Sun, 11 Oct 2020

REFLECTION

LINK TO LIVE VERSION:

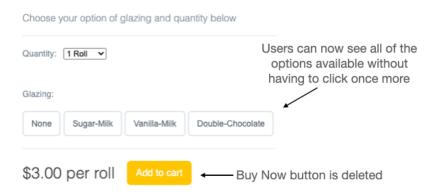LINK TO REPOSITORY:
HTTPS://GITHUB.COM/JAEP3347/HOMEWORK_5

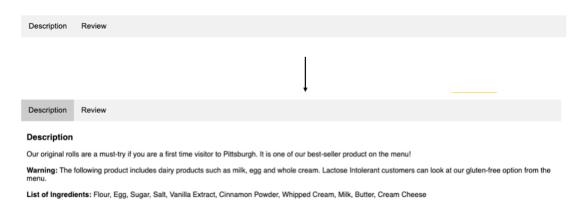1. DISCUSS 3 TO 5 USER INTERFACE BUGS YOU FOUND IN YOUR HEURISTIC EVALUATION

   First interface bug I found in my heuristic evaluation is how the buy now button is redundant with the add to cart button if we have the cart or item menu at the navigation. Users will feel confused what the differences between those two are and I've decided to keep only the add to cart button and have a pop-up notification that shows up once the item is added using Javascript, which will be implemented later on. Heuristic evaluation also yielded that having a drop-down button for the option of glazing was not suitable since customers want an overall view of the options they have. Therefore, changing from drop-down button to a clickable, separate button that is always displayed was a design choice I made. These two user interface bugs are implemented as below.

Another user interface but I found was in the description and review section of the product detail page. The whole content was very word heavy, which distracted users from actually selecting the product itself. Therefore, making the reviews and descriptions hide on the initial load of the page and only making it visible when the user clicks on the button was a design choice that was meant to increase the overall user flow of the website. The design flow is as demonstrated below.

2. WHAT CHALLENGES OR BUGS DID YOU ENCOUNTER IN THE PROCESS OF IMPLEMENTATION, AND HOW DID YOU OVERCOME THE CHALLENGES?

I've faced numerous challenges along the way. As a programmer, I thought designing the website should be about indications rather than calculations. From a software engineer perspective, I always thought about how to calculate and specify what kind of processes should pass throughout the methods. However, I learned that HTML and CSS is a markup language that I should indicate which data or information to show in a particular position in a specific style. Thus, I tried to be as accurate as I can to locate each element. Most of my bugs came from misunderstanding of the rules of selectors and attributes. For example, I had no idea how to display each product before understanding what each CSS display options meant and how they worked. I took some time to learn how the float works, the difference between margin and padding and so on so that I can utilize them in my design. There were also challenges of using colors and icons since I couldn't use external libraries. I have relied heavily on materialize or bootstrap when I designed front-end in earlier projects, but this helped me gain foundational skills in HTML and CSS as a whole.

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?

I've implemented what I thought is "minimalistic" design style. I've used minimum space to showcase information users would care about the most, including larger product images and clear filters. The lighter color shades and proper contrasts give positive feel to users as well. There are little content and the shop itself is small, so every product can be shown to the user within one scroll or so. The business is also all about cinnamon rolls and focuses on how delicious they are. Therefore, showing as many cinnamon rolls to trigger the appetite of the users was one thing I did, by including both large and small banners of pictures. The logo is also a simple illustration of a cinnamon roll that everyone who has tried cinnamon rolls would know. Also, the overall theme reminds of cinnamon rolls as well, by using colors in shades of brown and yellow. Overall, the website itself is simple and clear as what the customers would expect from a local offline shop that is "locally beloved".