



# BunBun Write Up

HTML & CSS

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10/10/21  
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# Executive summary

With a focus on simplifying and guiding users along the process of ordering cinnamon rolls from BunBun, I aimed to create an experience that **mimicked real-world customization** in a unique way.

For this project, I designed a **digital experience** to provide novice bakery lovers with the opportunity to order in a seamless and delightful way, with a focus on minimalism and easy decision-making.



# Heuristic evaluation

## Problem 1: Consistency and standards (#4)

### Description

- I realized (alongside a designer who helped overlook content) that there was an inconsistent design for the typography used for the buttons and links throughout my site

### Why this heuristic

- Users should not have to wonder whether different words, situations, or actions mean the same thing

### My solution

- I choose to use the more readable typeface (Lato) for both the buttons and links, and maintained the same capitalization for them all (first letter uppercase)



# Heuristic evaluation

## Problem 2: User control and freedom (#3)

### Description

- When performing the heuristic “test” on my flushed out prototype, I realized there were moments in the flows where users could potentially be trapped on a page and not know where and how to go “backwards in time”, as the links I set up sent them to the wrong places.

### Why this heuristic

- In order to foster a sense of control and freedom, users need the opportunity to clearly go back in their progress of steps to avoid getting stuck and feeling frustrated.

### My solution

- I ensured my back buttons and section navigation links all directed to the right page. For example, when filling out the checkout forms, I had a back button that sent users all the way back to the cart page rather than taking them a step backwards in time.



# Heuristic evaluation

## Problem 3: Recognition rather than recall (#6)

### Description

- After taking the time to fill out and submit the different parts of the checkout form, I expected users to be able to remember the information they submitted as there was no review section at all.

### Why this heuristic

- Considering humans have difficulty with short-term memories, there was no consideration for showcasing provided information. This resulted in the user having to remember and recall the information they submitted, rather than having the opportunity to review it in real time.

### My solution

- I drew inspiration from Eleanor Hofstedt's prototype, as she included a clear review page for users when submitting their form, and included a similar page in my own prototype that allows users to review the information and gives them the opportunity to edit the sections.



# Heuristic evaluation

**Problem 4:** Match between system and real world (#2) and Flexibility and efficiency of use (#7)

## Description

- Unlike a real world situation that would take place in person, users in my prototype are not initially prompted as to what to do when going through the checkout process. They are presented with a number of choices to fill out or select, with no real indication as to where to start. This also plays into the idea of users potentially wasting time with trying to figure out what exactly is happening.

## Why this heuristic

- With a number of options presented at once, and with no intuitive prompt as to where to start (unlike the real world), there is some time that is taken to initially figure out where to start.

## My solution

- To tackle both of these issues, I wanted to utilize the autofocus “shortcut” to immediately drag a user's attention to the first actionable item. In a sense, this was my attempt to provide users with the opportunity to engage in the process right away without having to decipher where they are.



# Challenges and learnings

## Challenge 1

### Description

- I quickly learned that, due to my limited experience working with HTML and CSS, I was not going to be able to do every little thing I wanted to do. I quickly recognized that I would be initially limited with the quality of work and the ability to create the “complicated” designs I had hoped for.

### My solution

- Time, patience, as well as Google and even my own network (class, Twitter, friends) aided me in my process of search and fix. I was able to take the time needed to learn more about the overall process of building a site, while also learning about the very specific actions necessary to complete particular tasks.

### What I learned

- Initially assuming I would never get this done, I found myself falling into flows of creativity and focus while breaking down my tasks and learning on the go. I have heard before that developers do not need to have all the answers, but must be able to find all the answers, and I believe this experience was a clear example of this being true. I also realized that I now aim to design with developers in mind even more than before.



# Challenges and learnings

## Challenge 2

### Description

- With my reliance on Googling questions in search of answers, I realized the abundance of options to make something work. This was sometimes overwhelming to find the exact solution that would either solve my problem or spark a new thought in my brain to create my own solution.

### My solution

- I quickly learned the sources of information I wanted to rely on the most. Whether it was W3 School, Mozilla's MDN Reference Documentation, or even Stack overflow (a lot of trial and error), I relied on very specific sources of information to avoid overwhelming myself. I also found myself learning and implementing new methods of structuring my searches.

### What I learned

- The internet is endless! I learned first hand that the internet is full of options and opportunities to learn, and that is both a blessing and a curse. I was forced to lean on proper sources and methods of searching for solutions, and I now have a better idea of how to tackle these questions in the future.



# Challenges and learnings

## Challenge 3

### Description

- In full transparency, I can be a very lazy and unorganized human. When it comes to working with software programs like Figma or Adobe programs, I have learned different tactics and techniques to maintain organization. With HTML and CSS? Not so much.

### My solution

- In order to design and build this site, I found myself having to keep track and document every minute detail to avoid being lost in my own code. This worked in ways, but also resulted in hindering my ability to pivot quickly. I attempted to maintain order, organization, use recommended conventions (ex. Using camel case for naming). I found myself utilizing Github's comment section when pushing code. I used this as a chance to document my present and future steps (I would touch on what was done, any challenges I faced, and the tasks I should tackle next).

### What I learned

- Never before have I been smacked in the face with the need to stay organized. With 12 different HTML files, and 1 CSS file to house all of the styling options present, I learned how important it is to maintain consistency with the work and documentation I create.



# Brand identity

## My rationale

- While there was no user research done to determine the optimal brand to truly target my desired audience, I wanted to design and build an experience that was sophisticated, yet inviting. Minimalism was the main desire for my design, and it was coupled with splashes of yellow to create excitement and attention. I also believe the selection of typefaces I used (EB Garamond and Lato) displayed the sophisticated, minimal and even trendy look I aimed for. Last, I included multiple forms of modular boxes with round radii to add a more comfortable feel for my users.



# Thank you

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