HTML/CSS Implementation Reflection

**Bugs and Challenges**

The main challenge I faced in implementing my prototypes was in dealing with images. The source I retrieved these from is for professional photographers to release images as open source, and they all have a very high resolution. This means that when I important them as an img tag, they are usually many times the size of my screen, and thus require scaling and resizing. Through the process of searching the web (*mainly documentations and stack-overflow for help*), many of the methods suggested caused unanticipated consequences (for example, one method would scale the image but change the size of the div around it). This was extremely frustrating and time consuming. I eventually overcame this by starting from scratch (I actually deleted the main content area of my homepage) and tried to keep things simple: I created a div with a fixed size and fit the image to that, which worked very nicely for the purposes of this static website.

Another challenge was finding that the fonts I used in my prototype were not available as open source on google, so I had to find new fonts to work with. This involved mainly trial and error, and luckily the serif font I found was very close to what I had used, and the sans-serif (though it didn’t have as many weight variations as I was able to use in my prototypes) was able to create a similar feeling and look overall.

The last major challenge was accounting for time and losing efficiency by having to continuously look back and forth between my CSS and HTML files. In the future, having multiple screens would help as I could have both files open in front of me at the same time. Also, organizing my CSS file better from the start would help with letting me more efficiently search the file.

**Brand Identity**

As I imagined it, the Bun Bun Bake Shop is a bakery that is aiming at a customer base that ranges from the younger, teenage and college-aged population, as well as more established adults, so it’s look and feel had to be both trendy and mature. I establish that through the use of more natural, fall/earthy tones (which can contribute to a more mature feeling) as well as bright accent colors, many photos, and a prominent social media feature on the homepage to help connect with younger users.

The color scheme I used is also meant to be suggestive of a cinnamon bun (the base tones look like the dark cinnamon of the roll and the off-white icing). This will help communicate the brand and the product to the user.

In terms of an add to cart interface, I chose a more visual layout for selecting options rather than a tabular or list layout. That way, it would be intuitive for many users to interact with and also attract and maintain users’ attention while they are browsing the product.

The brand overall is meant to scream something fun, delicious, and welcoming, and many of my design choices (especially in pages that I did not implement from my prototype) are meant to convey. An about us page aims to create a personal connection to the users, and the contact page is intended to remove the regular barriers to communication that an impersonal interaction (such as using a computer) can often create.