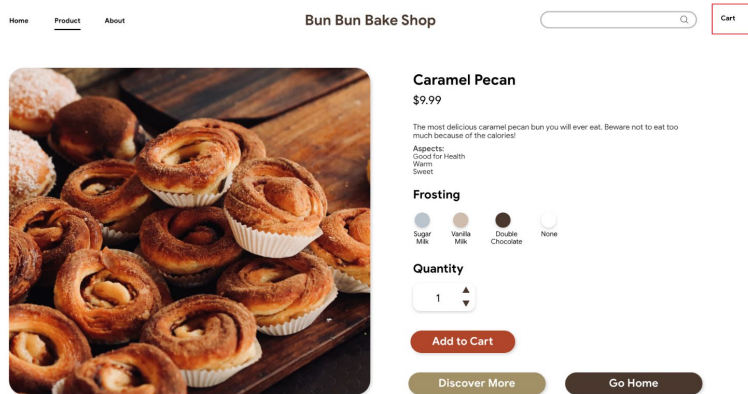


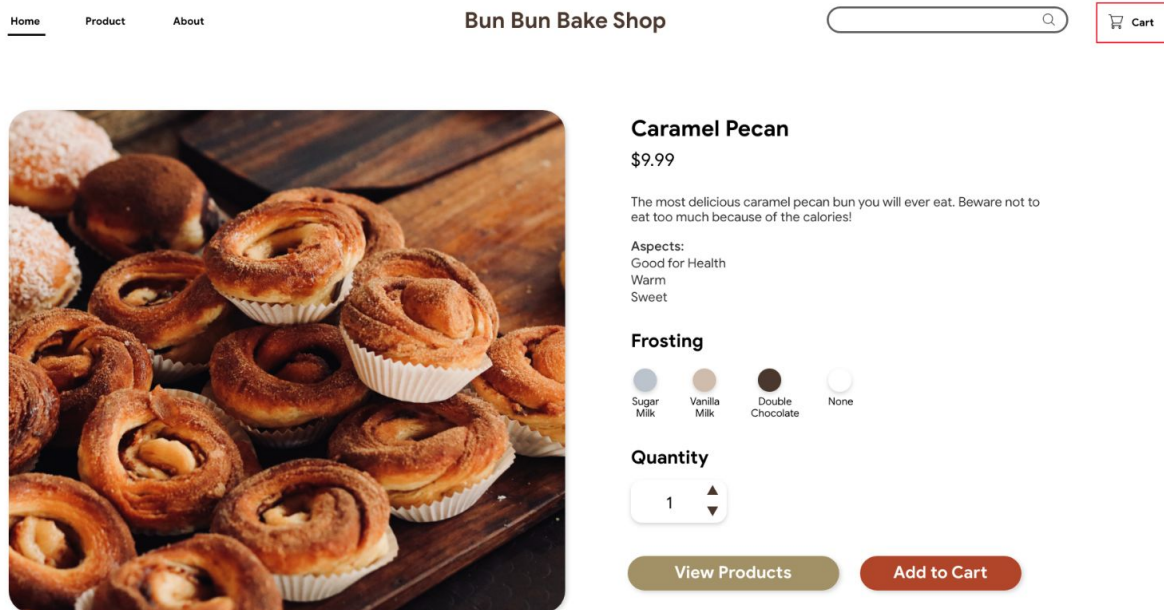
Reflection

Interface Bug Fixes:

OLD



NEW



#6 Recognition rather than recall

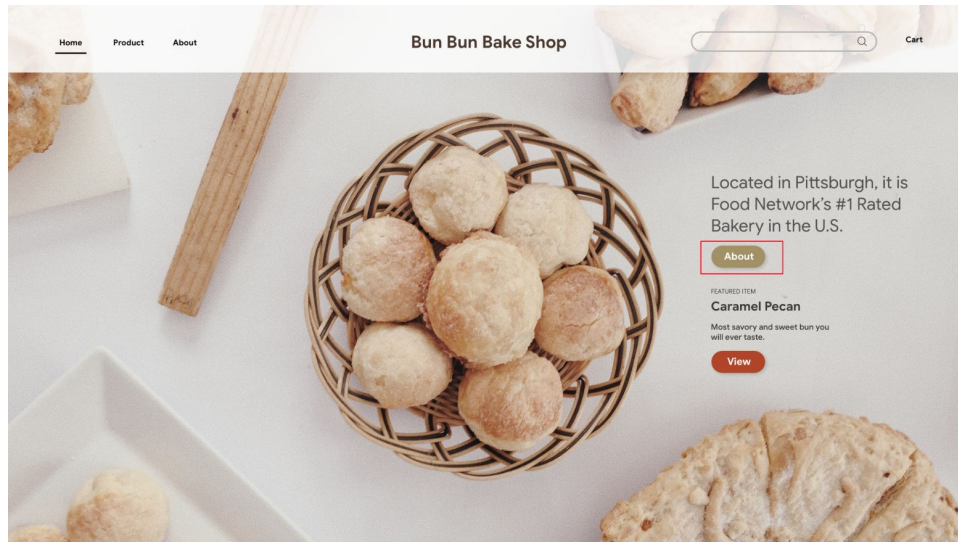
Recommendation: Adding icon next to the cart tab in navigation

