Lia Slaton- Homework 5
Live Version of Site: https://lslaton.github.io/homework_5/
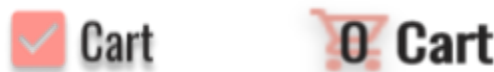**GitHub Repository: https://github.com/lslaton/homework_5**

Heuristic Evaluation

My first user interface bug was concerning the grid setup of my page. With the original dimensions of the grid, the items on each page were aligned so that there was no indication that there was any content to scroll down to; while the most important items originally fit above the fold, no elements ran off the screen so at first glance it seemed like there was no additional content to see. This was a problem particularly on the product browsing page, where it looked like there were only two types of cinnamon rolls that were offered. There was additionally too much white space between the navigation bar and the header of the page, and at the bottom of the page. I removed the bottom two rows of the grid and moved the elements of the page up a row to reduce the empty space on the page. I was worried that it would make the pages seem cluttered, but I was pleased to see that it still lined up well while still having separation between elements on the page.

The second user interface bug was that I was missing a system status for the cart. There was no indication if there was anything in the cart, and if so, how many items were there. Users would have no idea of the status of their cart while browsing through items; they would need to navigate into the Cart page to see. I replaced the checkbox icon that I had originally used with an icon of a shopping cart, which is more semantically tied to the virtual cart on the page. I also superimposed a number counter on the shopping cart, which I currently set at zero. When it comes time to start doing the JavaScript for dynamic programming, I'll make sure the cart will update as the user adds items so they can keep track of the items in the cart.

My last user interface bug was on the product browsing page. There was no indication that the user could click on the name of the product to navigate into the product information

page. I had originally had the name of the product underlined, but without any sort of dynamic changes it would be difficult to realize that this was actually a link. With a little help from the Internet, I was able to set the name of the products to change color when you hover over them, which indicates that there is something to click. I also added this feature to the navigation bar at the top of the screen so it indicates that you can navigate to the other pages by clicking those as well.

Before hovering   After hovering

Design Challenges

One of my biggest challenges when I had originally started this project was the positioning of elements on the page. I had gotten my homepage all set up by using absolute positioning, and after talking with a classmate, realized that I needed to use a grid to align my items. While just setting the absolute position of each element did work (to an extent), he pointed out that using the grid would save me a headache later and help position elements that would correspond to my Figma prototype. After a quick refresher in the CSS course on CodeAcademy, I had to go back through my HTML and CSS and adjust the code that I currently had to use the grid. Luckily I was not too far into the project, and was able to fix my homepage code and then implement the grid throughout the rest of the pages. It was much easier to simply assign element's positions by their grid, rather than having to individually put in exact coordinates and helped me ensure that my layout was symmetrical and properly aligned.

Another issue that I ran into while coding my HTML elements was discerning when to use divs. I had used them extensively, to the point where basically every element was wrapped in some sort of div. My rationale was that it made it easier to align everything with the grid, and I wouldn't have to fuss with setting the features of images; I could just make an empty div, then set the background with the image which would ensure that it was properly positioned and formatted. When I was reviewing the styling guidelines, however, it was brought to my attention that you should use images instead of divs and that divs should be reserved for groupings of elements. I, once again, went back through my code and had to adjust nearly everything. Then I also had to go back into my CSS and adjust that code as well. It took much longer than anticipated and I ran into some adjusting errors, but I think my HTML code is much cleaner because of it.

Brand Identity

My client's brand identity is reflected through the colors, shapes, and font choices. Bun Bun Bake Shop is a fun and family-friendly bake shop, and has a small-business and

homemade feel to it. It will be competing with other larger bakeries for customers. Maintaining a sense of professionalism on the website is important to draw in customers. On the other hand, a bakery is fun and light-hearted. Creating a layout that is too stark or formal wouldn't reflect the brand of the business. In order to reflect that brand in the look and feel of the site, the pink and yellow colors that I used are light-hearted and complement the whimsicality of the bakery. Playing off of that, the hand-writing style font conveys a sense of informality, which reinforces the brand image of being made by people instead of a big corporation or business. The image for the logo additionally looks hand-drawn, and the images of the products were chosen because they also appear to be homemade. With regards to the layout, the rounded corners soften the feel of the site from one that is corporate or too business-like. The grid that I used allows for symmetry on the site; I used this to organize and space the elements in traditional patterns on the product browsing and information pages. The look and feel of the site is straightforward so that it is easy to navigate and professional, but is balanced by the informality of the individual elements. Overall, these two styles work together to convey the bakery's homestyle-yet-professional brand.