

Link to website: https://miramookerjee.github.io/assignment_5/

Link to Repo: https://github.com/miramookerjee/assignment_5

Bugs Found From Heuristic Evaluation

Flexibility and efficiency of use

In the previous assignment, I noted two main customer groups: regular customers and new customers. Many regular customers will have one or a few go-to orders that they will have to re-enter every time they open the website. To accelerate this frequent action, I added a “Previous Orders” section to the home screen that takes the user straight to a product details page with everything filled in. From there, all the user has to click is “Add to Cart”.

Visibility of system status

In my original design, when the user adds an item to the cart they are taken to a “Cart” page where they can view all the items in their cart. I did take some precautions to ensure they could recognize a change in the system had occurred -- specifically that the item they had selected had indeed been added to the cart. For instance, when the “Add to Cart” button is selected the user is navigated to the Cart page, with the most recently added item at the top. However, the user may not remember exactly what they ordered, and may want further confirmation that the right thing has been added to their cart. As a result, when the “Add to Cart” button is clicked, in addition to navigating to the Cart page and showing the newest item at the top of the cart, the cart in the navbar now includes a popup that goes away after 3 seconds, indicating the specific item and quantity that has been added to the cart.

Aesthetic and Minimalist Design

According to Neilsen’s heuristics, “Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility” (“Heuristic Evaluations and Expert Reviews”). To minimize clutter in the navbar, I removed the “Home” text, since clicking on the logo or “Bun Bun Bake Shop” also serves as a link to home.

See the Appendix for photos of the website before and after changes, with annotations. In addition, all changes are reflected in the following Figma file. Note that changes are reflected in both the “Main” page and the “Changes Post-Heuristic Evaluation” page, but the latter contains the before and after versions of only the relevant pages.

Figma Link:

<https://www.figma.com/file/iD8jRSoQhZB2CyboYhAoKu/Bun-Bun-Bake-Shop?node-id=48%3A475>

Bugs Found During Implementation

While I encountered countless bugs during implementation, two stand out in particular because (a) they were both difficult to find a solution and (b) once I did find a solution, the impact could be shown in many places throughout the site.

My first bug came about when I was setting up the header with the logo, the title text “Bun Bun Bake Shop”, and the navigation bar. I wanted the header, logo, and nav to all be horizontally centered. However, the logo and title were aligned at the top rather than the center, and I couldn't figure out how to get the navigation to appear on the same line. After a lot of sifting through pages of w3schools.com and experimentation in the CSS file, I discovered the flexbox model. The flexbox proved immensely valuable throughout the site, to translate what I knew conceptually about the grid system I had designed in terms of rows and columns into CSS/HTML code.

The second notable bug came about when I was trying to align the images within the Previous Orders and Browse Categories sections of the home pages. Each of the images were showing on separate rows, and the fix I had found on w3schools (“vertical-align: top”) was not working. Ultimately, I realized that I needed to change the display of the figure to inline-block. Like the previous bug, a lot of research on the w3schools website and tinkering around in the CSS file led me to this solution. This became a learning opportunity of the different display options available, which informed much of my styling of the rest of the site. After changing the display to inline-block the images and captions were spaced very far apart from one another, so had to play around with the max-width of the figure until it gave the look I wanted. It took a lot of tinkering with CSS fields to discover that max-width was the key to creating this look.

Brand Identity of Client

The brand of the client portrayed by the website is fun, cute, and appetizing. Appealing pictures of cinnamon rolls are featured prominently throughout the website, to excite the user. The font and icon portray a cute, comfortable, cozy feel, matching the user experience of consuming a cinnamon roll. The color palette was selected directly from the pictures of cinnamon rolls displayed on the website, contributing to the appetite of the user. The selected colors are picked from the lighter areas of the dough; the light beige further contributes to the soft, cute brand.

Instructions for Navigation

To navigate to the product browsing page from the home page, click “Order” in the navbar. To navigate from the product browsing page to the product detail page, click on the Original Cinnamon Roll. Home can be accessed at any time via the title and logo in the topbar (left of the nav). The back buttons on the product browsing and product details pages are also functional.

Appendix

Below are the designs before and after fixing usability bugs identified using Nielsen's heuristics.