For this interface bug, the navigation bar lacks the details to make it easier for the user to easily recognize certain tabs such as “Cart”. For the navigation, “Cart” should have a shopping cart icon to distinguish it from the rest of the tabs (Home, About, Products) which are more

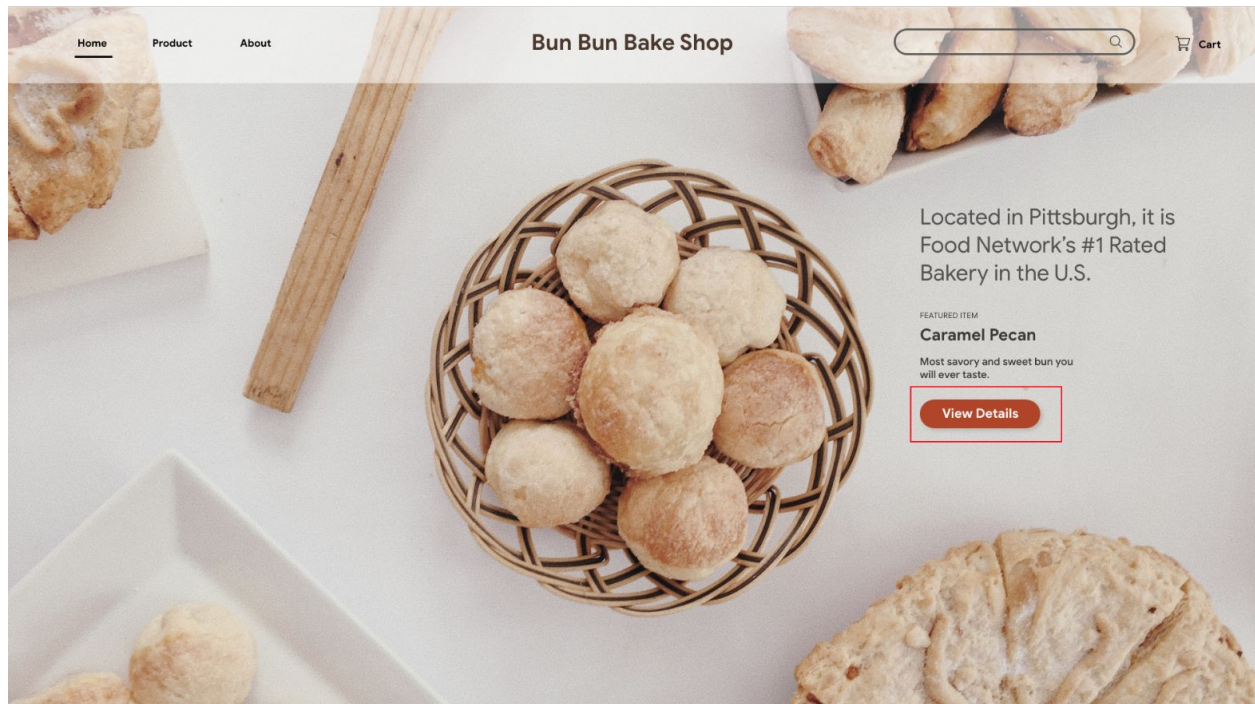
Sophia Qin

informational. A shopping cart icon can be used to make the cart tab look more recognizable, and it also fits in with the standards of all the other shopping websites.

OLD



NEW

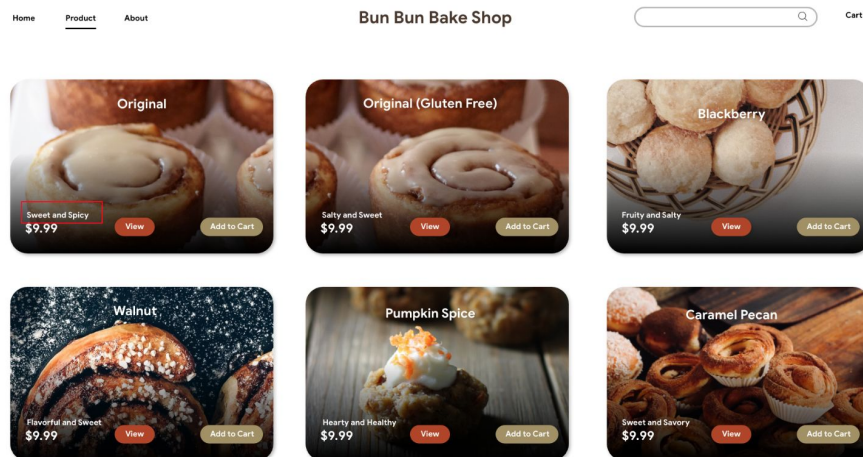


#8 Aesthetic and Minimalist Design:

