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I.   Heuristic Evaluation

    A. To start off this assignment, I first conducted a heuristic evaluation based off of the prototype. In the images below, the ones on the left are from before and the images on the right are the ones with the bugs fixed from the evaluation. When coding the website, I fixed the UI bugs found in the heuristic evaluation. These included the following:

        1. Recognition Over Recall and Consistency and Standards: The first bug I found was in the "Add To Cart" button. The arrow on it made it look like a drop down like the Quantity and Glazing buttons which were dropdowns. Thus, I removed the downward facing arrow from the "Add To Cart" button in this iteration of the website.
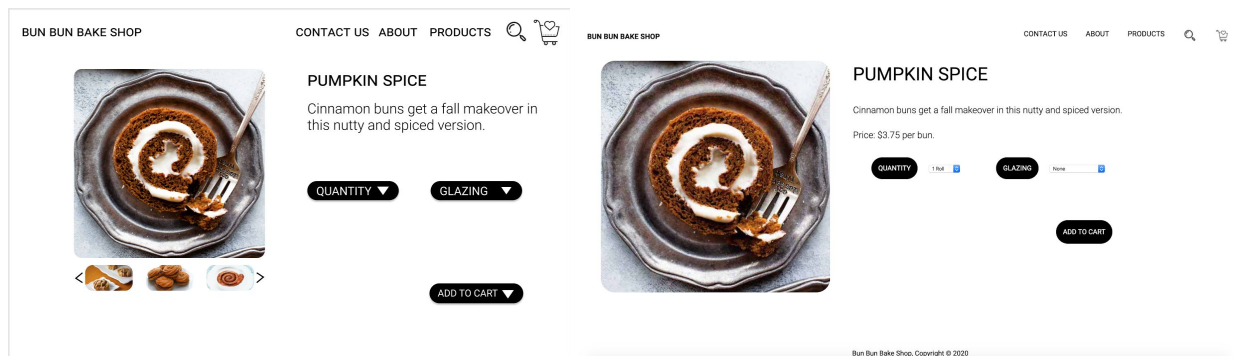

        2. Flexibility and Efficiency of Use: The second bug I found was there was no display of price on the specific product page. The user was not able to find the price of anything until they added exactly what they wanted in the cart. I thought this could limit the user when making purchasing decisions as price is usually a factor in the decision. Thus, I added the price of an individual roll in the specific product page so the user could view this information prior to purchasing the product.
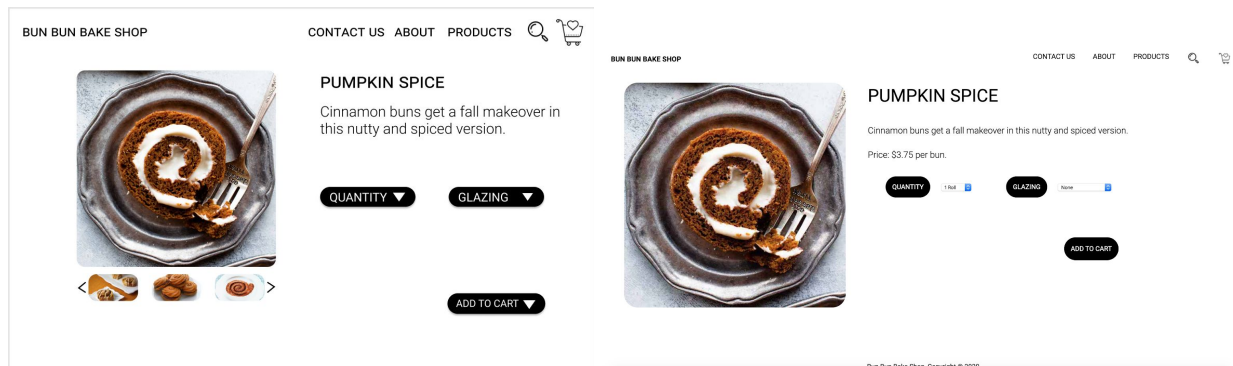
        3. Help Users Recognize, Diagnose, Recover From Errors: The third UI bug I found was that a lot of people could not tell that the 'Browse Our Buns' text on the homepage was a clickable button. Every single time I user tested, the users would just click on the 'Products' button in the nav bar instead of the

