

1. Links

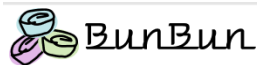
- a. Website: https://hopeful-khorana-b91448.netlify.app/homework_5/index.html
- b. Github Repo: <https://github.com/claracoo/PUI>

2. User interface Bugs

- a. #2 Match between system and the real world:

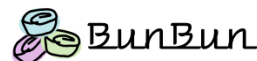
- i. Tabs usually start at the left hand side of the page and work their way right. By starting them in the middle of the page, it feels as if the user is half way through a book. This may work when all 3 tabs are down, but navigation allows different tabs to overlap each other in random assortments. This randomness of order also makes the system as a book feature fail because pages cannot interchange their position in a book with every turn. For this reason, the updated version either had to get rid of the tabbed experience or move these all the way to the left side of the page. I ended up doing both.

- ii. Before



- iii. After

Home Products Contact

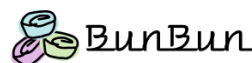


- b. #8 Aesthetic and minimalist design

- i. I wanted the website to feel like an old cookbook. Old cookbooks have very clean fonts and nice margins, but they are usually covered in the favorite recipes: splashes of unkempt color stain the page. I had wanted to replicate this idea with splashes of carefully placed fun colors, but this did not work out. I originally placed round and shapeless blobs of color behind headers and in buttons, but this did not look aesthetically pleasing. The blobs of color did not look carefully placed, and they took away from the actual colorful images of the cinnabons. For this reason, I refrained from such widespread use of these colors and reserved them only for spaces that better integrated them with the design.

- ii. Before

Home Products Contact



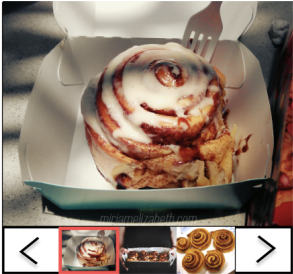
iii. After



c. #6 Error Prevention

- i. Originally, there is always a default glaze chosen for each cinnabon, which users are able to change to their liking, but this default can actually get in the way of making sure a user chooses a glaze. If the user does not see that they have to pick a glaze (which seems rather likely since I have never been able to choose my own glaze in a pastry shop in this way), they might automatically add to cart without considering at all what glaze they wanted, if they wanted one at all. Imagine the horror of having no glaze on one's cinnabon! This error can be prevented by having no default and only allowing the user to add the cinnabon to cart if they have chosen a glaze option. This error prevention is executed by greying out or disabling the “add to cart” button until the user has selected a glaze. In this way, the user cannot proceed at all if they have not consciously made the effort to decide how their cinnabon should be topped.

ii. Before



Original Cinnabon
★★★★★
\$4.00

Pick a Glaze

None ✓

Sugar Milk

Vanilla Milk

Double Chocolate

Add to Cart

Ingredients

ENRICHED FLOUR (BLEACHED WHEAT FLOUR, MALTED BARLEY FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID), BROWN SUGAR, WATER, MARGARINE [PARTIALLY HYDROGENATED SOYBEAN AND COTTONSEED OILS, LIQUID SOYBEAN OIL, WATER, SALT, MONO AND DIGLYCERIDES, SOY LECITHIN, WHEY SOLIDS, SODIUM BENZOATE (PRESERVATIVE), ARTIFICIAL FLAVOR, BETA CAROTENE, VITAMIN A PALMITATE ADDED], SUGAR, PARTIALLY HYDROGENATED VEGETABLE OIL (SOYBEAN, COTTONSEED), CINNAMON, EGGS, BUTTERMILK, YEAST, SALT, SOYBEAN OIL, HIGH FRUCTOSE CORN SYRUP, EGG WHITES WITH SODIUM LAURYL SULFATE, WHEY, MOLASSES, MODIFIED CORN STARCH.

iii. After



3. Challenges

The most intense challenges were CSS based. CSS feels very finicky and like there is not a proper way of handling what I want to see. I understand that all programming languages allow a programmer to achieve the same goals through very different means, but CSS feels as if to do the same thing 3 times, one must program differently in each case. To work around this challenge, I would program the smallest piece of what I was working on first. This bottom up approach seemed to work better because I could more easily isolate my problems. I also used the embedded CSS editor inside of the inspect console. This practice allowed me to see more immediate changes when the elements did not render as I expected. I also struggled with the radio buttons. I originally tried to build each individual button, such that they had border radii of fifty percent, and they would switch off which looked selected with some javascript code. This one feature was becoming especially time consuming. As suggested in class, I turned to the internet! By going through html documentation and examples on w3schools, I found that there was actually an internal way to deal with special kinds of input buttons.

4. Brand Identity

When doing the competitive analysis from homework 2B, I learned that oftentimes, the product should speak for itself. More than that, in this case, we want the users to be able to experience and get as much out of the page as possible. Unfortunately, the user is neither going to be able to smell, nor taste the product through the webpage, meaning that look is the next sensory experience that the user will be able to enjoy in an online environment. For both of these reasons, the background of the site is simple and minimalistic, putting the brand identity at “food first”. The “food first” model also caters to why the theme is black and white with dashes of color. Meant to mimic a cookbook, everything is black and white except the pictures. Cookbooks understand that their job is not to make the recipe look pretty, their job is to relay information on behalf of the enticing image at the top of the page. This dichotomy of color in the picture and no color on the rest of the page is how all cookbooks start, but with time and love, the cookbooks become messy. The more a recipe is used, the more of the recipe ends up plastered and stained on the page. For this reason, I added splashes of pink, blue, and green around the website to allude to the frosting present in many pastry shops. These splashes are kept mostly at the top to avoid breaking Nielsen’s eighth usability heuristic, aesthetic and minimalist design.