Bun Bun Bake Shop: Website Redesign

Link to Github Repo: https://github.com/jenong220/homework_5
Link ti Github Page: https://jenong220.github.io/homework_5/index.html

Heuristic Evaluation of Original Site Prototype:

<u>Consistency and Standard: "We're Open Icon"</u>
One of the first usability bugs that was found by users during the heuristic evaluation was the status of the "We're Open" button. The original icon had a light shadow and, paired with the bold background color, was easily confused with the other actually clickable buttons such as Order Now and Checkout. To help address this issue, I redesigned the icon to remove the shadow and changed its aesthetic so it looks more like an icon than a button. See redesign below:
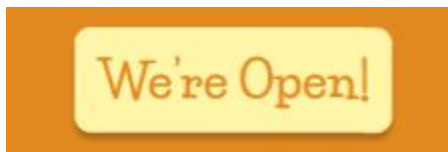
Original: **Updated:**

<u>User Control & Freedom: "Scrolling Homepage Panel"</u>
It was noted in the review as well as during the heuristic evaluation that the home page panel, which originally had three images that would cycle through, was occurring at an overwhelming clip. Users felt stressed that they weren't able to read what was on the page and wished for better control. To help address this issue, the current redesign has simplified and streamlined, focusing on just one front page image. Alternatively, future versions may incorporate the dynamic scroll but with a slower transition and longer duration of each visible panel.

Updated:

<u>Aesthetic and Minimalist Design: "Background Color & Font Color on Browse page"</u>
During the evaluations, it was also noted that users had some difficulties ascertaining the words written within the descriptions on the page. Often they had to squint or zoom int to be able to see. To help address this issue, the current redesign incorporates a heavier font-weight to ease the readability burden. See below:

Updated:
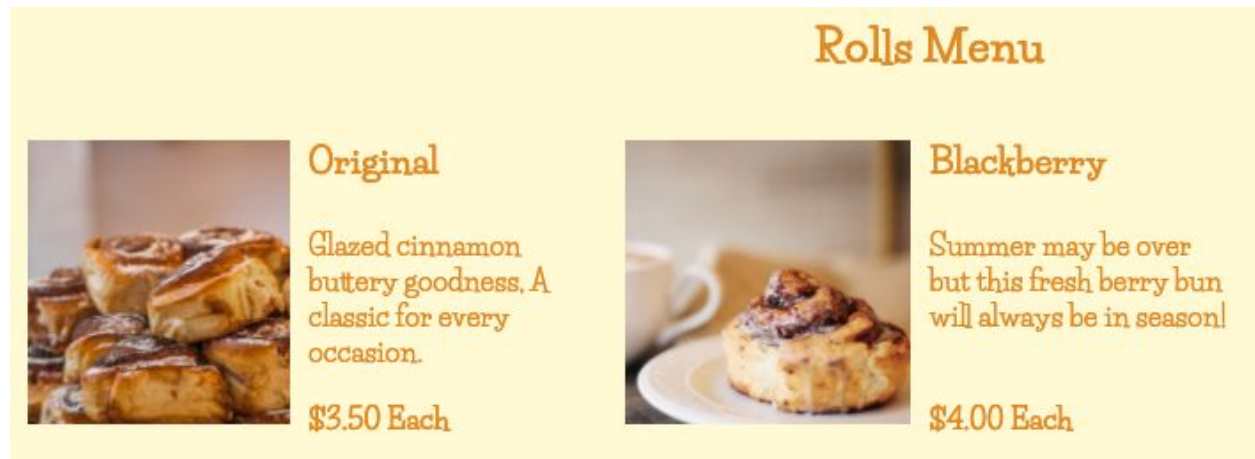
Challenges and Bugs during Implementation:

Probably the most difficult part in implementation was understanding that whereas in Figma, creating the grid and layout structure and manipulating it was as naturally mapped as just dragging around boxes, this was completely not the case in CSS. There was a lot of initial work trying to address content row by row, before realizing that starting from a more foundational point and developing a grid would be more effective.

It was also interesting to learn that CSS actually is fairly nimble, with some nuances such as the difficulty with certain justified text. For example, I first had tried making these very elaborate grids, trying to capture everything just at the parent level. But this quickly got very confusing. So I took a step back and decided to approach it by dimension - first figuring out the rows of my big elements (espectially those that repeat like "Header" and "Fat Footer"), and utilizing CSS's nesting grid functionality to then layer grids within those grids like Russian dolls. This prove significantly more effective.

Brand Identity and Rationale for Design Choices:

Bun Bun Bake Shop is a Pittsburgh bakeshop, famous for classic cinnamon rolls and known for being a local favorite. Because of the product they are selling and their history in the Pittsburgh neighborhood, I really wanted to capture this homey casual playful feel of a live bake shop. This goal influenced the decision to utilize the Life Saver font, which has just a bit of whimsy. It also was the rationale for choosing a pale yellow and pumpkin orange - colors that are often associated with cinnamon-y goodness.

Additionally, because it is a bakeshop who prides themselves on their delicious wares, I wanted to make sure that it is those buns that got central focus. Professional grade photos of the shop's buns were used and featured predominantly so draw people's eyes to the goods and make sure that Bun Bun is always putting their best foot, or best roll, forward.