Assignment 5 – Web HTML and CSS Prototypes
05-430 – Programming Usable Interfaces
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Reflection

User Interface Bugs

1. Inconsistent color scheme.

   a. The first user interface bug I found through the heuristic evaluation was the inconsistent color scheme of the website. While I tried to use as many warm and "homey" colors to highlight the intimate feel of the bake shop, I ended up using too many different colors that would end up confuse and distract the users from the actual content of the site.

   b. For example, my product details page
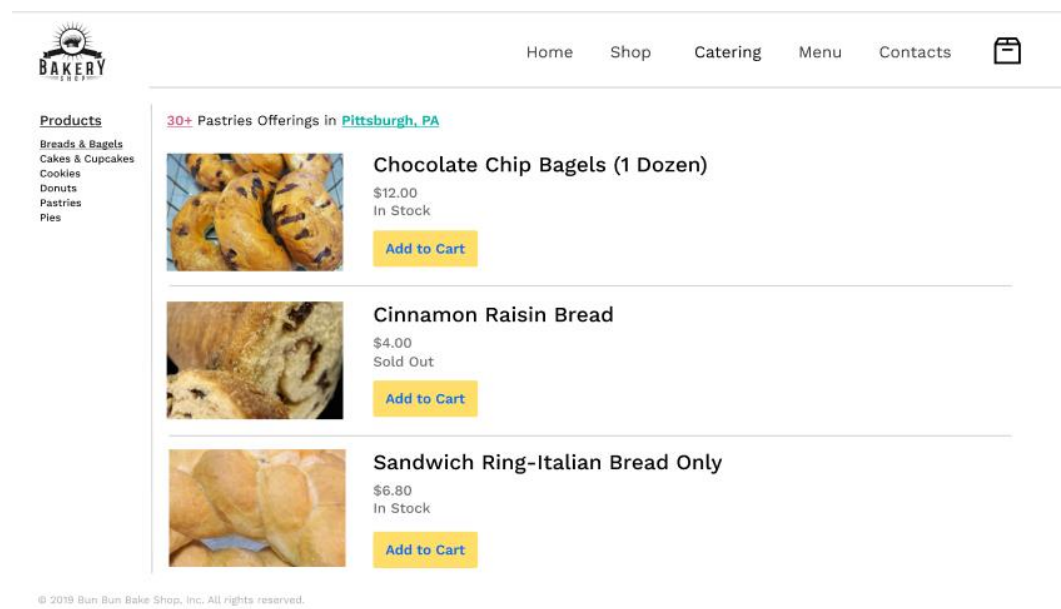
   used blue and yellow for the Add to Cart button, while using pink and turquoise for the filter descriptions. Four different colors on this one page is simply too much for the users, so I decided to reduce the colors to only two main colors and used them across the site.

2. Add to Cart should only be on the product details page.

a. Initially, I had an Add to Cart button for each product offerings on the browsing page. This seemed okay but then I realized the users could not select the options for each product by simply clicking Add to Cart while browsing; they need to select the quantity and flavor before they can add the item to cart.

b. To fix this issue, I changed all the All to Cart button to Learn More on the product browsing page, and the users can click on the images too to find out more about the offerings.

3. Cluttered top navigation bar.

a. Initially, my top navigation bar had a logo to the left and all the links to the right. There were too many options so that the navigation bar felt cluttered and unfocused. To reduce cognitive load for the user, I removed two links – Home and Catering – so that it is easier for the user to pinpoint the more necessary functions such as Shop and Contacts. I also shifted the links next to the logo so the nav bar looks more compact.

Challenges

I had a ton of problems implementing my design, especially when it came to format the page into a multi-column layout. To overcome this problem, I looked up how to implement a multi-column layout using CSS and how to customize the column width to fit specific contents for each column. I divided the page into multiple columns and used each column for a specific purpose, such as images or descriptions.

Another issue was confirming with the HTML5 style guide so that all my files could pass the validator. Initially, I used a lot of buttons with <a href> tags. This is apparently a violation to the style guide. To fix this issue, I wrapped all my buttons with a <form> tag and used the submit form action to redirect between pages using buttons.

Lastly, it was really hard to manipulate the images, so they became the same sizes and fill the height or width of their columns as needed to. I used object-fit and played around with the width and height of the images a lot to make sure they look uniform and fit the screen well.

Brand Identity

Bakeries are warm and cozy places for people to find delicious and hand-crafted food for themselves and families. I aim to provide this warm and feel-like-home kind of feeling to the visitors to the Bun Bun Bake Shop. To do this, I used warm highlight colors in contrast with the minimalistic, black-and-white overall design of the site, to bring out the home feel of the bakery.

As for the website, it aims to provide a digitized shopping experience for the customers, where they can browse through the many selections of the Bun Bun Bake Shop and select their customized goodies through the platform. The users should be able to start and place an order, check out an order, as well as report any concerns and inquiries if needed. I used white background and black texts for most of the descriptions on the website, while using colored fonts to highlight actionable items and links, including yellow, light blue, and grass green.

The site is also as minimal as possible without any distracting information to keep the core functionalities straight to the point. The top navigation bar provides the users direct access to what they are looking for and the side filter on the products page provides real-time filtering for the users.

Moreover, I included as many hand-picked photos of specific offerings to give the customers the best online shopping experience possible. The users should be able to look at the pictures and find what they are looking for without having to read line by line of the item descriptions.