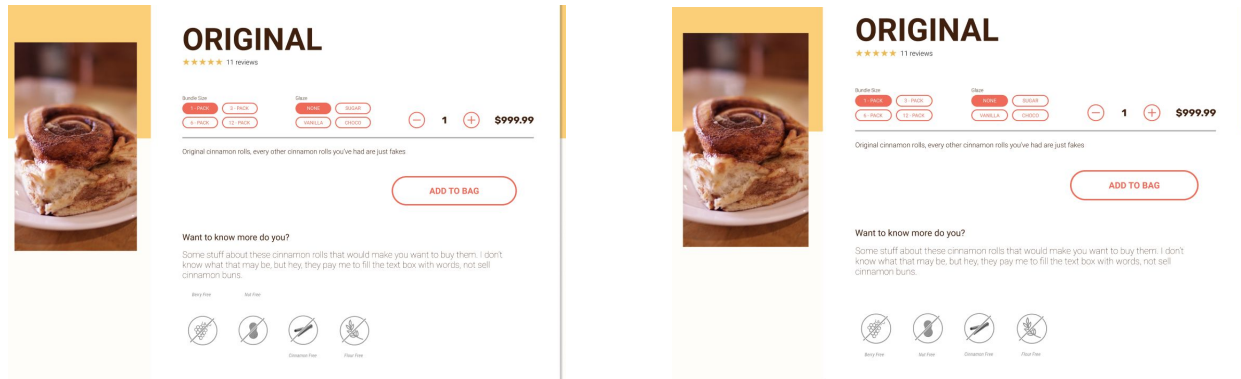


Reflection

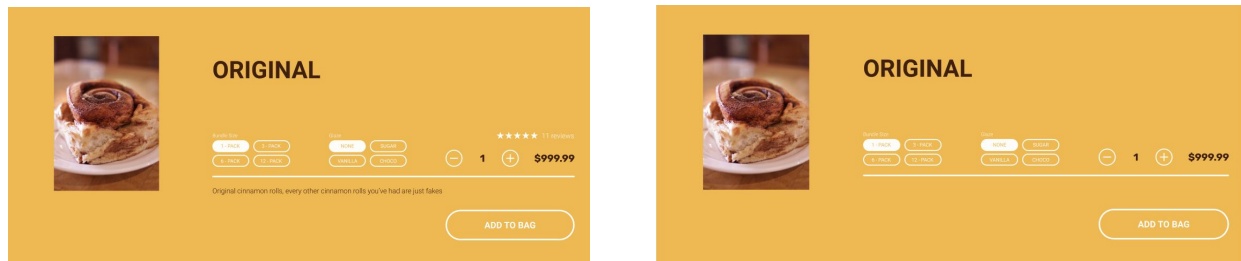
Heuristic Evaluation

1. UI Bug: Allergen-free labels inverted for first two icons



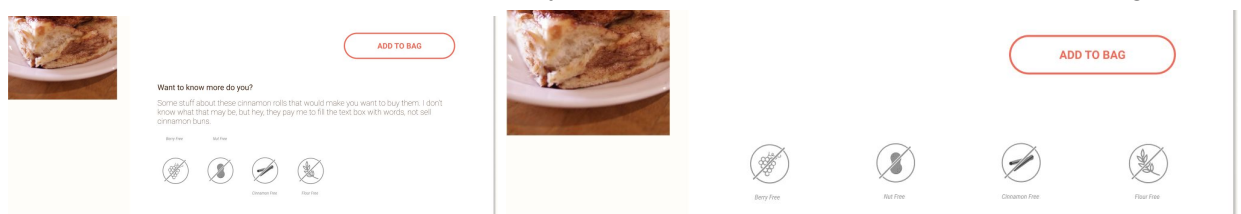
The 4 allergen-free labels on the bottom of the left image has 2 labels placed on the top, not the bottom. This is a UI mistake that went unnoticed by me during the prior stage of this assignment. This has been fixed as shown in the right image.

