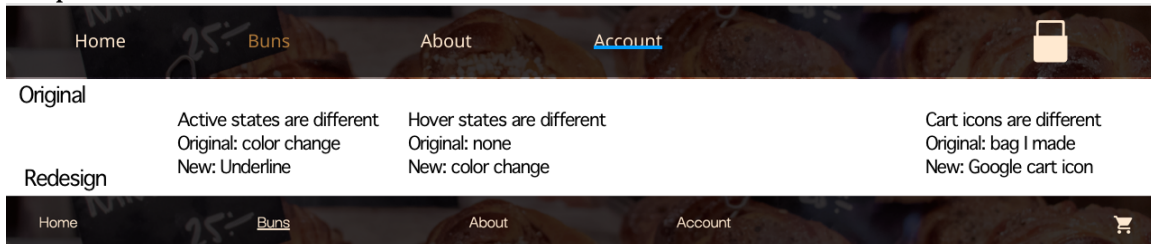


## PUI Assignment 5

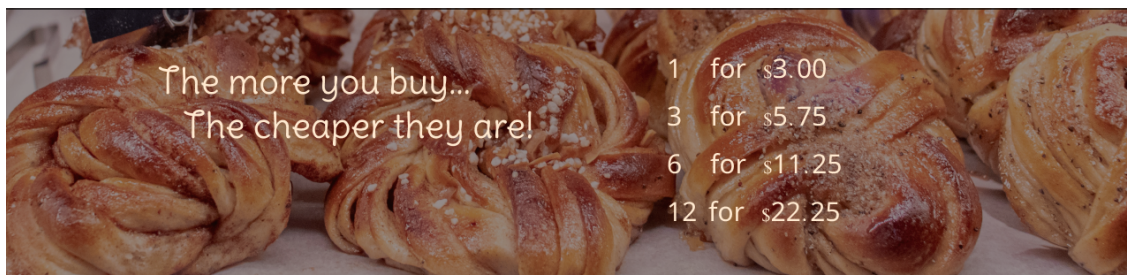
### Heuristic

For my heuristic analysis, I didn't find any issues with the overall flow of my pages but I did find points that I could work on, and improve. For my navigation bar, I wanted to add hover states, which I didn't currently have. In my design I had only considered active states (the current page the user is on). I decided to change the active state to an underline (as opposed to a color change) and to have the hover change the color of the link.

On my nav bar I also changed the icon for the cart. I felt the original icon was not well made and was not clear about what it meant. I chose a icon from Google and used their formatting to change the color for hover states in css. This icon is simple and well-made.



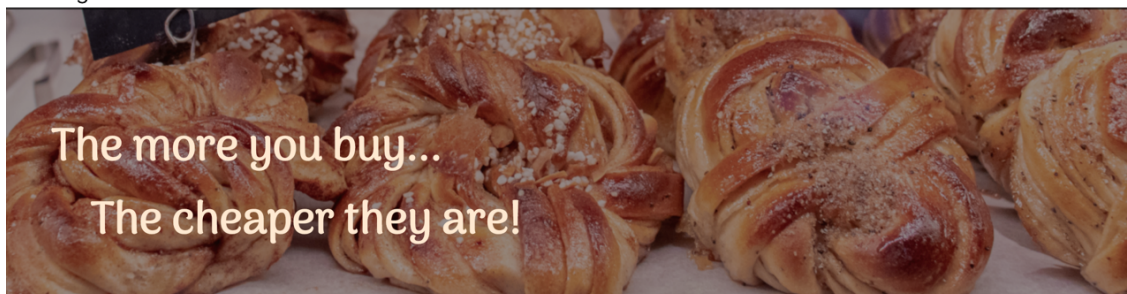
The next thing I did was to remove the pricing list on the buns page. I don't think it improved the page in anyway. The tagline "The more you buy, the cheaper they are" seemed to express the saving money aspect well enough. I also hadn't considered that I may want to make my buns different prices. Especially ones with special flavors or ingredients (such as gluten free) should be more expensive.



Original

Header text is different  
Original: tagline + prices  
New: tagline only

Redesign



I also added a hover state to my homepage button. I wanted to show interactivity other than the cursor changing state. In future iterations I will add these same hover states to other buttons on the pages.

I also changed my wording in the drop downs to make more sense and fixed the capitalization, which could throw users off.

## **Challenges**

One of the biggest challenges I faced was centering things. The first time I wrote my code I didn't use CSS grids. This made it really hard to center things. Even after looking up different solutions I tried everything from in-line blocks with auto margins, to justifying, to text center align. I could have manually put in the side spacing but that would mean that position would change based on size.

I ended up switching to CSS grid and redoing my whole design on a CSS grid. It did make aligning things easier. However, implementing the CSS grid was a steep learning curve. I had trouble with such a large grid (12 columns) and having a different spacing on the side. Also there are multiple ways to create grids and depending on how you create the grid, there are different ways you can assign rows and columns to classes in CSS. This was very confusing with me and I had to try several different ways to assign the grid rows and columns.

Also, I have not tried transposing text over images before so I learned about how to use position absolute and relative. That was relatively easy to learn but it was something new for me. However, when adding the grid, this added a layer of complexity to it: the bun name could be placed in relation to the column/row restrictions but if I set it to width 100% it would span the whole page. Instead I ended up adding in some manual padding, to keep the background cut off at the end of the word. In my next iteration I will work more on having the bun name span the width of the image.

## **Brand**

I wanted my brand to reflect the warmth and color palette of a cinnamon bun. I wanted it to convey invitingness and while still being simple. I chose several warm browns ranging from a light tan, to gold, to red brown. I used sheer black overlay for the nav bar and text on images. I like that it allowed the users to peak through the navigation to see what would normally be outside the current page view. I also chose a sticky nav because it allows users to easily navigate through the pages on the site without having to scroll a lot.

For this iteration of the design I actually changed my fonts. I realized my first fonts only had one font weight, which made it hard to use typographic signals to create hierarchy in my text. For this version I used google fonts to find publicly available fonts with multiple weights. My guidelines for choosing these were the same as my original guidelines. I wanted the large header text to be rounded, fun, and playful, so I chose Arima Madurai. For the main text once again I wanted a more professional, readable font that still had character so I chose Darker Grotesque.