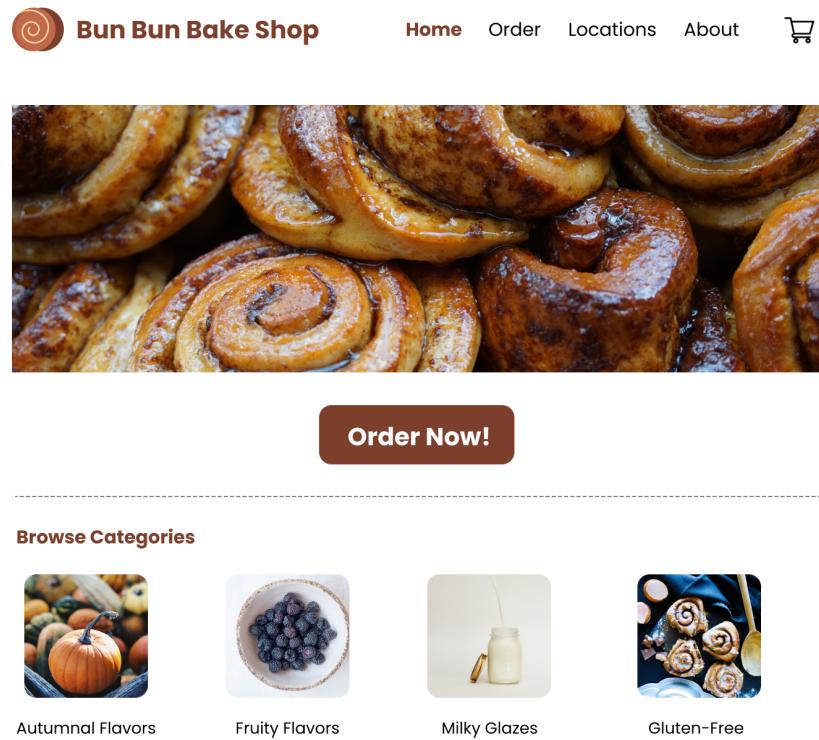


Figure 1: Home Page (Before)

[Order Now!](#)

Previous Orders



1 Original w/ Double
Chocolate Glaze



6 Pumpkin Spice w/
Vanilla-Milk Glaze

Browse Categories



Autumnal Flavors



Fruity Flavors



Milky Glazes



Gluten-Free

Figure 2: Home Page (After)



Order Now!

Previous Orders



1 Original w/ Double Chocolate Glaze



6 Pumpkin Spice w/ Vanilla-Milk Glaze

"Previous Orders" section added

Browse Categories



Autumnal Flavors



Fruity Flavors



Milky Glazes



Gluten-Free

Figure 3: Home Page (After) - Annotated



[← Back](#)

When a previous order is selected, user is taken to "Product Details" page with the order pre-filled.

Original Cinnamon Roll



Price: \$ 1.99 ea.

Quantity: 1 3 6 12

Glazing: none sugar-milk

vanilla-milk double choc

Total: \$1.99

[Add to Cart](#)

Description

Ingredients

Reviews



Warm, soft dough swirled with gooey cinnamon-sugar butter. You can't go wrong with our classic recipe.

Figure 4: Resulting Product Details Page - Annotated



Location Shadyside ▾

Cart



Original Cinnamon Roll

\$ 1.99

Glazing: Vanilla Milk ▾

Qty: 1 ▾

[Remove](#)

[Proceed to Checkout](#)

Figure 5: Cart Page (Before)

[Location](#)

Added
1 vanilla-milk
cinnamon roll
to cart

Cart



Original Cinnamon Roll

Glazing:

Qty:

[Remove](#)

[Proceed to Checkout](#)

Figure 6: Cart Page (After)



Cart



Original Cinnamon Roll

Glazing:

Qty:

[Remove](#)

Location

Added
1 vanilla-milk
cinnamon roll
to cart

Popup remains on
screen for three
seconds

[Proceed to Checkout](#)

Figure 7: Cart Page (After) - Annotated

Works Cited

"Heuristic Evaluations and Expert Reviews." *Usability.gov*, Department of Health and Human Services, 9 Oct. 2013,
<https://www.usability.gov/how-to-and-tools/methods/heuristic-evaluation.html>.

<https://www.w3schools.com/>

Images taken from unsplash.com

Icons taken from uxwing.com