

What challenges or bugs did you encounter and how did you overcome the challenges?

Throughout the course of this assignment, I encountered a variety of hurdles both technical and design oriented. The coding portion of this assignment had a steep learning curve, as I was unfamiliar with HTML/CSS prior to the start of this course. Completing guided tutorials and building multiple sites from scratch turned out to be two very different experiences. I really struggled with getting my text and images to align properly on the page. I spent a lot of time searching up how to organize my code in a way that would be easy to style. I think this was one area in which I fell short. My HTML code is structured in a way that made it difficult for me to translate to my CSS style sheet. Because I only had one style sheet, things got a bit messy and confusing when I was attempting to style according to preset classes such as h1, h2 etc. I found myself creating lots of margins and paddings in order to push my text/images to the position that I needed them to be in. I'm sure there's a cleaner way to accomplish that, but this method worked best for me. Another thing which I really struggled with was center aligning captions under my images. I reached out to Franceska for help with this problem. Eventually, I came across another way of accomplishing a similar goal. I was able to reference some code that had the text appear when you hovered over an image. This was easier to integrate into my current design and allowed me to avoid the problem of centering my captions. Overall, I'm definitely a bit unsatisfied with my transition from the high-fidelity Sketch prototype to my HTML/CSS version. I found myself being forced to sacrifice design for functionality, as I was severely limited by what I was actually able to accomplish successfully in code. After looking through my heuristic feedback, I attempted to modify a few elements of my original design, but I still feel like my high-fidelity was a more accurate representation of my design vision.

How is the brand identity of your client reflected through your design choices? What kind of look and feel did you design for them and why?

BunBun is a small, family owned and operated bakery. Because of this, I feel like they wouldn't invest too heavily in flashy, overbearing marketing. Instead, they let their products speak for themselves and showcased their top selling items through large high-resolution pictures on their site. I designed the product browsing page to simply be a carousel of their various products. The user can simply scroll through the images and click on one to be brought directly to the product page. Alternatively, the side menu navigation bar allows them to filter by product types for customers who have a specific product in mind. On the individual product pages, I decided to implement a reviews section. Small family-owned businesses tend to rely heavily on word of mouth. Having an open forum to add reviews helps elevate this to a digital platform and gives customers an outlet to leave honest reviews regarding BunBun's product. This also sets the business up for scalability because they now have the option of catering to a larger population through their site.

Sites used:

w3schools.com
stackoverflow.com
css-tricks.com