

Emily Ding

05-430 PUI

2/23/20

## Assignment 5

Heuristic evaluation:

1. User control and freedom: Previously, users would not even be able to see what they had just added to their cart so I added the “remove” and “edit” options in the cart pop up in case they add something to their cart too fast or by mistake.



Original

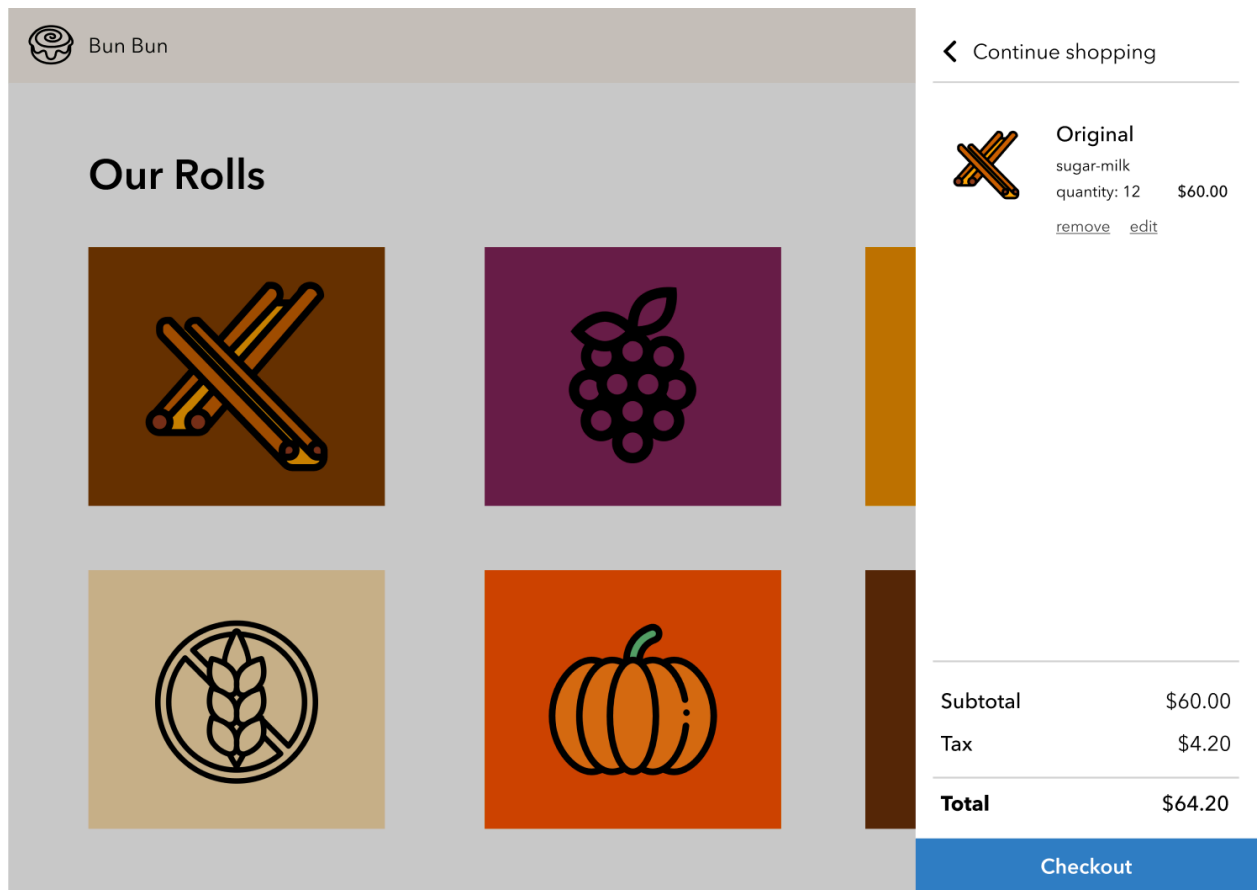
sugar-milk

quantity: 12      \$60.00

[remove](#)   [edit](#)

2. Error prevention: I did not have a confirmation page before payment so adding a pop up that asks “are you sure?” before processing the order will prevent errors.
3. Flexibility and efficiency of use: Adding an item to their cart would previously just leave customers at their current page, but I fixed it to automatically bring them back to the “Our Rolls” page to buy more rolls of another flavor as well as have the shopping cart

pop up show up first in case they wanted to check out immediately.



The UI implementation was challenging because what seemed like it was supposed to be so easy sometimes took an hour to fix. For example, I was struggling with overlapping rows for the longest time, trying every possible thing I could think of. At the end, it was only one small fix in an earlier step that fixed everything I was struggling with. Still, it took forever to identify and I ended up getting super frustrated because it wasn't looking as I wanted it to look like. It took a lot of google searching to find my specific bug. I have mixed feelings about google searching because it led me down many rabbit holes but also helped me fix my bug in the end; I guess it's a blessing and a curse.

The brand identity I wanted to bring to Bun Bun Bake Shop was something modern yet still playful. I kept the overall design very simple so that everything would be super intuitive for customers to quickly buy cinnamon buns. The playful side came in with the colors, especially of those on the main “Our Rolls” page. The colors there are very saturated, and the images also are simple yet fun! I’m hoping that this aesthetic will attract those who are simple in thought, such as children!