

Assignment 5

Reflection

When writing code for this assignment, I had a lot of trouble placing images next to each other. At first simple mistakes such as forgetting the / next to the end code for text or the apostrophe next to images really detoured my process. Something that I learned through this process was the importance of saving and checking my html file right after a single line of code was written. At first I would check after writing multiple lines of code but as I progressed, I was always stuck and frustrated as to why my site was not working the way I wanted it to. Simple mistakes were harder to find and problems with my formatting were not easily identifiable. The style of the element such as fixing the margins was another problem I encountered. For the product detail page, splitting page into two columns while making sure the header and footer was in the right place was a huge difficulty that I had. First, I tried to make a table, but the positioning did not work. After specifically looking for different methods for layouts I finally made a container with columns that worked.

The brand identity is reflected through the choices I made to the site such as using organic colors such as green. I wanted the users to feel welcome and also reflect the organic nature of the ingredients used in the muffins which was why I resorted to using light green as the primary color. Additionally, the friendliness of the site is reflected through the icons that were used. Rather than only having an outline of a picture, I wanted colorful icons on the main home page to draw the users with the friendly nature of the bakeshop. One of the main goals for the brand was to entice the users with the muffins that were being sold at Bun Bun Bake Shop. I tried to tackle this by incorporating quality images of the muffins that were being sold. The language throughout the site was something that was also taken into consideration. For example, rather than just having the name of the muffin and the price, I included comments such as "A crispy banana muffin with a combination of oats! Wonderful to have for a quick breakfast muffin or a dessert!" I felt as though this would help bring a specific voice to Bun Bun Bake. On the site I wanted the users to be able to see whether or not specific muffins were Gluten Free so that users would be able to comfortably eat them was something that was also considered. Another brand identity element for this site was to add the happy faces of those who run Bun Bun Bake so that users would be able to build a better trust relationship between the shop.