Assignment 3 – Interactive Prototypes with Figma
Due: Sun Oct 10, 2021,11:59 pm

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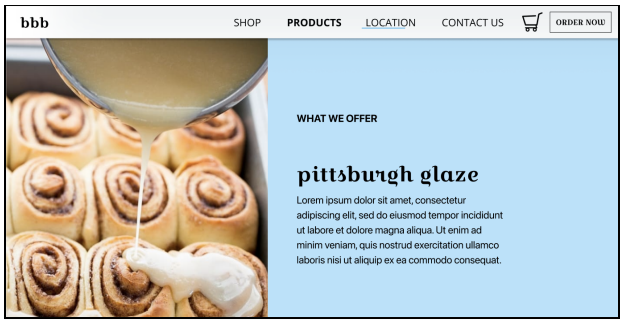
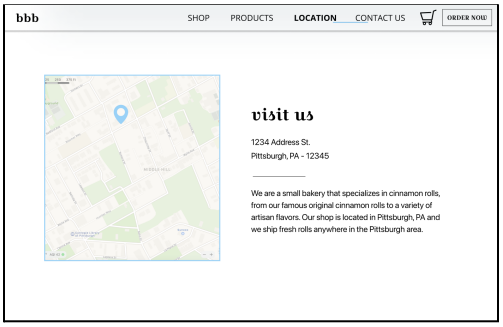
Section C

Deliverables

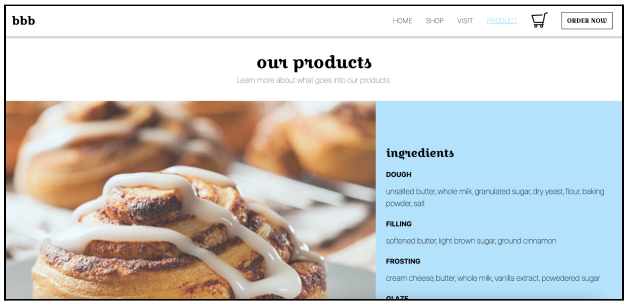
Website Link	Code Link

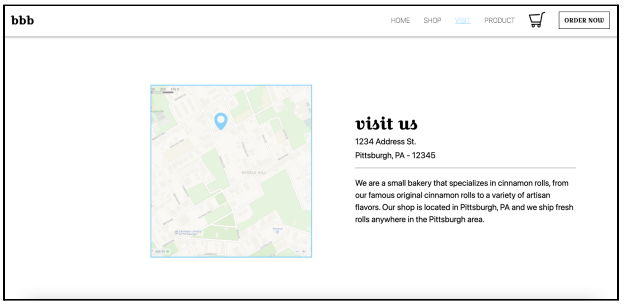
Original





New

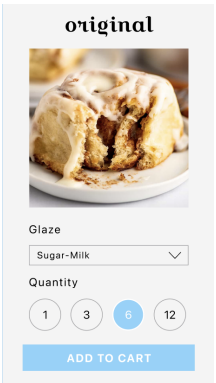


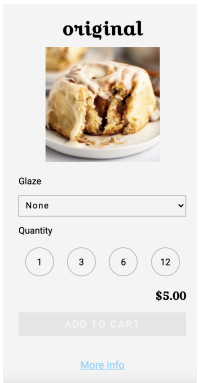


Bug # 1

In my evaluation I found that I did not employ **consistency and standards** in my naming convention of menu items. As you can see in the original design, the title of the page “Products” does not align with the title “what we offer.” The “Location” menu title doesn’t match with the title of the page “visit us.” In order to create consistency in naming convention, in my new iteration I adjusted the menu names and page names to align with each other to create clarity for the user.

Original **New**

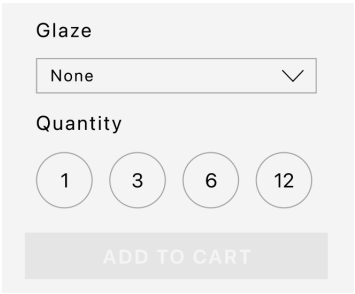




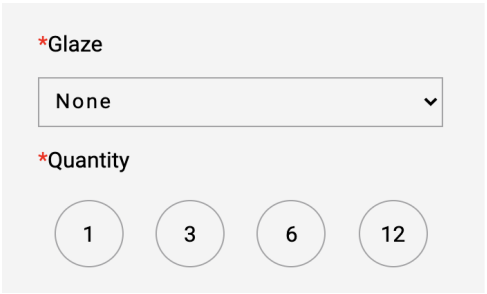
Bug # 2

In the original design, I found that the user is unaware of the price of their selection until the user views the items in their cart. The lack of price information requires the user to expend extra memory load in order to **recall** the price of their selected options from the cart view. In order to remediate this situation, I inserted a price indicator on the ordering page that updates based on the user’s selections. With consistent visible feedback regarding the price of their selection, the design reduces the user's memory load.

