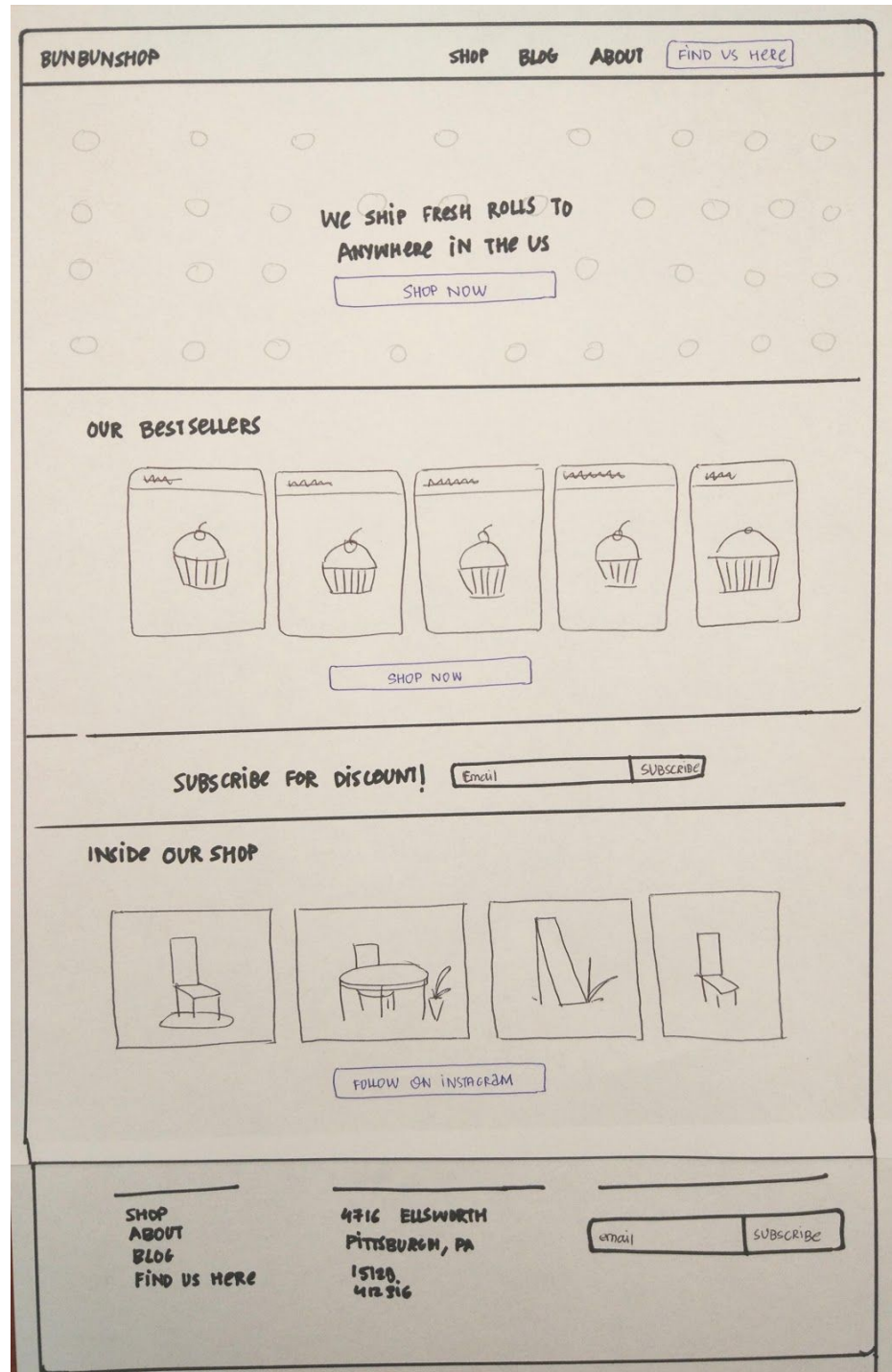


Invision prototype: <https://invis.io/4UDUPDJBD>

