

Grace Joseph

Homework 5

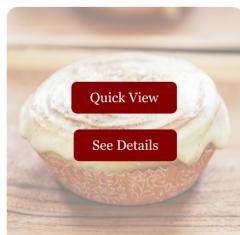
5 / Web HTML/CSS Prototypes

Link to [github repository](#)

Link to [github pages](#)

Reflection

1. Heuristic Evaluation



Pumpkin Spice



Caramel Pecan



Pumpkin Spice See Details



Caramel Pecan See Details

a. Bug #1: Recognition rather than Recall

- I originally had the “Quick View” and “See Details” Buttons on hover only, but this required the user to remember how to access these buttons, so I decided to just add them below the image for each product.

The image shows a comparison between two versions of a website page for "BunBun BAKE SHOP". The top version has a header with navigation links (ABOUT, CINNAMON ROLLS, LOCATIONS) and a search icon. Below the header is a large image of cinnamon rolls. Overlaid on the image are two red buttons: "Quick View" on the left and "See Details" on the right. The bottom version is a simplified version of the same page, also featuring a large image of cinnamon rolls with the same two red buttons overlaid.

b. Bug #2: Aesthetic & Minimal Design

- While it was originally an implementation challenge that prevented me from keeping the header/navbar fixed

on the page (regardless of scroll), keeping its position absolute ultimately allowed for more content to be viewable on a page since the header is quite long and the overall page is not long enough to justify having a fixed header as you scroll.



c. Bug #3: **User control and freedom**

- i. I had included breadcrumbs in my original wireframes for the product details pages, but I hadn't considered its importance on the products page, especially since I didn't have an explicit "Home" navigation link in the header (it's linked in the logo). This makes it much clearer for users to get back to the Home page.

2. Implementation Challenges

- a. In my original design, I had intended to implement a Quick View version of the product details page, so that users who were more familiar with the site and had a direct purchase in mind could quickly add to cart without navigating to each individual product details page for a cinnamon roll. I realized when implementing that this type of view would require adding javascript to my implementation in order to

toggle the display to include an expanded section in the products page for a quick add to cart functionality for each product. As a result I decided to just stick with the “See Details” button and create individual pages for the products statically, instead of dynamically

- b. While I have substantial experience with HTML/CSS, I always struggle with managing display types (block, inline, flex, etc), especially when balancing them with different position types (absolute, relative, fixed, etc). I originally wanted to create a fixed navbar/header, but having the position fixed created problems since I was using flexbox for most of the internal pieces of the navbar as well as throughout each page’s layout, so I would have had to nest a lot more divs if I wanted to get the header to be fixed, so I decided to forgo that design aspect in favor of a better implementation.

3. Brand Identity

- a. I was aiming to create an upscale vibe for BunBun’s Bake Shop, especially since I felt that calling it a “Bake Shop” v. a “Bakery” connotes a more serious establishment. I tried to make the logo play with the contrasts between a serif typeface (which often evokes more formality) in all caps with higher kerning, with a handwriting style typeface to add a playfulness and decadence to the aesthetic of the establishment. Additionally, I went with a classic maroon and mustard color scheme, because I felt warmer jewel tones similarly capture this balance between rich/deluxe and sincere/heartfelt. I chose this particular brand identity because cinnamon rolls are a very specific baked good in that they are redolent of our childhood and instill youthful

cravings in us, but at the same time are not a super common or classic oven creation, taking a lot more time and effort to make, especially in order to get the perfect variety, swirl, and glaze -- hence the need for a humbled, but playful ambience throughout the website.