BUN BUN BAKE SHOP

Web Prototype Presentation

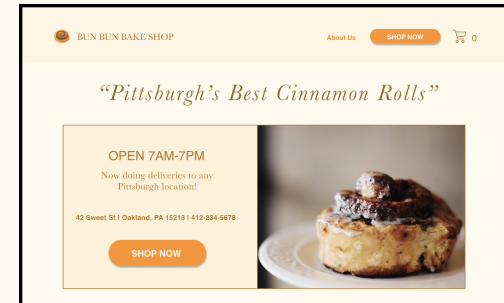Matthew Fang

Heuristic Evaluation Findings

CONSISTENCY AND STANDARDS

The **problem** was that users wondered whether the "SHOP NOW" label in the navbar and the body would lead to the same link. Since it did, they were apprehensive to click either one, which does a present a major usability problem on Nielsen's Scale that should be addressed quickly.


The **solution** was to change the name of the navbar "SHOP NOW" into "BROWSE ROLLS" and be more explicit in where each button would lead the user. The tradeoff is that people might find the two buttons leading to the same page redundant, but this would overcome the issue of not clicking the button in the first place .

FLEXIBILITY AND EFFICIENCY OF USE

The **problem** was that even though the card gave all the feedforward through the shadow design, the card itself was not clickable (only the BUY NOW) button is. Additionally, when the cursor hovers over the button, the mouse doesn't change to a click but rather, stays as the stand cursor. This is a minor usability problem on Nielsen's scale - users can still click on "BUY NOW" to get to the page, but the inability to click a card may cause some frustruation in some.

The **solution** was to make the BUY NOW button clickable so there would be less frustruation among the users.
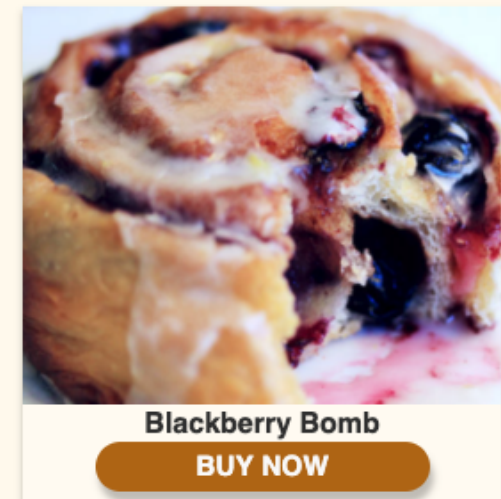
Heuristic Evaluation Findings Continued

AESTHETIC AND MINAMLIST DESIGN

The **problem** was that users found there was too much text on the page for the specific product description. An interesting finding was that users did not really read the text, and they just directly went straight to the task of buying a cinammon roll. On Nielsen's scale, this is a cosmetic problem - it's not imperative it be addressed since users had no trouble doing the more important task, which was buying a product.

The **solution** was to shorten the description and also style the typography in a way that would be more attractive.

Boom! The blackberry bomb is designed to give you an explosion within your taste buds. It will leave you feeling imploded.The blackberry bomb is designed to give you an explosion within your taste

Challenges

CHOOSING A WEB STRUCTURE

One great challenge of using vanilla HTML/CSS was structuring our webpage properly. Usually I would use libraries to help me conveniently make everything into the personalized grids I wanted. Now, I had to be intentional with the sizes of each individual <div> I made, specifying the widths and heights of each individual section, which was tedious and time-consuming. I do believe this practice of using Vanilla CSS is good practice, but in the interest of time and scalability, libraries are the way to go.

BUG HERE...BUG THERE...

There were small miscallaneous bugs that cover a wide breadth of CSS. How come the padding isn't being applied? Why is my element not being contained in its parent container? How come this isn't turning yellow when I'm hovering over it?

While this was frustruating, I continued to hone my skills in utilizing available web sources: Inspect Element and StackOverflow. I would first use inspect element and play around with different attributes to see if I could address the bug. If I wasn't able to get a result within 5-10 minutes, I would look up and then ask my question on StackOverflow. While I would wait for an answer, I would just commit what I had on Github and work on another portion of my website, which made my workflow efficient.

Brand Identity

MINAMALIST AND MONEY-MAKING

For Bun Bun Bakery Shop, we wanted to simultaneously maintain an attractive website and also maximize the possibility of a user buying cinammon rolls at the end of his/her experience. Thus, I made sure to utilize Gestalt's principle of proximity on the homepage and product pages with big images connected with SHOP NOW buttons so users would immedieatly enter a user flow to buy a cinnmaon roll.

Additionally, as seen on my homepage, I went away with traditional ecommerce websites that "tell a story" of their company and require a lot of scrolling before users can actually see an option to buy a cinammon roll. Traditionally, by the time users finish scrolling and exploring the website, they're more interested in the website itself than the actual product itself. One might wonder whether they even know what they want at that point.

Concision and minialism was my goal to make money. We want Bun Bun Bake Shop to be an attractive, "Cut the Cr*p - Get to the point business." This is how we make money.