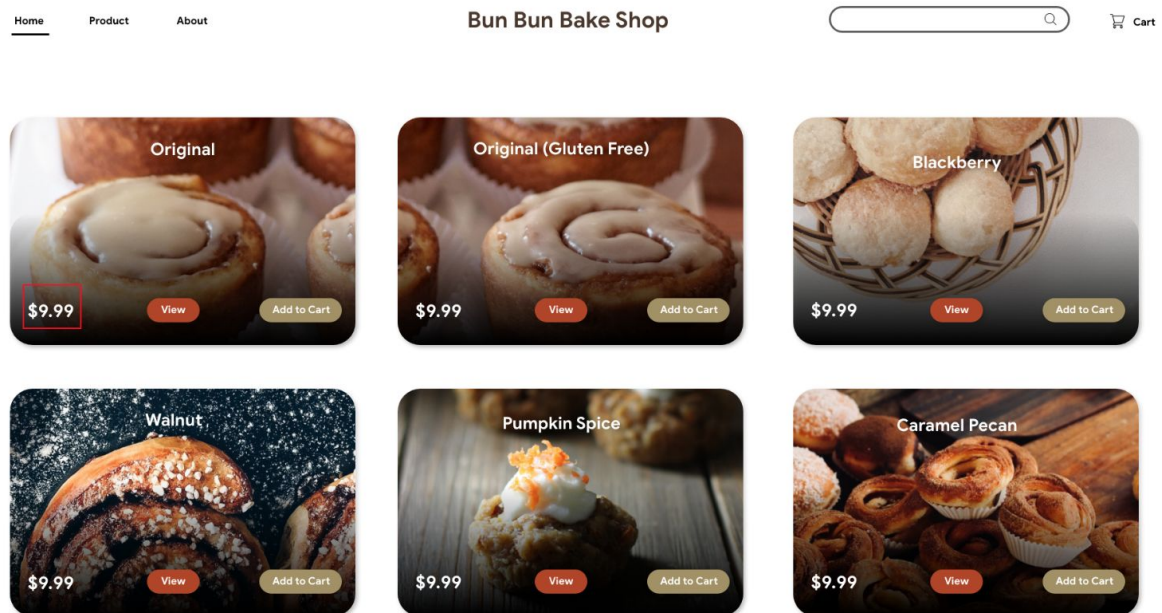
Recommendation: Removing unnecessary buttons such as the “about”

The home page is crowded with too much information (featured items, about) and colored callout buttons (about and view buttons) that it clutters the home page. Removing one of the buttons would make the homepage less distracting/crowded to look at.

OLD



NEW



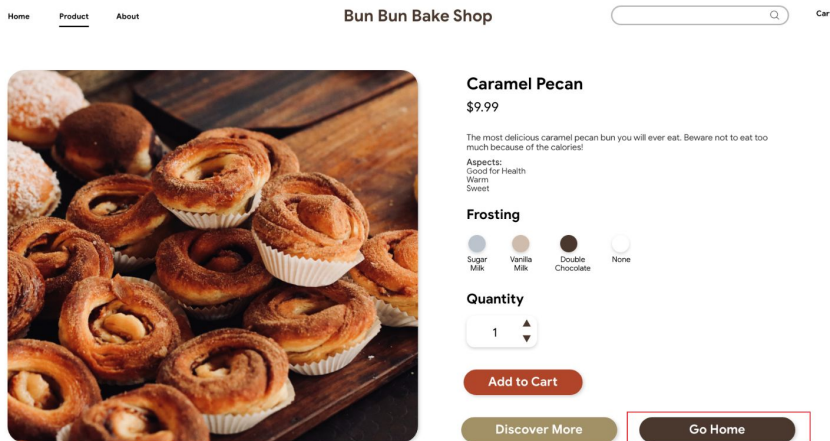
#4 Consistency and standards:

