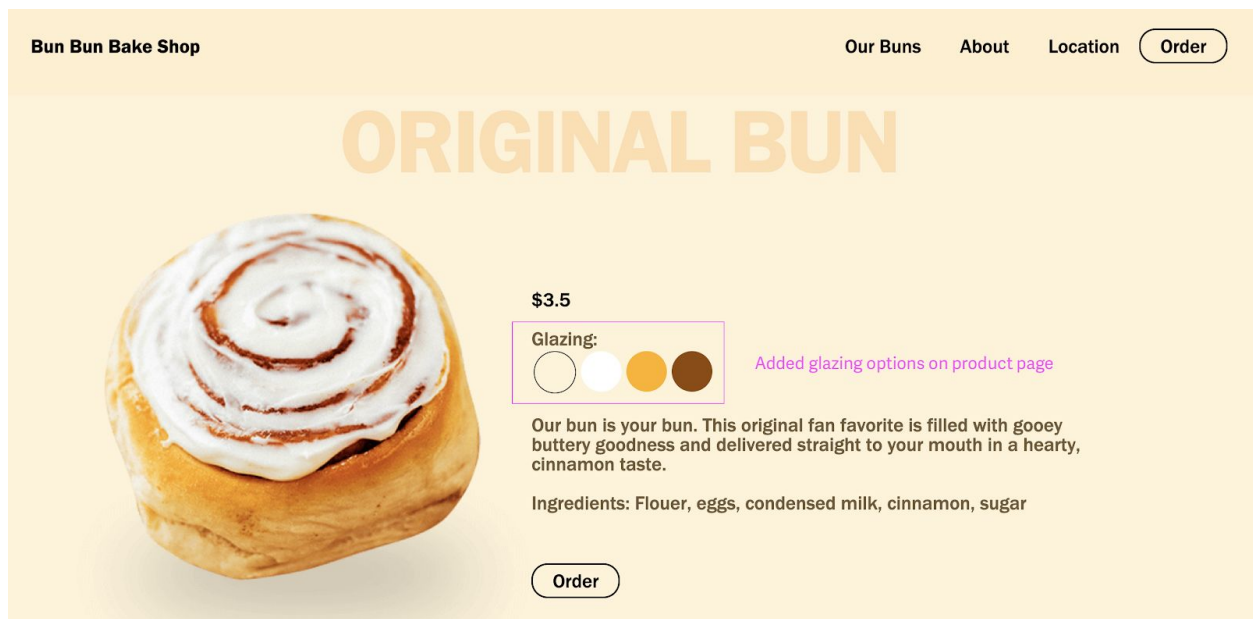Sherry Wu

HW5

Reflection

Heuristic Evaluation

- Based on #7: Flexibility and efficiency of use, I realized that my individual pages were not efficient enough because it didn't allow user to choose glazing options until the "order" page. Therefore, I added the glazing options on the product page for faster ordering process
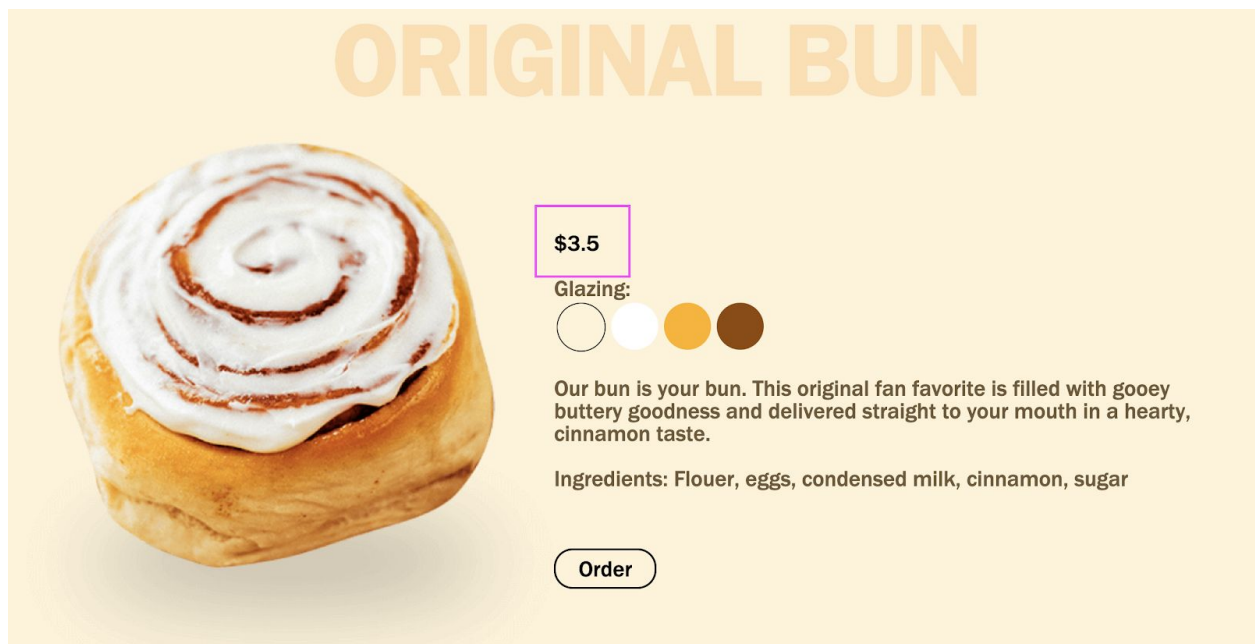

