Assignment 5: HTML/CSS Prototyping Reflection

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What challenges or bugs did you encounter and how did you overcome the challenges?

This was my first time coding in HTML/CSS, and most of bugs I encountered were related to misuse of HTML attributes and CSS selectors — especially distinguishing between the ul tag, class and id within div tags.

As they were mostly validation bugs and the page still rendered as I expected it to, I did not become aware of them until I ran my code through the validator. There was an error when I tried using <div> as a direct child of my <ul> tag, and I learned that only <li> may be a child of <ul>. I referenced Stack Overflow and tried replacing the nested <div> with <li> tags which addressed the issue.

Another challenge occurred when I was trying to create consistent buttons for my product detail page. I used a ID selector in CSS to define the button style, and when I attempted to put it into the HTML, an error occurred. By referencing W3School and Stack Overflow resources, I found that ID are unique and should not be used when applying to multiple elements. To address this issue, I used a Class classifier in CSS instead of ID, which worked out as a better alternative.

How is the brand identity of your client reflected through your design choices? What kind of look and feel did you design for them and why?

In the prototypes I produced, I wanted to provide my client Bun Bun Bake Shop with a minimalist brand identity — through neutral text colors along with scaled, more prominent product images.

As my client is a bakery, I thought it would be most appropriate to showcase many product images — baking and cinnamon roll shots, which would be the most useful for a potential buyer. Especially in the product browsing/gallery page, I arranged the images in a square grid along with captions to draw attention to the products.

To create a consistent brand language, I used identical top and bottom navigation bars throughout the prototype. This creates a professional look and feel for the brand, as users feel guided by the UI throughout their experience. Fonts such as Arial for navigation and body text, along with Georgia for large headings, were used to create a classic feel to the brand.