

HW 5

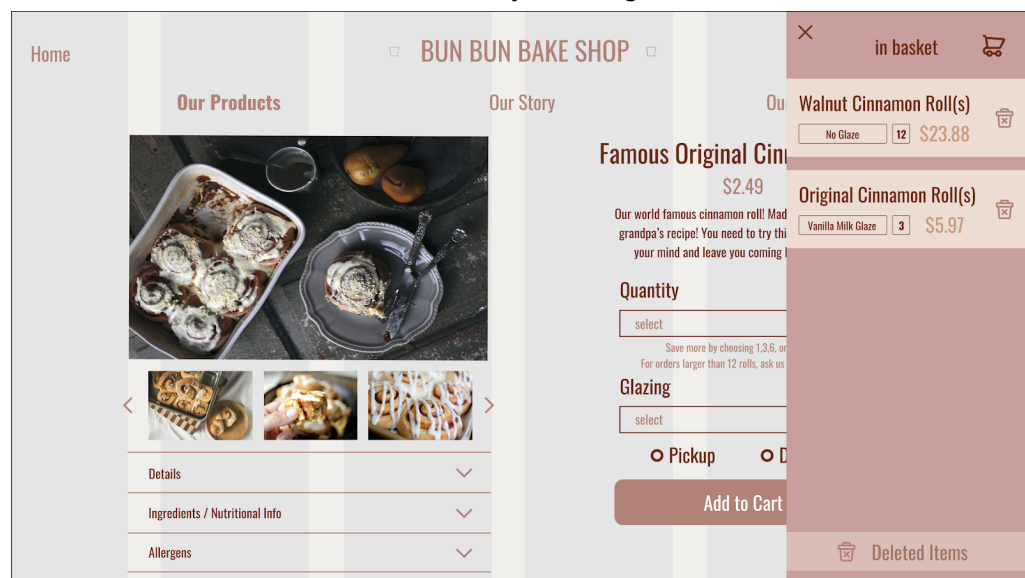
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HTML / CSS

Reflection

Discuss 3 to 5 user interface bugs you found in your heuristic evaluation. Be sure to include your design for fixing those bugs, annotated screenshots are ok.

- 1. Aesthetic and Minimalist Design + Consistency - on the product browsing page, the two tags for “best seller” and “seasonal only” stand out to me in a bad way. Need to revise for next iteration
 - ⇒ Imposed text over image to keep it cleaner (on final HTML)
- 2. Match between system and the real world - on product browsing page, “Add to Cart” is confusing. How many are you adding to cart? User doesn’t know.
 - ⇒ Changed text to “Add 1 to Cart” for clarity (on final HTML)
- 3. Recognition rather than recall - on product browsing page, famous original is noted to be their best seller, on the detail page, there is no mention of it being the best seller.
 - ⇒ added title to detail page (on final HTML)
- 4. User control and freedom - when basket overlay pops out from the side, there is no “Undo” button if you accidentally delete an order that you did want. I didn’t code it in HTML, but the annotated screenshot shows my re-design for this issue.



- ⇒ The website should save your deleted items in case you want to re-order ^

What challenges or bugs did you encounter in the process of implementation, and how did you overcome the challenges?

- Working with HTML and CSS was much harder than I expected. It took lots of Googling. I'm still trying to figure out how to use a grid system in HTML. For the first two pages, frankly, I cheated a bit. I used padding styles, margins, and line breaks to create the grid I wanted. For the detail page, my design is quite complex so I knew I had to learn some sort of grid. It's not perfect, but it uses a grid!
- Making sure all the images would show up was also a slight challenge. I didn't remember at first that you needed to add ".jpeg" at the end of the image name or that you needed a folder with all the images (on your local computer and on github). I eventually figured it out though.
- A lot of the interactions ended up getting lost in the HTML site. I didn't deal with overlays or many buttons (i.e. product detail page drop downs on the left don't work but the ones on the right do, they're just styled differently based on the base HTML and CSS).
- Figuring out the top navigation bar also took a long time. It was challenging to figure out how to keep everything inline. After several hours of playing around with ul's and div's I finally got something that looked like my original design.
- The main challenge was trying to get the HTML version to look as close to the Figma prototype as possible. That took lots of googling like "how to make a line html" and "css styling a button". But, it just took several hours to figure out, not the most challenging, just time-consuming.

How is the brand identity of your client reflected through your design choices? What kind of look and feel did you design for them and why?

- The brand identity of the client is a mom-and-pop shop. The design choices indicate to a user that this is an old-timey shop. They are not going for modern or flashy. They are into classic and timeless designs (and products). I believe that the stripes, neutral color, and the "Our Story" page all indicate a family-centered bakery.
- I designed this nostalgic look and feel for this shop because I wanted to incorporate a storyline for this bakery. So, I decided on a grandparent duo who started the bakery that their grandchildren are now managing. I felt this would give some character to the bakery. It also helped guide the decision of a neutral and muted color palette.
- As I discussed in my previous executive summary and design goals write-up, my intended target audience was moms and elderly customers. So, I designed what I imagined would be a good fit for the two demographics.

External Sites Used:

- <https://www.flickr.com/creativecommons/> for photos
- <https://www.w3schools.com/> for HTML and CSS support

Extra Work (also on the README.txt):

- Added a second detail page for Walnut flavor
- Added a third detail page for the Original (Gluten-Free) flavor