Kara Tippins

Iterating and Implementing on Bun Bun Bakeshop

Link to the GitHub Repo: https://github.com/ktipps/fall-pui-at-cmu

Brand Identity Overview

The audience for this project is to target parents, between the ages of 27 to 40, living in Pittsburgh with an affinity for sweets. I anticipated these users would see an artisanal bun shop as a novelty beyond standard bakery offerings, and that they would have enough discretionary income to purchase buns online or for catering.

Members of this audience likely enjoy fun, social experiences where they can bring their families. As a result, appealing aesthetics were a design priority. I took inspiration from a local competitor, Millie's Ice Cream, and made the branding approachable and light-hearted. I leveraged a blend of script and sans serif fonts, an ice blue color scheme, and approachable copy. Image sizing, placement, and image choices emphasize the delicious products for a social-media driven age demographic.

Even with this deliberate branding, I did find three areas of improvement with my usability when I did a heuristic evaluation.

Heuristic Improvement One

The first heuristic improvement that could be made was the visibility of the system status. The top-line navigation was not responsive to user action and gave no indication of what items you hovered or clicked on. One solution I thought of was to change the link text color when someone hovered over it.
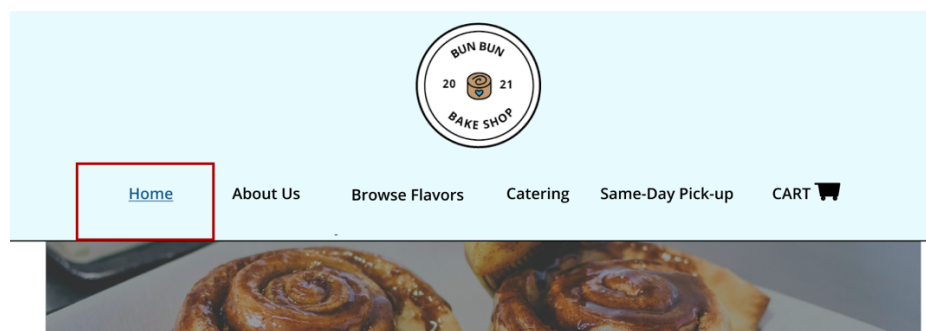

Figure 1. Text color and underline changing with hover action.

Heuristic Improvement Two

Secondly, the recognition rather than recall of the site could have been better. Although the hamburger menu navigation was visually appealing, it did not make the top-line navigation as visible or easily retrievable as a standard constantly visible navigation bar.
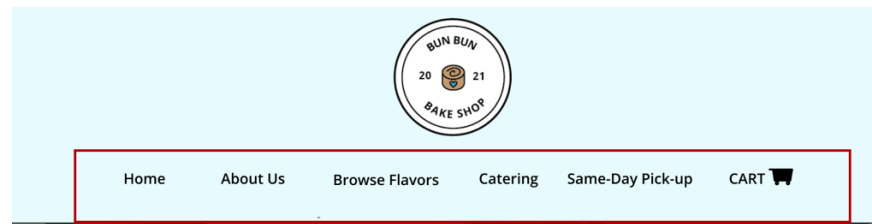

Figure 2. A traditional top-line navigation bar.

Heuristic Improvement Three

Finally, the consistency and standards of the site could have been improved by consistent spacing and breadcrumb navigation options. In my implementation, I iterated on my breadcrumb design and implemented more noticeable spacing.

A Reflection on Implementation

When it came to implementing website, I dealt with *many* bugs throughout the process. Maybe it is because I am new to HTML, CSS, and JavaScript, but I ran into many problems with getting my elements and divs to sit correctly on the page. To troubleshoot those issues, I experimented with concepts like Flexbox and position: absolute. A fellow classmate recommended checking out a

Complete Guide to CSS Flexbox by CSS-tricks.com and that did help me gain a new mental model for how to work with flexbox. The other helpful resource for overcoming my challenges was Chrome's developer tools via Inspect. Having the chance to select elements and see their padding and margins in a visualization really gave me a clear idea of what I needed to change.

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Overall, I realize still have a long way to go with my front-end skills, but this experience helped me learn a lot along the way. I would love to learn more responsive design skills and continue to refine my abilities.