

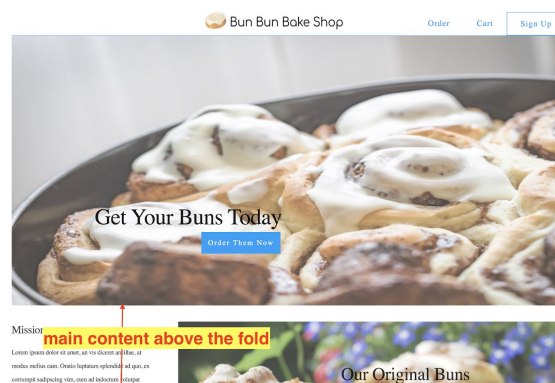
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Heuristic Evaluation

After conducting a heuristic evaluation on the high-fidelity prototype, I discovered the following bugs:

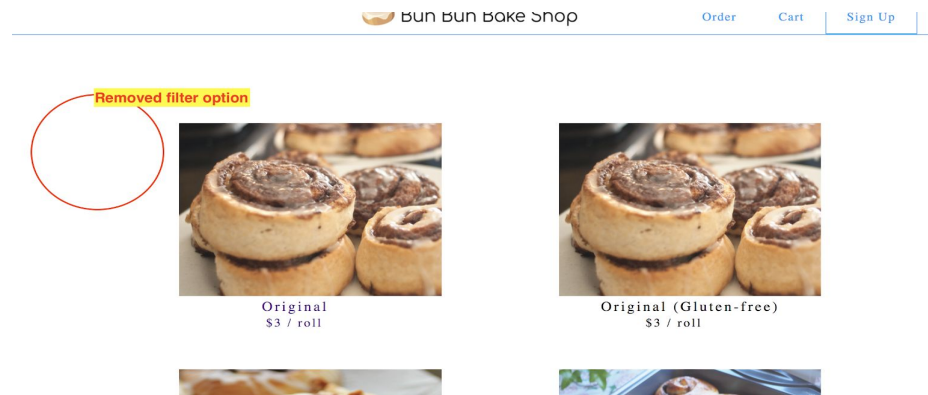
- (1) The cover photo on the homepage was not above the fold**, which violates the heuristic, *flexibility and efficiency of use*. During a user testing on the high-fidelity screens, a few users with different devices saw a large cover photo of the cinnamon bun that filled up the screen and they had to scroll down for more than a few seconds to see what the page comprised of, making it awkward and time-consuming for them to browse. This can be a problem because without important information above the fold to grab users' attention, they will lose focus and simply leave the site. Additionally, customers who are certain that they want to buy a cinnamon bun before visiting the site don't want to spend time scrolling down to find a call-to-action (CTA) button which would prove inconvenient to them.

In order to allow users to efficiently browse through the homepage, I decreased the size of the cover photo and included the slogan and CTA button higher up, so that users can instantly understand what product they are looking with the readily available option of clicking to look at the products with the CTA button. Additionally, I made sure that the mission statement and the other photo on the bottom half of the page was peeking out from the bottom of the fold which encourages users to be learn more about the information on the bottom of the page.



- (2) The filter was redundant.** Because there are only six cinnamon bun products, it was irrelevant to include a filter to separate them into categories when the user can clearly see all the products by scrolling down a bit. This violates the *aesthetic and minimalist design* heuristic since users have to process that there's an extra component on the page which is irrelevant to making the task of buying a bun more efficient.

To resolve this, I completely removed the filter button. This way, there isn't an extra component on the page that users have to process, preventing cognitive overload.



(3) The “About” option in the navigation bar was inconsistent with interface standards, violating the heuristic of *consistency and standards*. In my high-fidelity prototype, the usability of the “About” function in the navigation bar directs users to the homepage, but I realized that this could prove inconsistent with current interface standards which simply don’t have the “About” function (since users know that clicking on the logo will lead them to the home page) or have a “Home” function. In other words, users may think that clicking on the “About” function would lead them to information regarding the company.

In order to prevent this possibility of confusion, I simply removed the “About” function from the navigation bar, so that users easily understand elements of the navigation bar.



Challenges/Bugs

1. **Not having any knowledge on coding for certain elements on the website** was a challenge, such as a clickable button. To overcome this challenge, I researched a lot, mainly using W3 schools, to understand the foundation of the code for the elements I needed. For example, when I didn’t know how to code a button, I looked this up, learned the foundational code to build a button, and altered and implemented this to fit my website’s need (W3 schools). Additionally, I went to office hours to discuss my issue with the TA. Generally, the entire process of building these pages has taught me that it’s best to ask questions and research.
2. **One of the bodies that did not have an ending tag** because I forgot to put a `</div>` tag to a container due to improper indentation of my code. As I continued to code, I thought I was creating more separate blocks with the `<div>` tags, when in reality I was creating tags that were part of the unclosed element. When I realized that I couldn’t manipulate some

of the “blocks” the way I wanted to, I had to inspect the code on the website to understand the issue. Because I could inspect the code and see where there are separate `<div>` blocks on the website, I was able to identify that I was not creating the blocks successfully. After looking into the parent element, I discovered that I didn’t create an end tag to a specific element. This bug has taught me to indent my HTML code properly, so that I can easily detect whether I have placed end tags to all my starting tags. It was also one of the first bugs that has taught me to refresh my website after finishing each element to make sure I catch the error in the beginning.

3. **Placement of elements on the website** proved to be more difficult than I thought. I had trouble figuring out where some components would go based on fixed, absolute, and relative position because I could not keep track in the beginning. To resolve this issue, I made sure to refresh my website whenever I adjusted the position of the element. If I noticed that the element was not placed where I wanted it to be, I inspected the code on the website and changed it directly there to understand where the body of the element was located and to see how adding the margin and padding would affect it. This has taught me that directly adjusting the code on the website is convenient and helpful in spotting my elements in the website.

Brand Identity

I wanted to develop a brand identity that Bun Bun Bake Shop is a trustworthy, small business that specializes in delicious cinnamon buns. It’s important to elicit trust so that customers feel a sense of attachment to the brand and the products that are offered, ultimately aiding the company in garnering loyal customers and traffic. In order to do so, I decided to implement the color blue, which is psychologically known to promote trust, against a white background for minimalism. This keeps the look of the website clean and simple so that customers perceive Bun Bun Bake Shop as a *small* company that knows what they’re doing since they specialize in one type of product. To further implement this minimalistic look, I laid out all six products on the product page without any external distractions (discussed in Heuristic Evaluation), so that users can easily browse all the products by scrolling more efficiently. For the logo, I decided to go with a simple text of the company's name with a rounded font and a slanted bun next to it so that the company is perceived as friendly and welcoming to new customers. In addition to these aesthetic choices, I decided to incorporate other components, such as the customer reviews into the product details page, so that users can receive honest feedback about the product to aid them through the buying process. I found from the competitive analysis done previously that seeing customer reviews significantly aids in the buying process, increasing the chances of finishing buying the product. As for the homepage, I dedicated a portion to the mission of the company, so that this can really give the company credibility, further ensuring trust between the company and the customers.

Citations

“CSS Buttons.” *W3 Schools.com*, www.w3schools.com/css/css3_buttons.asp.

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