2. Aesthetic Minimalism: Product description information removed from overlay



The intended use of the product overlay was to provide a quick way for returning customers, who already are aware of the details of the product, to add products into the cart. Previously, it contained information such as reviews and a short description about the product, but I decided to remove such information during this evaluation.

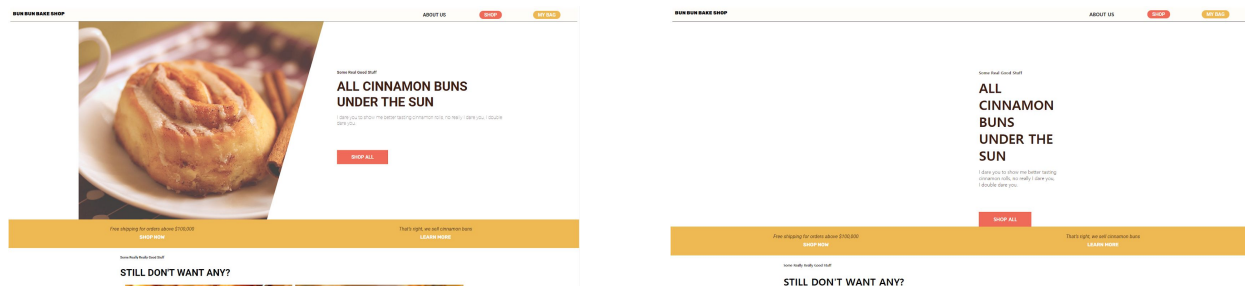
3. Aesthetic Minimalism: Unnecessary information removed from product detail page



Another place in the site where I believed there was unnecessary information was in the product detail page. The block of text was reserved for any information that may pertain to the product. You can see that I have filled it in with meaningless jargon in the left image. Eventually, I decided to remove the block, since I no longer foresaw the need for extra information on the product.

Implementation Challenges

This was my first attempt at implementing a html+css project that was not trivial. I recall the my last honest attempt at it was during sophomore year of college, where I eventually gave up due to issues with centering elements on the page. Years later, and I had the same issues here. Indeed the precise placement of elements on the page to my liking was the biggest hurdle in the assignment. My overcoming of it was nothing profound, simply going through many stages of trial and error had me placing elements where I wanted them one by one. Stack overflow and other online tutorials helped, but I found that it was difficult to look up solutions regarding placement, since it is hard to describe verbally.



Another difficulty I encountered was the unexpected difference in rendering of the homepage in the VS Code livehost, and the homepage in Github Pages. The 2 images above show the difference, left image is the VS Code livehost render, and the right image is the Github Pages render. I have been looking for solutions to this problem, but have not yet found the cause of the issue. I will continue to try and solve the problem beyond this assignment and hopefully a resolution will reveal itself in time.

Brand Identity

Though Bun Bun Bake Shop is not a referable brand, what I imagined for the aesthetic for the brand was a quaint, warm atmosphere, which I reflected with the use of warm color tones in the brown, orange-yellow, and red for touch points. This decision of atmosphere come mainly from the fact that the product being sold is a comfort food that has no utilitarian value to the customer. Customers must associate the feeling of cinnamon buns to the website's visually welcoming tones. The website aims to simulate the experience of being in a physical bakery as much as possible, which is reflected in certain choice of words as compared to the usual retail website. One of which is to call the cart "My Bag", since bread and buns are bagged in bakeries, and carts are not used. To give peace of mind to the customers, the cinnamon buns are made

to be free of the more concerning allergens. The allergens that were specifically given attention to are listed on the product detail page of each product.

Links

Live Website (hosted on Github Pages)

https://thelittlefloor.github.io/PUI-Aaron-Lee/homework_5/homepage.html

Repository

https://github.com/thelittlefloor/PUI-Aaron-Lee/tree/main/homework_5