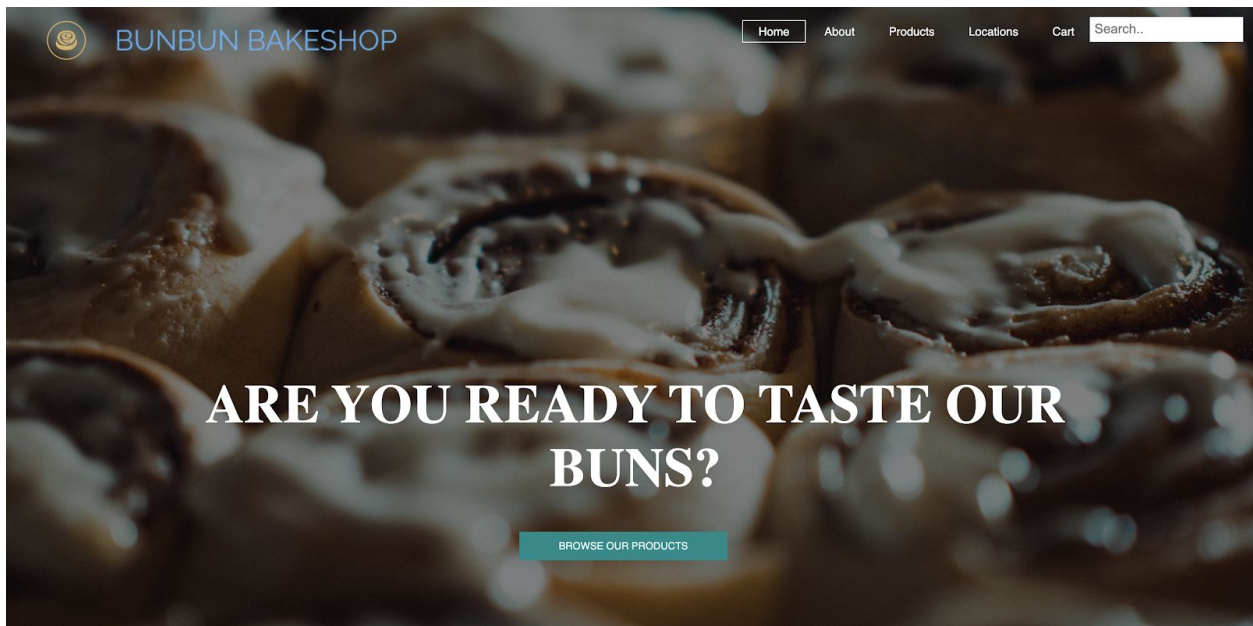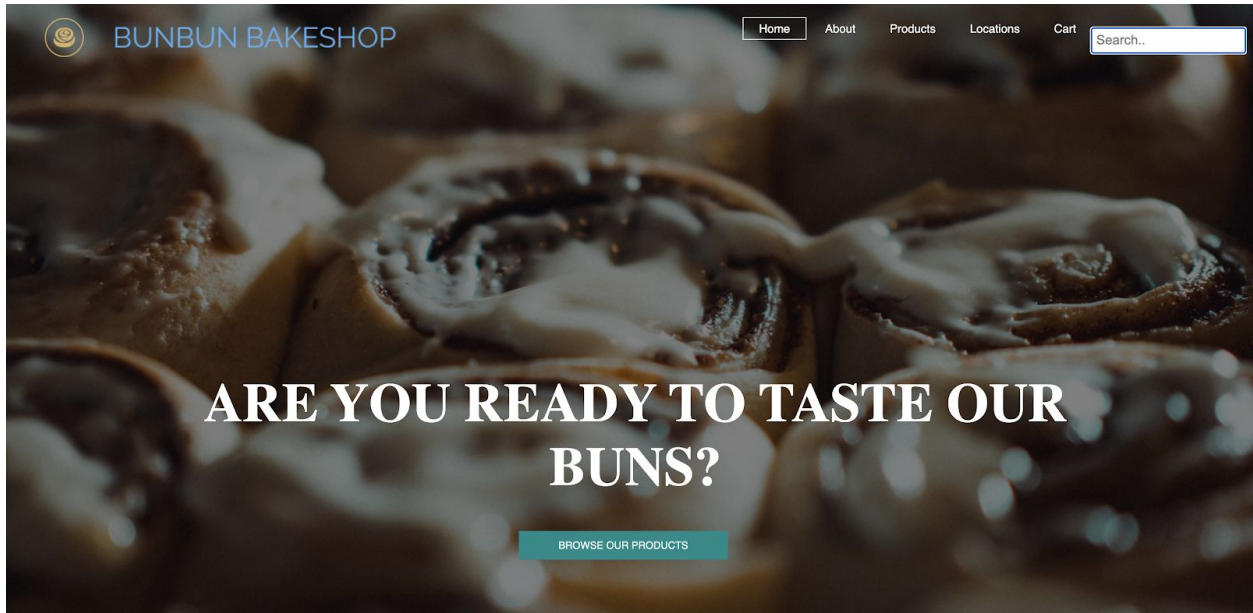**Programming Usable Interface**
Section C
Jee Yeon Rim
