Link to Prototype

Link to live version: https://janellewen.github.io/homework_5/index.html
Link to repository: https://github.com/janellewen/janellewen.github.io/tree/main/homework_5

Heuristic Evaluation

Consistency and standards: On the home page I included two different CTA buttons, "START YOUR ORDER" and "ORDER NOW," that lead to the same page. I decided to change these buttons to have the same copy to mitigate any confusion of the button destinations.
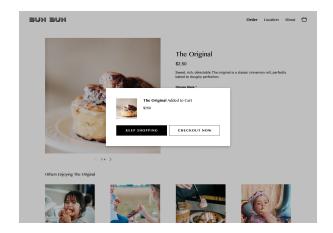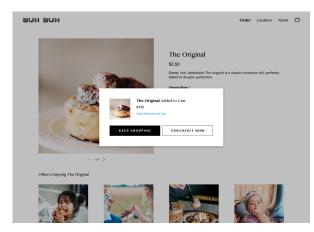

User control and freedom: For the "Add to Cart" overlay, I only provided options to continue shopping or checkout immediately. I felt that I should add "Remove from Cart" CTA so that users can reverse their action if adding the item to the cart was a mistake. Additionally, on the cart page, user was able to change quantity of buns, but not the glaze. I fixed this so that the user can alter both right then and there.
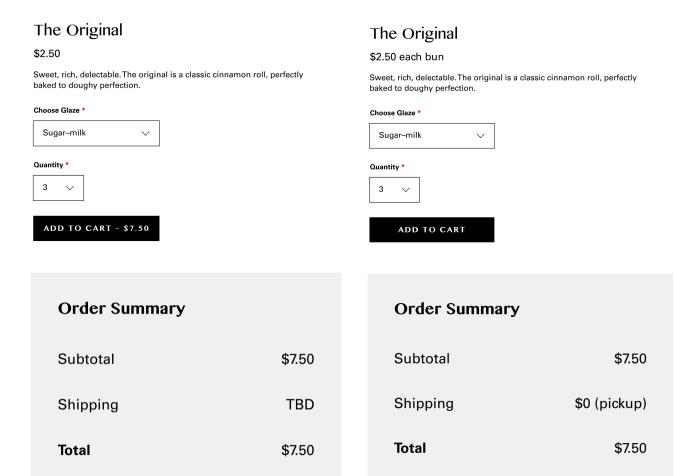
Visibility of system status: On the product description page, it's unclear that the $2.50 at the top indicates the price of one cinnamon roll, which may make the customer feel confused that there is the total of $7.50 on the CTA. I removed that value and put "$2.50 each bun" for clarity. On the review order page, shipping should not be TBD for pickup, it should be $0. This would cause the customer to feel some uncertainty about the purchase.

The Original

$2.50

Sweet, rich, delectable. The original is a classic cinnamon roll, perfectly baked to doughy perfection.

Choose Glaze *

| Sugar–milk ⌄ |

Quantity *

| 3 ⌄ |

ADD TO CART – $7.50

Order Summary

Subtotal	$7.50
Shipping	TBD
Total	$7.50

The Original

$2.50 each bun

Sweet, rich, delectable. The original is a classic cinnamon roll, perfectly baked to doughy perfection.

Choose Glaze *

| Sugar–milk ⌄ |

Quantity *

| 3 ⌄ |

ADD TO CART

Order Summary

Subtotal	$7.50
Shipping	$0 (pickup)
Total	$7.50

Challenges

Flexbox

Flexbox was aggravating at first. I was really unfamiliar with it and was near to reverting to grids. But with the encouragement from my classmates and the in-class review of flexbox, I built up my confidence. I took notes from lab and started from scratch. With a lot of tweaking and experimentation, I got what I wanted visually. I think my code is a bit messy, though, and I certainly did not account for responsive. I don't believe I coded as efficiently as I could while making these sections. I am just glad that I could get the layout in order.

Organization

The biggest challenge for me was organizing my style sheet. Building the index page was a cinch. I felt that my organization was clear and I could navigate easily around. I practiced commenting sections of the sheet so it would be less confusing as it grew. However, when I started building the other two pages, it became more difficult. My commented categories were not as helpful because styles would relate to multiple categories. I do not know yet how to organize this better, but will continue to ask classmates and look online.

Styling Bugs

There were some things that I couldn't figure out how to do, like style my dropdowns. I read on StackOverflow that this requires more than CSS, so I left that for later. I also did not know how to align my carousel arrows with the numbers. I think a solution I tried was to use flexbox, but for some reason it was not aligning correctly.

Brand Identity

The goal of Bun Bun's brand identity was to reach young consumers that enjoy treating themselves to something delicious. I find selling cinnamon rolls online a difficult endeavor, especially because the product's desirability derives from being eaten fresh. Additionally, their individual costs might not be worth the delivery fee, which I am assuming would be expensive). Therefore, my goal for the branding was to take a sophisticated feel. If the product is worth it to be delivered (or ordered in advance to be picked up), then it needs to look delectable. I chose images that looked like they came off the pages of a gourmet food magazine. The images had to look impressive, but still remind customers of home.

In addition to images, I paid attention to other parts of the content. For example, I carefully crafted the copy. My headline on the first page immediately shows that Bun Bun does not take itself *too* seriously and still is relatable. In the product detail page, I inserted social media images to allude to the fact that people are enjoying the pastries with others.