

Reflection

Website prototype: <https://danafrostig.github.io/assign5/index.html>

Github repository: <https://github.com/danafrostig/danafrostig.github.io/tree/master/assign5>

Part 1: Heuristic Evaluation

In reviewing my prototype for Bun Bun Bake Shop, I found that while the prototype did follow a couple usability heuristics for user interface design, it also had a couple features and lexical signals that needed to be improved upon. Overall, the prototype did follow the Aesthetic and Minimalist design heuristic; when creating the website prototype, I tried to stick to a simple design with a focus on the graphics of the cinnamon rolls and the calls to action for ordering delivery. The website pages are not too text heavy and neatly organized, ensuring that the user can find what they are looking for easily and quickly. There are also some elements of the Flexibility and Efficiency of Use heuristic, in that users have the option of adding rolls to their cart from either the menu page and the product details page (in case they wanted to get more information about the rolls before adding the product to their cart).

One of the bugs I found in my evaluation of the prototype, is that the website prototype lacked providing any information to the user of how their navigation got them to the page they were one (Visibility of System Status heuristic). Although users can access most pages from the navigation bar found on each page of the website, there are some pages, like the product details pages, that can only be accessed from other pages (the rolls menu page). I decided to add breadcrumbs at the top each page's content, right underneath the navigation bar to help users understand where they are and how they got there at all times (Fig. 1). The breadcrumbs are also clickable, so users can choose to go back a step either through the navigation bar or the breadcrumbs.

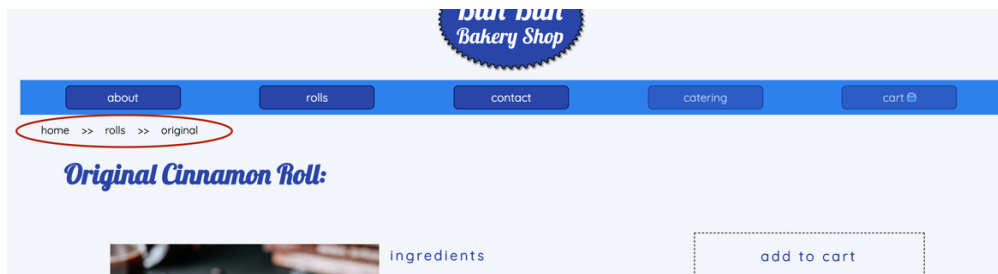


Fig. 1) Breadcrumbs

In showing my design to a friend, they had mentioned that the word “Menu” in the navigation bar (Fig. 2A) was a bit confusing to them – they were used to seeing the word “Menu” as a button to open the navigation menu for other websites, and it wasn’t until they clicked on the button that they realized it was a link to the Bun Bun Bakery Shop cinnamon roll menu. This became a clear violation of the Consistency and Standards heuristic. Most users will spend more time on other websites than this one, so using language that means something else on most websites would be confusing for potential users. I decided to change the word “Menu” to the word “Rolls” for the website navigation bar (Fig. 2B).



Fig. 2A) Old navigation bar from InVision prototype with menu button. Also, checkout button is in the center of the navigation bar, and the cart icon is separated from it to the right of the screen.



Fig. 2B) New navigation bar with rolls button instead of menu button, and checkout button changed to a cart button and moved to the right of the screen.

Another bug I found that also broke the Consistency and Standards heuristic was the formatting of the “Checkout” button and cart icon on my navigation bar (Fig. 2A). First, the use of different words, checkout and cart, for the same concept would make users feel unsure of what each element would lead to, so I changed all related elements to use the word “cart” consistently through-out the website. Also, I moved the cart button from the middle of the navbar to the right side of the page, as most websites place their cart icons in the top right corner of the webpage (Fig. 2B).

Lastly, I realized that in my prototype I had included store information, such as store hours, address, and phone number under the contact webpage, and that this could be violating the Match Between System and Real World heuristic. Some users would assume that this information would be found under the about webpage, not the contact webpage. I kept the store information under the contact page (incase users are looking to call the store directly or visit the store to ask any questions) but I also added this information to the about page as well (Fig. 3).

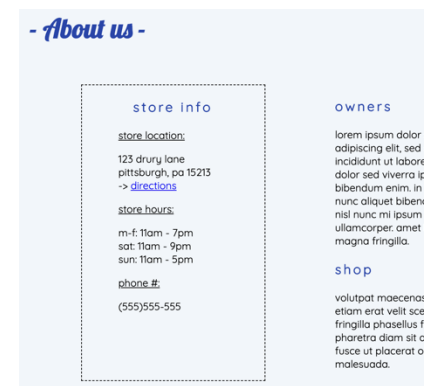


Fig. 3) Store information added to about page

Part 2: Challenges and Bugs

This project was my first time coding a full website from scratch using HTML and CSS, so I definitely ran into some challenges. My go-to resources for trying to figure out ways to solve these challenges were the w3schools HTML and CSS websites and Stackoverflow.

