

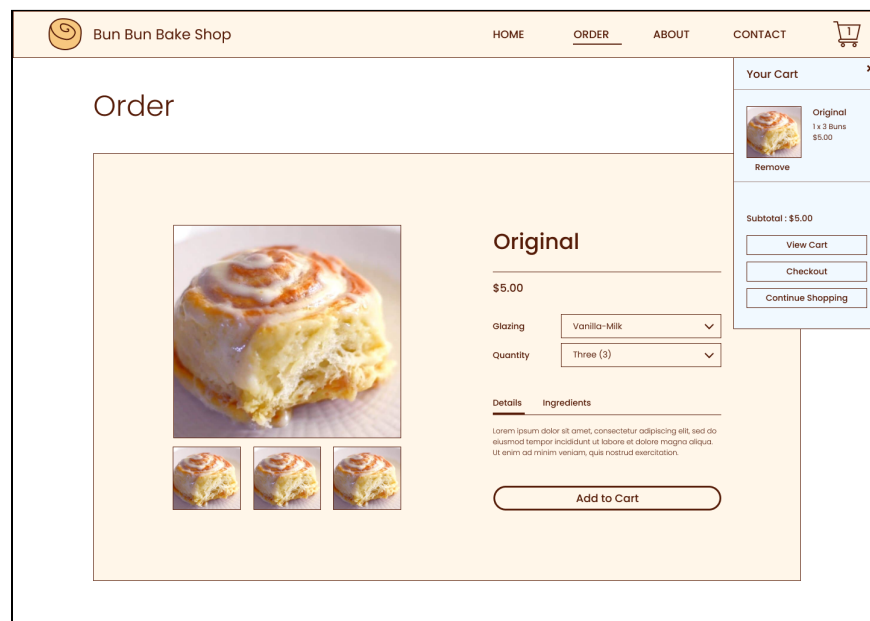
Assignment 5 -- Web HTML and CSS Prototypes

Link to Website: https://nicolearaya.github.io/homework_5/

Link to Source Code: <https://github.com/nicolearaya/nicolearaya.github.io>

Heuristic Evaluation and UI Bugs

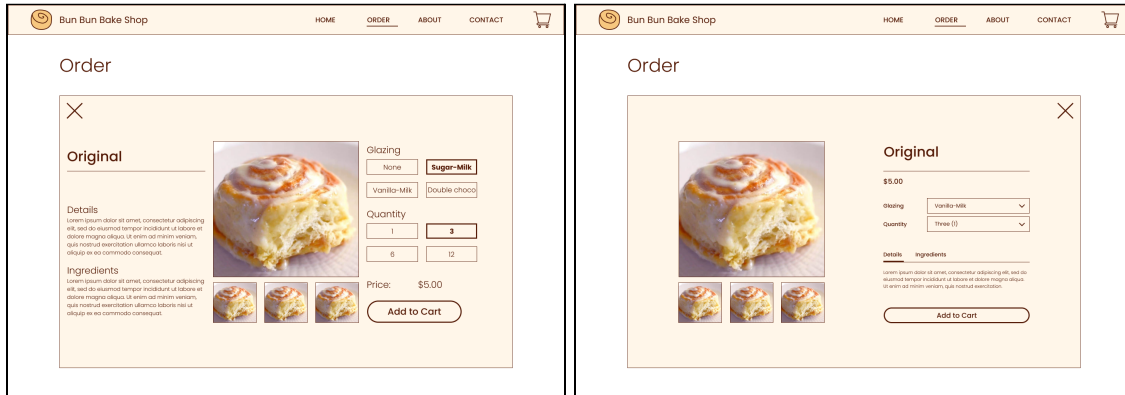
1. Heuristic #3: User control and freedom
 - a. Originally, when a user added an item to their cart, they were automatically taken to the checkout page as feedback that their item was successfully added. During the heuristic evaluation, I realized that this violates user freedom as users are unwittingly taken away from the page that they are currently on. Therefore, instead of navigating directly to the cart, I added a popup screen that shows that the item was added to the cart. That way, users are not navigated away from their current page without permission. Attached is the added screen, in the corner in blue:



