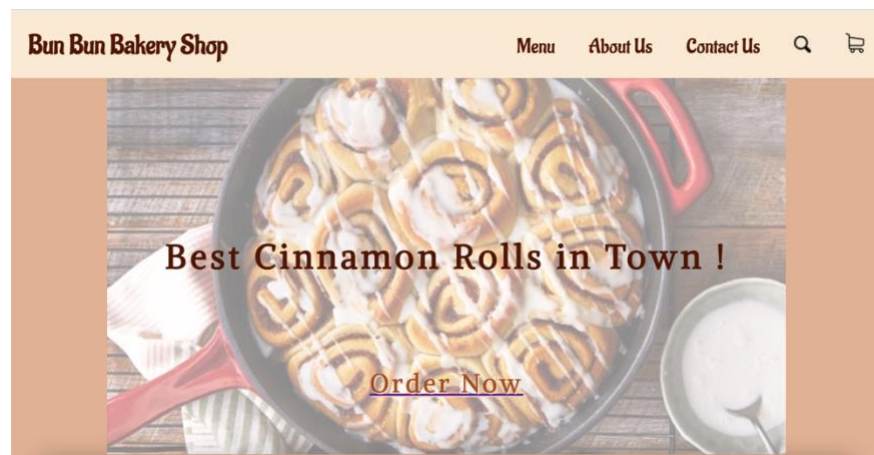
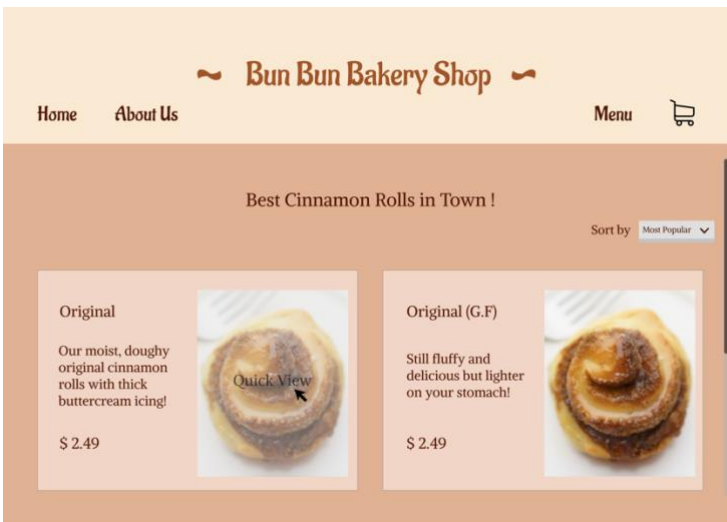


## 1. Heuristic Evaluation

Before diving into the web HTML and CSS prototyping of my high-fidelity Figma prototypes, I have conducted a heuristic evaluation to identify some of the interface bugs that violate Nielsen's usability heuristics. I have modified my design to work towards fixing the bug and improving the usability.

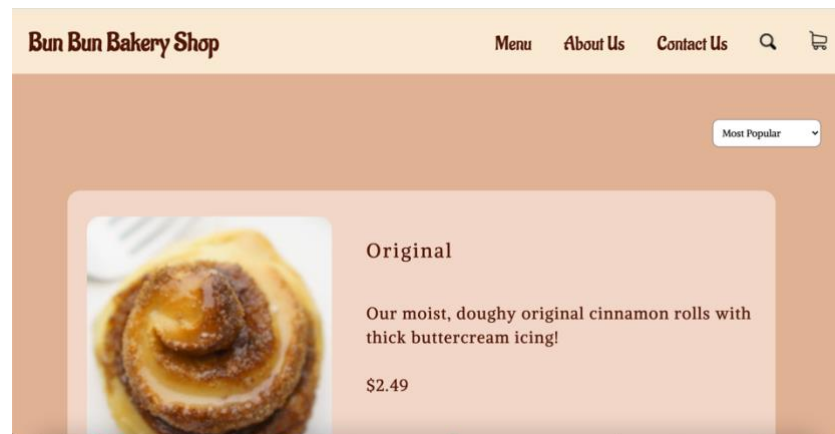
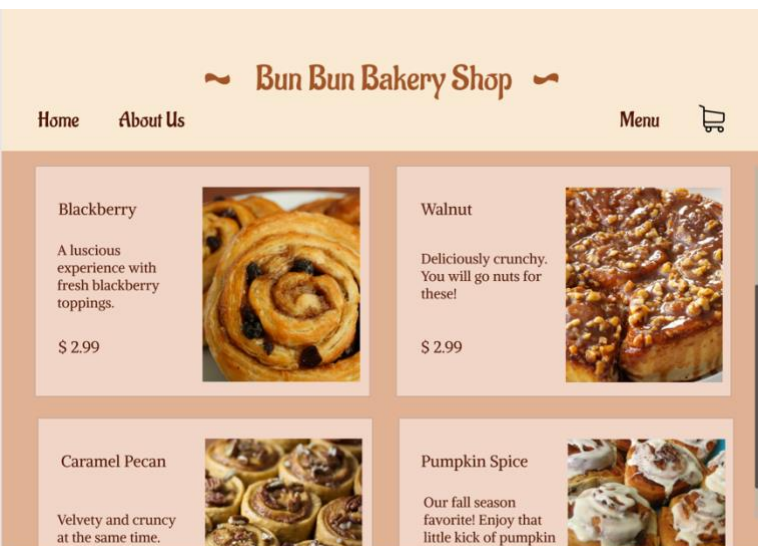
The first interface bug I found was having both the home page and the menu page display the same interface where the menu of the bakery is displayed. This violated the Consistency and Standards heuristic because users are more used to seeing an actual main home page with features such as welcome texts, photo gallery or a brief introduction to the store or company before seeing the display of the products of the store. Being more exposed to this type of websites sets expectations for users that the main homepage will look a certain way with some of these features. Thus, my main homepage displaying the menu of the bakery and so clicking on the menu tab not redirecting the users to a different page would confuse them and increase their cognitive load to force them to learn how my website works. The image below on the left-hand side shows my initial iteration of the main home page before the bug fix.



