

Assignment 5 for PUI by Ritu Roychoudhury

Work + Reflection

Website: <https://rituroy19.github.io/assgn5/home.html>

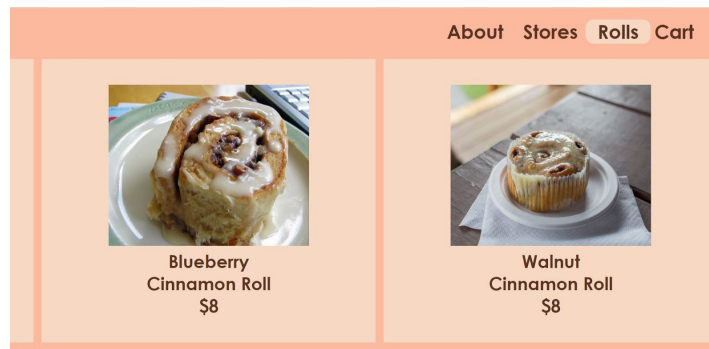
1. Includes Home page which links to other 2 pages.
2. Includes Product browsing page showing variety of items for sale.
3. The one product description page will be for Walnut Cinnamon Roll.
4. I have included more pages for the other products and 'about' page.

Reflection:

1. Heuristic Evaluation:

a. Visibility of System Status:

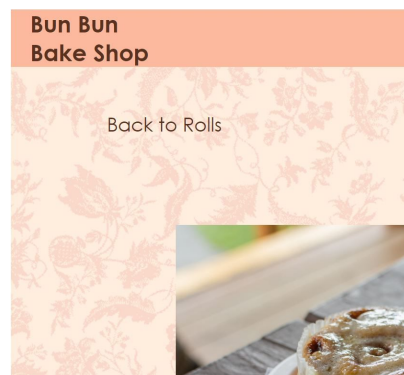
- i. While browsing through the various types of pages, I have highlighted on the top fixed menu the current page the user will be at. This will ensure the user is aware of where they are exactly.



Here I have highlighted rolls in the menu to make the user is aware of which page they are on and what can they expect.

b. User Control and Freedom:

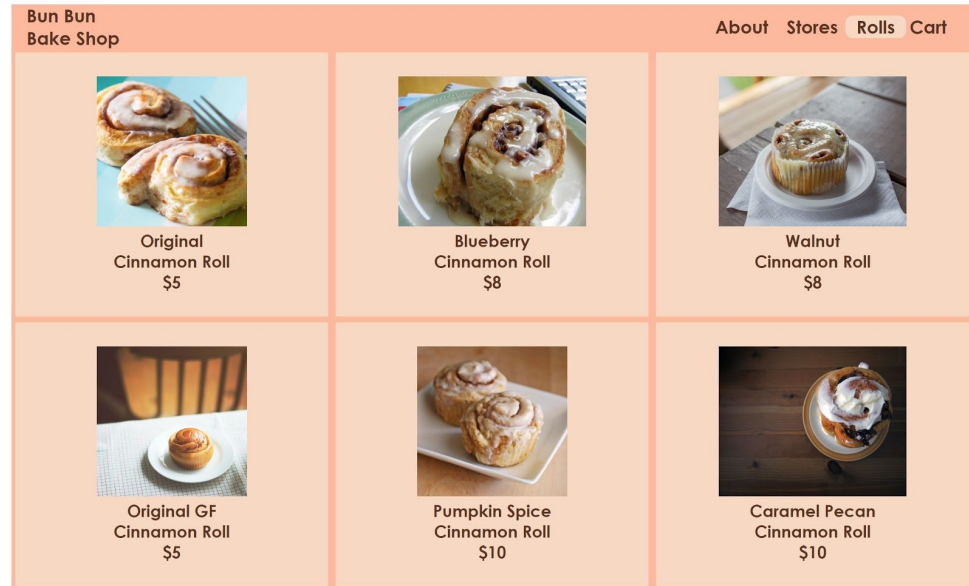
- i. I have clearly marked buttons & texts on pages that gives freedom to the user to navigate around and leave unwanted pages they arrive at.



Clear words indicate how to get back to product browsing page if accidentally clicked on another product.

c. Aesthetic and Minimalist Design:

- i. I have removed unwanted texts which made the design look crowded and was redundant at some place. This is specific to the Product Browsing Page where there were extra descriptions of items and I have removed that to make clear the product name and price. To know more or place an order, the hover pointer will indicate that the name could be clicked for more details.
- ii. I have changed the colour scheme to make it look more pleasing and aesthetic and to create a good brand identity of the website.



Rose-pink color scheme and Product Browsing page with minimal information for clear navigation.

2. **Challenges & Bugs:**

- a. Alignment and Placement: The entire website has many segments and sections and it was quite difficult to achieve the required design with just using flex components.
 - i. I overcame the problem by using grids which enabled me to strictly align my designs as per the high-fidelity wireframes I made. I also combined the use of flex and grid, giving more power to text and content, where required, with flex and more power to layout, where required, with grids.
- b. Padding: The padding of various elements was difficult to tackle at first as they were interfering with the alignments of other segments and layouts. They weren't strictly adhering to the grids as well.
 - i. I overcame the problem by using trial and error along with the inspect function to visually understand how far the padding reaches and changed the various padding pixels for various elements accordingly to manage the required layout.

- c. Links: The links were causing a lot of problems as I was trying to include the “href” element within the heading tags. They would not work at all. Also, after fixing it, I was having a hard time styling for the links.
 - i. I overcame the problem by seeking help over the internet, corrected the syntax for linking with <a> tag and styling the link in css for the various cases of hover, active, visited, etc.
- d. Images: The images could be adjusted with width and height but that applies to overall picture while in my designs I had cropped them. I was unable to add the cropped images to my webpage.
 - i. I overcame this problem by measuring the required width and height on html that I need, and then cropping the photo in a photo editor on my device, keeping the dimensions of width and height as per html. This ensured the photo get cropped to my requirement and the dimensions were intact.
- e. Color-scheme: It was challenging to visualize and implement a good colour scheme that would match and align with the bakery’s brand identity.
 - i. I continuously tried and changed different hex-codes in combination to see what would be best for the brand identity and appeal.

3. Design Choices for Brand Identity:

- a. I was looking for a color-scheme that generally reflected an artisanal look for the bakery’s website. It is a traditional bakery where people buy rolls out of desire and not need. I researched on color schemes that fit the cinnamon roll feels and the fancy bakery traditional styles. A mix of rose-pink and cinnamon were the choices which I then with trial and error tested out to see in combination. I tried to achieve a soft look that speaks fancy.
- b. The layout of the webpages are such that it gives a lot of priority to each image of cinnamon rolls. I want to highlight each roll and make it the theme for the web page. The images are big to ensure they are the point of entry to the screen and the user immediately falls in love with it. I have included fonts to carry with those images that sets a fancy tone to the pages.
- c. Lastly, I wanted to make it easier for the user to find and place orders for their buns. I wanted the ease of the website reflect in their brand sense as well. I have made a very fluidly navigating website that allows users to quickly reach their products, decide what they want and leave with happy and effortless experience. The menu fixed on top and clear communicating words are doing exactly that.