One of my first challenges was in creating the navigation bar at the top of each page. I wanted to get my navigation bar to be as close to the one I had created for my inversion prototype as possible. I knew that I was also going to be making changes to the content of the navigation bar and I wanted the styling to be able to still work regardless of the changes being made to the content. I found that I could use a flexbox for the navigation bar to evenly space the buttons on the navigation bar. It also gave me a container to give my navigation bar the blue background similar to my prototype.

Another challenge I had was in creating the grid for the product menu page. I needed a refresher on CSS styling for grids, so I went back to the CSS lesson on grids from Codecademy. I started with the code from the lesson and slowly started to change the specifications for certain elements until I had the grid I was picturing in my head for the webpage.

Lastly, when I was pleased with how my website was coming out, I validated my code with the HTML [validator](#) (from the assignment description). The main error I received from the validator is that button elements cannot be under the `<a>` HTML tag (I had linked the buttons to the appropriate webpages by putting them in a `<a href>` tag). I had to look up how to fix this error, and found (on Stackoverflow) that instead of linking the buttons under an `<a>` tag, I could wrap them in a `<form>` tag. ([Source](#)).

Part 3: Client Brand Identity

In designing my HTML and CSS prototypes for Bun Bun Bake Shop, I wanted to make sure their website was cohesive and minimalistic. At Bun Bun Bake Shop, the cinnamon rolls speak for themselves, so I wanted to keep the majority of the website simple and clean, so that users are drawn to the vivid graphics of the cinnamon rolls. Similarly to when I was designing the website prototype on Invision, my main goals for the design of the Bun Bun Bake Shop website were to make navigating the different webpages easy and intuitive, and having multiple ways of adding rolls to one's cart (depending on the type of shopper they are).

For the overall design and theme of the website, I thought carefully about the organization of the different displayed elements and the colors of the website. I chose a light gray color for the background, so that text and images could be seen clearly. For the website logo, navigation bar, and page titles, I selected various shades of blue to fit the clean theme of the website, and because blues are on the opposite end of the color spectrum from the orange/brown tones of the cinnamon rolls, so the colors on the website compliment the pictures of the cinnamon rolls well. To make the eye-catching call to action buttons, I actually used colors from a picture of a cinnamon roll. The light tan/brown colors of the call to action buttons not only match the desserts, but they also are bright and draw the viewers eyes towards them. I added borders to some of the content on the website (e.g. the add to cart dialogue box on the product details page and the store information box on the about page) to help organize and separate the content found on those pages.

For easy navigation, there is the logo and navigation bar at the top of every page. Clicking on the logo from any page takes the user back to the Bun Bun Bake Shop website homepage. For additional ease of navigation, I've added breadcrumbs to help the user understand the progress of their navigation through-out the different pages of the website.

To accommodate many different types of shoppers, there are several different ways that a user can add the cinnamon rolls of their choosing to their online shopping cart. For users who like to take their time and get more information about the products they are purchasing or who like to customize their orders, they can click on a roll flavor of their choosing from the rolls menu page, which will take them to the roll details page. The roll details page has ingredient and nutrition information about the roll, as well as glazing recommendations for that particular flavor. They can customize their order by selecting their order preferences in the add to cart dialogue box to the right of the roll details. For the faster shoppers who know what they want and just want to purchase as quickly as possible, there is a quick add button on the product details page of each roll page, as well as a way to add to cart directly from the rolls menu page.

Image Credits:

- Homepage image:
 - Nele Skrip: <https://unsplash.com/collections/6766315/cinnamon-roll>
- About page image:
 -
- Cinnamon roll images (Menu page and Product Details Pages):
 - Original roll:
 -
 - Gluten free roll:
 - Joseph Gonzalez: <https://unsplash.com/photos/AQSga3jii8A>
 - Pumpkin spice roll:
 - Mikael Stenberg: <https://unsplash.com/photos/QL9AkXhjJuA>
 - Walnut roll:
 - Nick Bratanek: <https://unsplash.com/photos/RBwli5VzJXo>
 - Caramel Pecan roll:
 - Sergia Arze: <https://unsplash.com/photos/wp3yOyh0xB4>
 - Blackberry roll:
 - Otto Norin: <https://unsplash.com/photos/uG3Vu5TXKxE>

Coding help sources:

- <https://www.codecademy.com/learn/learn-html>
- <https://www.codecademy.com/learn/learn-css>
- www.w3schools.com
- www.stackoverflow.com