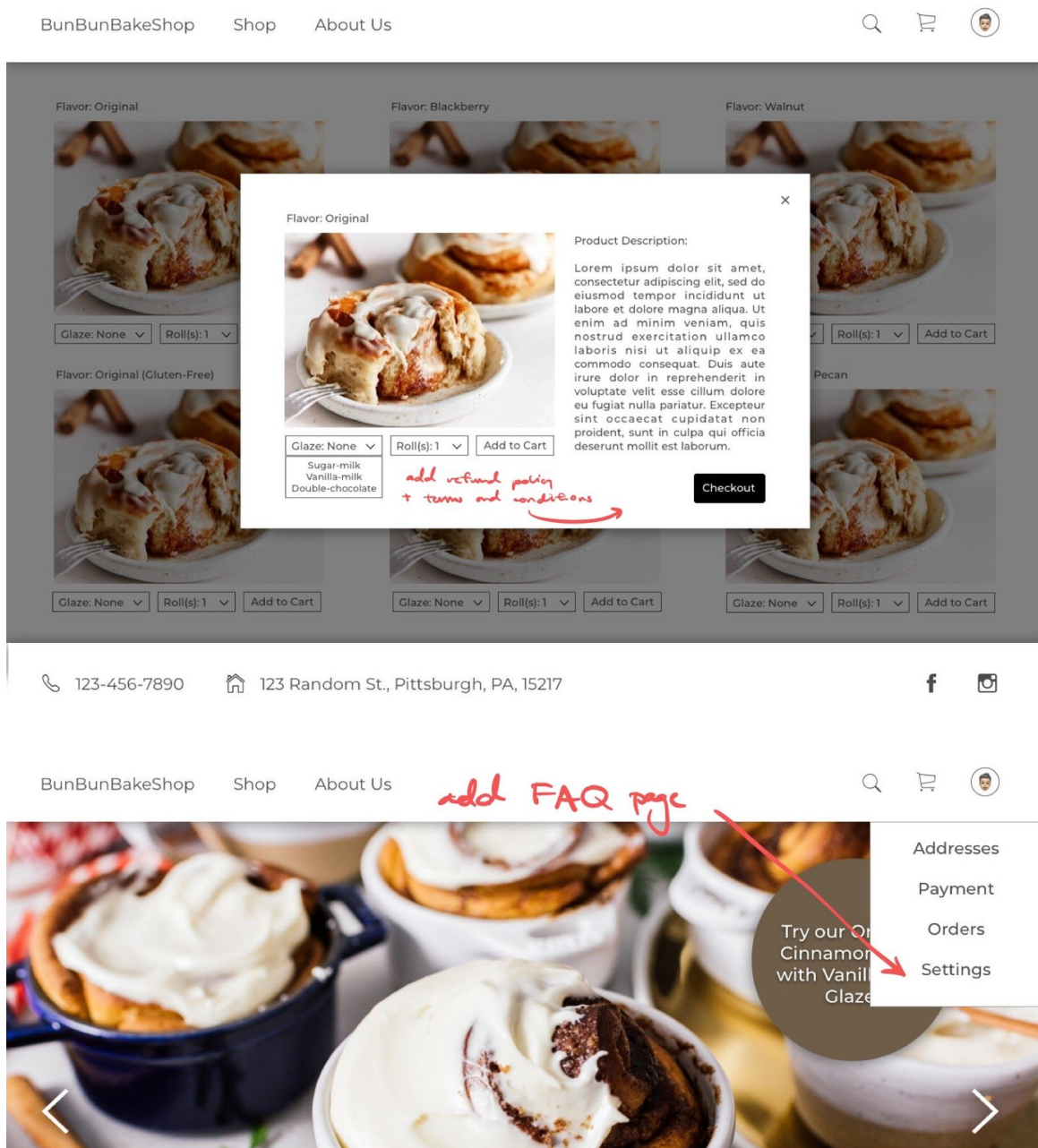


## Heuristic Evaluation:

Using Nielsen's heuristics, I will be discussing several user interface bugs I found from my previous designs from assignments 2 and 3.

1. Help and Documentation - There is nowhere on the page with any help or documentation regarding the refund or shipping policy, or any logistical information whatsoever. This could be addressed by adding a FAQ page as well as additional terms & conditions on the product page.



2. Recognition Rather Than Recall - There is no easy way to tell whether you are on the home screen, shop / product screen, or on the about us screen. A simple fix would be adding an underline under BunBunBakeShop, Shop or About Us respectively.
3. Consistency and Standards - The drop down menus / button for Glaze, Roll(s) and Add to Cart are not rounded, whereas Checkout and the remainder of the rectangles throughout the check out process are. I like the look of the rounded ones better, so I will update the others to look the same.

### **Challenges:**

Throughout working on the HTML and CSS pages there were several key challenges that I ran into along the way. First and foremost, this is the first time I've written an entire page from scratch from start to finish - figuring out a workflow that was efficient and productive for me was part of the experience throughout this assignment. Having said that, the biggest challenge for me in terms of programming was formatting. For the most part, I was able to create all the stylistic elements relatively easily - importing photos, using a specific font or creating a button were fine. The hard part was trying to make sure that even as I resize the page, elements maintained their relative positions to one another. Even as I turn in this assignment, I wasn't able to fully debug everything - there are spacing errors in both the header and the footer, and the shop page doesn't perfectly space the six different product sections I created. Additionally, I was unable to maintain the same screen size across all the different pages like I had initially intended to. I will have to further look into how display: grid and flex work.

### **Brand Identity:**

Like I mentioned in the previous assignment, some of the key design goals was creating a modern and minimalistic look and feel to the overall website. This meant putting only essential elements on the screen - this is a point that I feel was executed quite well. I did this so that consumers can feel that the company is updated with current trends and feels consistent with their experiences on other popular online retailers. Additionally, with this being a business that's primary revenue source comes from direct sales, I wanted to streamline the process for checking out. Hence, you are able to buy products directly from the home page and quick-add from the shop (product browsing page). Both of which have additional buttons to choose the number of rolls and glaze options, to ensure a quick and easy checkout process. Hopefully, both of these design choices are obvious to the consumer.