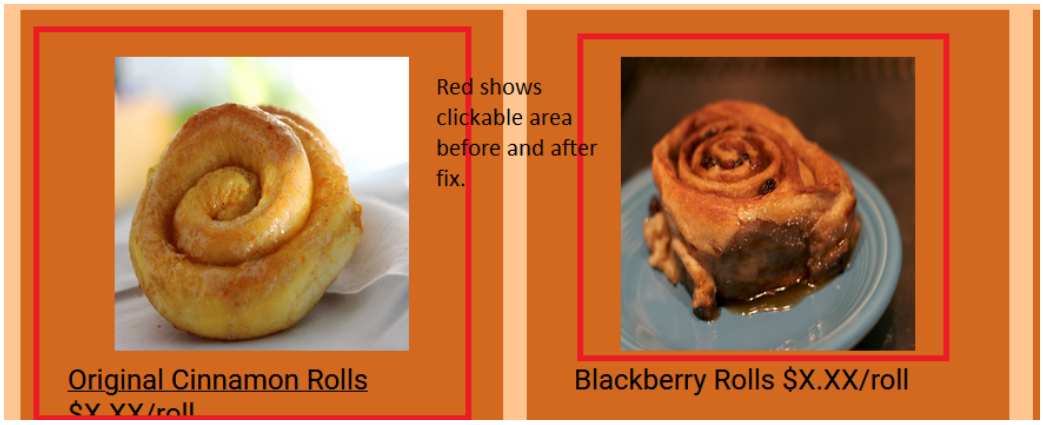
Assignment 6
Luke Breitfeller

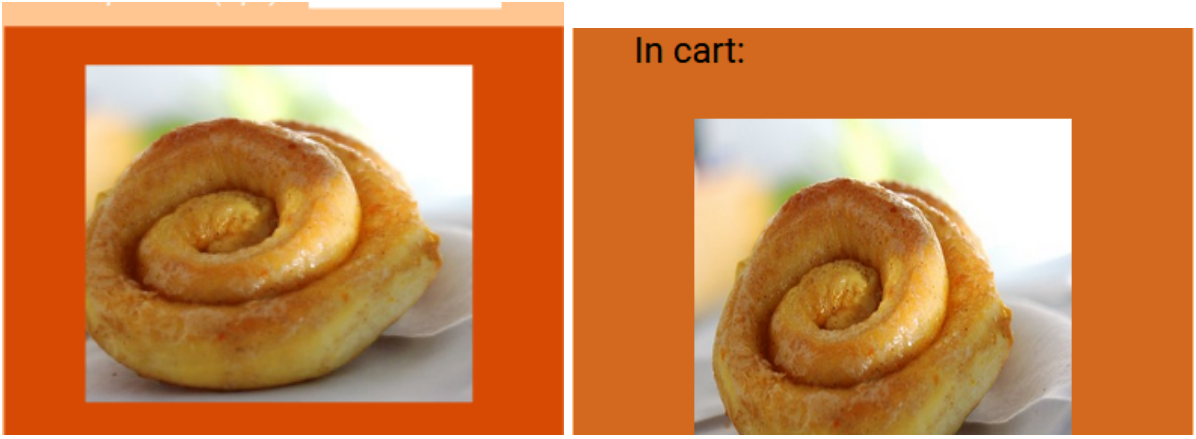
Heuristic Evaluation:

The first bug I chose to resolve was an issue of “User control and freedom”. According to my Figma prototype’s layout, a user can browse and purchase products by selecting the “shop online” button, and explore products in more detail by selecting each product’s picture. At both the product browse and product detail page, the user can (according to the Figma prototype, this was not implemented in this version) click the banner at the top of the screen to return to the home menu. This means that the user could load some items into their cart and return to the home menu before checkout with items still in their cart. But, because the home menu has no direct and visually obvious link to the cart, a user might not understand how to get back to it quickly. To fix this, I added an element in the navbar that directly takes the user to their cart from anywhere in the website. (See before and after screenshots below.)

The second bug I chose to resolve was an issue of “Match between system and real world. In the Figma prototype, the user has to specifically click the picture on the product browse page to be taken to the product’s detail page--this is done because the entire individual product’s display also contains elements like glaze/number selection and “Add to cart” buttons which need to be usable without taking the user from the product browse itself. However, it’s possible that clicking the picture would not be the most intuitive mapping for many users. As such we introduce a redundant link on the text of the product’s name, in case that is what a user finds most intuitive to click for more detail. The two objects are positioned directly next to one another, so there is no worry that the user will find their attention split between the two links, and the visual underline on the text is a clear cue to users that the text is a link. (See side-by-side screenshots of the product browser page, where one product display links to its detail page and one does not.)



The third bug I chose to resolve was the issue of “Visibility of System Status” (also possibly a recall issue). An issue with the way our task is framed is that users can only purchase rolls in sets of 1, 3, 6, or 12. (It is unclear whether the intent is that a user could purchase 2 sets of 1 roll to get 2 of the roll total, or if only one order amount can be made per roll type.) Because of this, it’s likely that a user will have more trouble remembering what they have already ordered if they are back on the products page browsing items. Rather than make a user go to the View Cart page to check, I chose to add an indicator to the product page showing if the product has already been placed in the cart. (See before and after screenshots below.)



Implementation Challenges:

One challenge I encountered in implementing the design was figuring out how to manage the margins and padding between objects in order to match the layout I was able to build in my drag-and-drop Figma prototype. (You may notice the navigation bar has an outstanding issue with its margins that I have not yet been able to resolve. I did my best, but could not find the bug in time). This was especially tricky for grid elements, because the grid gaps also had a significant impact on how the browser interpreted margin and padding values. I had to do a fair bit of trial and error for some elements of this project, given my pages often relied on deeply-nested grids. The header is another example where I needed to stretch outside my comfort zone, as changing the margin and padding values did not result in a banner that

stayed fixed at the top of the screen. I needed to utilize a more flexible layout and utilize a fixed-position element to complete my implementation.

I also had a lot of issues with figuring out how to drop and size images. There were some cases where the image was meant to evoke an aesthetic rather than show a clear visual, so I could simply set the size of the image directly without worrying about how the aspect ratio would be impacted. Others, however, required a more careful hand and use of the object-fit "cover" attribute to fit cleanly and look good within the grid system. I also chose to visualize one part of my design as a text string over a picture, but the picture itself provides important information that needs to be accessible to a visually-impaired user. As such, I could not just make the image a background image to the text and had to learn how to superimpose a text over an image without messing with other functional features of the site (scrolling, for example).

Brand Identity:

I chose to reflect the client's brand identity in a design which is playful, open, and evocative of the product being sold. Information is complemented by visuals which remind users of pastries, and the color scheme directly reflects the main colors of a cinnamon bun. Because this is a small boutique bakery, the schema is less reminiscent of big online stores like Amazon, and though the product browse page could be expanded to reflect a larger inventory, it's designed to look best paired with a smaller number of items (here, 6). I also include a lot of references to location, as this site cannot ship over large distances. Finally, I attempt to reflect a homier, relatable feel to make potential customers feel like they're not just buying a product they enjoy, but supporting a family of workers they like.

Resources used:

I refreshed my memory of HTML/CSS by going back over the CodeCademy lessons from Assignment 0. I consulted the w3schools HTML and CSS documentation for certain properties and attributes I had not worked with for the CodeCademy lessons. I also consulted previous asks people had submitted to StackOverflow for debugging purposes and advanced knowledge questions to see if anyone had encountered similar problems as me before (examples of queries I used "footer not centering", "can background images have alt text").