

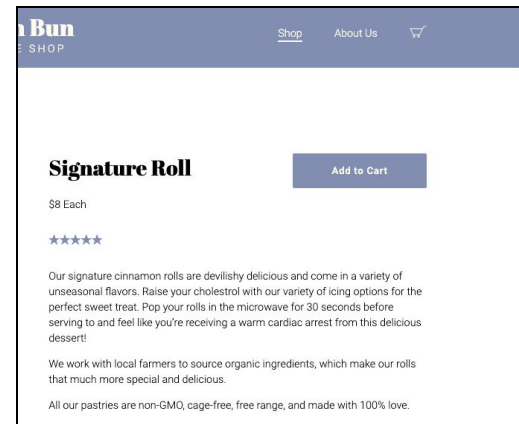
Github Page: kylonc.github.io

Repo URL: <https://github.com/kylonc/kylonc.github.io>

Heuristic Evaluation

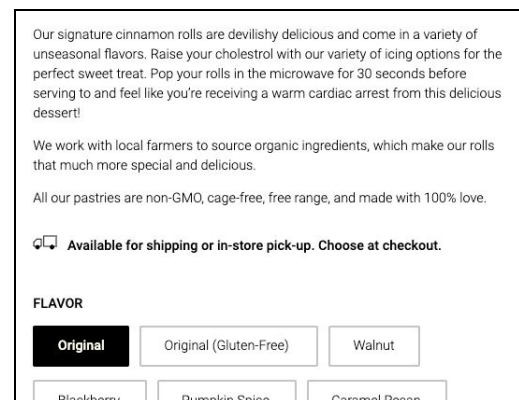
Bug 1: “Add to Cart” button falls below the fold

The “Add to Cart” button is not visible when a customer first visits the product detail page, so they may not know what actions are available to them. In order to minimize any confusion, I added another “Add to Cart” button at the top of the page to make the action more visible and easily accessible.



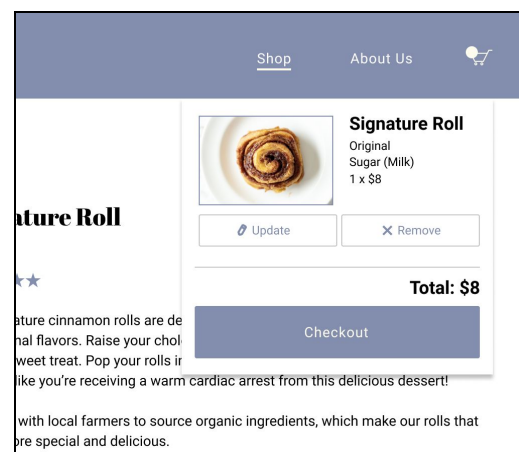
Bug 2: No indication of delivery/pick-up options

The initial design made no mention of delivery and pick-up options. Customers weren't able to select these options until they reached the checkout page. I decided to make this more clear by mentioning in the description that customers can choose their shipping options at checkout to alleviate any uncertainty.



Bug 3: Cannot update items in cart card

When a customer first adds an item to their cart, a cart will slide out from underneath the header to indicate that the system has registered the new item into the cart. But the user is not able to edit their selection unless they go to the cart page. So to provide more user freedom and control, I added “delete” and “update” buttons for all items in the cart so they can easily modify the cart if they change their mind. I also changed the “Go to Cart” button to “Checkout” for more flexibility of use, so customers won't be forced to visit the cart page before checking out.



Challenges

The first and biggest challenge I ran into during implementation was setting up the node server. I know it wasn't required for this assignment, but I wanted to configure a node server on my own (and maybe with the help of strangers on the internet). I spent hours setting up my directories and config files because so much of server-side development is buried underneath jargon and technicalities, and moving a file or using a relative instead of an absolute path can easily break the server. I was finally able to get my server up and running after reading many introductory articles to node and getting my hands dirty. I still don't think I came up with the best file structure for my server, but it's the best I can do given the time and resources I have; I hope to have much more practice with them in the future.

A different challenge that I faced was implementing best practices for semantic HTML to increase accessibility and readability. I didn't want to fall into the trap of using `div`'s for all containers. But I realized I started to depend on `section`'s instead, which may be slightly better, but still not as informative. I looked around and inspected how different websites in production structure their content and tried to use similar conventions. I broke up the different `section`'s with `span`'s and the occasional `p`. Writing accessible code is a never ending journey, but I will continue to hone this skill.

Design Concept

In my head, bakeries are charming, friendly, and warm... especially one that is named "Bun Bun Bake Shop"—how can you not smile at the quaintness of that name? For that reason, I chose a Abril Typeface as to accentuate the flair and effervescence of the bakery. I also included humorous elements in the copy to show that Bun Bun Bake Shop doesn't take things too seriously and just wants their customers to have a good time.

I chose a mid-tone purple as the accent color to contrast with the warmth of cinnamon rolls, but that purple is also commonly associated with lavender, which is known for its calming and soothing effects, and that is the sentiment I want to help Bun Bun Bake Shop convey to their customers. Aside from the background, I also tried to stay away from white as much as possible and opted for a cream color instead, which is often associated with vintage items, and I thought this would be a good way to highlight how the bakery is a place where tradition meets modernity.

Keeping in theme with cuteness, I created graphics of inanimate objects with faces like the sad cart in the empty cart state, and the happy to-go box in the order confirmation screen to amp up the cuteness factor of the bakery. This also makes the store more memorable than if we had just used generic icons. These little unexpected ways to delight the customer can add a lot more character to the brand and will help to build a loyal customer base! Who doesn't want a little slice of sunshine and happiness in their life?