In order to fix this bug, I designed a new main home page based on my second prototype from Assignment 2. I moved the text 'Best Cinnamon Rolls in Town!' to the main home page to display an appealing text to the consumers. An appetizing image of cinnamon rolls is used as the background on the home page once again for the purpose of attracting the consumers.

'Order Now' button is displayed on the main home page to direct the consumers to the menu page where they can explore the bakery's products. The image above on the right-hand side shows the new interface for the main home page which aligns more with the main home page designs of other websites that the users would be more familiar with.

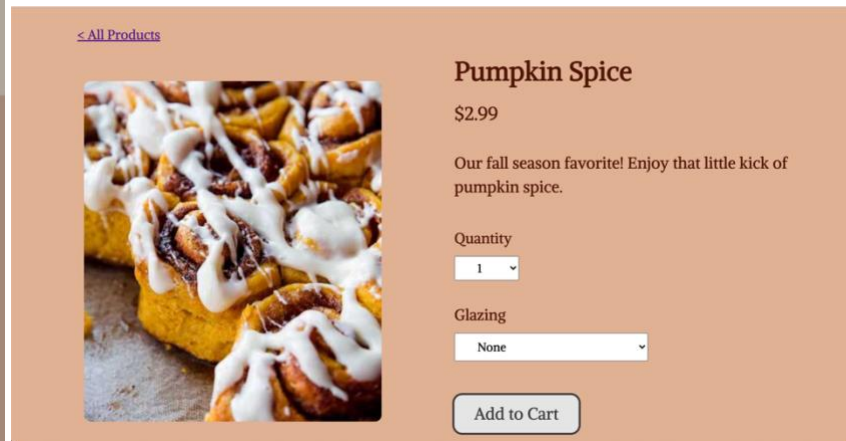
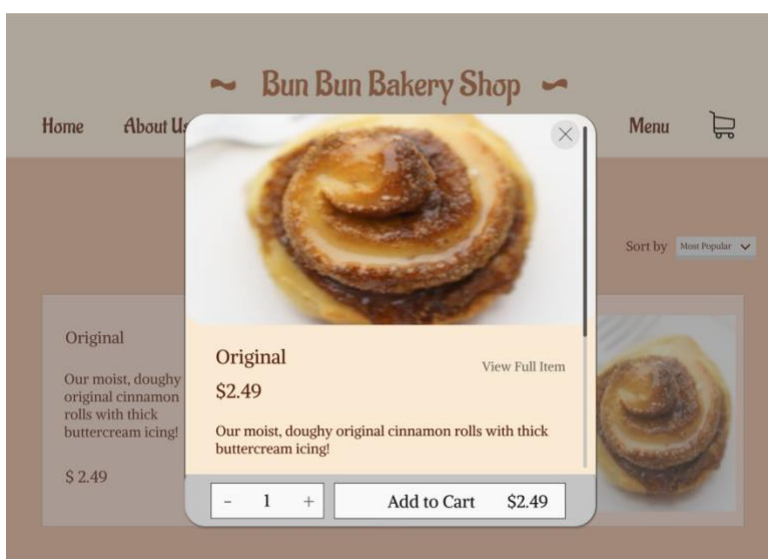
Another interface bug that I had was a violation of the Aesthetic and Minimalist design. This is because initially I had two products displayed side-by-side. The margin between each product was much smaller on my previous iteration. Because there is so much information contained in a relatively small space on the display, it would increase the cognitive load on the consumers' part, distract the consumers and discourage them from going through each product item and reading their descriptions carefully. The image below on the left shows the interface design for the menu page, where the whole screen looks very packed and convoluted.



