

LIVE VERSION OF WEBSITE:

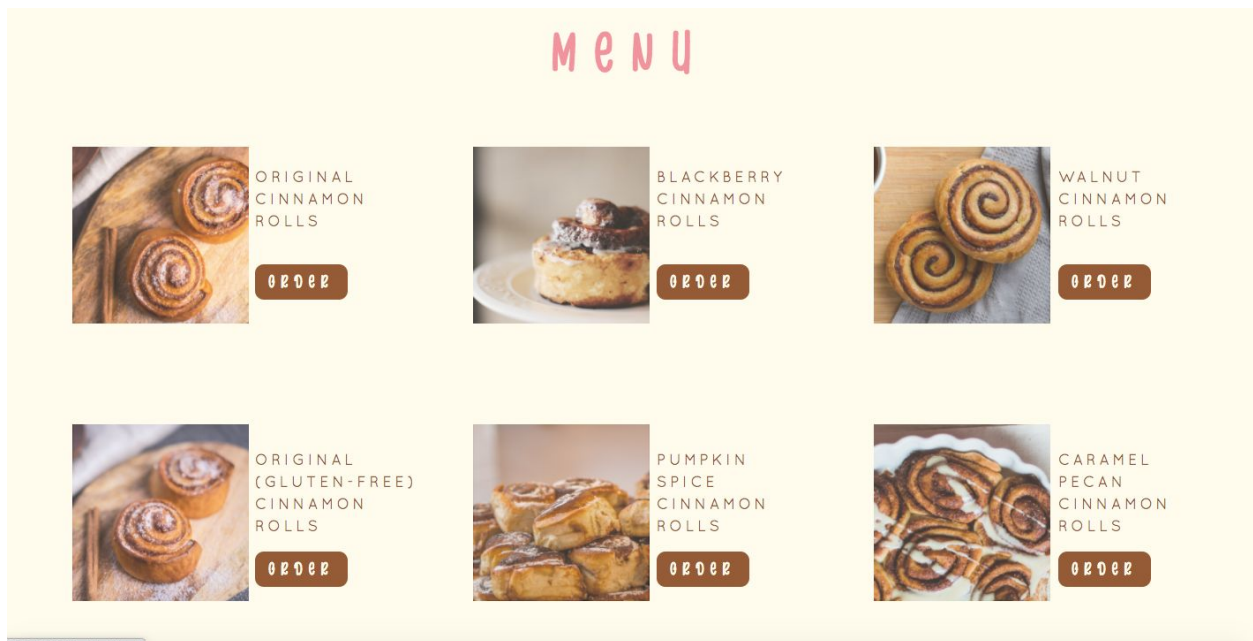
[https://gold-o.github.io/PUI2020/homework\\_5/homepage.html](https://gold-o.github.io/PUI2020/homework_5/homepage.html)

REPOSITORY:

[https://github.com/gold-o/PUI2020/tree/main/homework\\_5](https://github.com/gold-o/PUI2020/tree/main/homework_5)

## ASSIGNMENT 5 REFLECTION

### UI BUGS AND SOLUTIONS



One of the user interface bugs that I found in my heuristic evaluation was that the buttons on my site were not consistent. This violates Nielsen's 'Consistency and standards' heuristic. For the menu page, the text on the button was typed in the 'Quicksand' font, while the buttons on the other pages on the website were typed in the 'Baking Pastry' font. In order to avoid potential users' confusion, I changed the font to 'Baking Pastry' to match all the other buttons on the website.



While evaluating my website, I also discovered that a 'Home' page was not included in the navigation bar. If a user wanted to go to the home page, they would have to click the log (and not all users will know to do this as it is not obvious). This was a critical bug because it can make the user feel restricted, which will result in a negative user experience (this also violates Nielsen's 'User control and freedom' heuristic). I decided to add a 'Home' page icon so navigation will be clear to the user. In addition, I also moved the logo to the left and lined up all the icons. This arrangement makes the navigation bar clearer to the user and is easier on the eyes.



The flavor page is another page that I found a UI bug on. Although this page gives more detail on the different flavors, it missed the opportunity to make things easier and quicker for the user (thus violating Nielsen's 'Flexibility and efficiency of use' heuristic) by providing an order button under each flavor, which I decided to add. In addition, I also added a 'Read Recipe' link to the high-fidelity prototype. I added this link to add something to the flavors page that would differentiate it from the menu page, as they both served the same purpose.



Another bug I discovered was that the cart page only had a checkout button. I decided to add a 'Continue Shopping' button that would take a user back to the menu page to make the experience easier for them.

## CHALLENGES

One of the challenges I faced when implementing the website was the position of text and images. It was a bit hard to get everything exactly where they were in the high-fidelity prototype, especially the icons in my header/navigation. Ultimately, I decided to have the screen side-by-side to compare positions and utilized css positioning to position the elements on the page. I also had a hard time working with the fonts that I had picked. For example, I wasn't able to have the 'Quicksand' font

bolded in the webpage as they were in Figma, so I worked with this by italicizing some text when I needed to show hierarchy (like I did for the ingredients section in the Item Detail page for the cinnamon buns).

### **BRAND IDENTITY**

For my client, I designed a simple, fun, and clean website that would appeal to people who regularly purchase pastries and people who don't. I wanted the site to be both fun and clean to look at so I aimed for simplicity. This look can translate to my client using simple, fresh ingredients to make the cinnamon rolls. I aimed for colors that imitated things related to baking and pastries (such as brown, pink, and beige) and also utilized sections such as 'faqs', 'contact', and 'read recipe' link so that my client's customers could be able to engage with them outside of the website. I wanted the website to be easy for users to use so that they would feel good coming back to the site.

### **BONUS**

I also coded an additional webpage for the 'Blackberry Cinnamon Rolls'.

