

PUI Assignment 5 – Web HTML and CSS Prototype

Github Link: <https://github.com/eycho97/eycho97.github.io>

1. Heuristic Evaluation
2. Challenges and Bugs
3. Brand Identity

1. Heuristic Evaluation

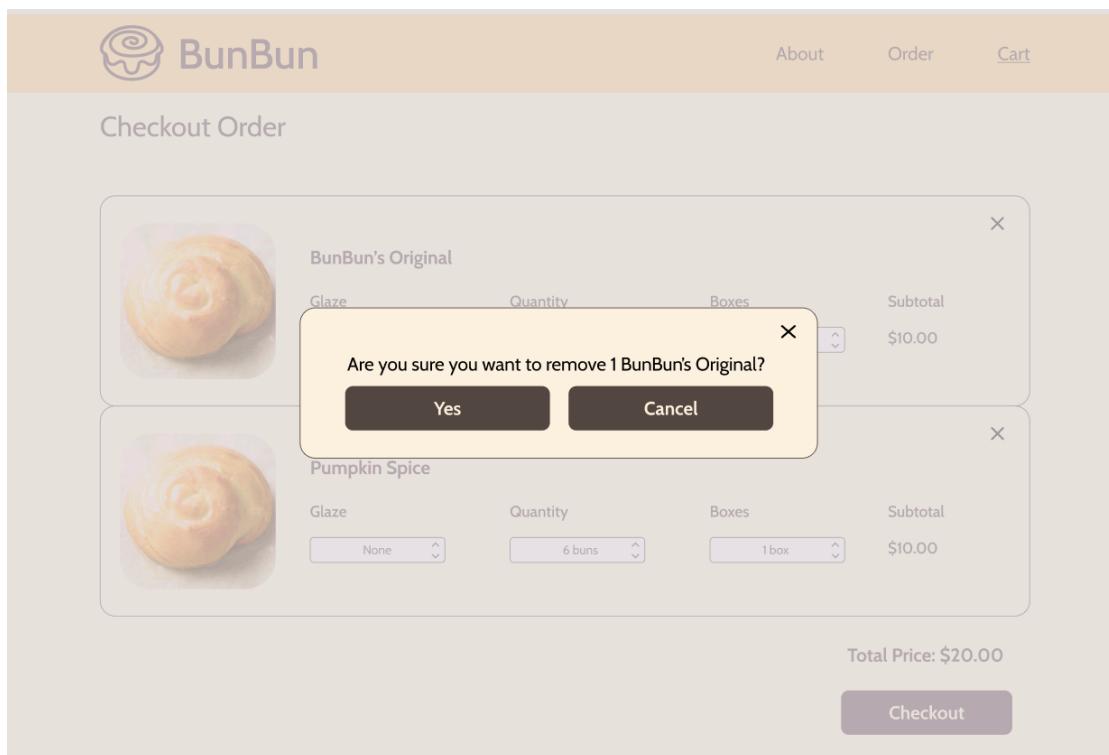
I. Visibility of System State

- The user can't tell if the cart is empty or not. If it isn't empty how many items are in the cart?
- To address this, I turned the text "Cart" on the navbar into an icon with a bubble in the top corner that shows the number of items in the cart.
- This has not been fully implemented yet, but will reach full functionality once I implement javascript,



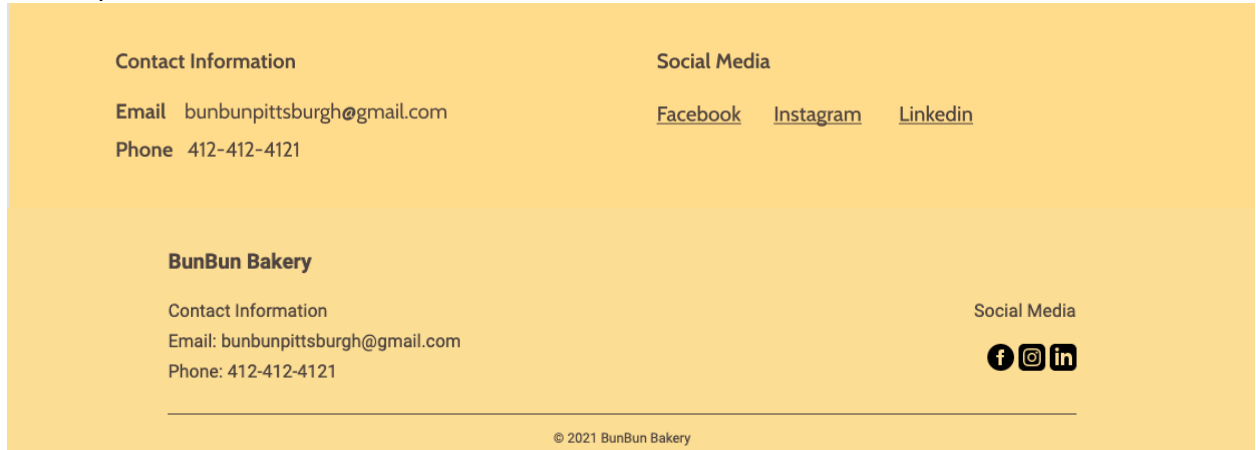
II. Error Prevention

- On the checkout page, the user might mistakenly click the x button. In my original design this would have immediately removed the button.
- To address this, I added a pop-up window that asks the user if they're sure they want to remove the item.
- I haven't implemented this in code yet, but I created another screen in figma to show what it would look like.



III. Aesthetic and Minimalist Design

- a. I made some changes to the footer in general. First I changed the layout of the footer to look more organized and more “official”.
- b. I replaced the text version of the social media to icons.



IV. Flexibility and Efficiency of Use

- a. I would try to implement a faster checkout for regular customers or “expert” users who usually get the same order.
- b. I am not sure if this is something I will actually implement, but is something that I wanted to bring up as a heuristic.

2. Challenges and Bugs

Some challenges I had was dealing with div geometry. I’m more used to relying on frameworks like Bootstrap or Materialize to take care of the row / col setup, so it was a fun challenge trying to manually manage using custom CSS. It was a good opportunity to re-learn the usage of display:grid. It was also a good reinforcement lesson in the differences between paddings and margin and the use cases for each. I overcame most of these challenges through experimentation, looking up documentation (usually W3 schools), or other resources like StackOverflow.

3. Brand Identity

As I had mentioned in the past assignment, the audience for this website was meant to be for “Pittsburgh natives” or those with a connection to Pittsburgh. I wanted to speak to the pride the Pittsburgh citizens had. To relate to the audience, I chose yellow to be the main color and chose a color scheme around it. Black seemed too harsh of a color for a bakery, so I toned it down to be more of a dark brown color. Since it’s a bakery where the goal of the user is clearly scoped, I tried to make the interactions clear and simple.