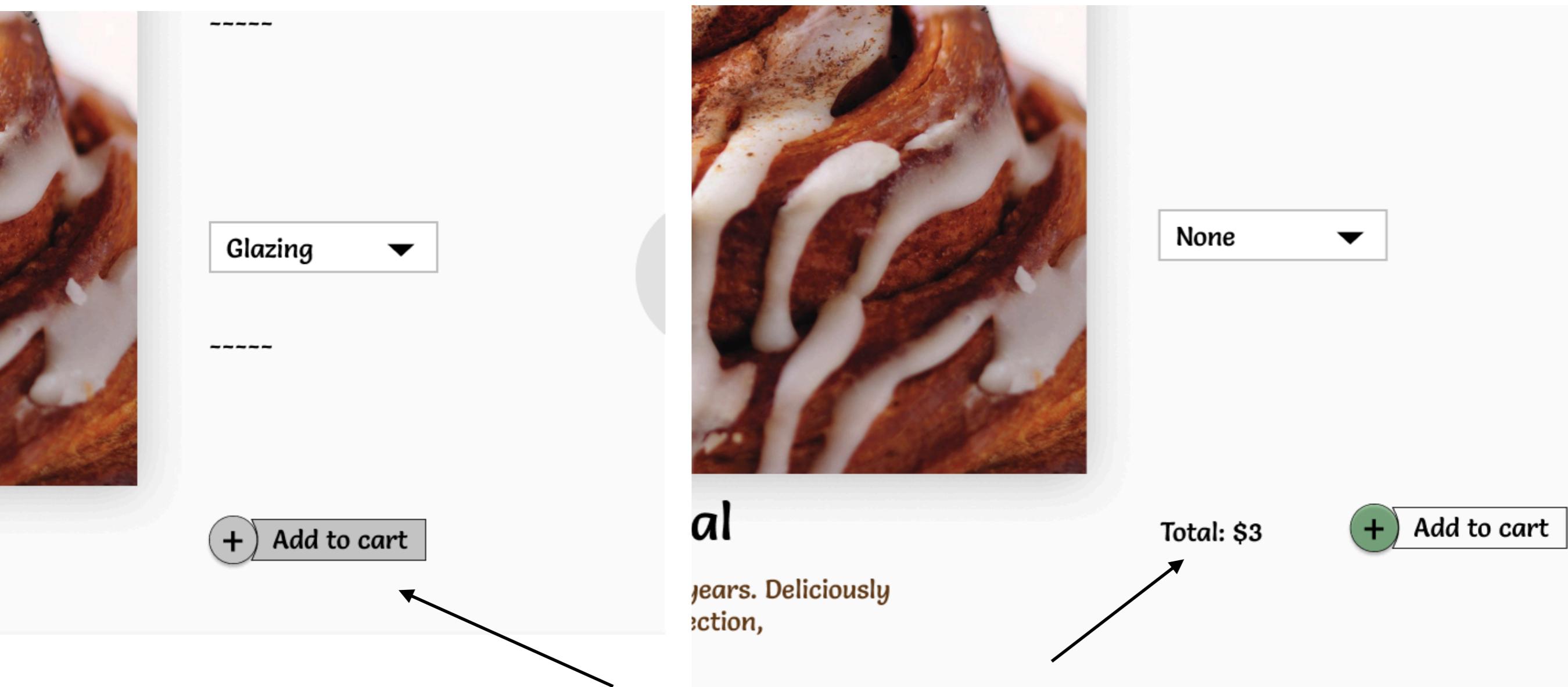


# **PUI: HW 5**

**Se Eun Park**

# **Heuristic Evaluation**

# Consistency and Standards (before): 2



The placement of the “add to cart button” shifts depending on whether the price is set or not. The total button also only appears after users have chose their options. Both of these should be consistent in their placement on the page.

# Consistency and Standards (after)



Choose options:

1 --- \$3

Glazing:



Add to cart

## Original

Our steady seller for 10 years. Deliciously baked to perfection.

**Now, regardless of what the user puts for the different options, the add to cart button will always be right below the options.**

# Content (before): 2



The “We deliver anywhere in Pittsburgh” is an important piece of information, but it’s not above the fold, making it hard for users to discover the phrase.

