Clair Sun
05-430: PUI Fall 2019
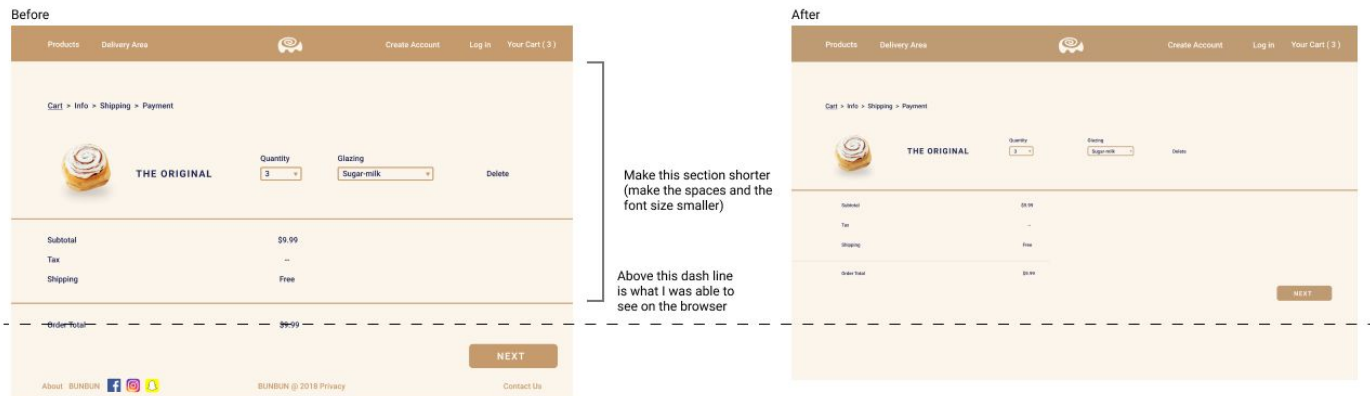
Part I: Heuristic Evaluation

1. **Visibility of System Status**: Some content and actionable items (buttons) are placed under the fold which can make users confused about what is going on at their first glance because they cannot see what action they should perform.


2. **Error Prevention:** During the checkout process, there are many pieces of information that are needed to be filled out. For information such as phone numbers, having a reference for the correct form may prevent users from making errors.
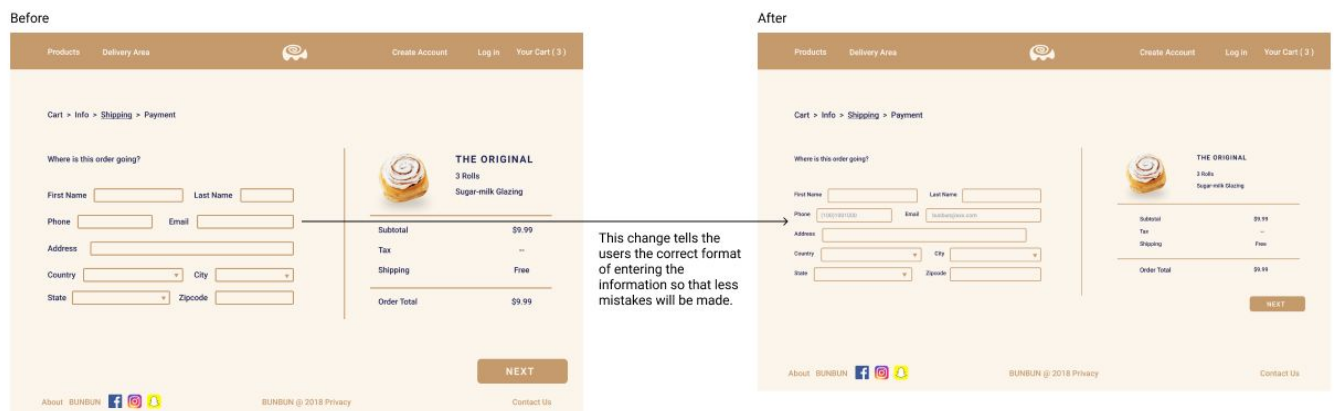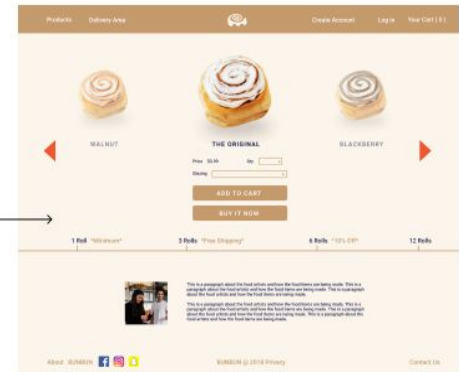

3. **Flexibility and Efficiency of Use:** On the main page, there is no way for users to "Buy It Now". After browsing other similar online shopping platforms, I realized that users should have this function as it is a fairly frequent shopping behavior.