Recommendation: The subtitles on top of the price are unnecessary

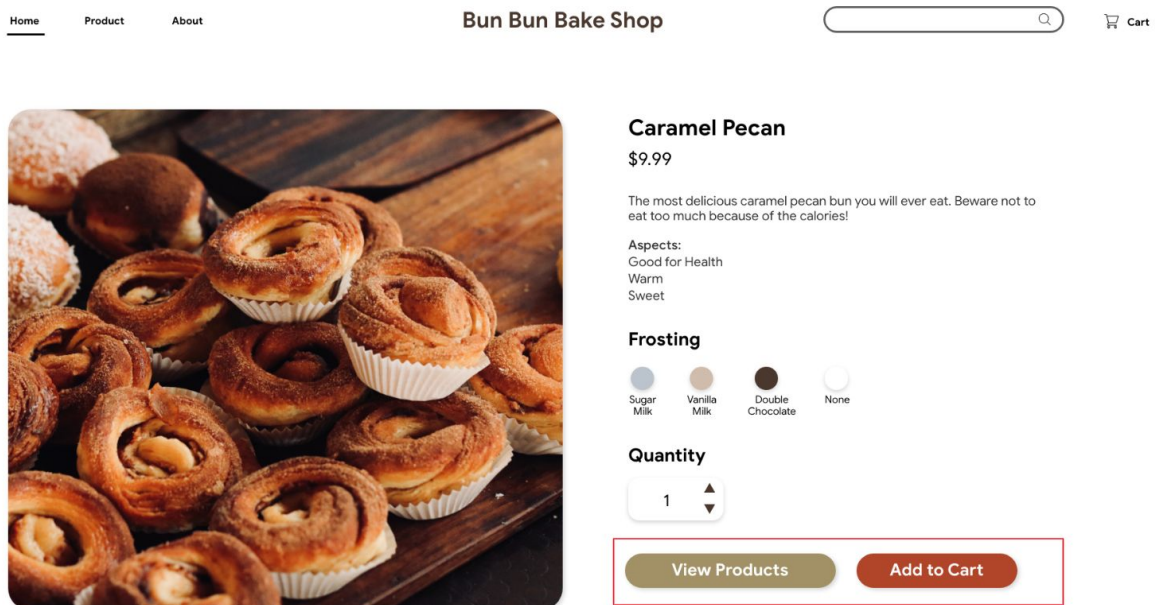
Sophia Qin

The description on top of the price on the left corner is confusing because usually, the title of the items are on that spot instead of the description. To keep it standard and clear up confusion, I will remove the extra description on top of each price. That way, only relevant information is displayed on the bottom of the item and it fits the standard of other display of items across websites.

OLD



NEW



#8 Aesthetic and Minimalist Design:

Recommendation: Removing unnecessary buttons, such as the "Go Home"

The product detail page has too many button callouts (add to cart, discover more, go home) that it clutters the page and makes it confusing to press. The “Go Home” button is repetitive on this page, as you can go home by pressing “Home” at the navigation bar. The top two buttons, “Add to Cart” and “View Products” should be prioritized to keep the aesthetic of the buttons balanced and minimal to not overwhelm the user with extraneous information or navigation.

What challenges or bugs did you encounter in the process of implementation, and how did you overcome them?

1. Images are too big
 - a. When I added static images to the navigation bar and the product detail page the images would be too big because I made all the images scale to 100% because of the background image. To fix this, I put `<div>` and a “class” attribute across each image that I wanted to resize, and in “style.css” I specified the exact width percentage of each image in the class.
2. Navigation bar was not centered
 - a. Before, the elements (tabs) inside the navigation bar would not stretch to the whole width of the website and the title of the website would not be centered. To fix this, I went to the inspector to fix things through trying out options to justify and display things. I saw that when I used `display: flex, justify-content: space-between, align-items: center, and width:100%` the elements would be equally spaced and aligned in the center. To make the search bar and the cart move to the right, I had to put them in another `<div>` and class where I could `text-align` them to the right.
3. Buttons would not go on top of a gallery of images
 - a. For the product browsing page I had a hard time putting the buttons on top of the image at a specific position where it would align with the price. I went to the inspector to experiment with different ways of styling the css, and found out that with absolute positioning, I could specify the bottom and right positions, was what I needed to get it a specific position every time.

How is the brand identity of your client reflected through your design choices? What kind of look and feel did you design for them and why?

For the website, I wanted to focus on creating a minimal, clean, and modern brand for the client. The clients are busy professionals who would like to get fresh buns as efficiently and as quickly as possible. I made sure that the website has a lot of negative space, clear buttons, and standard navigation to make the buying process easy. The minimal design of the website and clean “sans” font also makes it look modern, which attracts the attention of the modern work professionals. Not only that, the minimal and white color of the website also parallels the sanitation and cleanliness of the bakery. The large appetizing images of food across the website entices the customers to buy the food and emphasizes the freshness of the buns.