PUI Assignment 5 Reflection

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1. Heuristic Evaluation

After conducting a heuristic evaluation of my own web design, I came across three interface bugs that I could improve:

A. A lack of "visibility of the system status" in regards to the shopping basket.

When a user adds an item from the menu into the shopping basket, there is no indication that the action was successfully completed. I can imagine two solutions for fixing this: the first involves adding a confirmation after the user has added an item to the shopping basket; for example, once they've clicked "add to basket", additional text could read "This item has been added to your
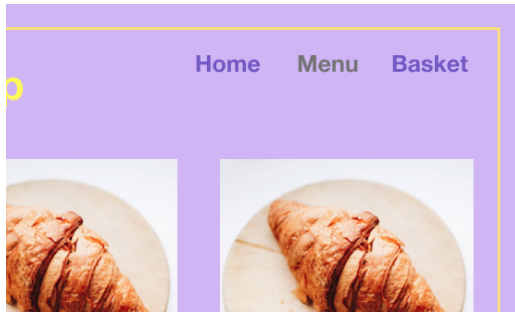

basket." Another solution is creating small pop-up indicators next to the shopping basket that signify how many items are currently in the basket. As of now, the basket is just static text that doesn't provide the user with any feedback that their order was added.

B. No feature that caters to efficiency of use

The second heuristic bug that I found was that I don't have features that would empower "power users". As it stands, my website assumes that the orders are small-batch and one-time. One solution that I could implement would be a login feature that recalls a user's profile and remembers their order so they can easily re-order their previous order. In addition, I could make another login feature that would regularly place orders on a daily/weekly/monthly basis. For

example, there might be weekly bingo gatherings that wants to place and have delivered the same order.

C. A lack of user control and freedom in the checkout page.
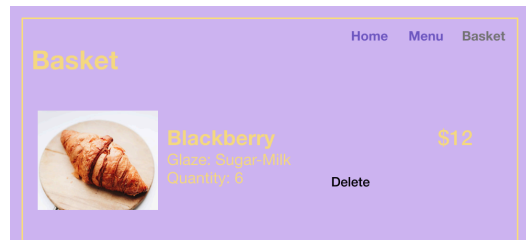
Currently, my basket only allows users to delete orders. If a user wanted to slightly tweak their order, the user would need to delete their order, then reorder through the menu. However, if I wanted to increase user freedom, I would enable them to change the type of roll, glaze, and quantity of their order, even in the basket section. This could be accomplished with an edit link next to the delete link. This would open a separate window showing the current order and enabling the user to modify it.

Challenges and Bugs

When I was creating my website in HTML and CSS, I encountered the problem of spacing and centering buttons and generally formatting text and images in a way that was faithful to my original mockup. I also noticed that when I resize the window, many of the texts and images don't resize in concordance with some of my other pictures and texts. When I could, I defined images as a percent of the window size. However, in trickier cases, I had to manipulate the offset of an image or text by a discrete number of pixels; thus, when I resize a window, these pieces of text don't change. In addition, in my description page, I tried to vertically center the numbers within a circle but ran into a lot of difficulty. Lastly, I had trouble overlaying the description page over the menu page. I believe I could've included the two pieces of html code in one file and hidden the description, then revealed it when the user clicked on a menu item, but seeing as we needed three distinct pages, I chose not to pursue this.

Brand identity

The brand identity of my client is communicated through color choices and ease-of-use of the website. I chose the colors because they are fun, inviting and consistent with the products of confectionary stores. Another design aspect that I wanted to use to communicate the brand identity was the ease-of-use of the website. The home page offers a large image along with a "Menu" button above the fold so that first-time users can easily view the bakery's offerings. Below the fold, there is additional information about the bakery's location and contact information in case users want ready access to that. As the user inspects the menu items, they can easily see the item, price, and the number of calories indicating transparency about the bakery's products. The site is generally easy to navigate, which provides a pleasant user experience and encourages customers to return.