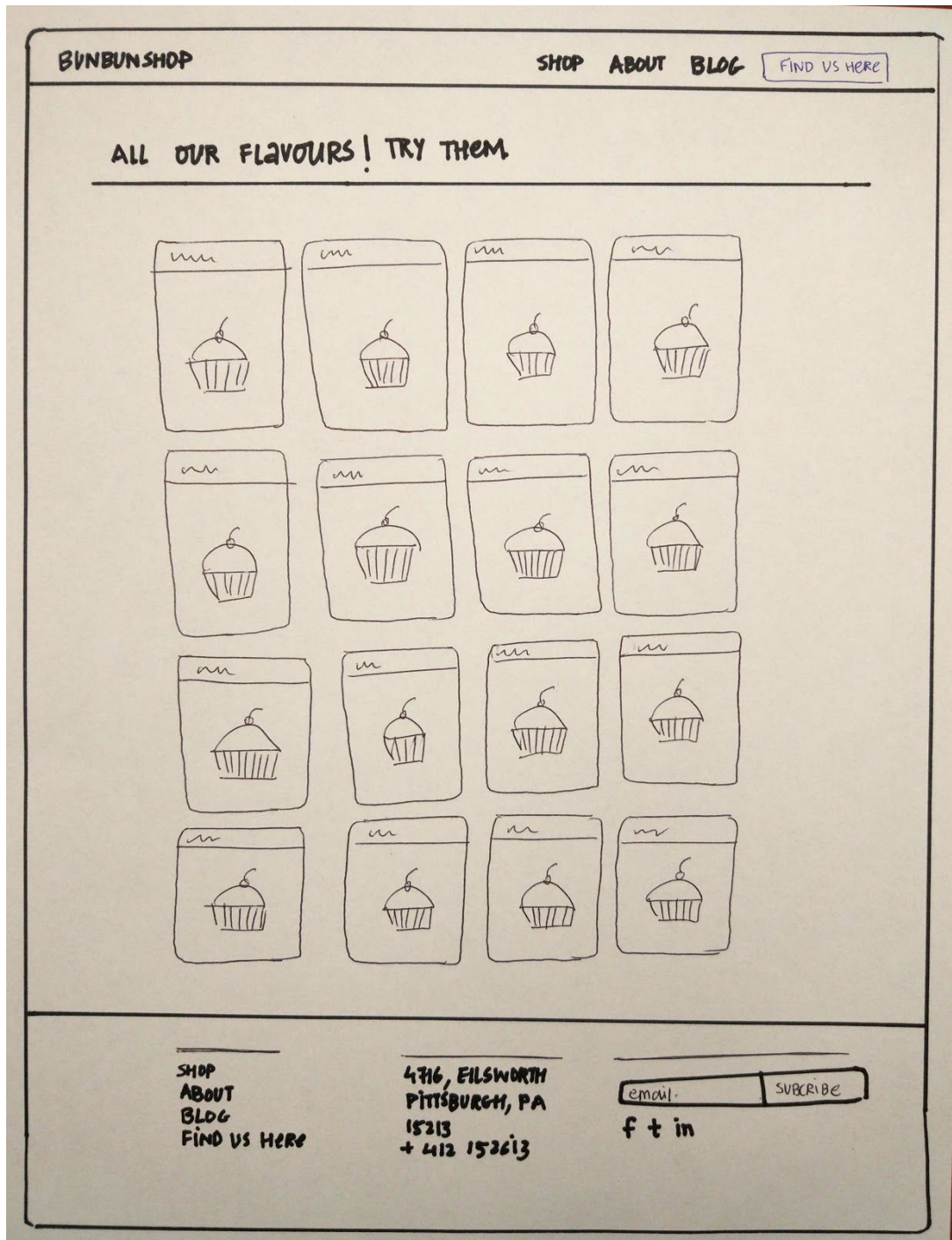
GitHub: <https://github.com/khjadhav/PUI-assignment-3>