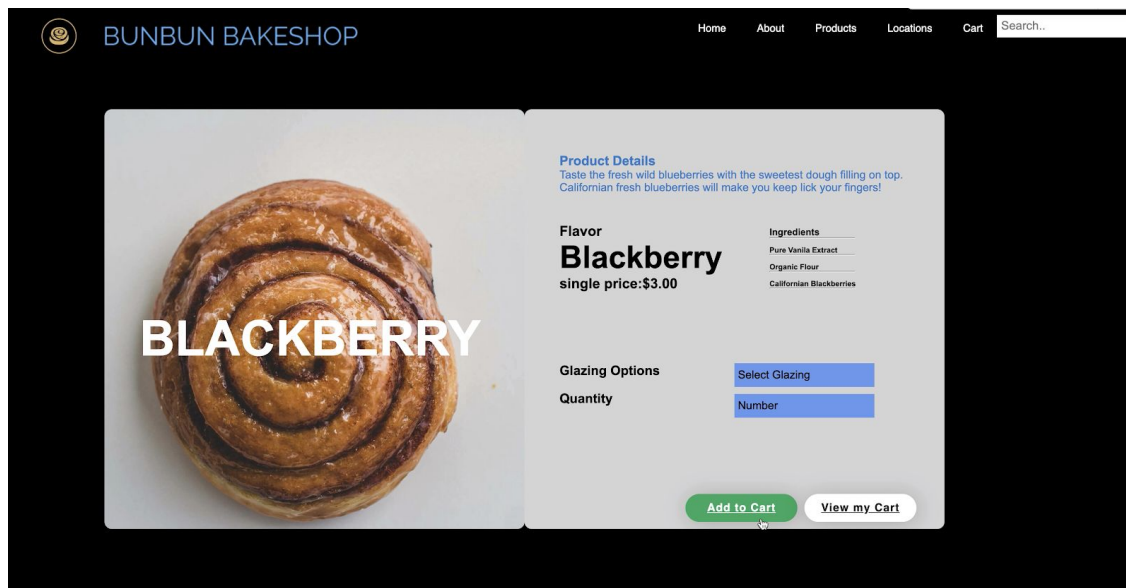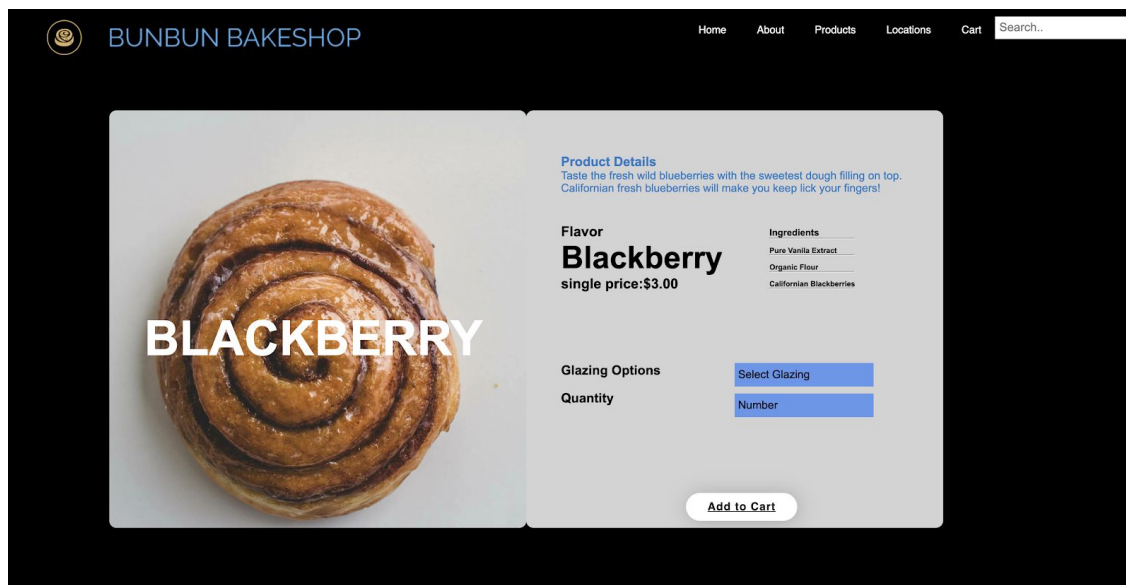
User Interface Bugs and Heuristic Evaluation

