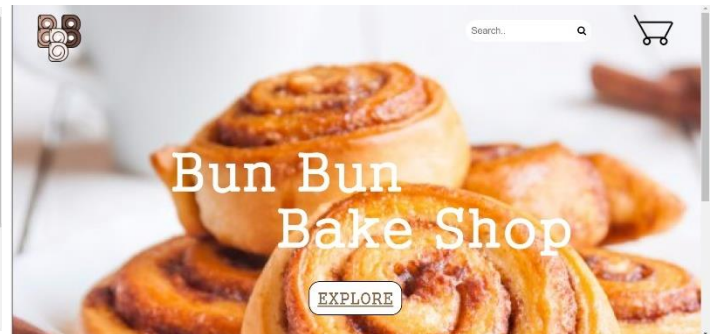
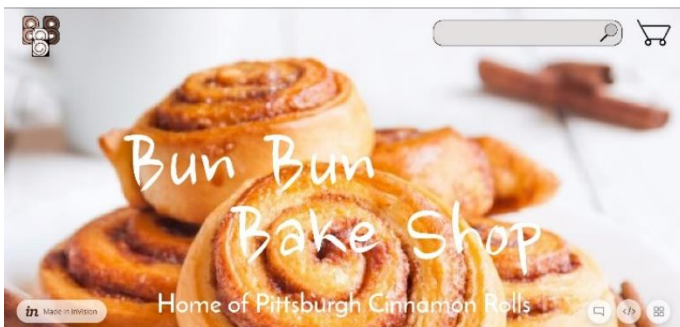


## Assignment 6 – John Han

### 1. Heuristic Evaluation

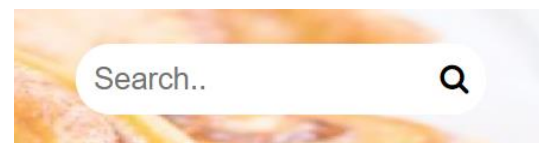
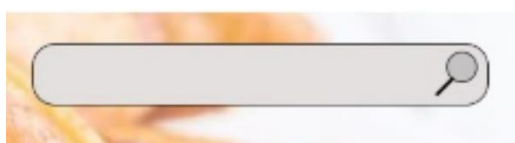
- The original homepage interface doesn't show where to click to proceed to the next screen just by looking at it when opening up the homepage itself. Users would have to drag it down to see the click button that shows the word "Explore". This shows a problem with the aesthetic and minimalist design because the user has to take an extra step to scroll down to search the explore button. Therefore, I redesigned it so that there is a button right below the "Bun Bun Bake Shop" title.



- The product detail page came out too big to fit in a screen. Again, the users would have to scroll down to see the full detail of the page. The sizes of the font and the images came out too big, disobeying the rules of the aesthetic and minimalist design once more. I reshaped the whole page so that users can see it one screen.



- The search bar only had an icon of a magnifying glass which to a certain extent would violate the help and documentation rule, because it is not clearly telling what the this function actually does for the users. Therefore, I put the word search in the search bar and made the bar itself with a white color to give a clear sense of what the function is about.



- Last but not least, the product detail page has the image on the background cut but was supposed to have a low opacity to make the focus not on the background but on the product detail. This was a mistake that I forgot which violates the rule of consistency and standards because the background opacity is suppose to look the same across the site on any page. I made sure the next prototype had a fader opacity throughout.



## 2. Challenges/bugs

While I was implementing these redesigns in the HTML and CSS file, the biggest challenge I faced was trying to adjust the positioning of everything (text, images, etc.). Most of my peer reflection did not have trouble nor dislike in my website so I went to go with the similar design, but it was close to impossible to make it as same as my InDesign prototype because you can't simply drag images or text with a mouse in HTML and CSS. Especially on the product detail page, I had a rough time trying to align and place materials since this page had the most contents out of all the pages. I overcame this challenge by using grids which was really helpful since I already knew the layout. Using grids with columns and rows helped me divide the sections with the percentage I desired (through CSS). All I had to do afterwards was put the contents in the right column and row.

## 3. Brand Identity of my clients

The objective of this website is to make my clients want to buy these scrumptious cinnamon rolls by making them feel hungry. With this in mind, I wanted to design the website by not only adding images that stimulated their appetite, but also colors similar to the cinnamon roll itself and the glaze which composed of beige and white. When peers and students outside of PUI went through the website, they indeed started to crave for these products. As a matter of fact, one of the peers asked if this site actually existed and when realizing it was for a project, she went to get cinnamon rolls in the near coffee shop.