

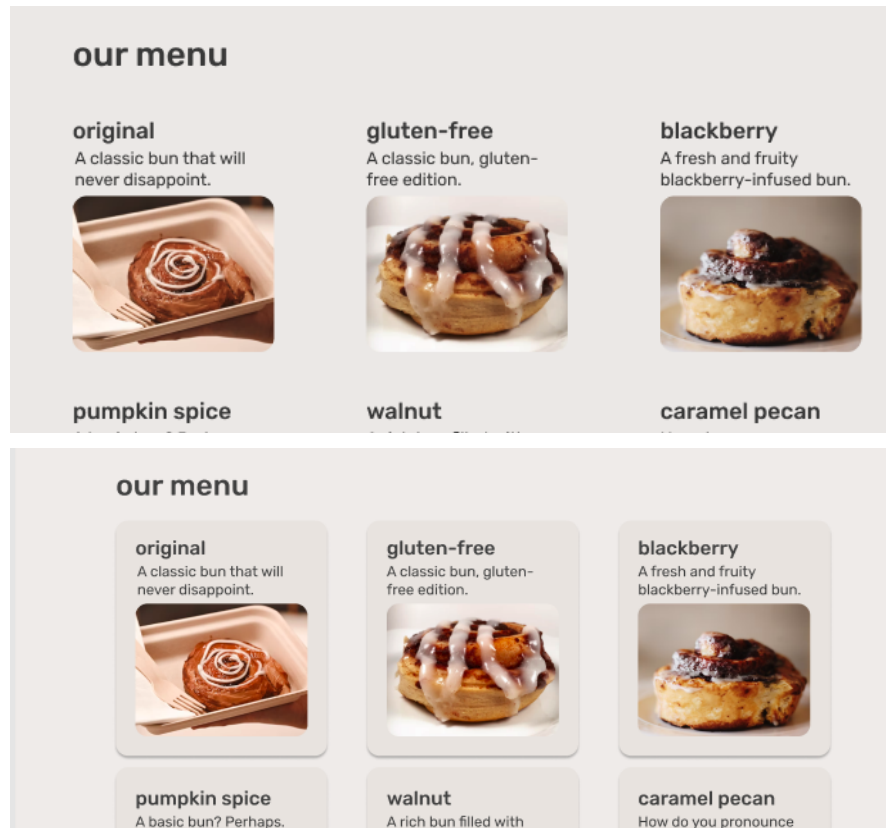
Website Links

Website: <https://janiexue.github.io/pui-test-app/index.html>

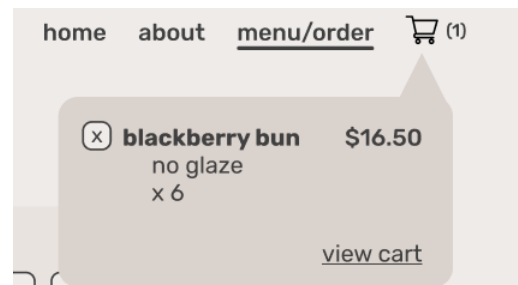
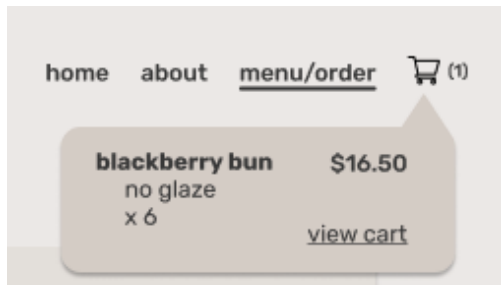
Repo: <https://github.com/janiexue/pui-test-app>

Heuristics Evaluation

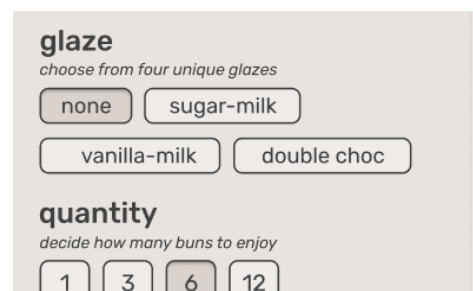
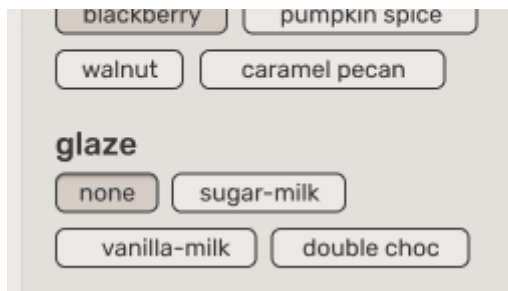
(1) Visibility of system status on the menu page is unclear -- that is, users do not have affordance as to which areas of the page may be interacted with. To fix this bug, I added shadowed cards behind each product name and description to indicate clickability.



(2) User flexibility and efficiency of use in the cart pop-up is limited -- there is no option for users to easily undo an "add to cart" action. Users must go to the full cart page in order to remove an order. To fix this, I added an "x" button in the cart pop-up to allow users to quickly and easily remove products they've added to the cart.



(3) Consistency and standards on the product detail page could be improved -- I wanted to display all options available to customers, but this could cause confusion because “choose one” options are typically shown in a dropdown menu. I added subtitles clarifying that customers should select one option from the array shown.



Challenges:

Spacing was the greatest challenge in the process of implementation, especially with the column and grid formats I wanted for the design. I often found individual items misaligned, words floating around, and mismatched positioning. There were many occasions when the automatic properties of the objects did not suit my design needs. Overcoming spacing and positioning issues were often done with the help of W3Schools and Stack Overflow -- observing provided format templates, then adjusting code to suit my needs. For example, “clear: both” was a great solution to clearing out float formats and fixing alignment, especially with my floating column format. I also realized that using many div elements with classes and ids helped to organize code and format different blocks correctly.

A related challenge was positioning. Currently, the majority of the positioning on the website is achieved via margins and padding in pixels. I tried to avoid absolute positioning, but the set pixel values for margins and padding would not be flexible for viewing on a different screen size either. I noticed this difference acutely when I switched between working on my laptop to my desktop. This is something I would like to improve in future iterations or projects by using percentages or another form of more flexible values.

Because it was my first time working extensively with HTML/CSS, it did also take me a little while to become familiar with the syntax and figure out how to group code. I believe the organization and style of my code could be further improved, especially if we continue to add pages.

Overall, the process of implementation was very experimental -- I used a frequent guess and check process to handle bugs. When guess and check failed, I turned to W3 and Stack Overflow for recommendations. If all these options failed, I would rethink my internal framework for the page or element and try to approach the section in a different way.

Brand Identity:

There were several key “personality traits” I wanted to incorporate into the brand identity. Overall, I wanted the bakery -- and the website -- to be inviting and friendly. Being personable in the website design would allow the company to attract new customers and retain regulars, especially if a majority of customers interact with Bun Bun via the website.

To design for this characteristic, I first aimed for a soft, gentle visual appearance. I used a muted color scheme, rounded font and corners, minimal layout, and easy navigation. I believe the colors, font, and corners chosen are less jarring compared to sharper options. They appear more relaxing and soothing, and less utilitarian or formal. The lower-case font throughout the website also contributes to the mild appearance. The minimal layout and navigation were put in place to ideally avoid overwhelming the user and further emphasize the brand identity.

Despite focusing on a softer appearance, I also wanted to incorporate a playful personality into the website to showcase the unique identity of Bun Bun as a small business. This was achieved via the soft design and pops of yellow in the logo. Small icons throughout the website also add a bit to the “fun” personality trait.