'Browse Our Buns' Button. Thus, I made this look more interactive by making the text larger when the user hovers over it. There is also an underline that makes it look like it links to another page.
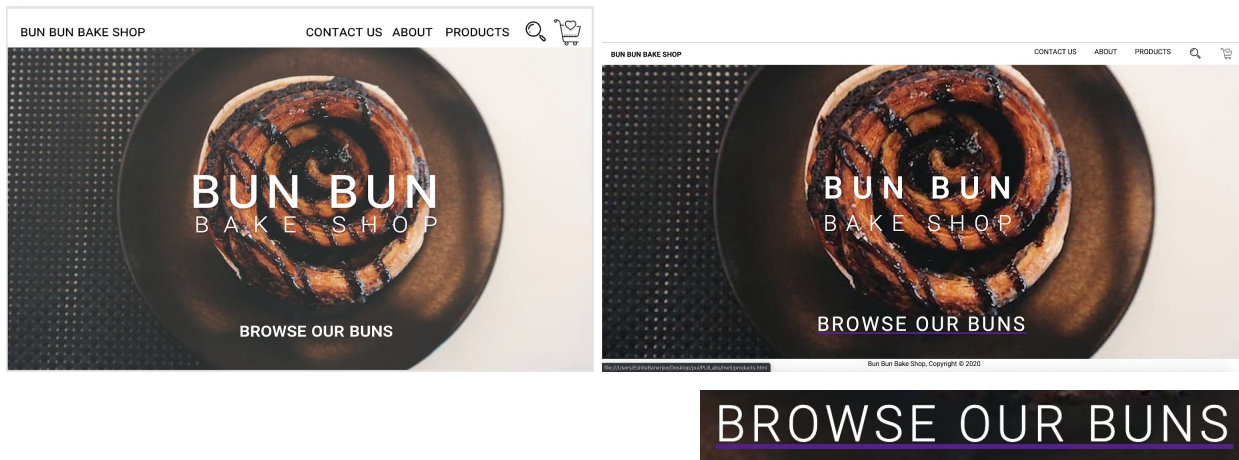
II. Challenges
   A. I faced a variety of challenges in the implementation of my website. For example, placing images on the navigation bar was a struggle as it was hard to get them into the proper location to flow with the rest of the website. Additionally, the images on all the pages were hard to resize to fit the proper scalings. For example, on the products page, I had to make all the images identical in size and small enough to fit the grid system without distorting the images. Another challenge that was quite hard to overcome was creating the grid system for the products page. Doing this without helpers like Bootstrap was originally hard but after some exploring I figured out how to use the CSS function of 'flex-wrap' that made it easier to place the images. Additionally, on the homepage I took a while to learn how to use a showcase where I can put a background image and text and buttons on top of the image while the image and formatting still looks clear.

III. Brand Identity
   A. I carefully thought about the brands identity when making design decisions. I wanted it to have a very modern feel with easy and simple navigation and not a lot of clutter to appeal to a large variety of audiences. Thus for my color scheme, I went with black and white as it is easy on the eyes and does not distract from what the website is trying to sell. I wanted it to be inviting so the homepage of the website is a big picture with a button that allows the user to enter the site. I followed a grid structure and consistent color scheme throughout the website to allow ease of navigation to the user. For typography, I chose 'Roboto' which I thought was a very clean sans-serif that allows easy readability and reinforces the modern nature of the website. I thought that this was good branding for the website because it attracts a large audience of any age group and gender. It is also aesthetically pleasing and light on the eyes. Overall, I wanted to

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ensure easy navigation and accessibility throughout the design choices in the website so the process of buying the buns is simple to any user as that is the main objective of the site.