**REFLECTION:**

Designing any user-friendly website is crucial for any business, especially a cafe that relies on attracting thee customers through its online presence or appearance. In reflecting on the design choices made for my cafe website, it’s clear that many decisions resulted in inferior user experience (UX) and user interface (UI). These major shortcomings not only affect user satisfaction but also restrain potential upcoming sales from the websites.

One of the most significant design flaws was the login process. Instead of requiring users to enter credentials with encryptions, I implemented a system where clicking the login button would grant access without any authentication. While this may seem convenient, it raises serious security concerns. Users expect to protect their personal information when entering a website, and a login system that lacks proper verification can lead to mistrust. In an era where data breaches are common, ensuring a secure login is essential. This decision ultimately detracted from the overall user experience, as customers may hesitate to use a platform that does not prioritize their security.

Another major issue was the lack of interactivity on the menu page. When users browse our offerings, they expect to engage with the content. However, my designed menu was static and uninviting. For instance, when the user adds any item to their cart, rather of seamlessly directing them to the cart page, the website bounces them back to the same menu page of the website. This not only created confusion but also frustrated users who were eager to complete their purchase. The absence of smooth navigation led to a disjointed experience, making it difficult for users to understand their actions and how to proceed.

Moreover, the website suffered from poor UI design. The choice of inconsistent fonts across various pages created a chaotic visual experience. Users expect a cohesive design that guides them effortlessly through the website. When different fonts are used without any rationale, it disrupts the visual flow and makes the content harder to read. Similarly, the colour scheme lacked harmony. Bright colours clashed, overwhelming the user and detracting from important information. Effective use of colour can enhance a user’s experience, but in our case, it served to confuse and distract.

In addition to these issues, I overlooked the importance of feedback in UI design. When users interact with elements, such as buttons or links, they should receive clear visual feedback indicating that their action was successful. In the design, clicking buttons often resulted in no visible response, leaving users uncertain whether their action was recognized. This lack of feedback creates a sense of frustration and can lead to users abandoning their tasks.

Overall, the design decisions made for the cafe website highlight critical lessons in UX/UI design. Prioritizing user security, ensuring seamless navigation, maintaining visual consistency, and providing clear feedback are fundamental to creating a positive user experience. As I will move forward, it’s essential to learn from these mistakes. By focusing on user-centred design principles, I can develop a website that not only meets user needs but also enhances their overall experience, ultimately driving more customers to our cafe.

**Interaction Design Rules Violated:**

1. **User Control and Freedom**: The login system allowing access without authentication violated the principle of giving users control over their data security. Users should have the option to manage their credentials securely.
2. **Feedback**: The lack of visual feedback when interacting with buttons or links broke the rule of providing immediate and clear feedback to users. Users were left unsure if their actions were successful, leading to confusion.
3. **Consistency and Standards**: The use of different fonts and clashing colour schemes violated the consistency principle. Users expect a consistent look and feel throughout a website to navigate it seamlessly.
4. **Error Prevention**: The confusing navigation from the menu page back to itself after adding items to the cart violated the rule of helping users avoid errors. It increased the likelihood of user mistakes and hindered the purchasing process.
5. **Aesthetic and Minimalist Design**: The disorganized UI with inconsistent fonts and overwhelming colours did not adhere to this rule. It created visual clutter that detracted from important content and made the design less user-friendly.
6. **Recognition rather than Recall**: The navigation issues caused users to remember their previous actions rather than recognize an intuitive path forward. Users should be able to identify the next steps based on visible cues.

By violating these rules, the website failed to deliver a user-friendly experience, which had a negative overall impact on usability and customer satisfaction.