**Assignment 5 Reflection**

Heuristic Evaluation

When testing the previous version of my design, I came across several new challenges. Feedback for the homepage was overall positive, so I decided to keep the same design. Users commented on the clean, simplistic layout and mentioned that it was clear how to navigate to other pages. However, once users got to the product page (by clicking "menu" in the navigation bar), they were confused about why there were two action item options for each product. The first design is pictured below:
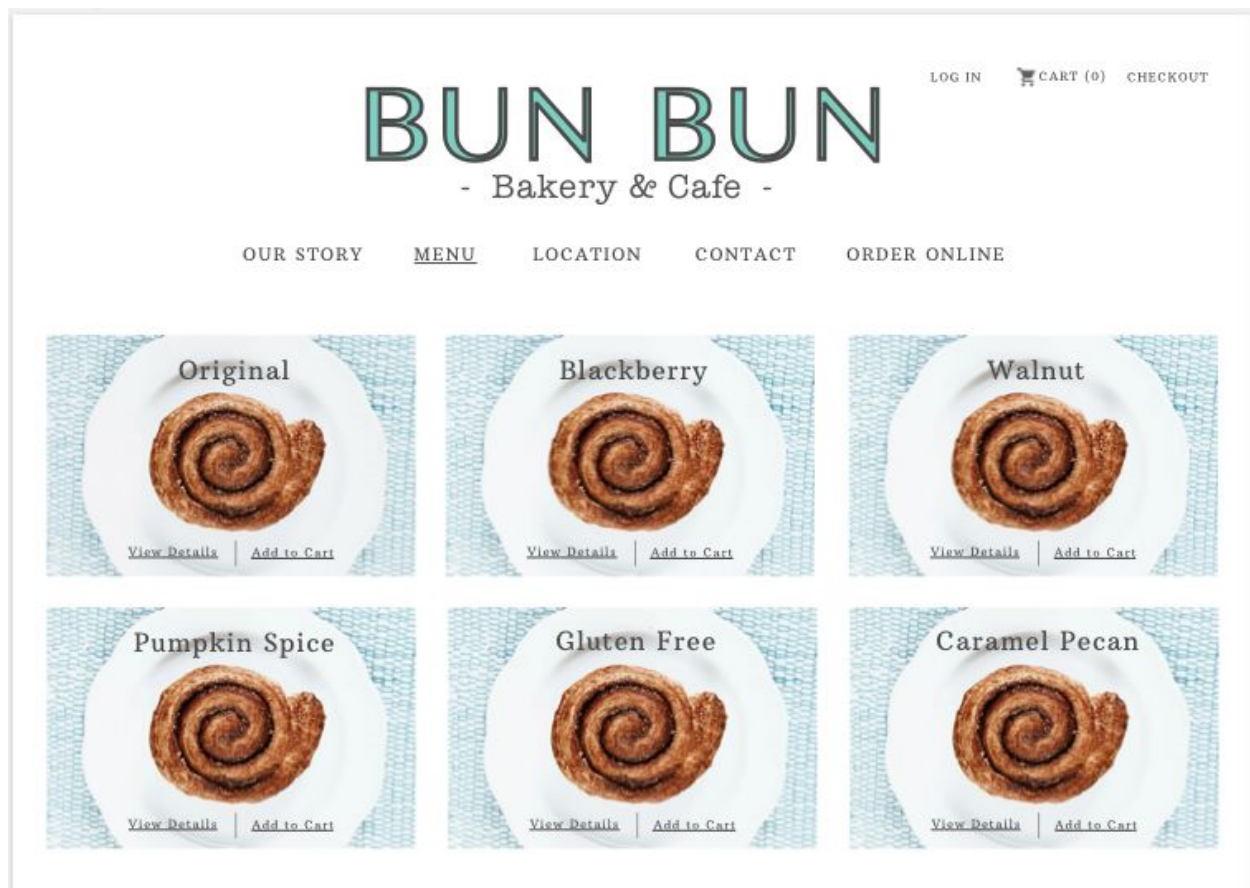

Users were unclear about the value of adding the items to the cart from this page without seeing more details of having any options to customize. Thus on my redesigned webpage, there is no add to cart option, removing this confusion.

The design of the product detail page was also not as intuitive for users as it could have been. Two of the layout and selection options were particularly confusing:
1. Quantity next to price. Users thought it would be simpler to read and go through check out steps if these were spaced differently.

