

Assignment 5. Web HTML and CSS Prototypes

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Links

Website: https://jongyeonchae.github.io/homework_5/

Git Repo: https://github.com/jongyeonchae/homework_5

Improvement of 3 user interface bugs from heuristic evaluation

During the heuristic evaluation, I found a few bugs that I have made in the interface design. First of all, the font family that I used was not consistent. Although I used a single font family "Poppins", some of the elements used irregular font-weights which might confuse users. For example, on the homepage, I used bold weight for "Open" whereas "8am ~ 8pm" was expressed in regular fonts. The interviewee pointed out that he understood my intention to emphasize that the store is currently open but it doesn't seem effective since I also used semi-bold for "Hours". It was reasonable that those differences I have made were hard to be recognized so I changed the "Open" from bold to regular weight. Although this was a subtle change it surely will contribute to the overall consistency in typography.

Also, in terms of consistency, the card user interface that I used to show the menu was a little annoying. I tried two different types of card interfaces. The difference between the two was one had margins and one didn't. However, as I went through my design with interviewees, they didn't recognize the difference very well. It was meant to show bigger images for the users but they couldn't tell the difference between the two. Thus I made a decision to have only one type of card interface which had margins so that interface could be more consistent.

Lastly, on the menu page, the 'see more' button for the review section drew confusion to users. This is because when users saw the 'see more' label, they thought that it would show more reviews below but what I designed was to send them to the review page which has all the reviews archived. Even though they could return to the previous page by clicking the back button on the top, it was a negative experience to them because it was the result of unexpected navigation. Therefore, I changed the label to 'see all' which could be much more clear as a feedforward to users.

Challenges and overcomes during implementation

Writing HTML and CSS codes to transit the design file to a website, I had to confront a lot of unexpected difficulties. The biggest challenge came from how I should organize the codes systematically. For example, after I have constructed the basic structure of the website with HTML, I had to allocate class selectors to those HTML tags to apply styles. However, naming the class tags was difficult because it often got too complicated or too simplified. If it were too complicated, the stylesheet would get so long that it made me hard to find the selector that I was looking for. On the other hand, if it were too simplified, often multiple selectors would have the same naming and it might lead to the unexpected application of styles. Therefore, I used BEM(Block, Element, Modifier) methodology for naming the class tags which

helped me a lot to organize the tags on the stylesheet. Also, to apply some unique styles, I took advantage of using the id tag so that I could apply the style only to that element. Throughout those trials and errors, I have learned the importance of naming on CSS and the difference between the class tags and id tags in practice.

Moreover, alignments were another major thing that I struggled with. As I was used to placing design elements on graphic user interfaces, locating elements by typing codes was difficult for me. As I was not allowed to use libraries such as Bootstrap, the first few attempts were just playing with margins and paddings. However, after a few trials, I figured out that it was not effective and also it could result in a serious problem since browsers have different ratios and widths. Therefore, I utilized the flexbox feature to arrange the element which was much more structural and easier to handle alignments. Using flexbox, I could have more freedom of aligning items horizontally and vertically. Plus, there were other CSS tricks that I frequently used such as text alignment. It enabled me to manipulate subtle pixels to correct the alignment. Searching those CSS tricks, I realized that there could be various ways to manipulate styles and I can always look up the features on Google since most of the problems were addressed and explained by others.

Lastly, as I wrote down my HTML tags, I acknowledged that the more I use div tags the harder it becomes to interpret my codes. Indents were not enough for me to understand which tag belongs to which design element. To have a better understanding of my codes, I decided to use semantic tags. To my knowledge, it was fundamentally a div tag but it helped me to recognize the structure as they had meanings.

Expression of the brand identity for Bun Bun Bakery Shop

Bun Bun Bakery Shop is a small local bakery located in Pittsburgh. Their special menu is cinnamon rolls which are provided in 6 different flavors. To make an online channel for the shop, I came up with a few visual principles. First of all, the website should not have as many graphical elements as possible. Since they only sell cinnamon rolls, I think the images of cinnamon rolls should be the ones that draw attention from visitors. Also, I chose brownish-yellow as a primary color since it represents the color of cinnamon rolls. Moreover, in terms of typography, my intention was to choose a font that has a non-distorted circular shape of the letter “o” to represent the shape of cinnamon rolls. Therefore, I selected Poppins and used it consistently on the website.