# Reflection

## Heuristic Evaluation

1. **Visibility of system status (#1)** - the popup that shows up after users add an item to the cart only displays the flavor of the item added. It might be helpful to include the quantity and glaze here as an extra step confirmation. The design should always keep users informed about what is going on, through appropriate feedback within a reasonable time. Therefore, I added the quantity and glaze information to the popup as well, and changed the font to make this information stand out more.
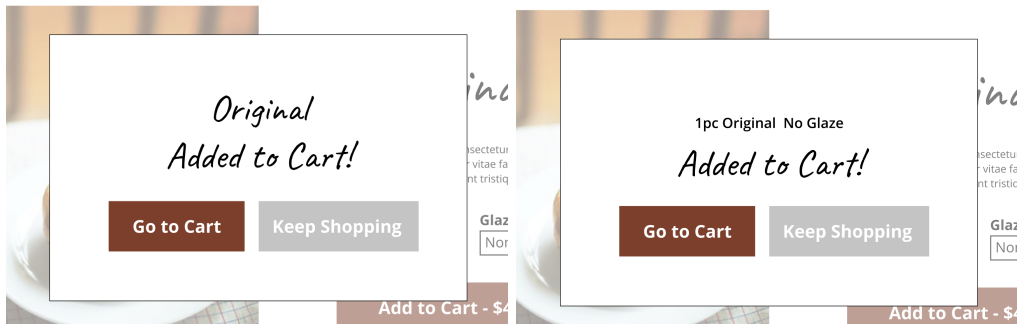


Before (left) vs Improved Design (right)

2. **Match between system and the real world (#2)** - the term "order" that shows up on my previous home page and navbar could potentially confuse users. People may have trouble differentiate it between the cart (which contains things they already "ordered"). The design should speak the users' language and use words familiar to the user and words following real-world conventions. Therefore, I changed "order" to "products" for clarification.

3. **Help users recognize, diagnose, and recover from errors (#9)** - when adding items to the cart, I initially set the default quantity & glaze choices. However, I realized that this increases the chance that users accidentally click on "add to cart" without first making their desired selection. Therefore, I removed the default options and added a page for error messages that occur when users accidentally click on "Add to Cart" without selecting the quantity and glaze options. The error message is expressed in plain language, indicates the problem, and constructively suggests a solution.
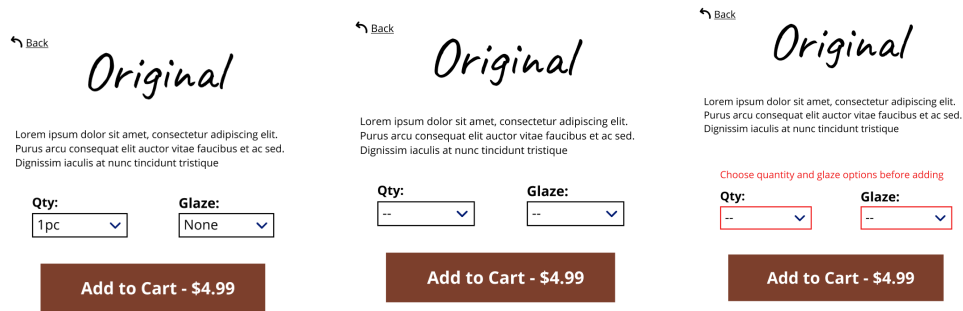
Before (left) vs Improved Design (middle & right)

## Implementation Challenges

I encountered many difficulties with spacing and alignment during my implementation process. Many of my designs require multiple groups each with their own internal alignments, (e.g. nav bar where the logo and area to change delivery address is together but aligned left, while links to all other pages are together but aligned right). To mitigate this issue, I used multiple levels of divs combined with CSS flexbox layouts. This not only enhanced the organization of my site but also set a ground for responsive design (not required for this assignment but could be helpful for the future). I also had issues with items being too close/far from each other, and to overcome this I frequently used the chrome developer tools to adjust margins and paddings incrementally.

## Design Choices

Since my target audiences are gen-z online shoppers in Pittsburgh looking to order cinnamon rolls, I aimed to create a modern and pleasing visual experience, similar to those offered by coffee shops that these audiences frequent.

I created the following style guide and adhered to it throughout my design process to reinforce the brand identity of the bakery. The logo is always present in the navigation bar, while the same primary colors are used throughout various elements of the site. Moreover, the colors are all extracted from the logo for visual consistency. In choosing these colors, I hoped to achieve a warm and cozy feel, similar to the aura from cinnamon rolls.
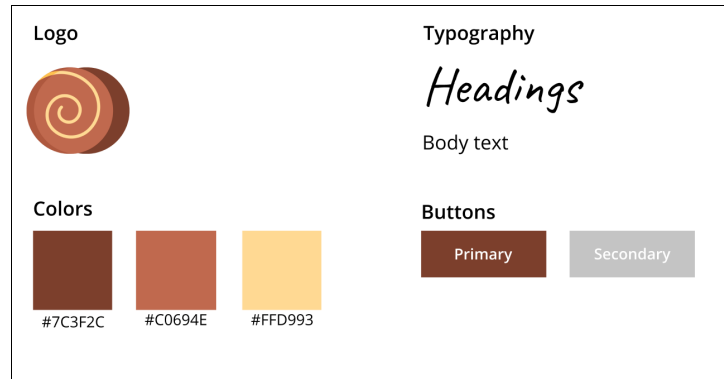
Style Guide

As for other elements on the site, I adopted a hero image on the home page and bigger images on other pages, combined with clear call-to-action buttons to draw the audience's attention. I used a handwriting script (Caveat) for my headers to add more style, and Open Sans for all other contents to enhance the readability. Moreover, I used common icons such as the pencil for edit and the cart for checkout to add more visuals.