- Based on #4: Consistency and standards, I realized that I've used too many font styles. Therefore, I've adjusted my fonts so they are consistent across different pages
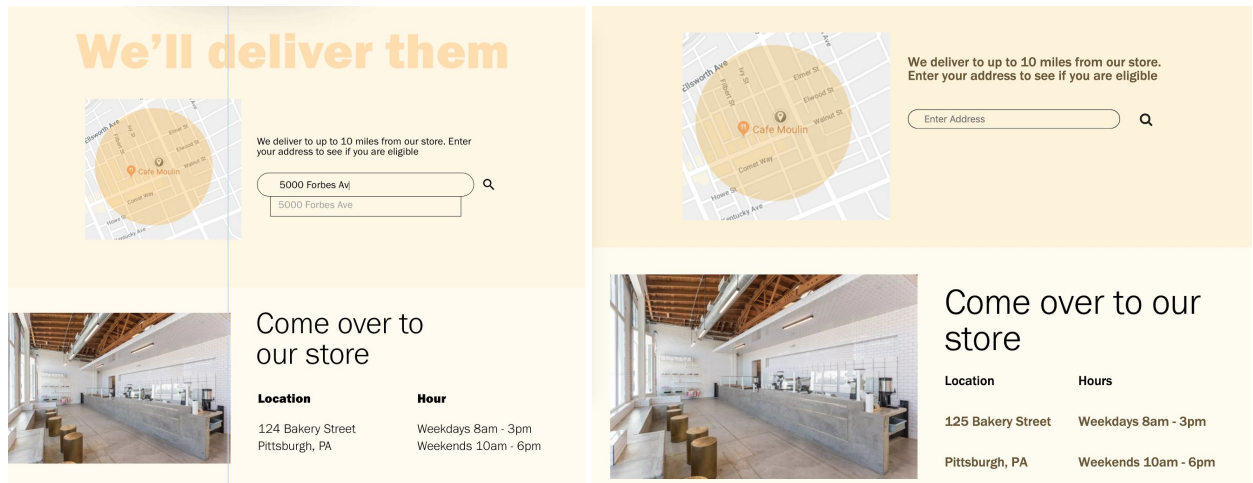
Before   After

- Based on #10: Help and documentation, I realized that the users weren't able to see the price until the last page of ordering flow. Therefore, I added the price on the product page as well

Challenges during implementation

- I realized that some of the designs where I overlapped type with image was hard to implement on CSS. Linking all my pages to a single style.css file also made me realize how

inconsistent my font styling was across different pages (as mentioned above). Another technical challenge was the text input field. It took me a while to get it right

Brand Identity

- For the brand identity I went for an expressive, fun vibe to create a welcoming feeling for the bakery. I used big visuals to highlight the deliciousness of the pastries, and used playful tone of voice for the product description.