

## PUI HW 5 Reflection

[https://github.com/ndevired/Homework\\_5](https://github.com/ndevired/Homework_5)

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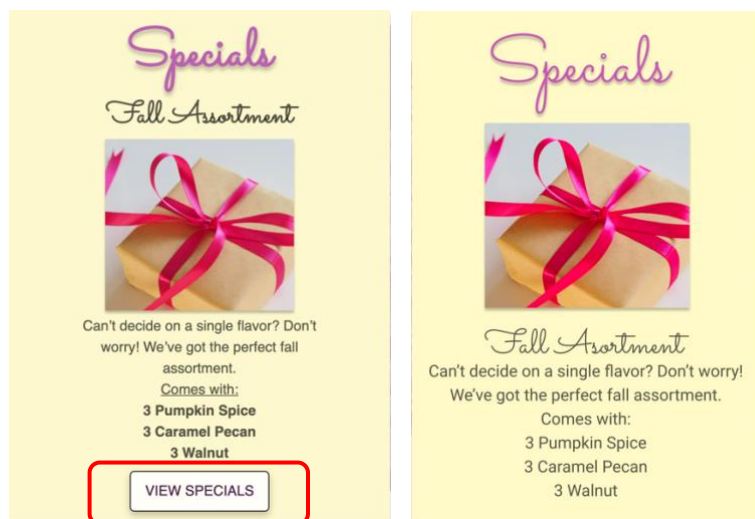
### Heuristic Evaluations

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, the goal of the specials banner is to entice users to navigate to the specials page and buy a product. However, after conducting a heuristic evaluation and understanding the norms of specials banners/pages this section did not entirely achieve the intended goal. The banner doesn't look clickable and therefore cannot direct users to the appropriate page. I added a "View Specials" button at the end of the banner to allow users the flexibility of viewing the specials immediately. The purpose of the button is to clarify the intent behind the special banner to improve the efficiency of use. The users do not need to scroll up and navigate to the specials page via the specials button within the navigation bar. As seen below.

**Diagram 1**

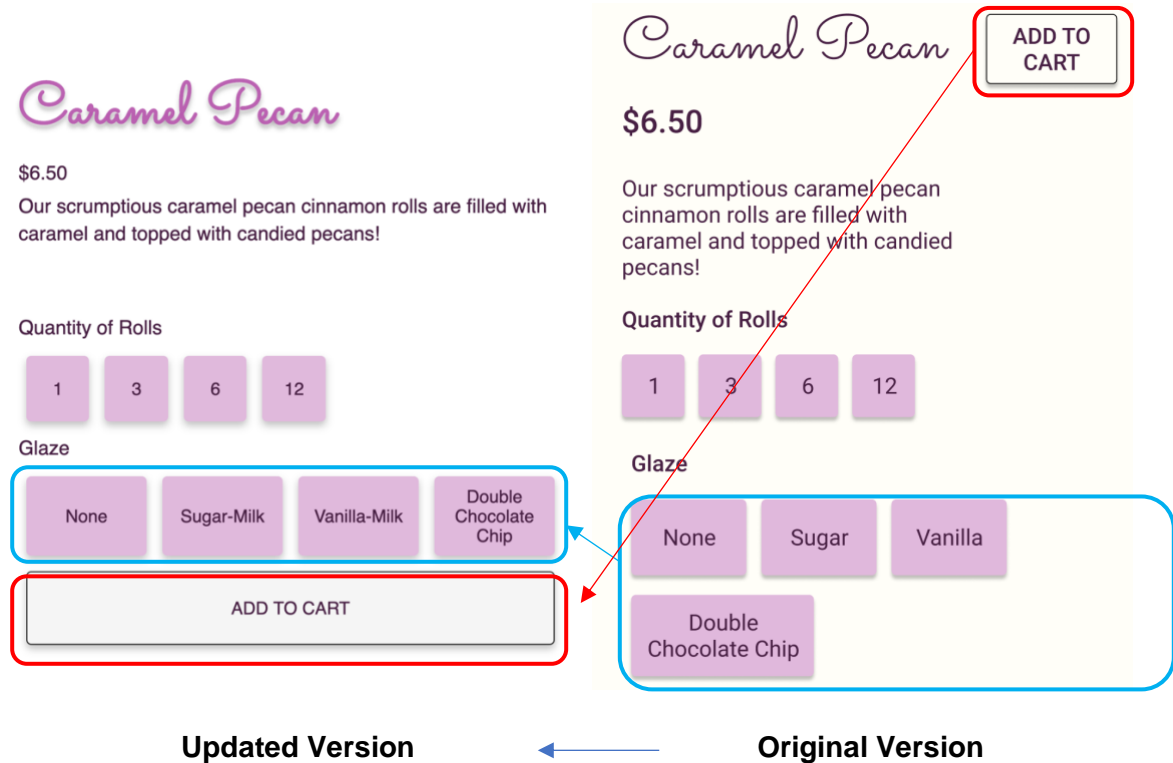


**Updated Version** ← **Original Version**

On the product detail page, the "Add to Cart" button was originally placed in the top right corner. However, after conducting a heuristic evaluation, I concluded that most websites position the "Add to Cart" button after all of the item options. The item options on this page are the "Quantity of Rolls" and the "Glaze", therefore the next logical step is an "Add to Cart" button. Placing this button at the bottom of the page after all the steps are completed increases the efficiency of use because users are not required to scroll back up to add an item to the cart. Furthermore, I

ensured that the size of the “Add to Cart” button matched in size to the length of the buttons across the page. As seen below.

**Diagram 2**



### **Consistency and Standards**

On the product details page, the options for the “Glaze” had varying sized buttons, as seen above in the original version. However, after conducting a heuristic evaluation, I found that the lack of consistency across the buttons was distracting and potentially conveyed different actions. Furthermore, the options for “Glaze” were not equally sized buttons like the “Quantity of Rolls”. Therefore, I adjusted the size of the buttons to be equal to ensure that the same type of information is conveyed, and platform conventions are followed, as seen in the updated version in the picture above.

### **Challenges and How I Overcame Them**

I faced minor challenges while implementing these changes. As seen 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” at the bottom to force the user to keep scrolling to see the rest of the image and the “Add to Cart” button.

Overall, this was my first time creating a web page with HTML and CSS. The learning curve was quite steep, I had trouble breaking down how to approach each page. I used the help of my peers to understand how to outline my pages and increase the efficiency of adding content. Flex was the hardest piece to learn and implement, the process took far longer than I had anticipated. The continued use of flex through each page allowed me to refine my skills, it eventually became easier to understand and implement.

### **Brand Identity of the Client**

The brand identity of my client is reflected through playful fonts, eye catching-colors, attractive images, and an overall lively vibe. The act of eating is a holistic experience that engages all of your senses, so I designed the site to mimic the look and feel of eating. I used calligraphic fonts for the headers to create a playful and inviting atmosphere that would remind users of their own baking experiences. The design is meant to be lighthearted and fun; I chose to reflect this through the use of light colors for most sections and dark colors to bring attention to headers. The purpose of the site is to entice users to buy delicious products and what better way to do this than through large-high-quality pictures. People always want to view pictures of their products because it simulates the feeling of seeing it in person. All of these design choices reflect the brand identity of my client.

### **References**

I used all of my images from [www.unsplash.com](https://www.unsplash.com).

According to their website:

- A. All photos can be **downloaded** and used for **free**
- B. **Commercial** and **non-commercial** purposes
- C. **No permission needed** (though attribution is appreciated!)