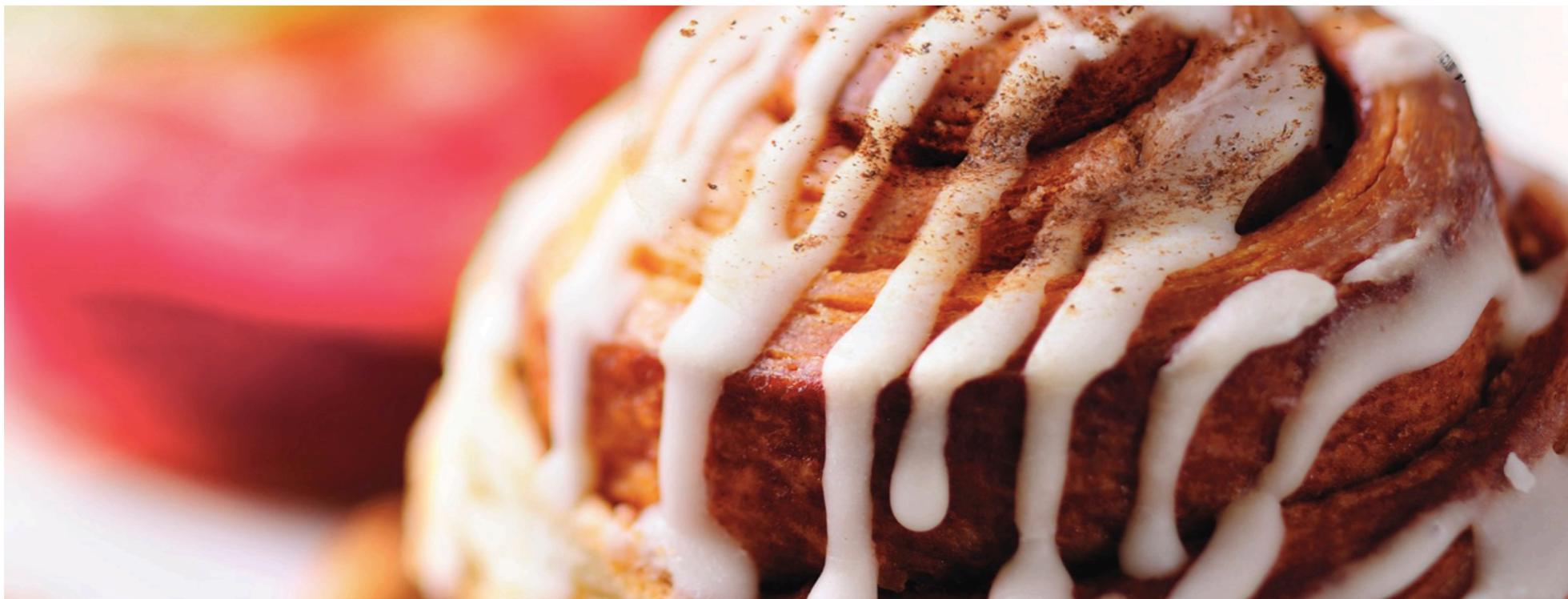
# Content (after)

Bun Bun Bake Shop

Home

Products

About Us



We Deliver Anywhere in Pittsburgh!

All the necessary information is above the fold, making it easy for users to easily locate and understand what they need to know at the landing page.

# Outcomes meet expectations (before): 2

Home      Products      About Us       Cart

---



Original (Gluten-Free)



Walnut





**This is the products page, but it's not completely clear whether these pictures/texts are clickable or not.**

# Outcomes meet expectations (after)

HOME

PRODUCTS

ABOUT US



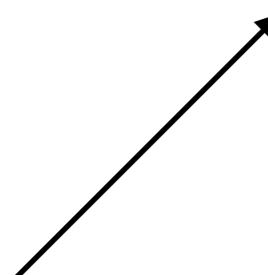
Original



Original  
(Gluten-free)



Walnut



**There is a slight highlight when the user hovers over the image to indicate that there is more if they click on the item.**

# Challenges

- I had a difficult time trying to figure out the grid layout for the products page and doing it exactly the way I wanted to. All the items in the products page kept taking one row of its own so there were 6 rows and I didn't know how to fix it but I looked all over StackOverflow and Google and found the solution.
- It was hard to initially start coding the webpage without any scaffolding. However, based on the labs, I just started to type, starting with the doctype declaration and everything else I just filled out as it went along. I realized that once I started to code, there are many resources on the internet to guide me through any issues I run into.

# **Brand identity**

- Overall, the feel I was going for the website was a simple, minimalistic, yet friendly one. Because they are a small local bakery, I believed that their brand image isn't focused on being complicated or fancy that other franchises might be. I included a lot of white space throughout the website to maintain the simplicity and also made navigation easy by having the top nav bar present at all times. The users can see all of the products at once when they visit the products page, and I made all the products be in a compact grid so the users can see all of the products in one glance more easily than they would if the products were further apart.