

Web HTML and CSS Prototypes Reflection

Links

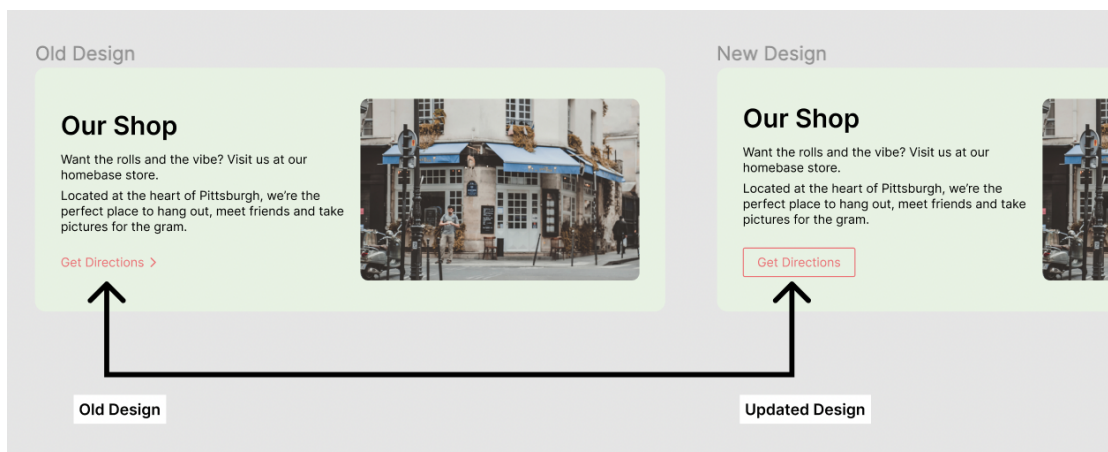
[Website link](#)

[Git repo link](#)

UI Bugs and Design Fixes:

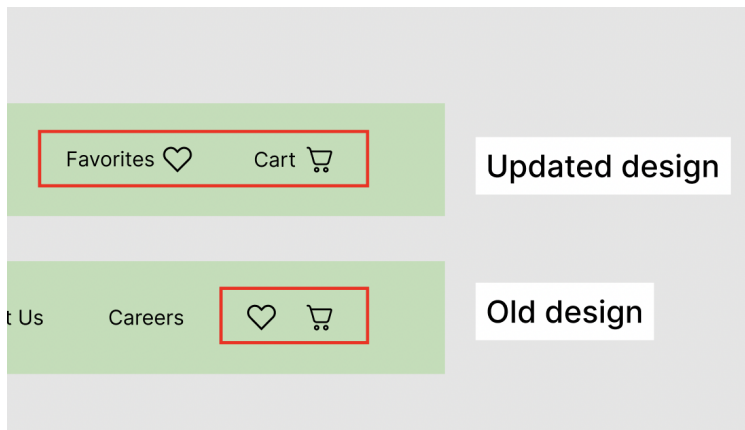
After reviewing my website using the heuristic guidelines, I noticed 3 problems in my design that i've listed below:

- 1) In the “Our Shop” section on the homepage, the “get directions” button is inconsistent in design with all the other secondary buttons on the page. This violates the consistency and standards heuristic since it could confuse the user of its purpose. The user might think that since this link is designed differently from the other buttons, it might take them outside of the website which would be an incorrect understanding since my intention was for this button to take the user on a “location” page within the site. This inconsistency between the user’s understanding and the actual implementation would cause confusion. So to maintain consistency, I changed the visual treatment of this button to match the design of the other buttons on the page.

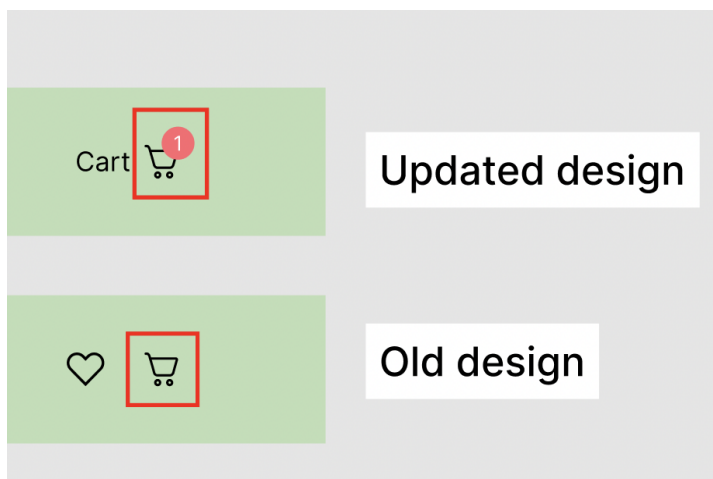


- 2) Another problem I uncovered was in the navigation bar where I had used the heart and cart icons for the favorites and cart pages. I believe this violates the “recognition over recall” heuristic because having just the icons requires users to remember what pages the icons link to. This is especially a problem with the heart icon since it can have different

meanings on different platforms. For example, on non-profit websites, it could be used as a symbol for donation instead. To prevent this confusion and reduce the cognitive load on the user, I decided to add the text labels “favorites” and “cart” next to both icons.



- 3) Finally, I found another UI problem while testing out the “add to cart” feature on the website. I noticed that my prototype violated the “visibility of system status” heuristic since there was no clear indication of how many items were added to the cart. The user would have to go into the cart page every time to see their total items. To solve this problem, I decided to include a bright pink circle on the cart icon with the number of items added once the customer clicked “add to cart”. The number will help clarify how many items are in the cart and not require the user to go into the cart page and count the orders listed.



What challenges or bugs did you encounter in the process of implementation, and how did you overcome the challenges?

Right at the start of setting up my css file one problem that I encountered was that all my positions were off. I thought maybe something was wrong in my code so I went through my code line by line to see if I had made any mistakes. However, I could not find any issues. I then decided to go through each element in the developer's tab and read all the properties that were applied to each element. From there I finally found the issue. The body had a default margin of 8 pixels applied that I had not taken into account. To override this default, I used the "*" selector and set all the margins and paddings to 0 at the start of the css file. Having wasted a lot of time on this issue, I now know to always reset the margins on my page before styling anything else. Another common problem I faced while working on this website was that oftentimes I would try to position an element accurately inside of a div but it would not be positioned the way I expected it to. To reduce the guesswork, I started giving each element inside a div different background colors to see what exact space they occupied. Making this visible really helped me properly position everything on my pages.

How is the brand identity of your client reflected through your design choices? What kind of look and feel did you design for them and why?

For Bun Bun Bakeshop, I decided to develop a fun, "candy-store" like identity that could appeal to young adults as a place to feel like kids again. To represent this brand image, I used bright colors with gradients. I also decided to use a specific pink color for the CTA buttons to make them appear like bubble-gum which would tie back to the "candy-store" image.

I also decided to use a sans serif font and rounded corners for all the bordered elements on the website. I felt that a serif font is mainly used for academic texts due to their traditional image so in order to stay away from that, I chose a sans serif font that appears more inviting and modern. I also felt that sharp corners would depict rigidity on the website and make it less inviting. To tackle this I chose to have rounded corners for everything to portray a lack of seriousness. I believe that adding these small details throughout the website would subconsciously give customers the message that Bun Bun Bakeshop is a fun, inviting place that wants to help people have a good time. This message will motivate people to buy more cinnamon rolls and in turn increase profits for the business.