

Megan Parisi

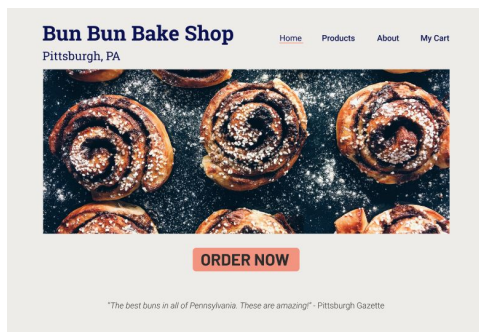
PUI: Assignment 5

Link to prototype: https://meganparisi.github.io/homework_5/

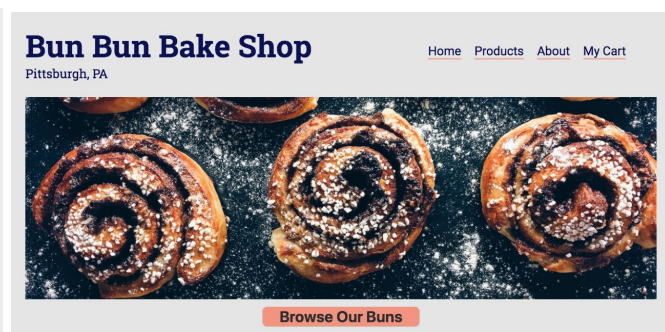
Heuristic Evaluation

Consistency and standards:

- In the previous iteration, the homepage had an “Order Now” button that took users to the product page. The product page then also had “Order Now” buttons under each bun that took users to the product details pages. This violates the consistency and standards principle because, while the buttons have the same label, they lead to different results when clicked. In this iteration, I changed the homepage button to read “Browse Our Buns” in order to relieve this confusion.
- Originally, each button on the site had an orange background, but the navigation bar, which is also clickable, only had an orange underline for the page the user was currently on. Since orange was associated with clicking throughout the site, I decided to add an orange line underneath each item on the navigation menu to signal that each item is clickable. This change enhances the consistency of color usage.



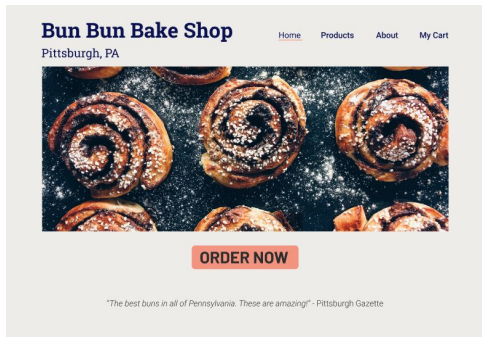
Previous Iteration



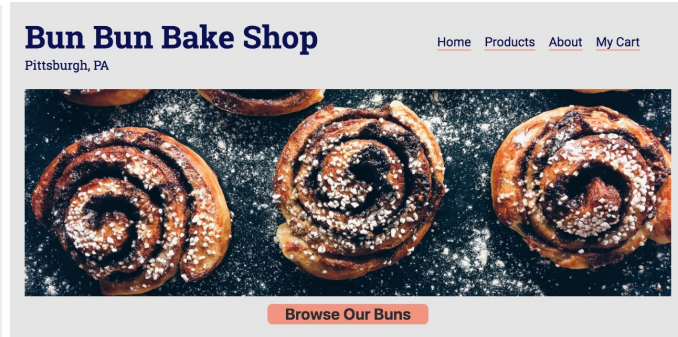
Current Iteration

Aesthetic and minimalist design:

- The last iteration included a quote on the homepage from the Pittsburgh Gazette declaring the buns from Bun Bun Bake Shop the best buns in all of Pennsylvania. However, this added clutter to the screen and upon reflection, seemed unnecessary to include. In the latest iteration, this quote is removed.



