

Heuristic Evaluation

Using Nielsen's heuristic, I performed a heuristic evaluation on my previous design on Figma, and I was able to identify three main issues.

1. The first issue had to do with the multiple images on the product description page. Originally, I had it so that the user would be able to click through 3 or more different images of the cinnamon bun. However, after carefully looking at the design and also having some of my friends look over the design, there was an issue of overloading the user with multiple of the same/very similar images. This violates Nielsen's aesthetic and minimalist design heuristic as it shows irrelevant/rarely needed information in the form of extra images that simply diminishes the relevance of the first primary image of the cinnamon bun that the bakery wants to highlight. I decided that it would be best to remove the multiple of the same/very similar images and just show one image of the cinnamon bun as to not distract or confuse the users. By eliminating the multiple images and buttons that indicate switching between images, it made the product description section much cleaner.



2. The second issue I identified was the button that appeared on both the home screen as well as the product description page. In the previous design, I had it so that there were buttons for "Order Online", "Add to Cart" and "Add. Info". The buttons all had a pink background and white text but the issue I noticed was that the button on the home screen – the "Order Online" button was a rounded rectangle button while the other two buttons on the product description page – "Add to Cart" and "Add. Info" – are complete rectangles without any rounded edges. This violated the consistency and standards heuristic as the buttons were nearly identical except for the slight difference in roundness which makes it inconsistent with the rest of the buttons throughout the page. This issue was fixed by making all the buttons into identical ones as to keep the consistency throughout the entire page.



3. The third issue I identified was also on the product description page, specifically the “Add to Cart” button. The issue was that the “Add to Cart” text did not exactly match the action that the users needed to perform, especially in relation to the icon which was a shopping bag on the top right of the website. The purpose of the shopping bag was to make the users consistently aware that they can check what is in their bag at all times. I noticed that the wording, “Cart” did not match the desired action of putting items into the “Bag” as indicated by the shopping bag icon. This issue violated the match between system and real-world heuristic since the more natural and familiar way is to consistently put the items into a bag or consistently put the items in to c art. The solution for this issue was to edit the wording to “Add to Bag” so that it better matched the real-world convention of putting things into a bag as indicated by the bag icon as well.



Challenges

I ran into quite a bit of challenges and bugs during the process of implementation. I feel like I didn't know the meaning of trial and error before this assignment. I think one of the biggest challenges I encountered in the process of implementation were spacing issues, so things like spacing out elements were an extremely frustrating process where I felt like I was missing an entirely easier way to do it. One of the most difficult parts that I worked on was the choices offered in the product description page. The placement of the quantity, price and radio buttons were really frustrating and difficult to do because I was struggling to keep track of what the parent vs. child element encompassed. In order to overcome these challenges, I relied heavily on online sources – especially w3schools, css-tricks and numerous YouTube videos. I found it both helpful and encouraging to see others go through and explain their process of implementing similar features when constructing their websites. For an example, learning about Flexbox on CSS-tricks really helped with the facilitation of processing my elements. Other things that helped me overcome the challenges were using Developer tools. I opened the file with live server and inspected the elements that were problematic/not as expected, and it helped me troubleshoot the issues I were having. It was definitely a challenging experience but the trial and error did help me slowly but surely get more confident.

Brand Identity

I identified the clients for BunBun Bake Shop to be Pittsburgh residents spanning across all age groups, based on the demographics of the neighborhood. Because of this, I wanted to create a very warm and inviting environment for those clients. Based on the limited menu, I assumed that BunBun Bake Shop is a small bakery that is friendly, homely and has a “next-door neighbor” energy of a small bakery which I wanted to highlight through my design choices. I chose to use warm shades of pink to elicit feelings of excitement and happiness from customers while keeping it cozy and inviting. I chose to keep the layout as minimalistic as possible so that it was easy and consistent for novice users, such as the older population to interact with. I wanted to keep with a three-column layout for this exact reason as well. In summary, I wanted this website to look and feel like a small bakery inside a website. I wanted the voice and tone of the website to be inviting, warm and cozy by using the right images, colors and wording. The ideal customer would be a customer who wants this friendly and inviting environment and the website would make their experience pleasant and encourage them to visit again whether that be in person or online.