Stephanie Truong

PUI Assignment #3

Section B

**What challenges or bugs you encountered and how did you overcome the challenge?**

For me, the biggest challenge was turning my design from the high fidelity digital mockup into HTML/CSS. I think there were something that looked nice when I was designing it on Illustrator but I did not know how to implement it using html and css. Therefore, I had to go back and forth between my original designs and the HTML/CSS file to make sure I was able to turn my design into code. For instance, I wanted to add a “Sort by” button for the Menu page but I was not sure how to make the drop down without implementing JavaScript.

I think it was hard to also work with the margins and paddings of some of the elements had innate web properties I did not know so I need to go back to make sure all the margins and padding was what I wanted it to be. It was also difficult to design for the 1366x768 since my current screen is not that size. But using the developer tools on Google Chrome, it made it better since I was able to see how the screen will look like with a 1366x768 to make sure all the margins and padding work out.

Another challenge for this assignment was actually finding all the images and information to add to the site. It was difficult for me to find consistent images that look like it was taken by the same photographer to make the images more consistent. In addition, it was hard to make up with fake information for the product info page since I was not sure what I should be adding in that page. I was able to overcome this information when I looked up what other similar sites like Baked By Melissa to see what kind of information they added to their page.

**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 my client, Bun Bun Bake Shop, I wanted to make the site to have a traditional and modern feel. People will associate classic cinnamon rolls with a homemade feel. But at the same time, it is also a modern store since there are a variety of artisan flavors and it ships their product. Therefore, the website looks like a mix of both modern and traditional audience. I tried to make the color of the website to be brown to make it resonate with the bakery. The website it also simple and minimalistic since the basic needs of the users on the website is to explore the different food options and make purchases.