Before
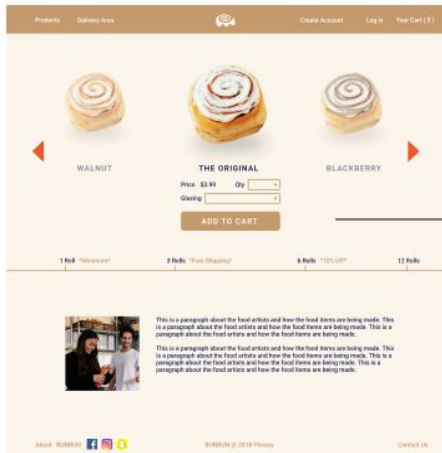
After

Add the "BUY IT NOW" button so that the users have the choice of directly checkout from the mainpage.

4. **Flexibility and Efficiency of Use:** On the product listing page, added the "Buy It Now" button for the same reason mentioned above. **Consistency and Standards**: On the product listing page, added the shopping tracker for overall consistency across the platform.
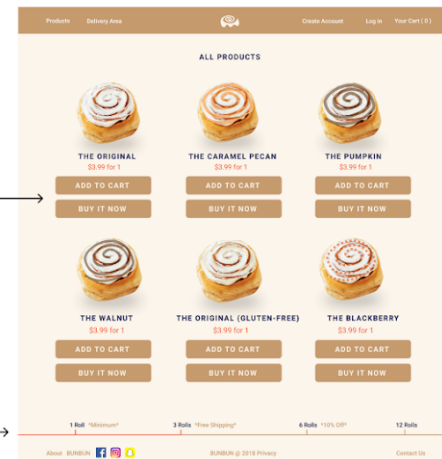
Before
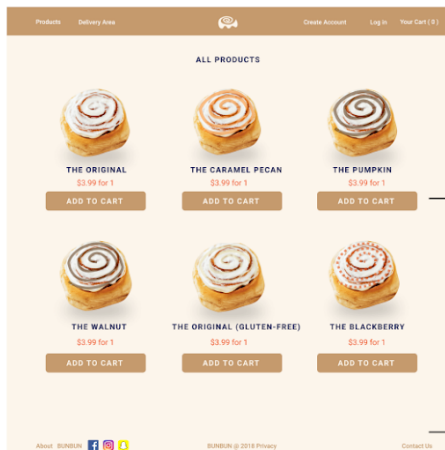
After

Add the "BUY IT NOW" button for a more convenient checkout experience

Add the shopping tracking line for consistency

Part II: Challenges and Bugs

- The first challenge I met was to understand from a general perspective about how to structure the layout. Before doing this implementation, I was used to designing in the "free" space where I like to put things wherever I think they look the best. However, during the implementation, I realized the grid is an important

thing to consider and build my design on top of it. It was initially challenging for me to change my mindset to the grid-based design.

- The second challenge is to figure out how "margin" and "padding" differ, and the meaning of "margin: auto" for different elements. At first, I was confused about the difference and always place the elements in the wrong location. I also struggled to understand when the two elements overlap or share the paddings and margins. So far, I have not overcome this challenge completely, however, I believe that more practices will help me understand the relationship between these elements better.
- The third challenge is to figure out how to group elements into classes that look the cleanest. When I review my code, I found there are definitely overlappings of similar classes. There are classes that can be grouped with one another because they share many similar properties. This makes my code looks long and untidy. Therefore, for the next time, I hope to start with a more structured mind and figure out how I want to group each element.

Part III: Brand Identity & Design Choices

As I mentioned in the previous assignment, I wanted to create a website where BunBun's image is being healthy, warm-hearted, and delicious. Therefore, when I make the color template, I chose majorly warm colors: Yellow and Orange. Moreover, I want customers to feel that BunBun is a place where they can choose from either doing an express shopping or a very detailed and informative shopping by looking at the introduction of how each Cinnamon roll is being made. Therefore, on the Home page, I have a paragraph introducing the owners, giving the customers a feeling of being close to the brand and know the owners in person. For each product, I also have the "How it is made" section to make customers believe that they have a very good understanding of the making process.