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PUI – Assignment 5

Results of Heuristic Evaluation

I had a classmate take a look at my InVision prototype and conduct a heuristic evaluation after the last assignment. With his evaluation and my own, I came across a few big usability issues that are outlined below.

1) One main usability issue was the recognition rather than recall heuristic in relation to the cart. On my website, there was a cart icon at the very top right of the page (as part of the navigation bar). The icon was static and did not provide any signals to users when items had been added. The concern was that users would not be able to remember how many items they had already added to the cart, especially with larger orders.

To address this, in my latest implementation I added a counter next to the cart icon. This counter now keeps track of how many items are present in the cart at any given moment.

2) Another usability issue was the visibility of system status regarding the links on the homepage. I designed the homepage to feature some secondary pages of interest as links next to engaging images. The intention was to create another route to guide traffic from the homepage to those secondary pages. However, the original design did not provide any signals that would inform users that those texts were links. This could become confusing for some users, and many could potentially not recognize those texts as links.

To address this, in my latest implementation I added an orange-background to the hover state of those three links on the homepage.

3) The final usability issue that emerged during the heuristic evaluation was the recognition rather than recall heuristic on the Shop All Product Landing Page (PLP). The design of this page allowed users to add products on the PLP instead of having to go into the Product Details Pages (PDPs) in order to do so. However, in the initial design, I did not feature the price of the items next to the options. The concern was that users would not know how much their

orders would be, and that they would have to click into the PDPs in order to figure out the cost of any order (thus rendering the Add to Cart function on the PLP meaningless).

To address this, in my latest implementation I added a "Total" under the "Quantity" and "Glaze" options for each product. As the "Quantity" or "Glaze" are changed, this total also changes to let the user know how much an order will be.

Challenges During Implementation

One big challenge I faced during the implementation of the website was aligning different elements like they had been aligned in my designs. For instance, on the PDP for the Original Bun Bun (original.html), there is a section underneath the main image on the left that contains the 'nutrition facts', 'ingredients', and 'ingredient disclaimer'. My first try at coding this section involved floating the separate elements of 'ingredients' and 'ingredient disclaimer' to the right of the 'nutrition facts'. The problem was that using separate elements made it harder for me to align them in a smaller area. After looking online and asking some peers for their help, I learned that it was easier to manipulate objects by framing them within <div>s. My solution for the ingredients area involved placing the 'nutrition facts' in one <div> and the 'ingredients' and 'ingredient disclaimer' in another <div>. From there, I applied a float to both accordingly and was able to overcome the issue.

Another big challenge I faced was remembering styles I had applied to global elements in the CSS style sheet. For instance, I used a grid on both the Shop All PLP and the Original Bun Bun PDP in the related products section. However, I had forgotten that I applied specific margins and heights to the grid items on the PLP and when I used the grid on the PDP it looked nothing like what I had intended. As a result, I went back and forth between the style sheet and the html files in order to remove stylings that were too specific to make the classes I developed applicable to global elements. In the end, I was able to use the same grid structure on both the PLP and the PDP, and instead applied specific stylings to separate grid_items.

From this process of implementation, I developed a new approach to designing websites from the experiences I had. In the future, I will keep in mind the different aspects of CSS and HTML that build up my design from the beginning of the design process. By doing so, I will better understand how I will eventually program the website and what kind of global elements I should create. Following from this, as I design wireframes I will better keep track of global elements and text styles, and label them within my designs so that I can create an easy style system from the very start of my coding process.

Brand identity

With the Bun Bun Bake Shop prompt in my head, I decided to design a website that was modern, minimal, and approachable.

I wanted to give the website a modern look through the use of abstract background shapes and sans-serif font as body text. The business was using technology to expand their accessibility to customers who for various reasons would not want to go to the storefront; I thought that expanding their business model to encompass an e-commerce delivery service was a modern approach to a bakery, thus informing my modern design.

Additionally, I went for a minimalist design with a lot of white-space and less text because this bakery was not a complicated business; its main products were 6 different kinds of buns with limited customization. It did not make sense to me to add filters or extra features to the website since the scope of the business was contained.

Finally, I utilized rounded and soft shapes, a vibrant yet calm color scheme, and a simple, minimal layout because I wanted to make the website approachable. The users coming to this website are likely customers who frequent the bakery and can span from the tech-savvy to the 'rarely-uses-the-web' user. Therefore, I wanted to accommodate all different levels of tech-literacy by making the website appear friendly and approachable. This way, no customer would feel like the bakery's website was too difficult to use.