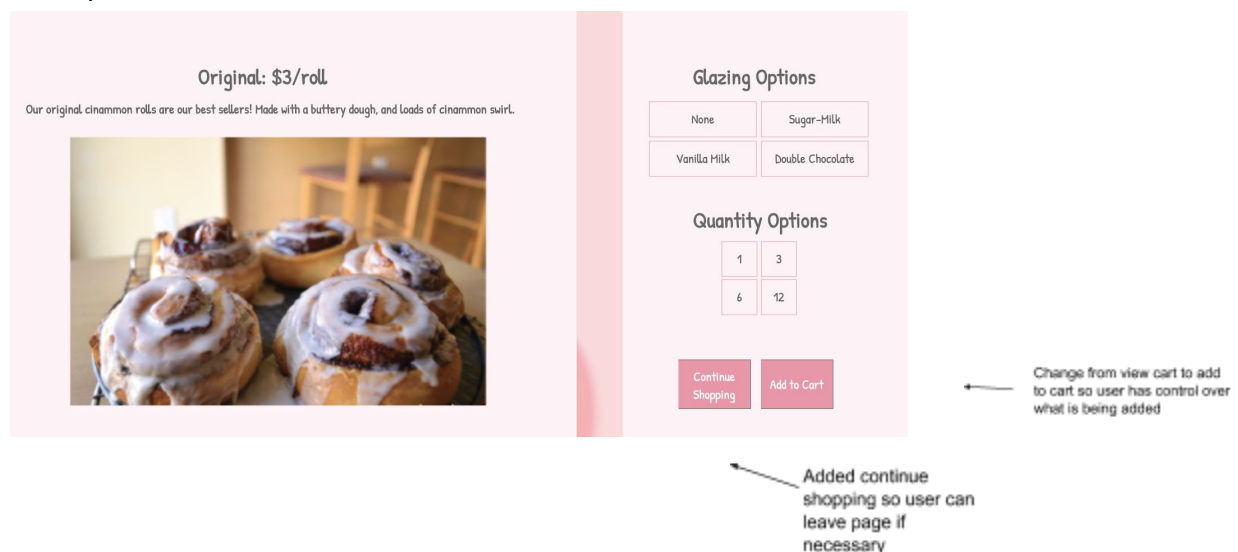**Reflection - Assignment 5**

Usability Bugs

User interface Bug 1: Visibility of System Status -- Originally I did not have a home page that was easy for the user to understand. My home page was the same as the products page. I had a zipcode check box on the side and the products on the left. Thus, it makes it confusing for the user to understand what's going on in the system and if they need to address the zipcode question. My design for fixing this bug was to have a home page that was separated into a zipcode check panel, and pictures of the buns, and a trip advisor review page.

Images of bakery/ review from trip advisor

Zipcode question on the right panel

User interface Bug 2: Flexibility and efficiency of use & user control -- Instead of having a 'View Cart' that had automatically added the product to the cart, I added 'Add Cart' so the user decides to choose if they want to add it. This way, the user has more freedom in adding products to the cart, and has more visibility over what's occurring. I also added a 'Continue Shopping',which allows the user to have control over what they're doing. That way, if they wanted to not add something to their cart, they have the option to leave the screen and go back to the products.

Change from view cart to add to cart so user has control over what is being added

Added continue shopping so user can leave page if necessary

User interface Bug: Flexibility and efficiency of user - Originally users had to click on the product within the product browsing page to view more details about what the product's main qualities are. This was not intuitive for the user. Now if the user just hovers over the product, she will receive more information about the product.


USE PROMO CODE 'CMU' FOR 20% OFF

Our original cinammon rolls are our best sellers! Made with a buttery dough, and loads of cinammon swirl. Recommended glaze: sugar glaze!

Original $3/roll

Add to Cart

When user hovers over product image, she can view more details about the product.

Challenges:

1) On the products page, I had difficulty separating into a 6 separate boxes for each product. I implemented a grid container, in which I could specify how many rows each box took up, as well as the size of the boxes. Then I put the information (image, text, add to cart) within the item containers.

2) In the product details page of the Original bun (after you click add to cart), I had to figure out how to make the buttons appear in a group, in which you could only click one button from each group. I created groups for each grouping of boxes, and add css elements for the group.

3) Originally I had created buttons like "continue shopping" and "add to cart", but I had difficulty when I needed to link them to other pages. What I had to change this to was a link that looked like a button, but not an actual button. This way, I was able to link it so it opened the page without having to create a button.

Brand Identity

I wanted the brand feel of this site to appear celebratory, as though they are walking into someone's birthday party. I decided to show this by having the site be very pink, a color that people associate with happiness. I also added balloons on every site of the page. For example, after the user enters her zip code and clicks 'Check Delivery' to see if she is in the delivery location, a balloon gif appears.
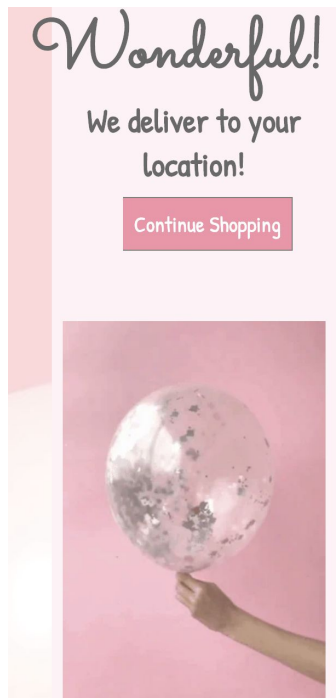
In addition, the background image of all the pages are pink balloons. I made the product boxes transparent so users were able to see the balloons in the background. I also used cursive and festive font, Sacramento, for the heading so that the users associate it with sweetness. It looks formal enough for a site, but has a cheerful feeling. The other font, Patrick Hand, is used for the rest of the text. I wanted it to be very readable for the user since they have to read important information in this font. However, it looks a bit more informal than the standard Arial and Serif fonts.

Thus, I created this site with the intention of it being impressive for the user to look at it, as well as making them feel happy. I was a bit worried that the pink might be a bit overwhelming to the user, but realized that walking into a bakery with lots of treats can also be overwhelming to the user— in a good way. :)

External Resources Used:
https://www.w3schools.com/
https://stackoverflow.com/