2. Heuristic #8: Aesthetic and minimalist design

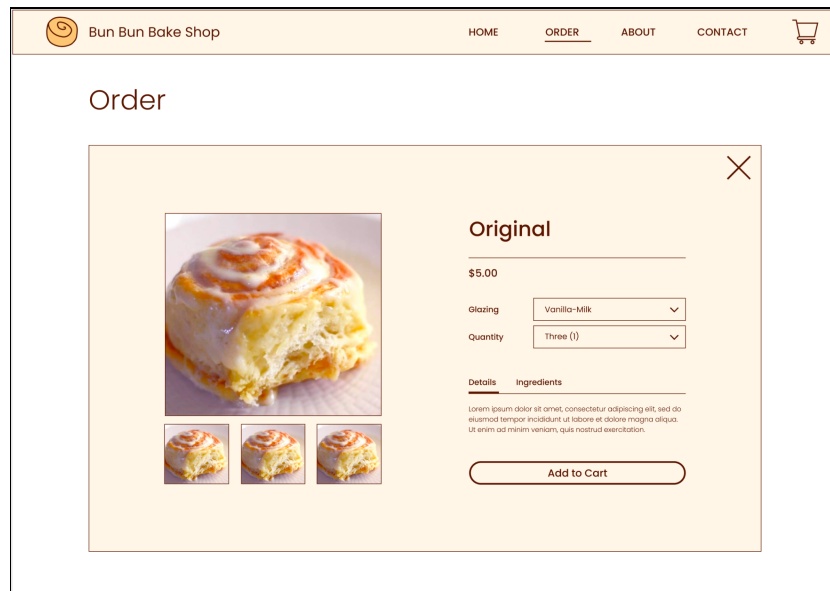
- I updated my product page to take out unnecessary clutter and visual noise.

Instead of showing all of the options on the page all at once, I consolidated them into a select box. In addition, I consolidated the Details and Ingredients into one section which will be able to be toggled with Javascript. Below shows the popup before and after editing to be more minimalistic.



3. Heuristic #4: Consistency and Standards

- The close button on my product detail page used to be on the left side, which was arbitrarily placed based on aesthetic instinct. However, I realized that modern convention dictates that the X should be on the right side. To keep in line with the user's expectations and muscle memory, I moved it to the right side. Below shows the screen after moving the X:



4. Heuristic #2: Match between system and the real world
 - a. After heuristic review, I realized the diagram on my homepage pointing to various elements of the cinnamon bun, and the accompanying prompt to order this specific combination did not match users' mental model of how ordering online works. In particular, this button would take users to the product detail page with the pre-set options already selected. After showing this to other people, I realized this was not usual or expected behavior, and instead changed the button to a simple CTA taking the user to the product listing page.

Challenges in Implementation

1. Translating Figma to HTML and CSS
 - a. Coding a website to match Figma was particularly difficult for me for this was an entirely new workflow. I initially thought the simplest way would be to take the CSS from the Inspect tab of Figma and directly use that to create pixel-perfect designs. However, these are all positioned absolutely, which I quickly realized would not work for responsive design. Therefore, I took the text styling from the Figma Inspect feature but created the positioning with flex. I also learned that to make images overlap, as with the bun illustration of the homepage, I have to use absolute positioning with a relatively positioned parent.
2. Layout and Grid
 - a. In the past, I have used Bootstrap to aid in my layout, so I wasn't sure initially how to create the grid that I was using in my Figma. I went to office hours to figure out how to fix my unmovable code and was advised to use Flexbox. Therefore, I started my layout over and learned how to use Flex to make the page more responsive, center elements, and create columns and rows.
3. Alignment
 - a. Alignment in general is very tricky to me, as aligning is relative to containers and properties of ancestors. I was struggling particularly in the order detail page to make the items fill the width of the section to match the height of the images. In addition, making the alignment pixel-perfect to match the Figma design was challenging. To address this, I went back to the Figma and looked at the exact pixel positioning between elements, and used groupings and padding to match the original design.

Brand Identity

From the beginning, I wanted the brand of this website to be fun, friendly, and approachable to college students. Given its location, students and families would likely be the biggest demographics of customers. I chose a color palette of browns with highlight tones of orange and light blue to be both comforting yet appetizing to appeal to the user's goal of ordering delicious buns. Similarly, the font choice is round, open, and sans-serif, giving a fun and almost child-like impression. I wanted to capture the joy and playfulness of a bun in the website, which is why I chose that font. Finally, the buttons are rounded to match the round font and add to the overall friendly appearance of the site.