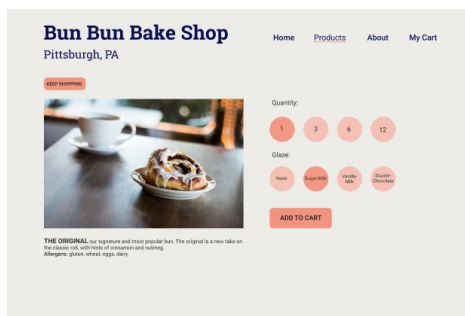
Previous Iteration



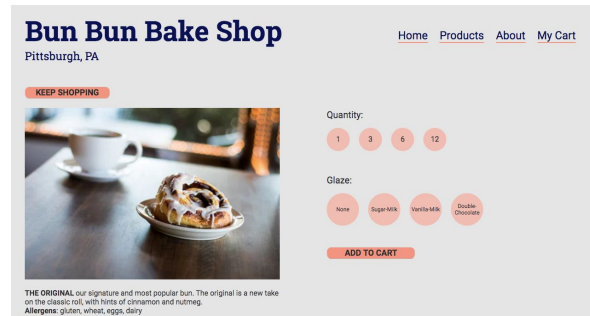
Current Iteration

User control and freedom:

- In my previous iteration, I included a "Keep Shopping" button on each product details page in order to ensure that the user had an option to easily exit the product details page without adding the bun to her cart. However, the button was significantly smaller than the "Add to Cart" button on the page, minimizing its impact and affecting user control and freedom. In this iteration, I made the buttons the same size in order to allow the user greater freedom to make a purchase decision.



Previous Iteration



Current Iteration

Challenges

Throughout the process, I struggled to create a usable grid with HTML and CSS; creating the grid was the largest challenge I faced. I found that I was able to easily create the content on the page and format it correctly in terms of size, color, and font, but placing the content in the right location was constantly difficult. In order to overcome this challenge, I relied on outside resources. I revisited the CodeAcademy grid section and sought advice from Stack Overflow and W3Schools. Eventually, I was able to create working grids for myself, but to be honest, I still relied on some random experimentation to render my prototype as close as possible to my previous InVision prototype.

Another challenge presented itself when I started my CSS stylesheet after completely finishing the HTML for my homepage. I had originally thought that it would be easiest to keep these stages of the process separate by completing the HTML for each page before considering the related CSS code at all. However, I quickly realized that this process was not optimal for me. When I went to start my CSS code, I realized the way I had grouped and labeled my HTML made styling the page extremely inefficient. I had to go back through my HTML and regroup and label elements in order to optimize my CSS. To overcome this challenge, I concurrently worked on HTML and CSS while completing my next few pages. I found that keeping the CSS in mind while working on the HTML helped me to group and label elements in a more effective way.

Brand Identity

Bun Bun Bakery's brand identity reflects its youth, professionalism, and minimalist take on baking. The bakery also places a high value on their buns, wanting the product to shine above all else. The design choices of the site reflect this minimalistic and product-focused identity. The site itself always has a neutral gray background, so the user's eye is immediately drawn to a picture of a bun on each page. The navy blue title is again meant to be minimalistic and professional, but the use of blue's complementary color orange for the buttons calls the user's attention to possible actions on the page. Each page offers multiple ways to access the product page, again because the buns are taking center stage here. The pages do not contain a lot of clutter or unnecessary design elements; everything revolves around the buns themselves, so additional elements would be distracting.

Sources

Images

- [Image](#) created by Otto Norin from www.unsplash.com
- [Image](#) created by Nick Bratanek from www.unsplash.com
- [Image](#) created by Rob Sarmiento from www.unsplash.com
- [Image](#) created by Cherry Laithang from www.unsplash.com
- [Image](#) created by Joseph Gonzalez from www.unsplash.com

Coding Help

- Ana Cidre, Creating a Circle with Text Using HTML and CSS. Retrieved from: <https://anacidre.com/creating-circle-text-using-html-css/>
- [CodeAcademy](#) (HTML and CSS modules)
- Mozilla, CSS Grid Layout. Retrieved from: https://developer.mozilla.org/en-US/docs/Web/CSS/CSS_Grid_Layout
- [Stack Overflow](#) (multiple pages)

- [W3Schools.com](https://www.w3schools.com) (multiple pages)