

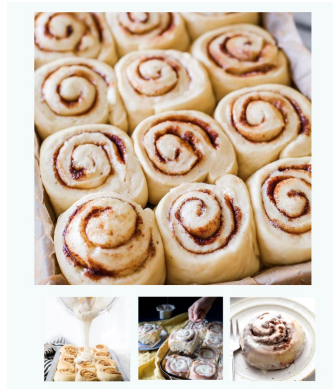
# Reflection

## User Interface Bugs

One of the main user interface bugs I addressed based off of my heuristic evaluation was related to aesthetic and minimalist design. A lot of my original design was planned to add content to the pages for the sake of making them seem more detailed, but when implemented, ended up crowding the screen and making it difficult to easily navigate through.

## Detail Page

On the detail page I had details and ingredients in addition to the paragraph description of the details and ingredients and felt like it was unnecessary. Therefore, I replaced it with additional images, which I felt like was more valuable.



## Radio Buttons

To address consistency and clarity in my design, I also changed the dropdown for Glazing into radio buttons, to match the other buttons. Since both quantity and glazing had 4 options, it didn't make sense to make one a radio button and the other a dropdown menu.

Quantity

☐ 1 Roll

☐ 3 Rolls

☐ 6 Rolls

☐ 12 Rolls

Glazing

☐ None

☐ Sugar-Milk

☐ Vanilla-Milk

☐ Double-Chocolate

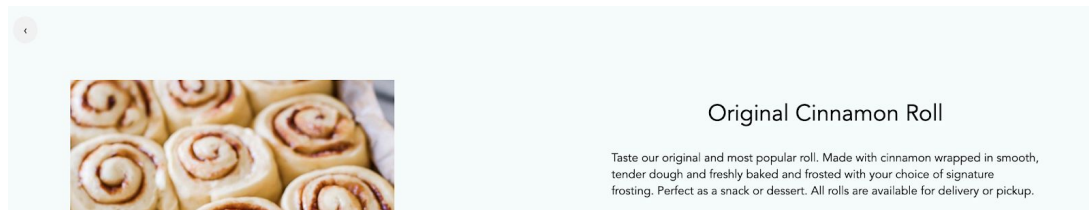
Delivery

☐ Same day delivery

☐ In-store pickup

## Back Button

Finally, in terms of user control and freedom, I added a back button to the detail page so users can easily navigate back to the page that they were on if they wanted to.



## Implementation Challenges

### Vanilla HTML/CSS

The most challenging aspect of implementation was not using frameworks to structure my design. It was a learning curve figuring out how to create certain layouts and make them accurate to my design, but I reviewed the Codecademy courses and did my best to leverage rows and columns.

### Images

Another challenge was working with images. For product images, I struggled to center them in their respective columns and for banners, I struggled to have them fit the page without taking up too much screen real estate at once. It took time to figure out good proportions for banners and getting the banners to the right size, especially with the text/buttons I overlaid on top as well. I ended up sizing the banners and putting on text prior to putting them into my code.

## Brand Identity

I wanted a professional looking website to help my client achieve the sense of respect and quality assurance that they need in order to sell their products. Furthermore, I hoped that by injecting personality and color, I would differentiate them from competitors and draw users into supporting their specific story and business.

When implementing my design, I maintained the brand identity by making deliberate choices to keep the page looking professional and well designed, while also feeling easygoing and calming to look at. The color palette I used was intended to make the website both calming and interesting and the neutral tones tied well with the product images. I also redesigned the logo to

tie better into the site colors and have more personality with the hand drawn cartoon image. The banners I used made the page look more engaging and personal by including fun sayings and taking users to other pages. I was also sure to design an about page to really sell the story of the bakeshop and establish rapport and an emotional connection with buyers.