

HTML and CSS Prototype
Bun Bun Bake Shop
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Heuristic Evaluation



1. Consistency and Standards:

- There was inconsistency in the phrasing of buttons and their subsequent pages. Users expected their buttons to match the page they are led to. This mismatch could cause a user to think they might have missed a page with “all” flavors.
- I solved for this by making sure the buttons match the resulting page in my design. See below:



2. Freedom and Efficiency of Use:

- There was no option within the navigation bar for the user to go directly to the product browsing page. They would have to go back to the homepage and then click the button there to see any of the products offered.
- I solved for this by adding a “shop” option to the navigation bar. See below:





3. State of System:

- a. There was no indication on the navigation bar for what page the user was currently on. They would also have harder time retracing their steps back to the same page later, if they don't have a relative picture of where the page is located on the website if they are coming from a search engine.
- b. I solved for this by adding text decoration and changing the text color of the page in the navigation bar for the active page. See below:



Challenges

- I struggled with making sure I knew whether I was using “class” or “id” - I got stuck multiple times because the CSS I wrote wasn't doing anything only to find out it was because I had mixed up class and id
- I had problems with creating grids and making the columns show up horizontally
- I had a lot of problems trying to use CSS grids in combination with a form for my product detail page
- Vertically aligning images with text
- Understanding how to write CSS by calling multiple classes at once
- Modifying code from tutorials to suit my needs without breaking everything else

Brand Identity

The website is targeted toward sweet-lovers who have a special affinity for cinnamon buns. It takes a passionate user to navigate to a website made specifically for cinnamon buns, so I expect that the same users will be returning often. To that end, I have designed the homepage to be dynamically changing, alerting returning users to the newest changes they should be aware of during their visit.

Customers will be visiting the website hungry and motivated, so the first thing they will be seeing is information about new flavors and a big button that will take them to the shop page. There are other options for users coming for information or requests, but they are not at the forefront. A user coming on a mission that is not ordering a cinnamon bun for pickup will find their desired options on the navigation bar.

I kept in mind that the mission of the bakery is simple, and so should the aesthetic of the website. The information is organized so as to not clutter the screen and showcase the products. Images take the spotlight, so customers can have a visual of what they are

looking for. I wanted the website to have a sweet, modern look, so I kept the overall aesthetic light and airy.

I tried to move away both from the flat black and white look and the traditional bakery pink look. I pulled a color from the logo that was dark enough for legibility but distinct from black.