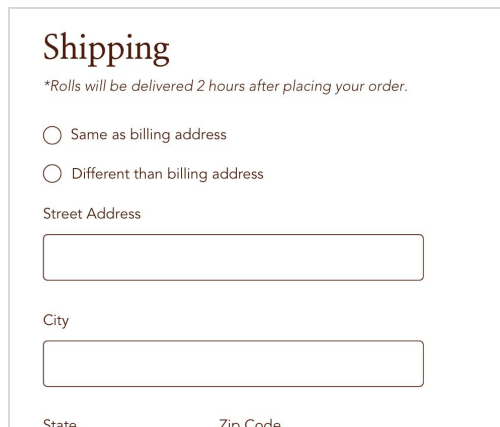


Heuristic Evaluation

1. Visibility of System Status

In my previous design of the Shipping page, choosing “Same as billing address” would select that option but not provide additional feedback, particularly it lacked informing the user of what billing address was exactly selected. In the new design, I decided to include a confirmation of the billing address that appears under the radio button upon selection.

Old Design



Shipping
**Rolls will be delivered 2 hours after placing your order.*

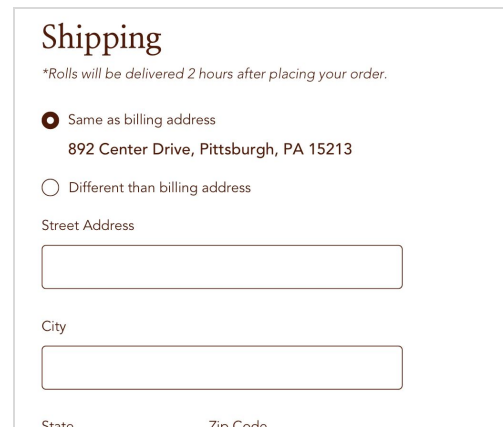
☐ Same as billing address
☐ Different than billing address

Street Address

City

State Zip Code

New Design



Shipping
**Rolls will be delivered 2 hours after placing your order.*

☒ Same as billing address
 892 Center Drive, Pittsburgh, PA 15213

☐ Different than billing address

Street Address

City

State Zip Code

2. Flexibility and efficiency of use

My original design of the Review Order page allowed users to navigate to previous steps through the progress bar or by clicking the browser’s back button. However, this was not clear and did not offer enough flexibility or efficiency for editing billing and shipping information during the review step. In the new design, I included an icon/label pair representing the action “Edit” next to the billing and shipping titles. This provides users with a clear and quick path to making changes before placing their order.

Old Design



✓ Billing ✓ Shipping 3 Review

Review Order

Billing

Jenny Lyons
 Card ending in 8973
 Billing Address:
 892 Center Drive, Pittsburgh, PA 15213

Shipping

**Rolls will be delivered 2 hours after placing your order.*
 Same as billing address

New Design



✓ Billing ✓ Shipping 3 Review

Review Order

Billing ✎ Edit

Jenny Lyons
 Card ending in 8973
 Billing Address:
 892 Center Drive, Pittsburgh, PA 15213

Shipping ✎ Edit

**Rolls will be delivered 2 hours after placing your order.*
 Same as billing address

3. Help users recognize, diagnose, and recover from errors

Throughout the checkout process, users are able to click on the logo (top left corner) to navigate to the homepage. However, in my previous design there is no warning that navigating away from the checkout process will not save the information they have inputted. In order to prevent errors and ensure important information is not lost in this crucial workflow, I decided to include a warning dialog box informing users of what will happen when navigating away from the page and requiring a confirmation of the action they'd like to take.

New Design

Information not saved

Your information will not be saved if you return to the homepage. Would you like to continue?

Cancel Continue to homepage

Billing

Credit Card Number
1234 - 5678 - 9012 - 3456

Expiration Date 05/23 CW 123

First Name Jenny Last Name Lyons

Street Address 892 Center Drive

City Pittsburgh

Summary

cinnamon rolls 12
chocolate glaze
rolls x \$2.00 each

Subtotal \$24.00
Tax (7%) \$1.68
Total \$25.68

Reflection

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

I encountered three major challenges in this assignment. Two of the three challenges were related to matching the intended placement of objects on the page with those from the designs.

The first challenge was attempting to create a split screen for my homepage that would maintain a 50/50 ratio even when resizing. I initially tried using percentages but struggled with this approach. Instead, I decided to do research online and found information on applying Flexbox, which was successful.

The second challenge was on the Shop page, where I struggled with implementing a CSS grid. I referred to multiple online references, such as Codecademy, w3schools and stackoverflow to ensure I was doing it right. Ultimately, I

decided to sketch in order to figure out how to structure the grid. I found this to be much easier and was successful in creating and applying the grid in my code.

The third challenge was creating the selection controls for the Product Details page. I attempted to build a segmented control but quickly found it to be tough without using third-party frameworks. Instead, I decided to use a drop-down, which accomplishes the same goal for selection. However, I didn't want to use the default style so I did research on how to customize the drop-down and styled it to fit the brand. I also had trouble with the glaze options I had originally designed. I applied the same strategy and decided to use radio-buttons instead. I also did research online to learn how to customize these in order to create a visual design that aligned more closely with Bun Bun Bake Shop's brand.

Overall, I learned that if I encountered any challenges or bugs I was able to quickly resolve them through an online search — there are tons of helpful resources and I learned to get into the habit of finding answers through online sources.

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?

Bun Bun Bake Shop's brand identity reflects the quality of its own products — sweet, classic and simple. My design choices were aimed at embodying these brand values throughout the website.

To represent the sweetness of their brand I decided to start the color palette with a color that tends to be associated with sweetness, such as pink. From there, I decided to add a brighter and stronger version of pink to represent call-to-action (CTA) buttons and links. I selected brown for text as it seemed appropriate for representing cinnamon rolls. In addition, brown is a dark color that provides good contrast in order to ensure legibility. I then included a yellow that complemented the pinks and brown I had chosen — this color would be used for active states and banners.

To represent the brand as classic and simple, I decided to use two fonts to embody these two traits: Nanum Myeongjo and Open Sans, respectively. In addition, throughout the pages I use simple shapes and thin lines to create headers, banners, buttons and text fields. The white background and usage of white space throughout the designs also help create Bun Bun Bake Shop's classic and simple look.

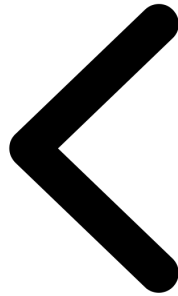
Attributions

Cart Icon



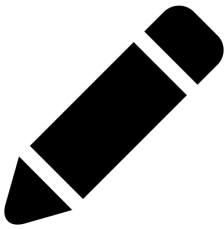
Created by Prithvi
from Noun Project

Back Caret Icon



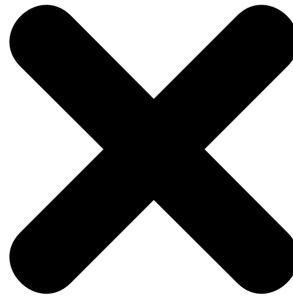
Created by Noah
from Noun Project

Pencil Icon



Created by ISRAA ALI
from Noun Project

X Icon



Created by Fardan
from Noun Project