

ASSIGNMENT 5: REFLECTION

Heuristic Evaluation

Flexibility and Efficiency of Use

“Accelerators—unseen by the novice user—may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.”

Widen Click Space

In my original prototype, I had narrowed the click space on the “Shop” page to only the “view” button -- if the user missed this small target, then they would not have been able to visit the product page. In this implementation, I made the entire element the click space, so that the user could click on the image, the title, or the button, and still reach the product page.

Error Prevention

“Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.”

Input Placeholders

While I did include input placeholders on my original prototype, I took care this time to make sure they were much clearer. Instead of only asking the user to “Enter zip code”, I instead provided an example of a zip code that I was asking for to help them avoid any errors.

Disabled Button Labels

Like on my first prototype, I wanted to make sure the buttons for “Add to Cart” and “Check Out” were disabled, since the user cannot click those buttons unless they satisfy specific

conditions. Therefore, not only did I fade out the buttons, but I also made it so that the cursor clearly shows this action is not allowed. I also added a hover title; now when the user hovers over the button, they can clearly see which actions need to be taken in order for that button to become enabled.

Challenges and Bugs

The biggest challenge I faced in this project was the construction of the home page. It included a lot of very complicated elements, such as a button on top of an image, two forms, and an embedded map. For some of these challenges, I utilized online resources such as W3 and Codecademy to help guide me, and give me a direct place where I could practice code without ruining my progress. On others, the more I coded, the more comfortable I became with constructing objects. I did not construct my home page with a container div at first, which made it difficult to get all of my elements aligned. I only realized what my problem was after I constructed my shop page, and realized how to list multiple items together.

Similarly, embedding images throughout the website gave me some distinct challenges. The logo in the header was especially difficult, as I could not figure out a way to keep the title aligned with the logo in the corner. Eventually, I wrapped the logo in a div element, and then found that I could more distinctly edit the position. I was then able to carry this onto the products page, where I had many images acting as icons. Constructing the glaze list was difficult, but since I had already experienced something similar with the logo, I was able to adapt faster.

Overall, it was more difficult than I expected to create a perfect replica. I got very comfortable utilizing the grid while making my first prototype, but since I could not drag and drop elements in HTML/CSS, I instead had to use margins, positioning, and float. However, because I had made that prototype with such clear divides, it was easier during construction to follow a sort of grid along the way. While my layout is not perfect, I am very proud of how compact it all looks.

Brand and Vision

For this project, I designed a colorful and delightful brand aesthetic for my company. While I personally tend toward minimalism and light color design, I knew that for a bakery, more color and more pictures would only make it more inviting. Therefore, I used fun shades of pink and yellow to create a warm and inviting webpage that brought to mind a candy store, or cakes, or the warmth of a cinnamon roll. A whimsical title font helped cement this image, and I used a simple sans-serif font to make all of the content seem less formal.

I maintained the brand messaging throughout the website by keeping a constant header with the logo and the title. I also turned the logo into a favicon that carried across all pages, so that tab would clearly display the logo. Lastly, I made sure that the display title of each page contained "Bun Bun Bake Shop", so that the user could clearly see from their web browser which bakery they were visiting.

Overall, I designed a warm and whimsical feeling for my client. This will help keep customers engaged and pleased throughout their browsing process. The color scheme invokes warmth and friendliness, and makes it clear that Bun Bun Bake Shop is an inviting family business.