

Reflection

The first user interface bug found is the lack of system status visibility. When navigating around the website using the navigation bar, there is no clear indication of where the user currently is at. I included highlights that serve as an indication of the location of the user.

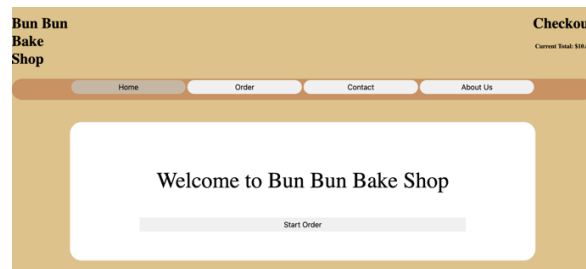


Fig 1a. Screenshot of "Home" highlighted

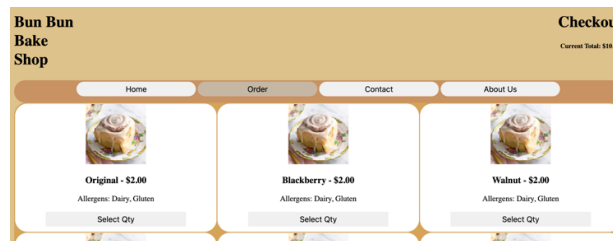


Fig 1b. Screenshot of "Order" highlighted

As shown in Fig 1a and Fig 1b, the navigation bar's highlight displays the current location of the user. The challenge of implementing the indication was finding the best way to convey the message of the current location of the user so that it would be effortless for the user to process the information. Initially, I considered having pop-ups that informs the user of the user's locations but this would require redundant effort on the user's part as the user has to read the information incessantly as the user navigates through the webpage. I decided on highlights eventually as it is the most direct and effortless method.

The second user interface bug found is the lack of user control and freedom. In the Figma prototype, the user's only options to go back to the Order page is through the navigation bar or the back button. This limits the user's ability to undo a mistake such as clicking on the wrong cinnamon bun flavor. Even though the navigation bar allows the user to go to the product browsing page, it might not be intuitive enough for the user to recognize that the navigation bar allows the user to correct a slip. I added a "Back" button on the product detail page to allow the user the freedom to undo clicking the wrong product.

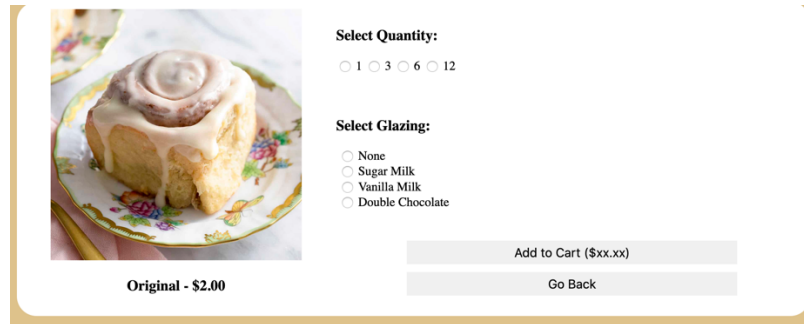


Fig 1c. Screenshot of “Product Detail” Page

As shown in Fig 1c, there is now an option for the user to “Go Back” to the product browsing page in the event that the user selected the wrong flavor. The challenge of implementing the solution to this bug is deciding on the location of the “Go Back” button. Initially, the plan was to place it in between the navigation bar and the product detail area. However, there is a possibility that the user might miss the “Go Back” button. To solve this challenge, I decided to put it with the main content of the page as there would be a high probability that the user’s attention would be on this large area.

The third user interface bug found was the lack of minimalist design. Initially, the Figma prototype showed a pop-up when the user clicked on “More Info”. The pop-up was supposed to display allergens. However, this was redundant as the allergens do not take up a lot of space.

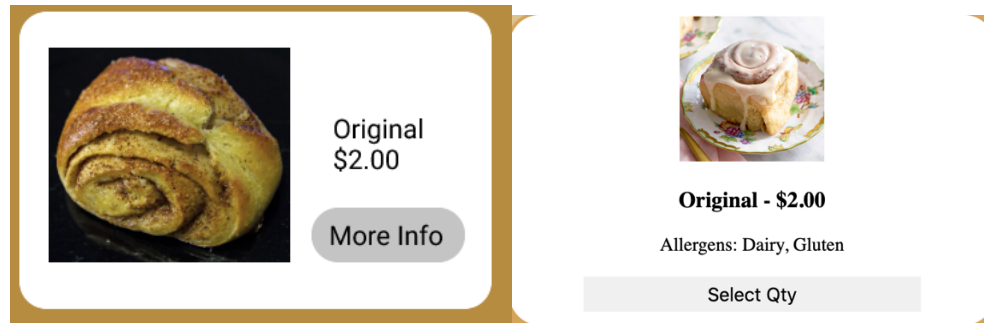


Fig 1d. Comparison allergen information on Figma (left) and updated prototype (right)

As shown in Fig 1d, the new design shows the allergens without any need for the user to proactively retrieve this data. This aids in speeding up the process for the user to make a decision on making a purchase.

The brand identity tries to be as fuss-free as possible and to provide a smooth and effortless check-out process. This is reflected in the design through a minimalist approach. I removed unnecessary actions that the user has to perform, such as the removal of the “More Info” button to retrieve allergen information, when making a decision on a purchase. Also, important information such as price and allergen are displayed as early as possible so that the user would not have to navigate to later pages before realizing that the product is unsuitable for them. I also made it easy to navigate around as the user can navigate to another page with just one click, with

the exception of the product detail page, where the user can only visit that page through the product browsing page. This is in line with the brand identity of providing a smooth purchase experience.