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Programming Usable Interfaces

Assignment 5 – Web HTML and CSS Prototypes

Link to live version of the site hosted on GitHub pages:
- https://okafor3.github.io/homework_5/HomePage.html

Link to the repository where the code is hosted:
- https://github.com/okafor3/homework_5

I created a series of prototypes for Bun Bun Bake Shop, a small bakery located in Pittsburgh, PA that specializes in cinnamon rolls. The prototypes consist of a Home Page, Menu Page, and Item Detail page, along with additional pages that depict how the user can complete a purchase and / or add items to a cart. After conducting a heuristic evaluation on my site, I found and made changes to several user interface bugs.

(1) *User Control and Freedom.* This heuristic is violated when a site makes users feel as if they are limited in their freedom and control of the system. From my evaluation, I found that my Menu Page may unintentionally make users feel restricted in their choices. To elaborate, after viewing the list of menu items, the only option users are given is place an order. To make the user feel more in control of their decision, I added a secondary option that allows for users to read additional information about the product (eg: nutritional info). As a result, users may not feel as if they are being forced to purchase something immediately.
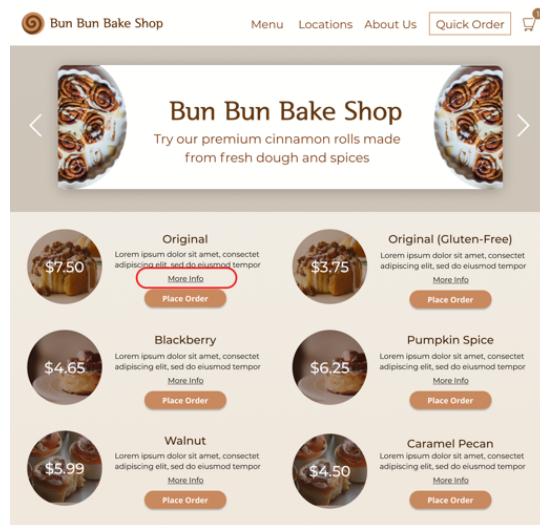

(2) *Flexibility and Efficiency of Use.* This heuristic is violated if a task / intent is not clear even for expert users. In conducting my evaluation, I realized that the 'Quick Order' option on the top