2. Action item consistency. Having consistency in the actions for checkout made it more efficient.
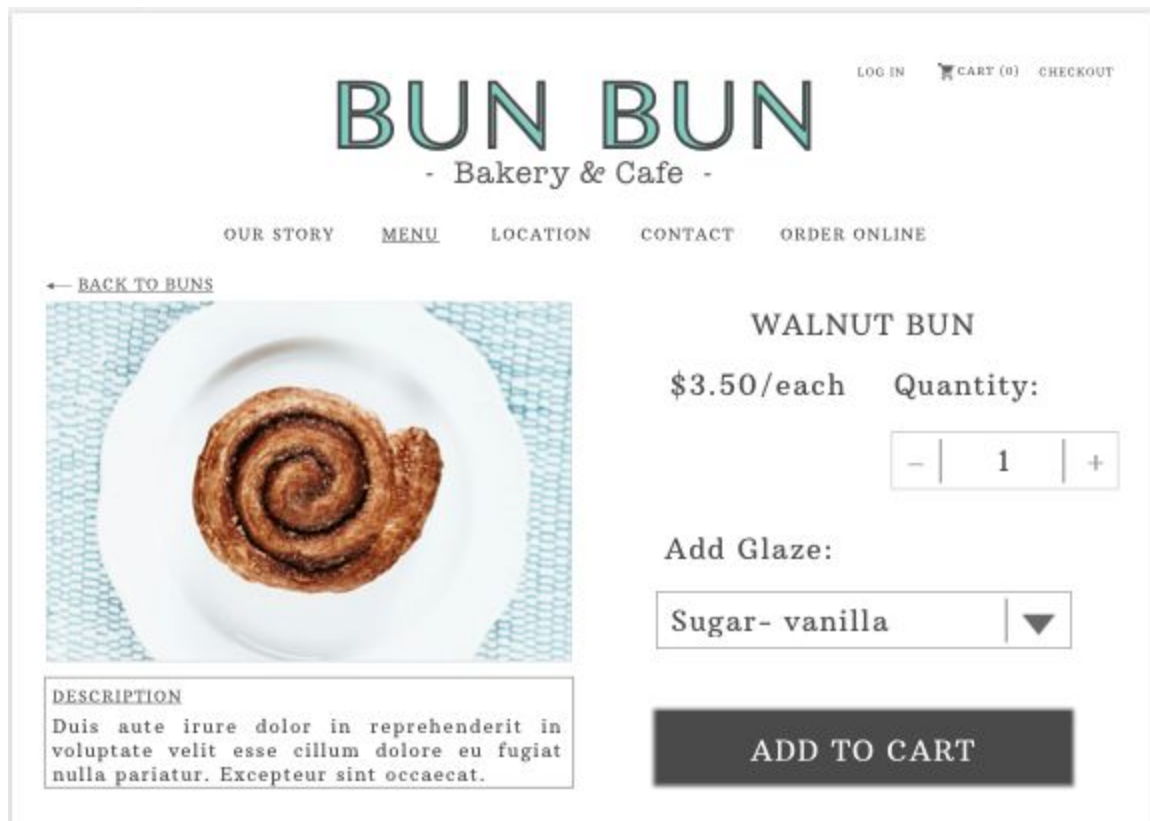
I therefore changed these two elements on the right side of this page to make the checkout process more streamlined:

Challenges

I encountered innumerable difficulties throughout this process. The first challenge was just getting started on Sublime, since I was completely new to the text editor and process in general. I decided to switch to Glitch, which I found really helpful for certain features- it saves work automatically and allows you to view changes easily in the browser.

My biggest challenge in the coding itself was creating the third page (details) using grids. This wasn't working for the layout I wanted, so I tried using containers and flexboxes instead. It took a lot of trials and reading to understand flexboxes, but ultimately I found that to work better than grids. In particular, I thought that CSS-Tricks was really helpful in explaining the concept visually.

Brand Identity

I wanted to keep the brand identity for this version of the webpage consistent with my original intentions. My goal was for users to seamlessly navigate the online ordering process without becoming overwhelmed by options or barriers.

The color and typography were chosen to reflect a modern and approachable feel. In addition to providing online ordering services, the website invites users to visit the store location (on the location page). Since the store location is a modern cafe and bakery, aspects of this were tied into the website design. The turquoise/blue color of the logo is also incorporated into the background images of the product photos. The color palette of turquoise/blue/gray was used to maintain simplicity and cohesiveness across the website design. The two chosen typefaces create consistency in the sleek/modern visual display as well.

External Citations

- CSS-Tricks
- W3Schools
- Glitch