Low-fidelity prototypes

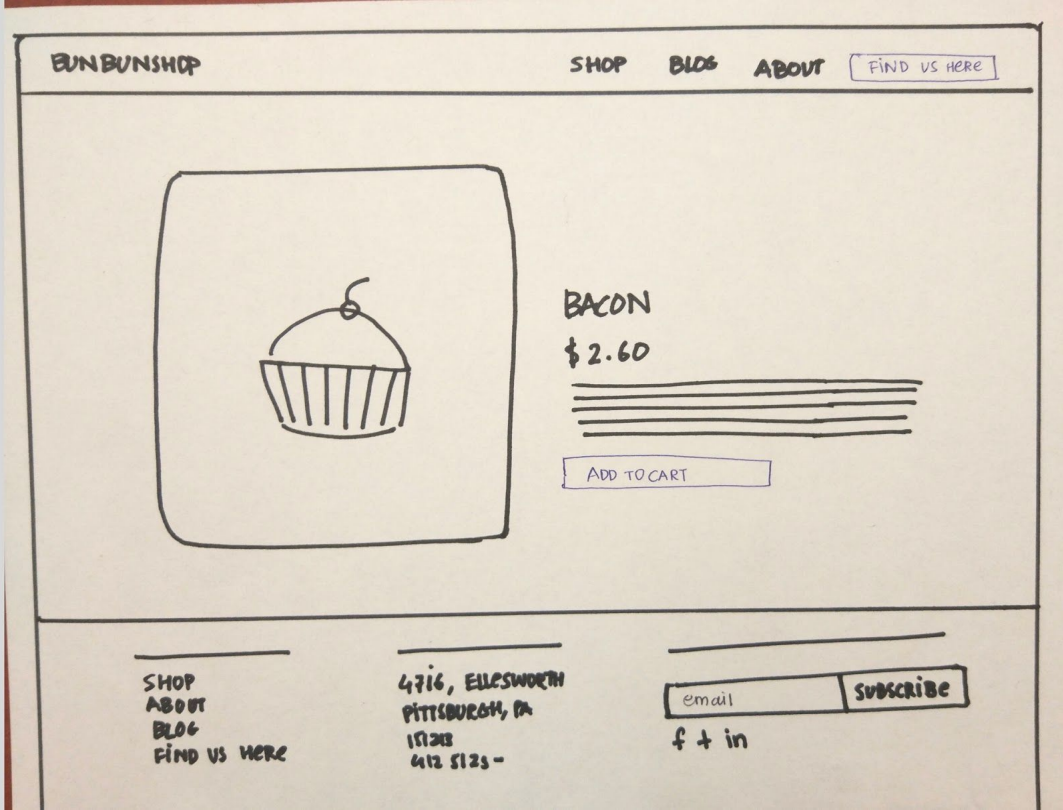
Homepage



Product Page



Detailed Product Page



Debugging Bugs and Challenges

Since this is the very first time that I am coding a website, I faced a lot of challenges through the entire process, mainly during the styling of the webpage (i.e CSS). HTML was fairly direct and straightforward.

I had a lot of trouble initially trying to get the navigation bar to look like the one I had designed. I didn't know of the float:left and float:right functions that would help me align the elements like I wanted. Most of these were figured through w3schools.

My banner design as well was slightly complicated due to the overlap of text over the image. I was trying to achieve this by overlaying 2 divs on top of each other which was not something I could achieve. Instead, I learnt that I could apply a background image to the entire container and align the child elements within this.

I also learnt that centering elements using traditional CSS is extremely difficult. But a bit of help of Google and my batchmates, we figured that flexbox was a great tool for doing this.

Another challenging area was creating the thick black rectangles that I had used in the footer and also the lines under the section titles. Through w3schools, I learnt that I could apply a border to just one side of the containers and style this. I used that technique for creating the rectangles for the footer. I used the hr tag for creating the thin lines under the section titles.

I learnt of font awesome and how to use that instead of icon images in the footer.

I also struggled a bit in understanding how to style the placeholder text in the input boxes since my design required this in 2 places. Again this was figured through w3schools.

Designing for the client and Brand-identity

I chose the Bakery, BunBun Shop as my client. Since great food is enough by itself to attract people to a website, I wanted the content to speak louder than the layout. Hence, I used a minimal layout with maximum use of white space and just one color (blue) for a pop that would make the website look youthful and fun. This look and feel was perfect for attracting all age groups from kids to adults.

The most important functions of any food website is to sell more of their products hence I created a short glimpse of the product page on the homepage which would tease the visitor to explore the shop more.

The biggest difference here is the use of drop shadow, the pictures on the homepage are not clickable since there is a button under them to take them to the full product page instead of individual product pages. That way, the user will be tempted to buy more.

The product page on the other hand has clickable cards which open into the detailed product pages.

There are 3 buttons on the homepage which direct the user to the product page and also one link in the footer.

I also added a subscribe to receive a discount section to get the email ids to the customer so that they could be contacted again in the future.

The biggest selling point of BunBun Shop is that they deliver anywhere in USA, I wanted people to know that and hence this was added right in the centre of the banner image with a button to prompt people to go shopping for products.

A “Find Us Here” button was added on the navigation bar since finding the location is one of the most important actions done by the website visitors for any physical store.

The nav-bar was kept persistent for easy navigation and quick access to all the links.