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PUI
10/06/19

Assignment 5 Reflection

Heuristic Evaluation:

1. **Consistency and Standards:**
   My original selectors lacked any kind of indication that the buttons provided options for you to choose from. Looking at them for the first time, you would assume they were some type of call to action or link that would take you away from the page.
   The fix: include arrow functionality that shows you can choose between multiple options.

Before   After

2. **Match between system and real world**
   I made a simplified navigation that is split between left and right portions of the web page, with a hoverable menu featuring more pages. I realized that in my original design, the text was too small that someone not familiar with a menu designed this way might not notice this window. For my updated iteration, I increased the font size on the "Menu" and "Cart" buttons to help increase these connections.

Before   After

3. **Help and Documentation**
   This is a simple fix, but one I think is critical. There's no documentation section that can allow people to find out information about shipping, order processing, refunds, and the baking process. Having clear documentation of these issues and categories can help

eliminate the need for people calling you directly for customer support issues. It might be minor in design, but it's essential for creating a user-focused commerce environment that also saves you time and money.

| Before | After |
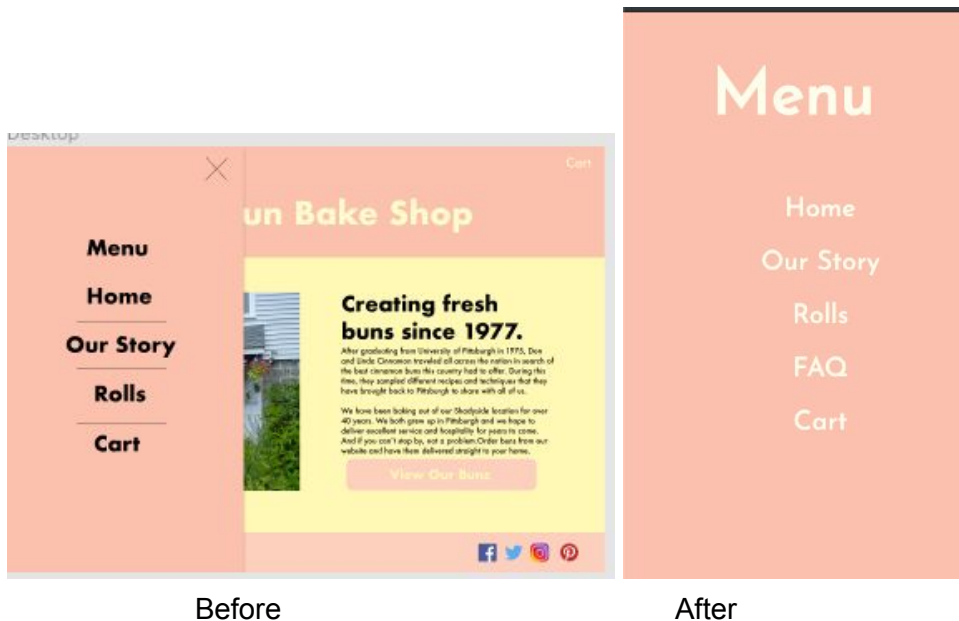
Challenges and Bugs:

I think one of the biggest challenges for me when I code in HTML and CSS is trying to create concise code. During the process of laying out elements, I tend to do a lot of experimentation with regard to positioning and sometimes if I am not careful, my code can get a little chaotic. I find that this is a really important thing to be mindful of during the coding process. If you only code towards your sensibilities, it makes it harder for other people to help you debug your software or collaborate on a project. Where I faltered with confidence in my HTML and CSS, I tried to at least utilize commenting to establish hierarchy in my code as well as information to communicate what my code is attempting to accomplish.

Another really difficult aspect of my design that I struggled with was creating a responsive navigation menu. Trying to figure out how to create a hover state for the "menu-window" that did not immediately disappear when I hovered out. This is kind of an extreme case of Fitt's Law, where I needed to make sure that I implemented a code that was forgiving enough to someone's mouse activity that allowed them to select the right link they needed to continue on to the next page. Of course, I also needed to be aware that slowness can also cause issues with proper functionality. If my menu window stays open for too long, it could make a person frustrated and give up trying to interact with the content that it might be obstructing.

Lastly, I hit a roadblock towards finishing my site where I realized that some CSS code I had implemented for one page would be in conflict with code I had for another page. This goes back to how essential good structure and organization in code is, because had I initially organized my code better I could have recognized this conflict as I was working. I think this is also important as you want uniformity in your pages so that people feel as though they are having a seamless

experience with the product. Changes in formatting means that it takes people more time to understand the new hierarchy and styles so that they can continue interacting with your site. Though in most cases, these issues were minor, they can accumulate to provide a user experience that is clunky and difficult to navigate if you are not careful.

Brand Identity

For my website, I wanted to create a design that felt both playful but also vintage. I chose a yellow/off-white color as the background color for the body of the page, while utilizing a tinted peach color for my header. The goal in this color scheme was to communicate a softness without coming across as too immature. My narrative for Bun Bun Bake Shop is that the bakery has existed within the community for four decades, I wanted to make sure that the design communicated that with more conservative color choices. While my previous prototype of the site utilized Futura, I actually think Josefin Sans font I used from Google Fonts actually communicates that vintage feeling a little stronger. I had in mind something similar to the Wes Anderson style design (without looking too much like a Wes Anderson style design) in these color and font choices.