Original



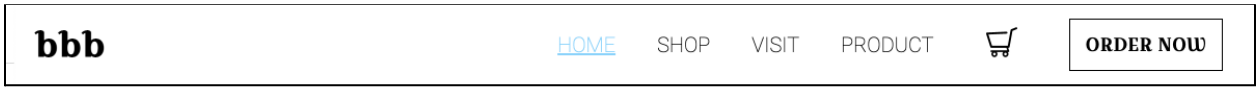
New



Bug # 3
In order for a user to place an order for an item, it is required for them to select a glaze and a quantity. The original design for these attributes do not visibly indicate to the user that these are mandatory fields in order to successfully add an item to the cart. By adding a red asterisk, and state change for the “Add to Cart” button, the user can **recognize and avoid the potential errors** associated with adding an item.

Original

New



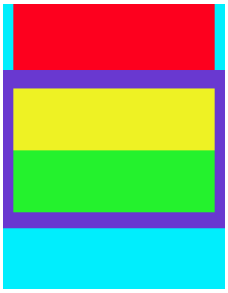
Bug # 4
The original design of the menu bar required the user to **recall** that they are on the home page without any visible indicator showing their current state on the home page. This also required the user to have prior knowledge that clicking on a logo in the menu bar takes you to the home page. In the new menu bar design, home is included as a separate item and has a stylistic indicator of when the user is active on the home page, improving visibility and decreasing the reliance on pre-existing user knowledge.

Implementation

One of the biggest challenges I faced during implementation was inconsistent sizing of the navigation bar from page to page. The navigation bar would change visually on every page, leading to the user’s eyes having to refocus and adjust to the new sizing. The inconsistent presentation of the menu bar made the navigation less effective because of the lack of the seamless visual transition from page to page. In order to fix this issue, I created a completely new navigation bar, being very cognizant of any sizing specifications I defined in my CSS code. The reconstruction of the navigation bar from scratch allowed me to clean up my HTML and CSS code.

Many times throughout the construction process I struggled with positioning elements correctly on the screen. Just by looking at the code, I couldn’t tell which styling was contributing to spatial issues. As I got more familiar with HTML and CSS, I found myself using the inspect view of my

browser more frequently. The inspect view allowed me to better visualize how padding and margin translated into the site. The tool also allowed me to see which classes were defining the element that I made, helping me understand the hierarchy of my classes. Once I got more familiar with my tools, I was able to better orient items on the site to be relative to screen size rather than implementing fixed position. This was essential in creating a more responsive website to multiple screen sizes.



Creating my first grid was particularly challenging. My design required building a series of ordering cards with multiple types of elements within it. In the beginning, it was really difficult to see how my grid construction was translating onto the site, but it got easier once I started assigning vibrant, contrasting background-colors to different classes. By assigning colors to different elements, I was able to visually see the outline, margins and padding of the elements I was creating. This image reflects some of the color blocking I accomplished in the creation of an ordering card. This method in combination with the inspect tool was essential in creating the “Shop” page.

Brand Identity

Since the client is a bakery, it was important that the user feels comforted, warm and inviting when they enter the website. In order to create that feeling, I placed emphasis on using images for the website that are of warm, fresh out of the oven, cinnamon rolls. Having fresh enticing images on the website intends to elicit more welcoming emotions when users are interacting with the site. I wanted to emphasize quick shopping for the user which is why on the shop page, I leverage a full overview of ordering, allowing the user to quickly add their preferences to the cart simultaneously, not needing to navigate to different pages for different products. I used a lighter blue as the accent color in order to implement a soft color scheme that aligns with the softness and feel of cinnamon rolls. For headers, I implemented a cursive font that is more playful and inviting while the body font is familiar and readable to users.