Jessica Kwon

Professor Hong

05-430

Heuristic Evaluation

Angela Huang

H2-1: Visibility of System Status, Cart (1) Page

After pressing the “add to cart” button, the cart icon on the product page changes accordingly, indicating that there is one item currently in the cart. This gives the user confirmation that an item has successfully been added.

H2-2: Match Between System and Real World, Home Page

The website uses easy-to-follow language in general. The home page especially displays that by using phrases such as “Have cinnamon rolls delivered to you” to transition into the product page where users can order rolls.

H2-3: User Control and Freedom, Product Page

The product page has a pop up screen for each product clicked, which has a back button. This allows users to have control over their experience.

H2-4: Consistency and Standards, Home Page

I did not expect the “learn more” and “order now” buttons on the home page to take me to the screens they took me to. The buttons should have more straightforward labels, such as “learn more about Bun Bun Bake Shop” or “View our rolls”.

H2-8: Aesthetic and Minimalist Design, all the screens

Overall, the design is very clean and concise. However, the main colors (pink and purple) do not convey the warm, cozy feeling of a bakery to me.

Yuqian Li

H2-1: Visibility of System Status, all the screens

I was able to know where I was at each screen and mouse click.

H2-2: Match Between System and Real World, Product Page

I think the options to choose quantity and glazing should be placed before the “add to cart” and “checkout” buttons. Because you must choose options before buying a product, this is a more natural flow that will make more sense to users.

H2-3: User Control and Freedom, all the screens

All the screens had clear ways to backtrack to the previous page, which is good for usability.

H2-4: Consistency and Standards, New Arrivals Page

I was confused by this page because although there are multiple links, they all took me to the same product page. I think the links should be better labeled, such as “Shop red velvet rolls”.

H2-8: Aesthetic and Minimalist Design, all the screens

One thing that stood out to me is that there a lot of different fonts. Using one or two carefully selected fonts for the entire website would give it a cleaner and more well put together look.

Reflection

One challenge was the aligning and placing elements on the website. I solved this by using class or id for each element and positioning those elements in CSS.

The brand identity is reflected through the logo that is always at the top of the screen. The color used for links and buttons is a light brown, similar to that of freshly baked rolls. Because anyone should be able to visit the site and order rolls, I made the UI simple and straightforward.