

# Homework 5 Reflection

## Heuristic Evaluation

When conducting heuristic evaluations on my website, I discovered that my previous designs gave the customer very little user control and freedom in navigating the website. There were no options outside of the navigation bar to return to the menu when viewing individual rolls, and no way to sort the rolls based on filters like Most Popular or Price. On the Cart page, the user also couldn't see how customizations would affect the prices of their cinnamon rolls.

To remedy this lack of user control, I added a link back to the menu on the individual rolls' pages. I also added another filter on the main menu to let the user sort the cinnamon rolls based on what's most popular, lowest to highest prices, and alphabetical order. Finally, on the Cart page, I enlarged the customization dropdowns so the user can easily change their rolls' glazes or amount and see how these changes affect their order in real-time. I wanted to ensure the user was in full control of their buying experience throughout the website.

The screenshot shows the 'Our Menu' page of the bun bun bake shop website. At the top, there is a navigation bar with links for HOME, ABOUT, MENU, and a shopping cart icon. Below the navigation, a heading 'Our Menu' is displayed, followed by a subtext: 'All of our famous cinnamon rolls are made fresh from the oven each morning and drizzled with your choice of glazing.' To the right of this text is a button labeled 'Sort by most popular' with a dropdown arrow. A note above the button says 'Option to sort through the different rolls'. On the left side, there is a section titled 'Filter Flavors' with a list of categories: VIEW ALL, ORIGINAL, FRUIT, NUT, and GLUTEN-FREE, each represented by a small brown square icon. In the center, there are six cinnamon roll images arranged in two rows of three. The first row contains 'ORIGINAL' (\$3.00), 'ORIGINAL (GF)' (\$3.00), and 'BLACKBERRY' (\$4.00). The second row contains 'WALNUT' (\$4.00), 'PUMPKIN SPICE' (\$4.50), and 'CARAMEL PECAN' (\$4.50).



Option to return  
to the roll menu

[Back to Menu](#)

## Original \$3.00

Our famous original cinnamon roll, always hot and fresh from our ovens in the morning!

### GLAZE

None

### NUMBER OF ROLLS

1 \$3.00

[ADD TO CART](#)

## Your Cart



Original

[Remove](#)

\$9.00

GLAZE

SUGAR MILK +\$0.00

NUMBER OF ROLLS

3 \$9.00

Option to change customizations and  
see how they affect prices in real-time

### Summary

3 ORIGINAL ROLLS \$9.00

DELIVERY FEE + \$0.00

Enter delivery address

PROMO CODE - \$0.00

Enter promotional code

SUBTOTAL \$9.00

[CHECKOUT](#)

## Challenges in the Process

When developing my designs into pages, I struggled a lot with aligning and keeping content consistent across the entire website. I experimented with several different formatting options, like *flexbox* and *grid*. Since my Figma prototype was already designed with an eight-column grid, I ultimately decided to stick with the CSS grid feature for most of my pages. In order to attach a variety of CSS features to different parts of the website, I also divided my HTML code into a plethora of *divs* and *IDs*. Keeping track of all of these different parts was extremely overwhelming at first, but I realized that adding comments for myself throughout the code immensely helped myself stay on top of my own code. Although my website's design is rough and unresponsive, as it was difficult to even align content properly on my own Macbook Pro's viewport, I'm pretty proud of how my website pages came out. This was my first time doing such in-depth frontend development, and I'm excited to see how my skills can improve from here.

## Brand Identity

Given that websites today are often people's first impressions of a business, I wanted to make sure that my designs for Bun Bun Bake Shop let the user feel like they were stepping into a warm cinnamon roll bakery. I needed to portray Bun Bun Bake Shop as a friendly, down-to-earth bakery that appeals to both college students and local families. To convey this warm aesthetic, I chose a creamy brown, white, and red color palette for the overall website, the typeface [Providence Sans Pro](#) for headers and the site logo, and the typeface [Cabin](#) for all other text. I also rounded the corners for buttons, checkboxes, and dropdown menus to maintain the website's approachability. I even made sure that the website's photographs adhered to the overall warm color palette.

## Image Sources

[Original Cinnamon Roll](#)

[Blackberry Roll](#)