User Interface Bug #1

User Interface Bug #1 Heuristic Evaluation & Improvements

The first user interface bug that I have encountered was presenting a **clear visibility system status** in the navigation bar on the top. At first, the alignment of the **search bar** did not appear properly as shown through the first screen shot of the home interface, which was one of the usability bugs that have encountered through. I decided to add the search bar since it enables to search the products quickly for the users. In order to enhance the visibility status for the navigation bar, I have decided to move the margin top of the search bar that appears to become a more coherent part in the navigation bar. Through this revision, I was able to create a coherent aesthetic design on navigation and present the clear visibility system status of the search bar as a part of the navigation.
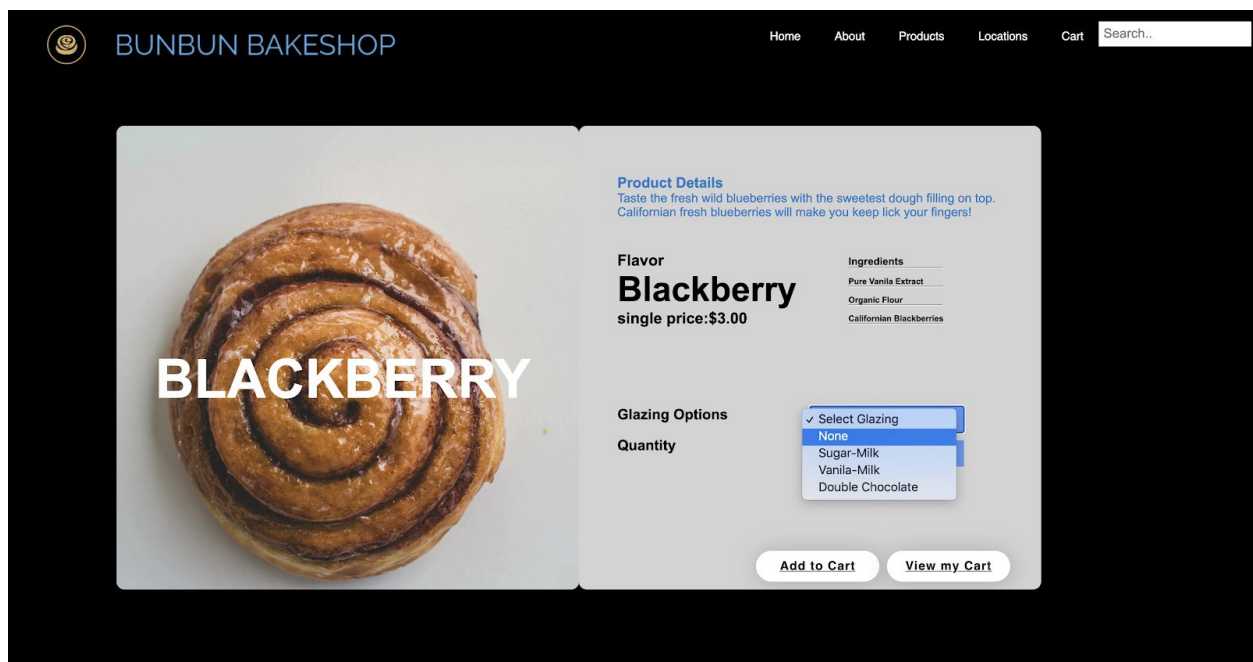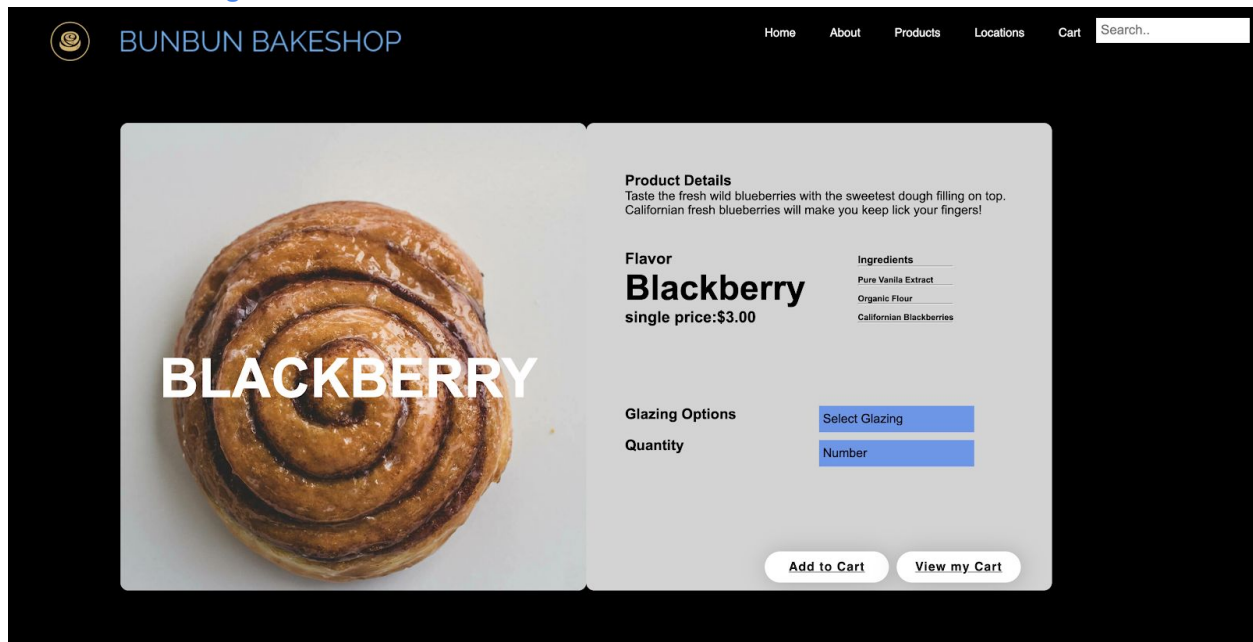
User Interface Bug #2

