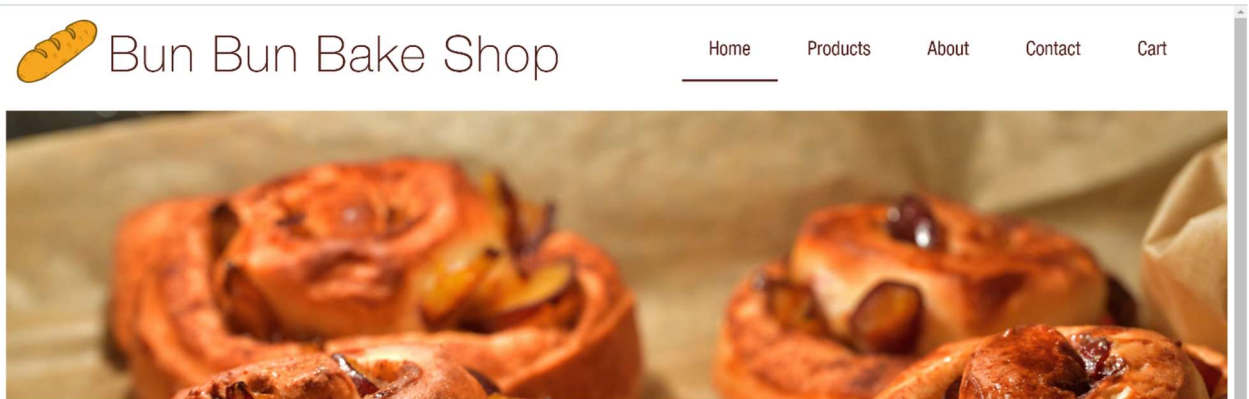Sihan Wu   homework 5 Reflection

Heuristic Evaluation

1. Visibility of system status - When the user is on a page, the menu option of that page is underlined. However, this is not the case when the user is on the home page.

   I fixed this error so that the navigation tabs are always underlined to show which page the user is currently on.

2. Consistency and Standards - The back button on the product details page is not consistent with other buttons shown on the website. It also does not look clickable.

   I fixed this error by incorporating a button design that is similar to the other interactive elements on the website.

3. Match with the Real World - Since the quantity options do not increment by 1, the increment toggle button for choosing quantity does not really match with the options the customer has. A dropdown menu conveys the different quantity options in a more intuitive way.

Challenges

One of the first challenges I faced was positioning each container to their correct location through CSS styling. Often the styling rules would make sense logically, but the actual display would be different from the intended result. Whenever I encountered these positioning issues, I would go on tutorial pages to see examples of these styling methods.

Another challenge I faced was configuring the square grid gallery on the products listing page. In the initial stages, my grid had inconsistent gaps due to my images being different sizes. I also had a lot of trouble figuring out how to crop images within a grid. I compared a lot of different tutorials, and tried a lot of different ways to implement the grid gallery. Eventually, playing around with styling properties helped me to create grid that matched my figma prototype.

Most of the challenges I faced were issues with styling elements. For these challenges, I found the inspect tool to be really helpful as it shows all the declaration blocks that controls an element's styling. This way, it was easy to see where the problem was and to experiment with different property settings to achieve the desired results.

Brand Identity

The client is a bake shop that caters to local customers, so I chose a brand identity that brings a warm and welcoming feeling for customers. For the colors, I followed a warm color palette, choosing colors similar to the products to create a more cohesive look. I incorporated many horizontal elements to convey a mellow atmosphere. For example, the navigation bar, the banner, and the home page image all span horizontally across the page. For typography, I used sans-serif fonts to achieve a clean look that goes well with the general layout. Overall, I wanted to create a website that does not look too busy, so customers can take time to browse through products and learn more about the bake shop.