navigation bar may not be self-explanatory to all site visitors. My intent was for regular customers to use this option if they know their exact choice and intend to jump immediately to the checkout process. However, the site is set up in a way where a "quick" order will ultimately take the user through the same steps as the regular process. Therefore, I changed the wording from "Quick Order" to "Order Now", to avoid potential user confusion. As a result, users will have less of an expectation of a faster checkout process.
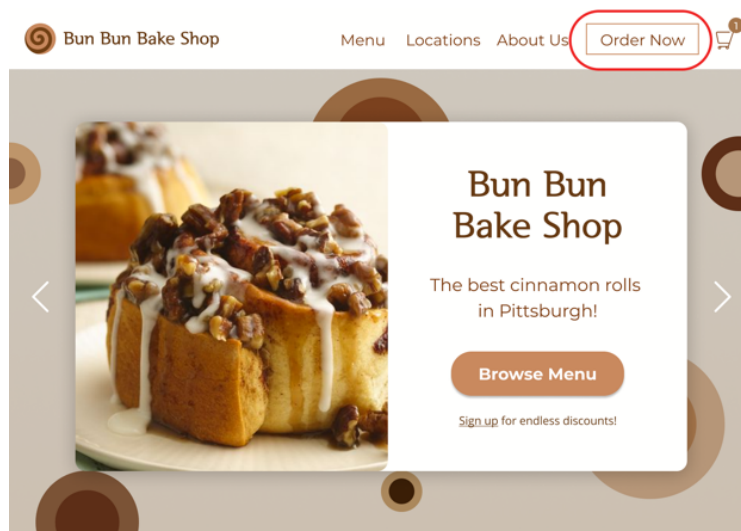
(3) *Recognition rather than recall:* This heuristic is violated if the user is forced to remember information as they move through a system. Ultimately, the goal is to minimize a user's memory load. The evaluation revealed that my site did not give the user a good idea of where they were throughout the item selection / payment process. For this reason, I added breadcrumbs to the top of the screen, so that the user will be aware of the current step of the process they're on, and which steps are to come.
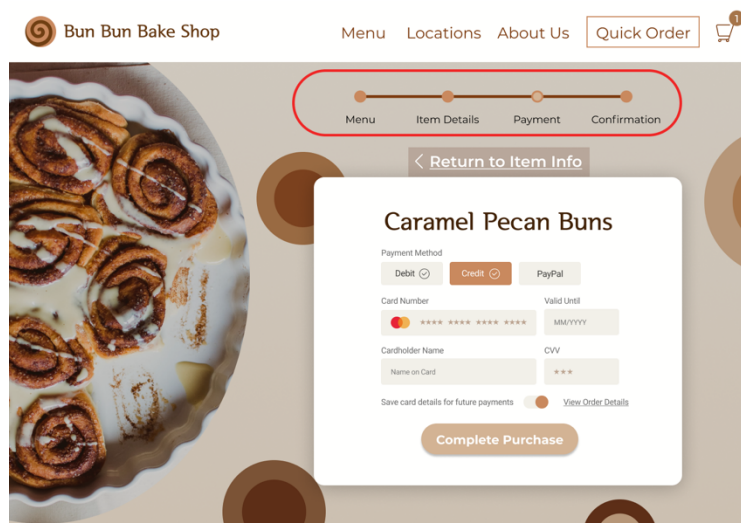
(4) *Consistency and Standards:* This heuristic is violated if all the sections of a website have a different interface. My evaluation revealed that some of the site's buttons / pop-ups / calls-to-action were rounded, while others had sharp corners. To make the site more visually-consistent, I made each of these components rounded.
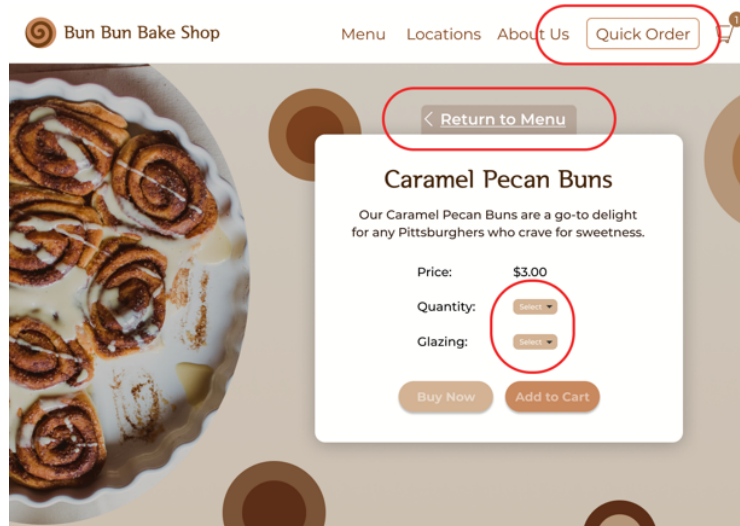
When prototyping in Figma, I initially encountered challenges regarding the flow of my site. To elaborate, it was difficult for me to design a clear and quick way for users to move through the item search / check out process. I went throughout several iterations to ensure that my site does not make users have to think twice about how to return to a page, how to locate certain information, or how to (most importantly) purchase a cinnamon roll.

Next, when creating web HTML and CSS Prototypes, I struggled to use flexbox and grids to properly align different elements within the site. Furthermore, it was difficult for me to properly align words and use padding to define spaces accurately. To overcome these challenges, I utilized online resources such as W3Schools to assist in my learning, and tested different variations (of flexbox, padding, etc.) in a separate file to see how both minor and major changes affected the look and layout of the site.

The brand identity of the client, Bun Bun Bake shop, is reflected through many of my design choices. The site's color scheme uses different shades of brown, which is the color of most cinnamon rolls. Additionally, the background is decorated with circles of different sizes to mimic the shape of cinnamon rolls. In doing so, uses are immediately reminded of cinnamon rolls upon entering the site, even in the absence of real pictures. The assumption is that users who visit the Bun Bun Bake Shop site are typically hungry and / or craving a specific menu item. My goal was to attract users by using mouth-watering, appealing photographs of the bake shop's menu items on the Home page. These design choices help to solidify Bun Bun Bake Shop's brand identity and will surely attract customers and boost business.