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Programming Usable Interfaces

Assignment 5 – Web HTML and CSS Prototypes

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 consisted 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 the following user interface bugs:

(1) *User Control and Freedom.* This heuristic is violated when the site makes the user feel limited in controlling his / her listing. On the menu page, users may feel restricted by the options, and the fact that the only choice for a next step is to immediately purchase an item. To solve this, I could add a secondary step in between, in which users can read additional information about the product without feeling like they are forced to purchase the object immediately.

Timeline

Description automatically generated

(2) *Flexibility and Efficiency of Use.* This heuristic is violated if a task / intent is not clear even for the expert users. The ‘Quick Order’ button on the top navigation bar is not self-explanatory. What does ‘Quick’ mean and how is this process different from the regular process? To prevent further confusion, I updated the button to say “Order Now”, to avoid potential user confusion.

Graphical user interface, website

Description automatically generated

(3) *Recognition rather than recall:* This heuristic is violated if the user is forced to remember information as they move through a system. The goal is to minimize the user’s memory load. For these reasons, I thought it was important to add breadcrumbs to the top of the screen, so that the user was aware of which step of the payment process they were at.

Graphical user interface, text, application, chat or text message

Description automatically generated

*(4) Consistency and Standards:* This heuristic is violated if all the sections of a website have a different interface. Some of the buttons / pop-ups / call-to-actions on the site were rounded, while others had sharp corners. I updated my site so that each of these components were rounded:

Graphical user interface, text, application, chat or text message

Description automatically generated

In the process of implementation, I encountered challenges regarding the flow of my site. To elaborate, at first it was difficult for me to organize site in a way allowed the pages to flow and connect with each other. I did not want users to have to think twice about how to return to a page, how to find certain information, and how to (most importantly) purchase a cinnamon roll.

Getting the site to mimic you in the best way possible. More challenges in getting everything aligned and located in the right direction, padding,etc

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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 pictures. The assumption is that users who visit the Bun Bun Bake Shop site are typically hungry and / or craving a specific menu item. For this reason, it was important for me to attract users by using mouth-watering, appealing photographs of the bake shop’s menu items on the site’s Home page. My overall goal was to create an aesthetically pleasing website that connects with potential customers and encourage them to support business at the bake shop.

Reflection

* The reflection should be 2-3 pages total
* 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.
* What challenges or bugs did you encounter in the process of implementation, and how did you overcome the challenges?
* How is the brand identity of your client reflected through your design choices? What kind of look and feel did you design for them and why?
* Naming, grammar, legibility, and general presentation style