

Reflection

The brand identity of Bun Bun Bakery Shop I had in my mind is the local bakery shop with a long history and its speciality on cinnamon buns. I haven't heard of a bakery that only concentrates on cinnamon bun. Bakeries nowadays usually make dozens of different type of bread and desserts to attract more customers with more options. Therefore, I picture this cinnamon bun bakery shop to be on high demand by old and repeated local customers with a long family history behind it, and possibly looking forward to find a way to modernize their marketing through delivery services and interactive websites.

For the client of Bun Bun Bakery Shop, I chose the pink centered color scheme to encourage user's appetite, modernized the look of website with a graphic artwork on the homepage, and created the user flow as easy and intuitive as possible. Simplistic and minimal design methods were taken for visual comfort for users. My design takes ideas from strong and effective features from other ecommerce platforms that I conducted competitive analysis on.

During the process of implementation, I ran into several struggles with html and css. First and foremost, because I am used to working on Adobe software such as Illustrator and Photoshop, my mental model of approaching html and css carried a lot of terminology from the Adobe. For example, I would think that I can increase the stroke weight on css when it is actually the border to manipulate. Some of my knowledge of controlling graphics would be absent or not supported by html css, so I often had to work around it. For example, when I couldn't really increase the border weight as much as I wanted, I instead increased the padding around the object and assigned the background a color I wanted the borders to be. From this assignment, I learned a lot about being flexible and finding leeways to achieve goals.

Getting down fundamental html features is relatively easy. I realize there are several ways you can use to group some features through div, class, and id. They are really useful. However, working with css comes with a lot of debugging. I constantly went back and forth between my code and the browser to test out a code one by one, but then I recently figured out sometimes working directly on the "inspect" mode is more efficient to work with.

One challenge I struggled to figure out is to place a vector asset or an image over another image or inputs such as the address bar. For the address bar, I later on figured out I can use absolute position to have the gps icon on one side of the address bar since the nav bar holds its position even while users scroll through the website. However, there still is an area where I need to learn and improve on. On the menu page, I wanted to place "best", "gluten-free", and "new" icons in the upper corner of bun photos, but I could not find a way to achieve it yet. I need more online research and web experience to understand fully about css format. Absolute (or fixed) positioning did seem to work because all icons ended up in the upper left corner of the screen.

After completing the implementation, I ran a heuristic evaluation on my website and discovered a few violations. It is the beginning stage of implementation and there are only three screens yet; however, here are a few problems I point out. First, my homepage violates Recognition rather than recall because its design didn't seem to consider new customers who probably want to look at the menu. First load page leads customers to enter the address in to proceed with delivery system, and does not provide a good alternative to go to menu page without entering the address. In the bottom area, I had put down "looking for just menu? Click here". However, it is not visible enough, thus increasing the user's memory load.

Another problem arises regarding User Control and Freedom. My current design causes some confusion. The menu page loads after the homepage. When the user clicks on one of the items, it leads the user to detailed description of the item page with options to customize your order and to add to cart. However, now the page does not support a way to go back to the menu page unless the user uses the previous page button on the browser. This limits users' freedom, thus possibly frustrating them.

Tricky part of my website is about the Error Prevention. I see some areas on each page that can possibly confuse the users. But they are prone to error anyways without further implementing javascript and animations. Such issues will be addressed as we go on with future process.