Judy Kong

H2-1: Visibility of System Status:

​The prototype complied with the heuristic.

The design is concise and clear. The link at the homepage clearly leads the user to the shopping list page. The six items in the list and the details on the product page are all quite straightforward. The confirmation and the checkout process are very intuitive.

H2-2: Match Between System and Real World:​

The prototype mostly complied with the heuristic.

The flow is similar to shopping in a real bun shop, as you pick the item with desired properties, put them to the bag, and in the end checkout. The design of a popup window asking ‘checkout’ or ‘continue shopping’ follows the real shopping experience as well, as it provides the client all possible choices after adding an item to the cart.

H2-3: User Control and Freedom: ​

The prototype complied with the heuristic.

The user can go back to the main page at any times by clicking “bub bub shop” in the middle of the nav bar. The user can go back to the list page from the product page easily by clicking the header(back button). Also, they can stop at checkout and go back to previous product page. This provides the user enough freedom to jump to different sites.

H2-4: Consistency and Standards:​

The prototype complied with the heuristic.

First, the whole design is consistent with the color and style, as it simply uses black and white. It also has a quite clear nav bar on each page. Clicking the nav bar will leads to the same site all the time, which keeps consistency.

H2-8: Aesthetic and Minimalist Design:​

The prototype complied with the heuristic.

The whole style is very concise with the minimum use of colors, shapes, and other components. There is little distraction throughout the page, and browsing the sites is quite enjoyable.

Siting Jin:

H2-1: Visibility of System Status: ​

The prototype mostly complied with the heuristic.

The design highlights the current status via different use of colors. The selected items will be marked in the theme color while the unselected ones are in black. The whole design is very straightforward and intuitive and clients are easy to understand what’s going on after each of their actions.

One issue is that when the user add something to the cart, there is a tiny change on the cart icon(from nothing to a 1). I feel that this is not obvious enough for informing the users that they have successfully add to the cart. May consider a popup window for this.

H2-2: Match Between System and Real World:​

The prototype mostly complied with the heuristic.

The flow is very straightforward as it is quite similar to the real shopping experience in a bakery.

One issue is that like in reality, user should be able to manage their cart at any time. (This will be discussed more in user control)

H2-3: User Control and Freedom:

​The prototype mostly complied with the heuristic.

I feel it is better to add a back button at the shopping cart page. Otherwise, it is not straightforward for the users to go back to the product/list page from the cart. Also, there should be indicators that tells the user they can modify the items in their cart, or I don’t see if the users can delete any items.

H2-4: Consistency and Standards:​

The prototype mostly complied with the heuristic.

It has a consistent color theme in orange, and the style through every sites keeps the consistency. One thing is that I feel it is better to remove “HOME” button in the nav bar. Instead, make “Bun Bun Bake Shop” as the link to the index, as this is consistent with most of the nav bar design in most web pages.

H2-8: Aesthetic and Minimalist Design:​

The prototype mostly complied with the heuristic.

The overall design is very solid, with nice color and font theme.

reflection:

My prototype is very complex (compared to others). The layout is very hard to build. In solving this, I googled a lot for online tutorials and examples and tried for a lot of times changing the parameters. In the end, the final product looks not that bad.

Another issue is about the relative size of the browsing window. I tried my best to make sure that the webpage will not look weird when in different browser sizes.

My client feels the website is aesthetically nice and feels good when browsing the shopping lists. This fits my purpose of making the shopping artistic pillows aesthetically enjoyable.

In my design, the whole theme colors are not very saturated in order for a sense of comfort. I also chose green as the main color that soothes people’s mood and thus makes the shopping more enjoyable.