

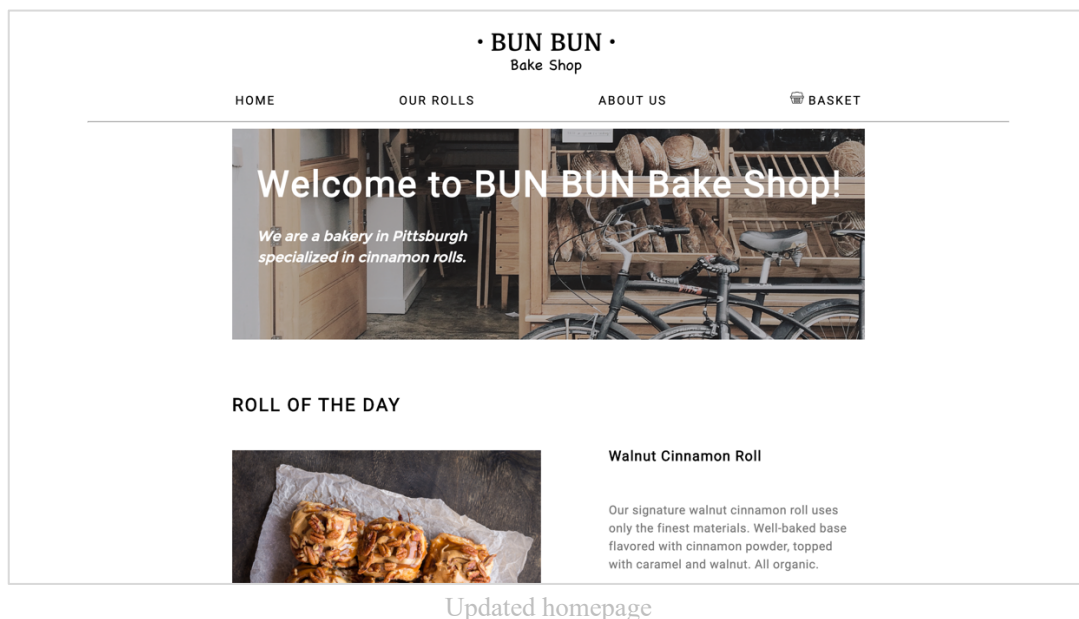
Heuristic Evaluation

Problem 1

The home page displays “ROLL OF THE DAY” with a layout similar to the detailed product description page, making it confusing for users to successfully recognize the home page.

Solution:

A banner with a photo of the bakery and a welcome message is added to the home page. By displaying such information, a clear distinction is established between the home page and the product page.



Updated homepage

Problem 2

The logo, placed in the center of the top banner on every page, is not clickable. Since it is a convention that logos can serve as buttons navigating to the home page, the absence of such a feature misaligns users' expectation and the actual result of action.

Solution:

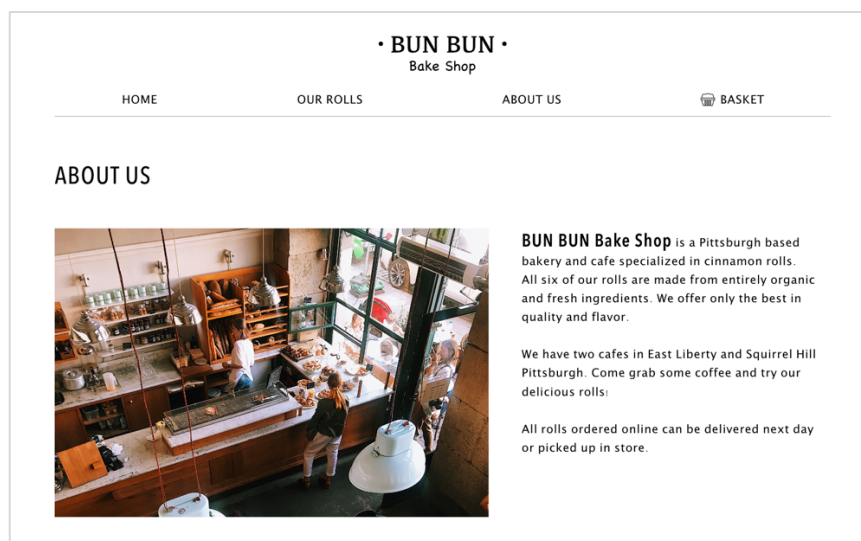
The logo is linked to the home page when clicked. This creates an additional method of navigating to the home page besides using the tab in the horizontal menu. Moreover, the feature is in accordance with convention and users' previous experience.

