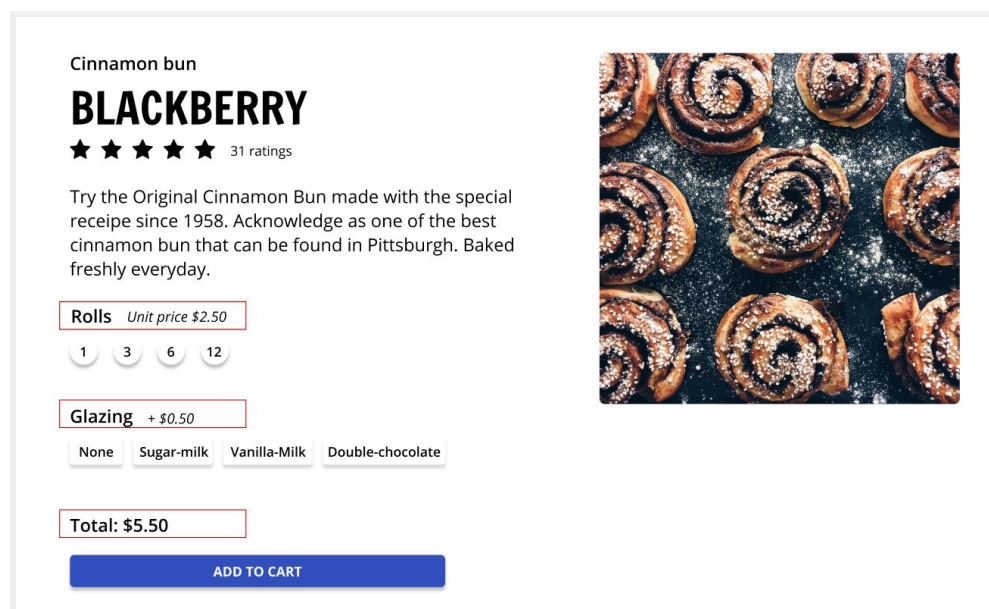


HW#5 - Reflection

Jessica Lim - jglim

First user interface bug that I discovered through my heuristic evaluation was an issue with the visibility of the system status heuristic. On the product detail pages, there were no indications previously of what the individual costs of glazings as well as total prices were before adding the product into the cart. This can be very confusing for users that want to know all the individual pricings to better judge how much they want and what kind of toppings they're interested in according to their budgets. If this problem was left without being addressed, users would have to add the product in their cart first to see the total price and then go back to change their order. As a result, this interface bug also addresses another heuristic: error prevention. In having all the information present to the user at all times, they are able to make better informed decisions, with little room for error.



The second user interface bug that I addressed from the heuristic evaluation is another issue on the visibility of the system status. The previous interface design did not have clear indications on what page the user was currently viewing within the navigation bar. It could be confusing to users in understanding their current place within the whole system and how they can navigate

through it. As a result, I worked to implement clear indicators by changing the color of the page that is currently active within the navigation bar.

BUN BUN BAKE SHOP

ABOUT

PRODUCTS

GALLERY

CART

The third user interface bug that I worked on was improving the minimalistic and aesthetics of the product page. The design before had all the names and prices of the products displayed directly on the overall product page. This change could also possibly contradict another heuristic; however, I wanted to see if this change would offer an interesting experience/twist. In order to better align with the goals of the client to offer moments of discovery and surprise to customers, I took away the titles and prices of the products and instead just put the pictures left on display. This allows users to create judgements of their own based on the visual of the product rather than making judgements off of the name and price of the product. Certain flavors can automatically trigger negative responses from customers, but if this website could possibly break through those biases and push customers to discover new things it would support the brand identity of this business immensely. However, no information would create other problems on the product pages, so I added in a hover effect that displays the type of cinnamon roll that the picture is portraying when users hover over the photo.

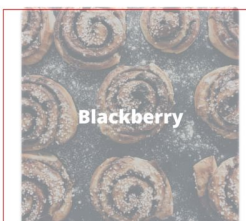
PRODUCTS

Explore six different signature flavors with a variety of glazings made just for you and your preferences.



PRODUCTS

Explore six different signature flavors with a variety of glazings made just for you and your preferences.



Due to my minimal experience with front-end development, I encountered a lot of challenges especially when it came to reconciling my expectations to the realities of what I could currently accomplish with my coding knowledge. I had some issues with figuring out the grid formatting of one of my product details pages, where there was one column of text and one column of photos. For some reason, the sizing as well as distribution of content was not working in the way I expected it to. From there I began to read through my code and break down each line to figure out what was affecting my code from working the way that I expected it to. I was able to resolve it by taking the grid out of a larger div that was affecting the formatting. I downloaded an add-on in my vscode application that allows me to see the “live” version of my website without pushing code. This allowed for me to resolve bugs through trial and error while switching between the “live” display and my code to see how small changes affected the website design.

The brand identity of my client is reflected through my design choices through the use of simple, clean, aesthetic design. I tried to keep it as clean as possible but still add in personality with the use of particular colors as well as the typeface used in the interface design. I would like to continue to work more on reflecting the exploratory aspect of the brand identity of the client within the experiences and general aesthetics of the website. I plan on incorporating not only pictures of the cinnamon buns but also images of local Pittsburgh areas nearby within the gallery section of the website; this would be a natural way to create experiences of wonder and curiosity for users. I purposefully strayed away from using stereotypical cute bakery website styles since that was what I noticed to be a big trend amongst bakery websites. I wanted to make the products and overall website experience more sophisticated and abstract to garner more interest and redefine bakery experiences.