# I.   GitHub Pages

GitHub Portfolio: https://github.com/jipark2/homework_5
GitHub Hosted Pages: https://jipark2.github.io/homework_5

II.   Heuristic Evaluation & User Interface Changes

In my heuristic evaluation, I realized that my landing page lacked key information to give users information around the website and it's purpose. While I focused on a minimalistic design, the page lacked appropriate context for a user who may be unfamiliar with the Bun Bun Bake Shop. I added two banners below the landing page images to provide more imagery and context around the bakery. The banners provide supplemental information to provide context around the bakeshop. I also updated the copy to give more information to a first time user about the bakery.

Original Designs:
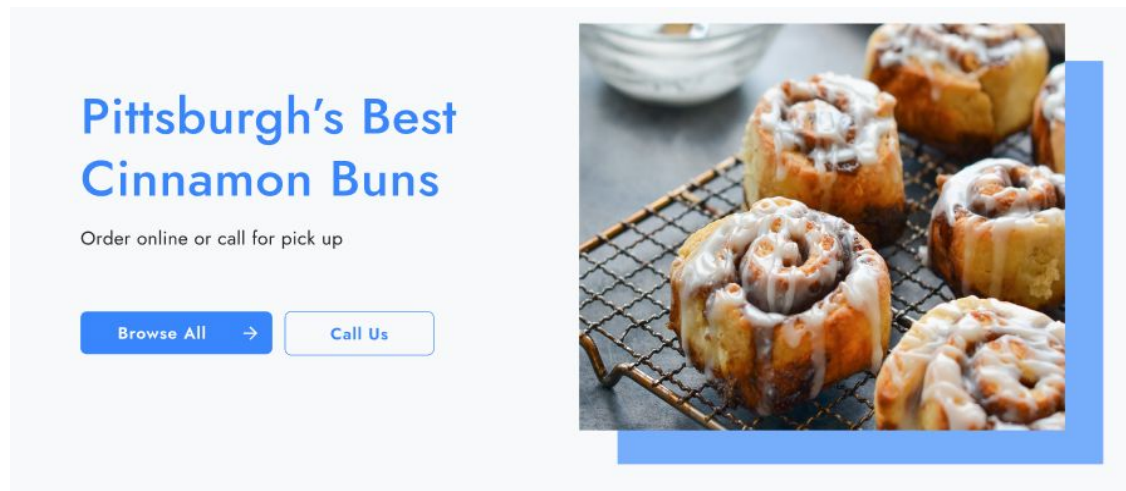
Post Heuristic Evaluation:

Additionally, I found that the navigation could be improved to add clarity. The checkout button could be ambiguous to users and does not reflect the number of items a user added to their check out. We can show the checkout button in a better way for users to understand the button's purpose. I updated the checkout button to a cart image since the cart image is a universal symbol. The cart will also update based on the number of items in the cart.
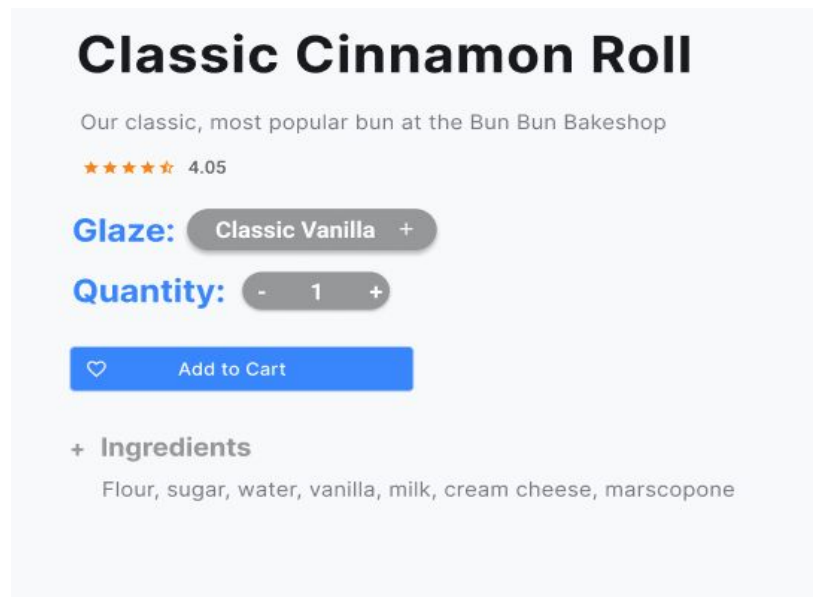
Original Designs:

Post Heuristic Evaluation:

Finally, I found an user interface issue with the product detail quantity selector. I changed the quantity indicator to a drop down. My initial design requires users to tap multiple times if a user wanted to order a dozen buns. A drop down selector significantly reduces the number of clicks. By leveraging the drop down selector, we can improve the accuracy of the selection and reduce friction for large orders.

Original Designs:

Classic Cinnamon Roll

Our classic, most popular bun at the Bun Bun Bakeshop

★ ★ ★ ★ ☆ 4.05

Glaze: (Classic Vanilla   +)

Quantity: (-   1   +)

(♡   Add to Cart)

+ Ingredients

Flour, sugar, water, vanilla, milk, cream cheese, marscopone

Post Heuristic Designs:

Original Cinnamon Roll

One of our best selling rolls baked with local ingredients and baked fresh in the oven.

$2 per roll

Select Glaze Type:

Glaze: Regular ▲▼

Select Quantity:

Qty: 1 ▲▼

Add to Cart

III.   Challenges & Constraints

Initially, I struggled with the grid layouts and spacing particularly with the product browsing page. Due to my reliance upon other frameworks in the past such as bootstrap, my challenges largely came fro my lack of experience with CSS. To overcome this issue, I dived deep into online resources such as Coursera and W3. I also went through multiple technical iterations to improve my grid and scaling.

Additionally, before considering technical implementation, I was overly ambitious with my designs around what I could potentially implement. My initial designs integrated interface components that would require extensive use of third party APIs. I had to descope some initial complications around my designs to fit the scope of this project. This taught me a valuable lesson around over designing around complexity. When I work with engineers in the future, I should consult with other technical resources to design for only what is feasible.

IV.   Branding

With regards to branding, I wanted to create a strong visual brand that is welcoming to customers. I leveraged imagery and neutral tones to create a warm environment that would feel similar to when a customer enters a bakery. I migrated away from my initial designs which had a feel of a technology and Software as a Service company. By leveraging extensive imagery and welcoming copy, I wanted to emphasize the feel of a family owned, local business. I also wanted to emphasize how each bun was made with love and personalized to the wants of the user.

I utilized extensive white space to focus on the products rather than bells and whistles. The website should be easy for new visitors to navigate the website and get excited about the products. I leveraged stronger components for the most important parts of the flow such as "Add to Cart" and "Browse All" for users.