

Priya Jain
Assignment 5

Github Repo: https://github.com/pjain199/bakeshop_prototype

Website Link: https://pjain199.github.io/bakeshop_prototype/homework_5/

Heuristic Evaluation

1. Consistency and Standards

- a. In my first design, the button on the homepage said “Shop Flavors”. After evaluation, I changed the button to “Browse Flavors”. Usually, the word “shop” is used with clothes and other items, but if we are offering different flavors of cinnamon rolls, the word “browse” is more appropriate by convention.

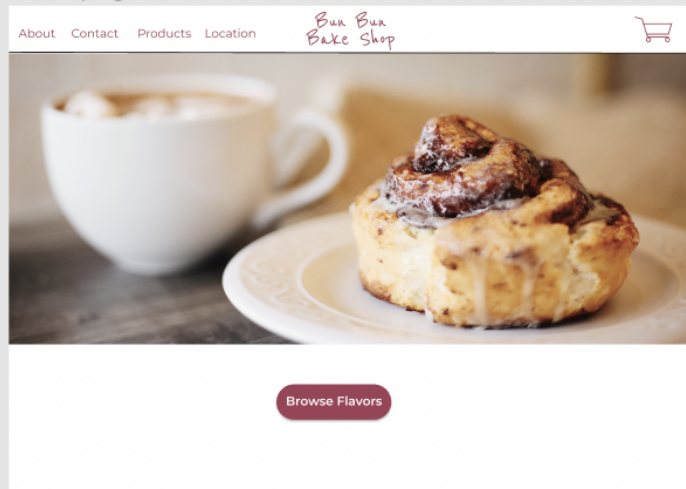
Shop Flavors

Browse Flavors

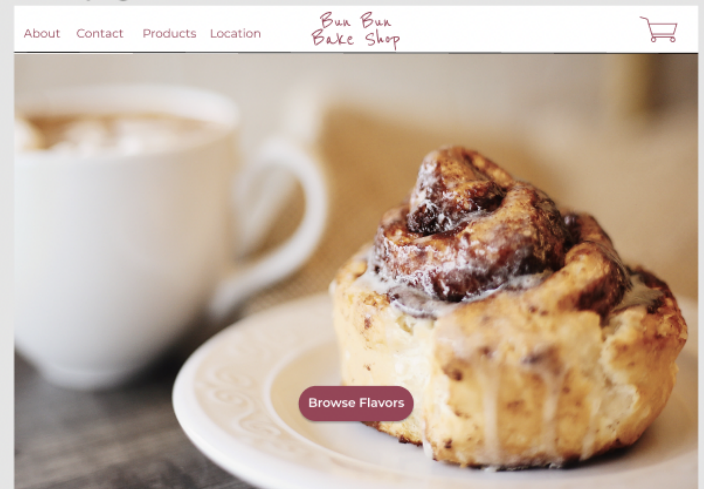
2. Match Between System and Real World

- a. I changed the positioning of the “Browse Flavors” button on the homepage so that it is over the slideshow of cinnamon bun pictures rather than underneath it. I think this is a more natural hierarchy of information. Users see the slideshow of products and then immediately see the button to browse the products. Prior to this change, the button was below the slideshow against a white background. The problem with this is that the user might miss it because it is at the bottom of the page.

Homepage



Homepage new




3. Consistency and Standards

- a. Another problem with the first design was that there was a mismatch between some of the terminologies. Specifically, on the product details page the dropdown to select a glaze option was labelled with “topping”. There should be consistency between the label and dropdown. Likewise, I tried to make the amount of buns dropdown menu more consistent and easier to understand by including the “roll” unit to each option.

Product Details Page Overlay

Original X



Ingredients: Flour, milk, sugar, heavy cream, cinnamon, maple syrup, baking soda, salt

Description: freshly made organic vanilla glaze see more

Topping:

Glaze

Buns:


Amount

Subtotal: \$4.00

Add to Cart

Product Details Page Overlay New

Original X



Ingredients: Flour, milk, sugar, heavy cream, cinnamon, maple syrup, baking soda, salt

Glaze

none

Amount

1 roll

Subtotal: \$4.00

Add to Cart

Challenges

1. I faced many challenges while doing this assignment. I struggled with making my site responsive. I had started off positioning all the elements with an absolute position, but then realized hard coding the position is not the best solution, especially with making a responsive design. I then learned about flexbox and used that to position most of the elements on my site.
2. Another thing I struggled with was structuring my HTML effectively. At first the elements on my homepage, such as navigation bar, slideshow, and button were not grouped at all. I was struggling with the CSS and layout of the elements and went to office hours. I was given feedback to restructure my HTML and that is what I did. This helped with grouping divs within divs and making use of container elements.

3. Another challenge I faced was completing the assignment under the time constraints. I started early but since I needed to debug and start over a few times, I was short on time. What really helped was using stack overflow and w2schools as resources. Another learning curve was learning and using Github. This was my first time using git to save and document my work.

Design Choices

This website is designed for those who are attracted to the aesthetics of a small shop bakery. The main clientele are made up of millennials or gen-z folks who care about how their food looks and want a homey and small-bakery vibe.

I tried to achieve this by my color choices. I chose neutral colors. Also to induce hunger I chose accent colors with red hues. I also designed a minimalistic, simple design to appeal to my user group.