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HW 5 Reflection

**What challenges or bugs did you encounter and how did you overcome the challenges?**

The biggest challenge that I encountered during this process was finding a reliable way to format all the pieces on the page exactly as I had done in my high-fidelity prototype. I had set up my pages by assigning classes to divs and then styling each class in my css file. One major obstacle I faced was trying to understand how the different css lines I was writing interacted with one another, resulting in my pages not reflecting what I wanted them to. It felt like I was getting my pages to format through a method of brute force or trial and error, rather than understanding what was actually going on in the backend. I finally was able to reach a breakthrough when another classmate introduced me to display: flex, which allowed me to more easily space out elements of my pages.

Throughout this process, I also made some creative choices that differed from my high-fidelity prototypes. I was able to find stock images for my home page, products page, and details page that I felt showed better, more appetizing photos of cinnamon buns.

**How is the brand identity of your client reflected through your design choices? What kind of look and feel did you design for them and why?**

The brand identity that I wanted to convey for my client was simplicity in reference to the website’s usability and the bakery’s product line up. Unlike other bakeries, Bun Bun Bake Shop is a specialty store with a simple menu of just their famous cinnamon buns. The website is intuitive to use with simple, easy navigation that emphasizes high-definition product photos. When the user lands on the home page, he/she will be met with a large, close-up image of cinnamon buns. Overall, I maintained a simple color palette of neutral colors (black, white, grey) as well as a burnt orange accent color reflective of toasted coloring of a cinnamon bun.

Because the user’s main goal of visiting the website would be to browse the bakery’s menu and make online orders, I placed the ORDER NOW button front and center on the home page, as well as linking it in the navigation bar.