Problem 3

In the “ABOUT US” section, the name of the page is repeated in three places: navigation bar, title of the page placed above the image, and title of the description paragraph to the right of image. The repetition is redundant and unnecessary.

Solution:

The title for the description section is removed and typography of the text is changed to emphasize the name “BUN BUN Bake Shop.” Placing the original title above the image and in the navigation bar is sufficient to inform users that this is the “ABOUT US” page.



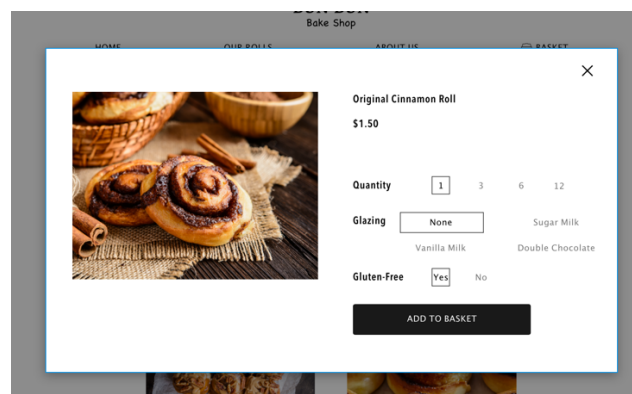
Updated “ABOUT US” page

Problem 4

On the “QUICK SHOP” page for original cinnamon roll, there are only three options for quantity: 1, 3, and 6. The option for 12 is missing. This is inconsistent with the information in the quantity section displayed on the detailed product description page.

Solution:

The option for 12 under quantity is added to the “QUICK SHOP” page.



Updated “QUICK SHOP” page

Challenges in Implementation

Since I have some previous experience in coding, HTML and CSS are not extremely difficult to grasp. I was able to understand the overall logic and consult resources for writing the code when necessary. However, there are two major considerations that were troublesome for me during the implementing process.

1. There are often multiply methods for generating a solution and the best choice depends on the distinct situation. For instance, in order to arrange elements side by side (horizontally), both inline-display and grid can be used. When I am unsure of which method to choose, I experimented with both methods and observed their application to make a choice tailored to the scenario. In the case of inline versus grid, I could benefit from setting the width of each column, which is a feature of the grid, thereby making grid a better option.
2. When there are HTML elements nesting within each other, it is difficult to identify the correct one to work with in CSS. To understand the code in HTML better, as a first step, it is important to keep the style clean and organized. When it comes to nesting `<div>`, the indentations are especially helpful. Also, I observed that I had the tendency to add unnecessary `<div>` which made the code long and lack of hierarchy. Consequently, identifying the most crucial elements and making the code concise helped me to clean the code. Therefore, it is important to maintain an organized style in both the algorithm and the visual presentation of code.

Design and Branding

To convey the organic quality of BUN BUN Bake Shop, the design follows a minimalistic style with an urban vibe. “Organic” corresponds to the product produced by BUN BUN Bake Shop, and “urban” reflects its location in Pittsburgh.

The major components of the website are composed of images of the bakery goods, luring customers into ordering them just by looking at the pictures. The remaining design elements serve as complements to the images, including the simple color scheme, minimal decoration, and clean typography. The color palette is limited to black, white, and caramel-which mirrors the hue of bread-so that users can dedicate their attention to the well crafted photographs. Similarly, by incorporating little graphic decoration, the actual content of the website receives more focus. However, some graphic elements are important to help convey the urban feeling. A logo is design using a combination different typographic elements and circular shapes. The typography is a vintage style which echoes the organic quality; the geometric shapes agree with the overall design scheme of the website. The simple and clean design also streamlines the navigation process, allowing users to locate what they need quickly and with minimum effort.