PUI HW 5 Reflection

https://github.com/ndevired/Homework_5

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1. Discuss 3 to 5 user interface bugs you found in your heuristic evaluation. Be sure to include your design for fixing those bugs, annotated screenshots are ok.

   I found two user interface bugs under the flexibility and efficiency of use heuristic and one user interface bug under the consistency and standards heuristic.

   Flexibility and Efficiency of Use

   On the home page, I inserted a Specials banner to entice users to look into the specials. However, after conducting heuristic evaluation I realized that the banner doesn't look clickable and therefore cannot direct users to the respective page. I added a "view products" button at the end of the banner to allow users the flexibility of viewing the specials immediately. They do not need to scroll up and click on the specials button within the navigation bar. As seen below.

   Diagram 1
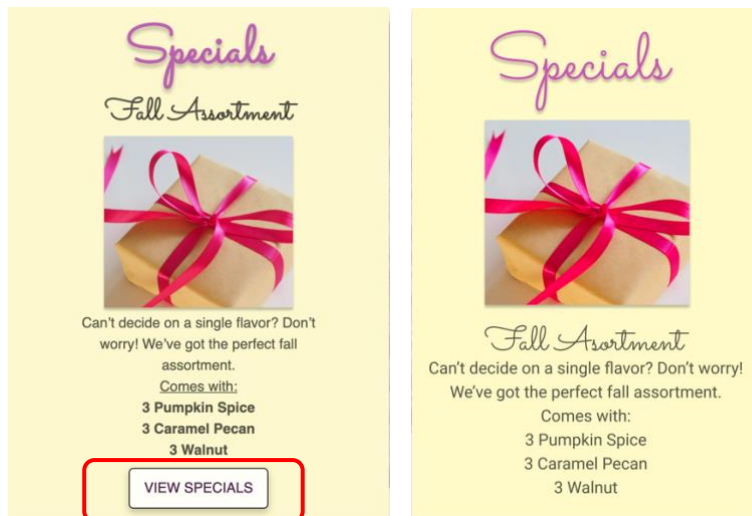
   Updated Version ⟵ **Original Version**

   On the product detail page, I originally placed the "add to cart" button at the top right corner. However, after conducting a heuristic evaluation, I realized that users read top to bottom and left to right. After users selected the "quantity of rolls" and "glaze", the next step was to "add-to-cart". Placing this button at the bottom of the page after all the steps were completed was the most flexible position as users did not have to scroll back up to add an item to the cart. As seen below.

Diagram 2

Updated Version ← Original Version
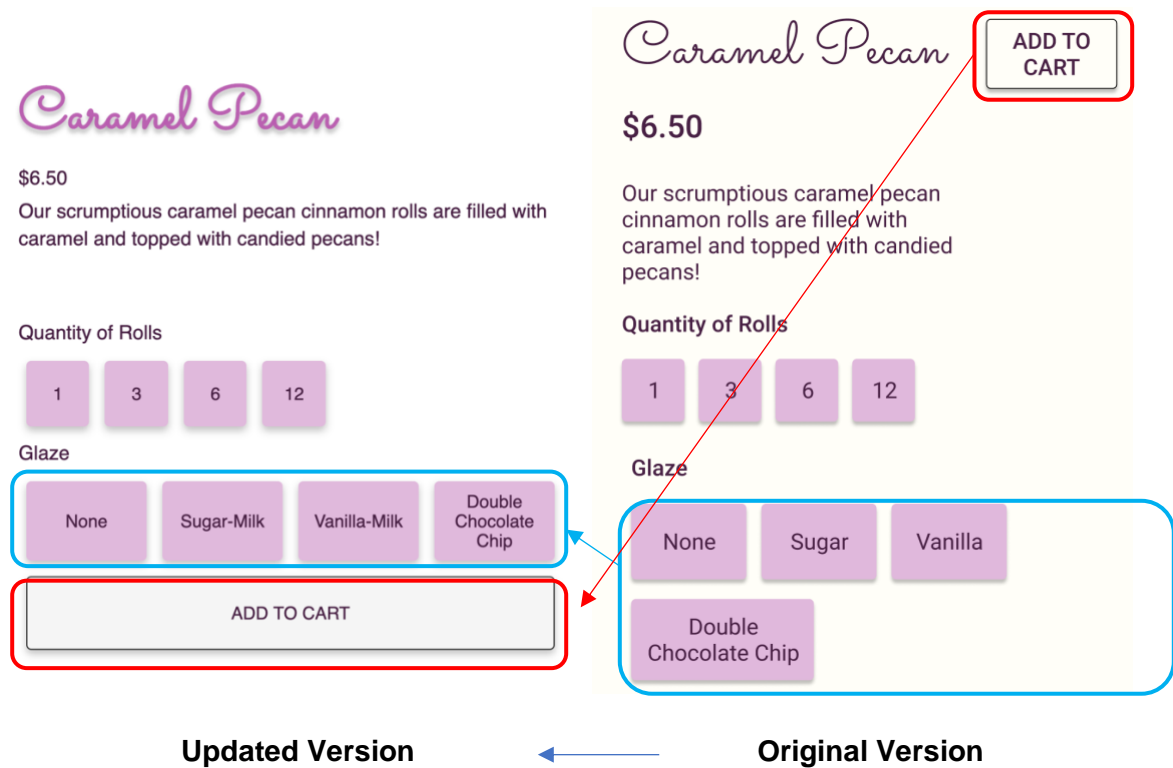
Consistency and Standards

On the product details page, I originally had varying sized buttons for the glaze. As seen above. However, after conducting a heuristic evaluation, I realized that the lack of consistency across the buttons was distracting and didn't follow the standard set right above of the same sized buttons for the quantity of rolls. Therefore, I adjusted the side of the buttons in the glaze to be all the same size. As seen in the updated picture above.

2. What challenges or bugs did you encounter in the process of implementation, and how did you overcome the challenges?

I faced minor challenges while implementing these changes. As you can see in the updated version of the specials banner in Diagram 1 (on the home page), I shifted the arrangement of some of the pieces. The Specials title was shifted farther up and decreased in size and the Fall Assortment title was shifted to the top to create more room for the "view specials" button. While moving the "add-to-cart" button from the top to the bottom of the product details page I had to take into consideration scrolling. I deliberately made the smaller images and the larger image on this page look like they were cut-off so the user has to continue scrolling to see the rest of the image and "add to

cart" button. It was far easier to code the buttons to reflect the same size and it all fit on one line making it look even more uniform.

3. How is the brand identity of your client reflected through your design choices?

   The brand identity of my client, Bun Bun Bakery Shop, is reflected through the consistency of eye-catching colors, mouthwatering images of tasty cinnamon rolls, and an overall playful vibe. The brand identity of my client is elegant and trendy and reflected through the calligraphic font and it reminded me of the rolling aspect of a cinnamon roll. The purpose of the site is to entice users to buy delicious products and what better way to do this than through effective pictures. People always want to view pictures of their products because it simulates the feeling of seeing it in person. My design choices of having large pictures and detailed descriptions cater to the brand identity of my client.

4. What kind of look and feel did you design for them and why?

   The act of eating is a holistic experience that engages all of your senses. I designed it to mimic the look and feel of eating. Food is bright and eye-catching, and I wanted users to gain a sense of them from the design, so I included bright designs. I also wanted the tone to be very lighthearted and fun, so I used light purple and yellow and dark purple for contrast. I applied uniformity with colors, fonts, and images. I wanted the images to be the main focus on the product browsing page because this is a small local bakery and I didn't want to overpower users with lots of choices.

   References: I used all of my images from www.unsplash.com