Assignment 5: Web HTML and CSS Prototypes
Clare Lee

Links
Website | Git repo

Part 1: Discuss 3 to 5 user interface bugs you found in your heuristic evaluation.

Issue #1: Recognition rather than recall
When users click on one of the menus on the top navigation menu, they're directed to a corresponding page. However, once they get to the page, they might not know which page they are currently in and where to go next. Rather than relying on their recalling their previous action and connecting the dots from the page content, I designed the navigation menu to underline the menu that they're currently in. Since this type of feedback follows established industry standards, the user will be able to easily recognize what the horizontal line under the menu means.
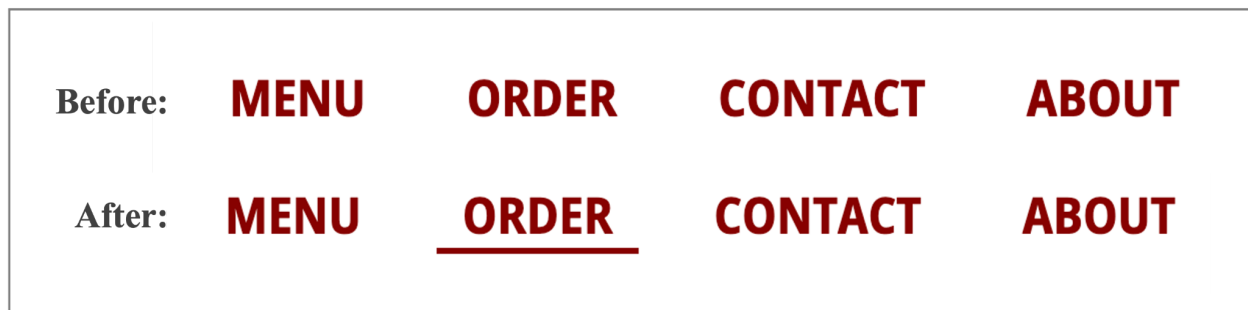

Figure 1. Before and after changing the 'recognition rather than recall' issue for the navigation menu

Issue #2: Consistency & Standard
In my initial design, I used an empty tray icon for the 'cart' menu on my top navigation menu. As many bakeries provide metal trays for people to shop with and place their baked goods on, I thought using the tray icon instead of a more conventional shopping cart icon would still be intuitive and fun for the users. However, I realized that having a tray icon could be confusing for some users and may take more time and cognitive effort to interpret the icon. The tray icon doesn't match their mental model of how online stores work and how they should navigate such websites. They're more familiar with the shopping cart icon, and by not following industry standards, this design could increase the user's cognitive load. To prevent this issue, I changed the tray icon to a shopping cart icon.

Figure 2. Before and after changing the cart icon

Issue #3: Match between system and the real world

For my interactive Figma prototyping, I created a dropdown menu for the order quantity. I used a dropdown menu instead of a more widely used numeric text box with plus and minus buttons because the cinnamon rolls were only sold in sets of 1, 3, 6, or 12. Since the increments between these numbers were inconsistent, I decided to use a dropdown menu. However, after doing a heuristic evaluation, I realized that even with the dropdown menu, the users still expect increments of 1 for quantity. The users are used to real-world conventions and more familiar with information that appears in a natural, logical order. In this case, a natural and logical order would be increments of 1. To resolve this mismatch between the system and the real world, I added a text above the dropdown menu, 'Sold in sets of 1 / 3 / 6 / 12,' to inform the users prior to their action and frame their expectations.

Figure 3. Before and after adding the text '*Sold in sets of 1/3/6/12'

Part 2: What challenges or bugs did you encounter in the process of implementation, and how did you overcome the challenges?

Challenge #1: Feedback for buttons

Previously, I didn't design any effects for the buttons. However, in the process of implementation, I realized that feedback for the user's intended action was lacking. When the users put their mouse over a button, it didn't indicate whether the button can actually be clicked. To clearly communicate to the users that the button is clickable, I added a color change effect that is activated when the user hovers the button.

Figure 4. When the mouse hovers the button element, the button turns brown.

Challenge #2: Undo/back option

In my Figma prototype, I designed the product detail page as a popup. The user could close the popup by clicking on the 'x' in the upper right corner. However, having a separate product detail page created a need for a different kind of undo action. Also, since the product detail page was two depths away from the homepage, it was important that the undo action takes the user back to the previous depth. To give the user better control and freedom, I created a leftward arrow button at the top of the page so that the user can easily return to the previous page.
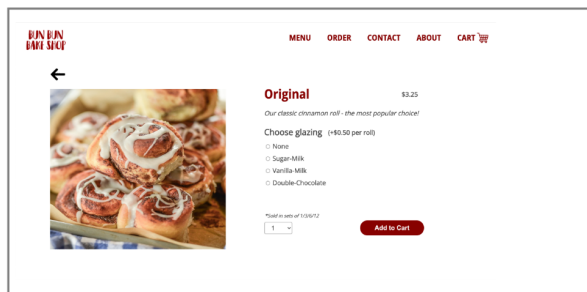

Figure 5. The user has the option to undo their action using the leftward arrow on the top of the page.

Part 3: How is the brand identity of your client reflected through your design choices? What kind of look and feel did you design for them and why?

Through my design choices that incorporated Nielsen's usability heuristics, I wanted to make the experience of navigating and using the website as easy and enjoyable as possible. Through an enjoyable website experience, I aimed to communicate my client's brand identity as a bakeshop that sells not only cinnamon rolls but also the joyful end-to-end experience of looking through the menu, ordering, and eating cinnamon rolls. In addition to the intuitive design, I also wanted the website to look and feel like other bakery websites that the users were familiar with. Before designing my client's website, I researched and used as reference a number of other bakery websites to get a better understanding of website experiences that many people are used to. I used other websites as a guide for the general layout and structure while also incorporating my

unique design choices, such as the typography, call-to-action buttons, and color, that reflected my client's brand identity in order to create an easy-to-use, enjoyable user experience.