Thus, to fix the bug, I displayed each item in a bigger container, one at a time to make it easier for the consumers to digest the information. This can be seen image on the right. The information is presented in a more absorbable way.

The last interface bug that I found was the Quick View function of each item. This function violates the Flexibility and Efficiency of Use heuristic because it is an additional step that the users have to take before being directed to the actual product details page. In my Figma prototype, I made the decision to add this function in order to give the users a choice between quickly viewing the item to immediately add it to the cart and exploring more about the product after being directed to the product details page. However, I realized that the users would prefer to just look at the comprehensive information about the product on the details page, instead of having to go through the Quick View. This was also because I had not added the View Full Item button on the menu page itself, which means that Quick View would be an

extra step that the users have no choice but to take to be directed to the product details page from the menu. This, rather than being a shortcut, would slow down their interaction with the website. The Quick View function is shown in the left image below.



Therefore, to fix this bug, I removed the Quick View function; clicking on either the image or the label of each product would direct the users straight to the product details page. On this page, a bigger image is displayed with the description, price, and the dropdowns for the quantity and the glazing. I have removed the reviews by other customers as I thought this would be relatively irrelevant information. The right image above shows the product details page that the users are directed to where only the relevant and necessary information is included in a straightforward and simple manner.

## 2. Challenges

During the process of implementation, I encountered a variety of challenges, especially because I do not have much experience in coding in CSS or HTML. Thus, I revised the syntax and functions on CodeAcademy before getting started. Nevertheless, I still struggled with getting the margins, the paddings and the alignments right to place the images, texts, and buttons where I wanted to in the way I wanted to. In order to get them right, I explored a variety of functions and their properties for CSS on W3School and experimented with many of them until I fully understood how to use those functions with the right properties. This allowed me to really grasp the hover function in CSS to clearly show that a button is clickable; I found this extremely useful and so applied it several times on my pages. Another difficulty I had was correctly linking the multiple HTML files to the buttons and tabs to ensure they are directing the consumers to where they are supposed to. Once again, I used the online resources and

reviewed what I learned from CodeAcademy to make sure all the buttons were working properly. In addition, my struggles led to many discoveries such as that the order of the elements in the HTML file greatly affects their display of them which links to how they should be styled in the CSS file. For example, I had an issue where I wanted place the label of a product on the right hand side of it but no matter what I did in the CSS file, it would not work. I went to the HTML file to experiment with different things on it to see if that would help. It turned out that I had to switch the order of the label and the image in HTML. Also, there was another instance where a back button would not be placed on the top left corner of the page. It turned out it was because I had CSS code written for its style with the same class. I really appreciate all these challenges as I have learned a great amount spending time to resolve and overcome them.

### *3. Brand Identity*

I reflected in my design choices the client's brand identity as a small local bakery in Pittsburgh selling cinnamon buns that gives off a warm comforting feel. For typography, I have made the choice to use the font 'Aladin' for the header which gives off a very comforting and folksy vibe; the 'Alike' font for the body adds to the rustic but still modern feel, and it also has a high readability. The color scheme was inspired by an actual image of freshly baked cinnamon rolls, a various shade of brown with tints of red or yellow, which is also the image that I used as the background image on the main home page of the website. While this creates a warm and comforting ambience matching the brand identity, it also adds to the consistency and coherency in the design. I also designed the navigation on the website to be easy, simple and straightforward to appeal to a large audience, including the elderly who find it more difficult to use technology. This also affected my decision for the product display on the menu page; I made the containers, the text size and the margins larger to increase visibility and digestibility of the information. In order to make sure that the website inviting and appealing as a platform for ordering cinnamon buns, I decided to display a large appetizing image of cinnamon rolls on the main home page. All the clickable buttons are bolded and enlarged and if the buttons are images they have a pop-out effect with a shadow when the user hovers over them, which allows the navigation to be seamless. Overall, I made all the design choices to be highly accessible and usable for a large audience, regardless of their gender and age, to easily complete their task of ordering cinnamon rolls on the website. They also work to coherently maintain the warm comforting ambience aligning with the brand identity.