User Interface Bug #2 Heuristic Evaluation & Improvements

The second user interface bug that I have experienced was including **only one user interaction button, "Add to cart",** which is shown in the first image. This decision arised from considering the "add to cart" action as the most important action in the product detail page. Based on the Heuristic Evaluation, I thought this decision **reduced the user control** to view their added product to the cart and they can only perform purchase action. As a remedy for this problem and enhancing the user experience to also view their added product, I have **added the "View my Cart"** button with horizontal alignments and add onto the hovering interaction to present the state of the action.
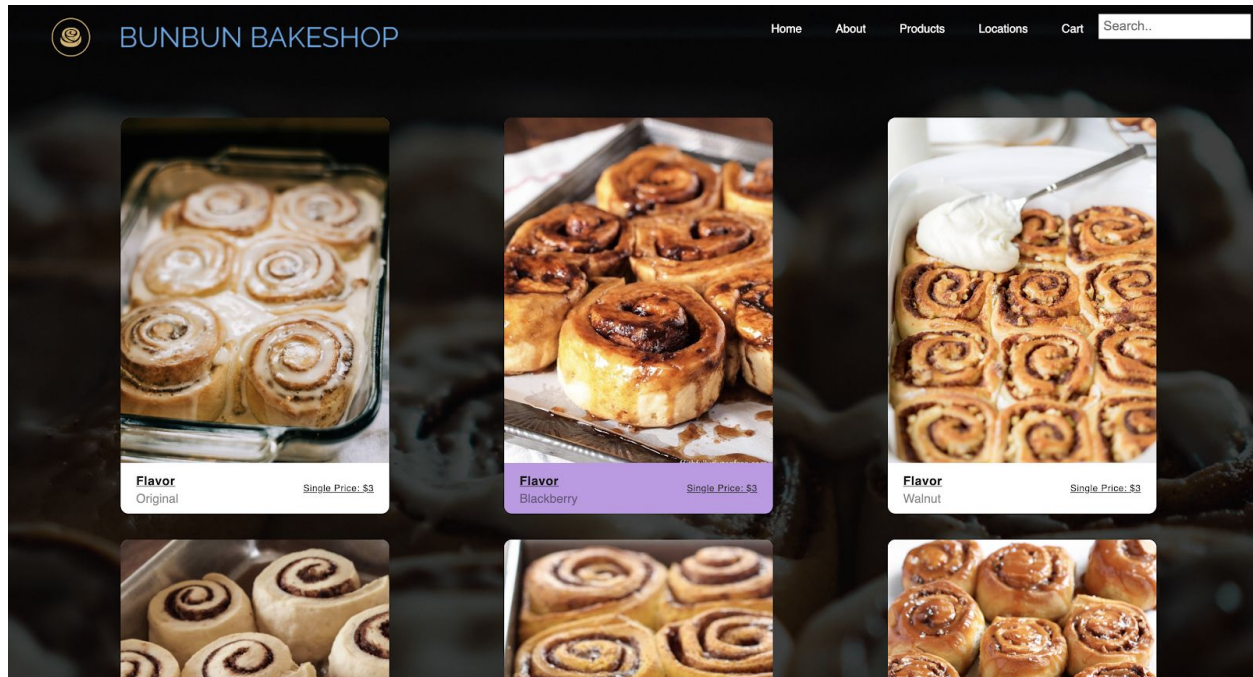
User Interface Bug #3

User Interface Bug #3 Heuristic Evaluation & Improvements

The third user interface bug that I have experienced was the vague hierarchy between each text which reduces the effectiveness of presenting the information hierarchy in a minimalistic and aesthetic way. To improve upon the design choices and presenting more emphasis on the product detail text, I changed the font color same as the drop down menu for increasing the coherency and improving upon the hierarchy of each text presented in the product detail descriptions.

User Interface Bug #4

User Interface Bug #4 Heuristic Evaluation & Improvements

The fourth user interface bug was improving upon the system visibility status presenting that clickable detail page is Blackberry page in this product browsing page. The previous iteration that I have made through included white background, which had the same white color with other product browsing options. Since I thought this might be vague for the users so they will click all the browsing options to find, which one has a detail page on it. To make this part clear, I have shifted the blackberry page background to a purplish tone to make the viewers have clear visibility status to click the Blackberry to view the detailed description of Blackberry cinnamon roll.

Incorporating Brand Identity

The target audience for this BunBunshop website is initiated for the busy schedule workers or students who are exhausted from the bakeshop website with numerous detailed descriptions and numerous navigation links in the navigation bar. Instead of including unclear navigation menus with numerous links, I tried to make the overall design to involve simple and minimalistic aesthetic designs. To make a simple navigation bar, I have included, home, about, product, location, cart and search bar. Also to improve upon the overall coherency in the design, I have included hover interaction when the user wants to click on the button, in order to present the user state while doing their interaction. Also the logo and the logo text was one of the most crucial design elements that show the Bun Bun shop bakery is mainly selling the cinnamon roll products, which is clearly shown through the bun logo pic. In relation to this brand image that BunBun Bakeshop is primarily selling cinnamon rolls, the product menu page presents the different

kinds of cinnamon rolls and the corresponding photos of those. The each product menu box is aligned both horizontally and vertically to improve upon the user's readability and contribute to the clear aesthetic designs.