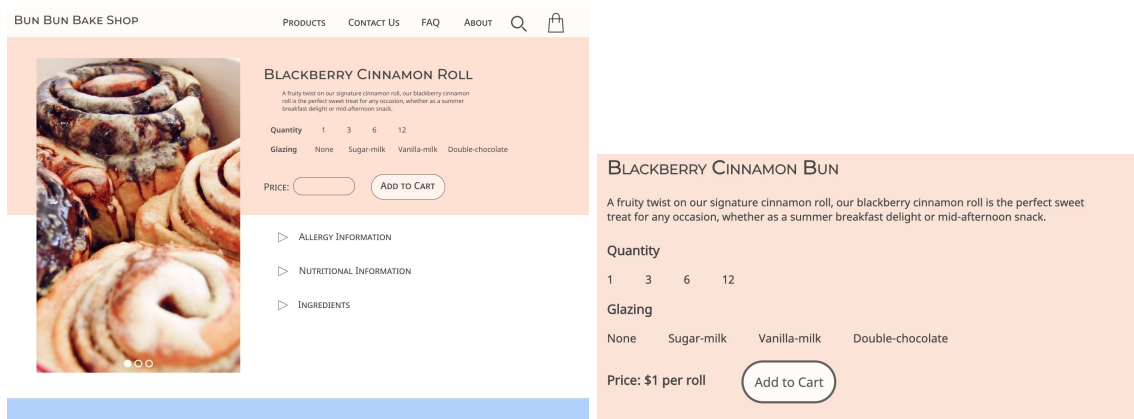


I. Heuristic Evaluation

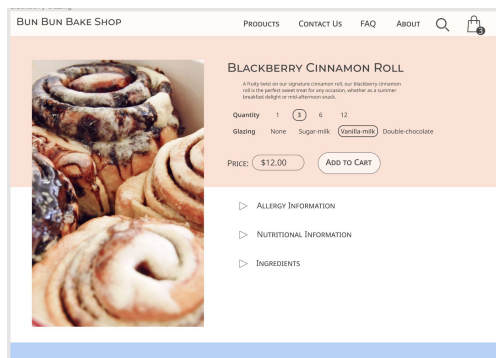
1) Consistency and Standards

In the product details page, I have an empty field for the price to automatically update depending on what quantity and type of glazing the user chooses. However, because of the shape of that box/field, it could be misconstrued as a text field to input whatever price the user wanted. In order to improve this bug, I changed the price so that it would be a static price no matter what the user selected.



2) Flexibility and efficiency of use

In my prototype, when I add something to the cart, it immediately takes you to the “My Bag” page, however, this can be an inflexible way of interacting with the website, as users would most likely prefer to stay on the product details page and continue shopping instead of being directed to an entirely different page and having to renavigate to the products page. In order to improve this bug, I would change the flow so that the user gets a notification of the number of items in their cart when they click “add to cart” instead of directing them to the “my bag” page.



3) Recognition over recall/Consistency and Standards

The arrows in the bottom half of the product details page do not look like clickable dropdown content, and instead look more like icons/shapes. In order to improve this bug,

I would make the the arrows more like the standard arrows one would see as a dropdown.

▷ ALLERGY INFORMATION	▷ ALLERGY INFORMATION
▷ NUTRITIONAL INFORMATION	▷ NUTRITIONAL INFORMATION
▷ INGREDIENTS	▷ INGREDIENTS

II. Challenges in Implementation

While I was coding my website, I encountered a variety of bugs. For example, I struggled with formatting the grid structure in the products page so that the flavor of cinnamon bun was perfectly aligned with the image. Before I was able to debug that feature, the title of cinnamon bun was offset so that it was just to the left of the image. I also initially struggled with formatting the nav bar and images on the home page, as that was the first page I coded. While I have had previous html/css experience before, I have never coded a website from scratch, and the learning curve was initially very steep until I did more in depth learning online. I resolved many challenges I faced by accessing online tutorials on W3Schools and Youtube. Another major challenge I faced was formatting the product details page in the grid-like format that I had designed in my prototype, as well as creating the hover features over the quantity and glazing selectors. However, after some online researching and trial and error, I was able to format the product details page the way I initially wanted, with some minor adjustments.

III. Brand Identity

When considering the color scheme and branding of the website, I wanted to go for a modern feel, but with a quirky, cute vibe. I choose pastel colors, namely pink and blue (along with use of white and off-black) in order to evoke this feeling of friendliness. With the use of graphics I drew on Illustrator, as well as the slogan “We’ve got big buns and we cannot lie” on the homepage, I wanted to give personality to the website and make the shop more relatable and casual to the customer. The rest of the pages of the website followed a common grid structure and color scheme to make the entire website give off a bubbly personality. I also choose to use two sans serif fonts, with most headings in small caps or all caps, to further enforce the modern nature of the website.

The main reason I chose this branding personality for Bun Bun Bake Shop was because I felt that the name of the bakery was cute sounding and wanted to lean into that by using pastel colors. In addition, I wanted the website to feel clean and modern in order to appeal to a younger audience and feel aesthetically comfortable for the eyes.