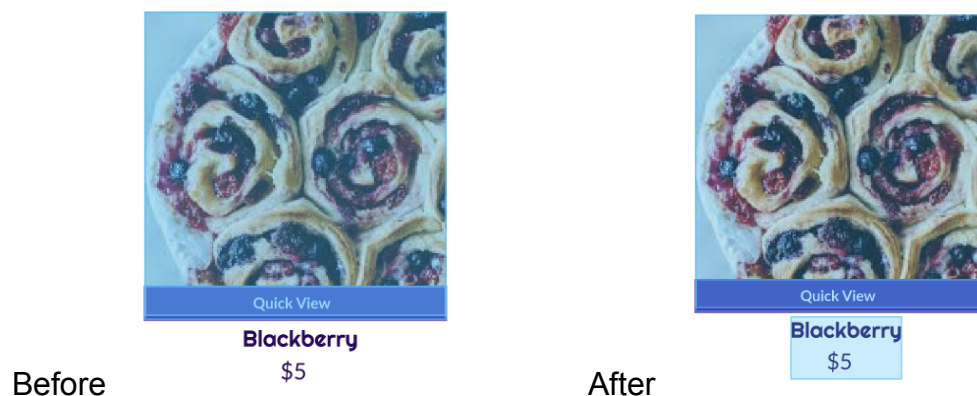


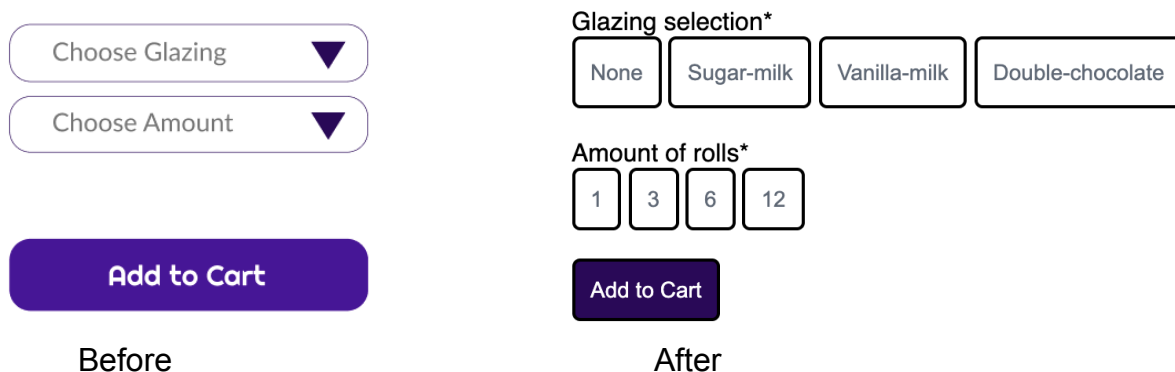
HEURISTIC EVALUATION

I conducted a heuristic evaluation of my digital prototype with several participants and found some bugs that I wanted to address in my next iteration.

- Product selection: Some of my participants expected to be linked to the product description page upon clicking the name of the product, so I will expand the range that the user can click to cover that section, which would utilize Fitt's Law. In addition, participants expected to see the quick-view pop-up upon clicking the entire image rather than on the area where "quick-view" was written.



- Glazing and amount selection: Some users found that the selection options for types of glazing and amount of rolls were not intuitive, so I will put more emphasis on these features since they are required steps in making a purchase.



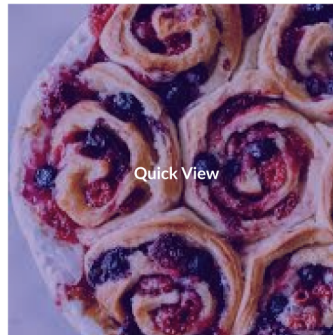
- Quick-view: Originally, I had the quick-view option appear on the bottom of the image, but I noticed that users got confused over whether clicking the image or the purple bar would lead to the quick-view pop-up. I decided to have the quick-view option appear when the mouse hovers over the image, so that the user knows that clicking the image will directly lead to the quick-view pop-up.



Blackberry

\$5

Before



Blackberry

\$5

After

CHALLENGES

I've encountered various bugs and challenges while implementing my designs. I learned a lot about how to set up classes to contain specific parts of the website. The biggest challenges were figuring out the syntax and various column placements. I struggled with margins and padding in an effort to place the items where I wanted them to be. Generally, I didn't realize how difficult it can be to match the placement of the design that I wanted. In addition, due to the restrictions, I wasn't able to use bootstrap to further stylize my code and had to stick with a basic format. However, I learned a lot about classes and how the HTML code works in conjunction with CSS. I also had difficulty with including features such as hovering over an entire image. I settled with highlighting the text instead when the user mouses over the product.

BRAND IDENTITY

I kept the color scheme to purple to continue with my theme since dark purple is associated with royalty and luxury, which is a feeling that I want to continue to express throughout the customer's experience on the website. Light purple is associated with romance and spring, which can also be applied in the context of the products since they are sweets which complement the theme of love. The client would be able to comfortably browse through the menu selections and know that any choice would be suited for their mood.