

Upon making this website, I heavily took into consideration the importance of usability. Therefore, I worked on presenting a clear, concise website. In order to increase the user experience and make the site easier to navigate, I reduced the amount of information to only its necessary components, allowing the user to locate any information about the bakery that they desire. Upon accessing the home page, the user has a clear description regarding what The Butterwood Bake Consortium is all about. As they scroll down, they are presented with positive reviews about the bakery, improving the user's perception of the bakery. At the top of the page, similarly to all pages, there is a clean and understandable navigation bar. The navigation bar includes Product Gallery, Orders, Special Events, Visit Us, and Inquiry. Moreover, at the end of each page there is a footer which contains valuable information about the bakery such as the location, phone number, hours of operation, email, and links to their facebook and instagram. When navigating to the product gallery, as expected the pastries are shown. This provides the user with a clear understanding of the menu of the bakery. Since this bakery focuses on organic and healthy pastries, it is reasonable that for each item the calorie value is presented. Furthermore, every pastry has a description (which would include the price) and a list of important ingredients used to make the delicacy. At the bottom of the page there is a link that the user can click, labeled "help me choose", which directs them to a page that asks several questions to the user. Using these responses, an algorithm determines the best possible cake for the user's needs. As the user moves along to the Orders tab, there are two options: Place an Order and Custom Order. In Place an Order, the user can fill out a form to purchase a pastry. The Custom Orders page presents information regarding the pricing of a custom cake, as well as the potential combinations they may choose from. The Special Events page further explains the events that the Butterwood Bake Consortium caters for, including weddings, celebrations, and holidays. Visit Us provides the user with all the information needed to locate the bakery. This page also includes graphs to show the best possible times to visit the bakery. Finally, on the Inquiry page, the user has a direct form of interaction with the business to ask questions.