

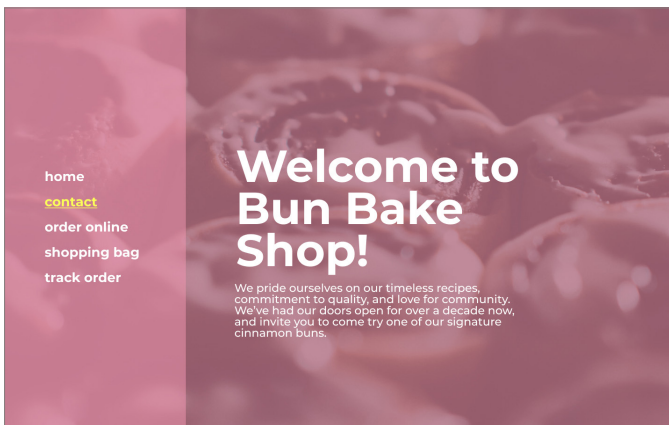
# REFLECTION

## HEURISTIC EVALUATION

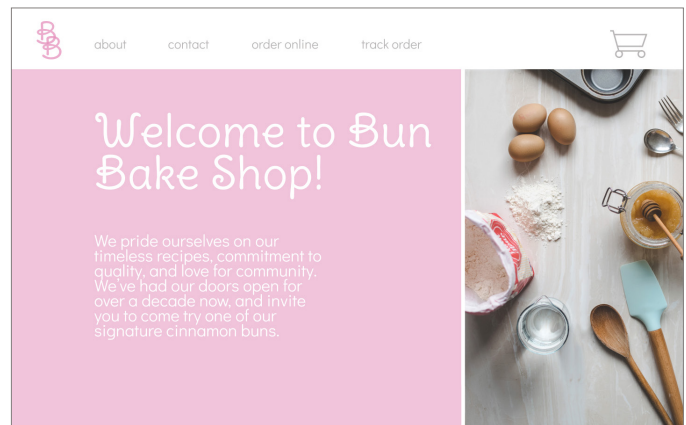
### *Interface Bug # 1 - Aesthetic and minimalist design*

Looking back at my initial prototype, I really wasn't happy with the 'heaviness' of the interface. Although there was not an overwhelming amount of content, per se, the faded-out full-bleed background image, along with the different color tones, really did not feel at all aesthetic or minimal. The yellow highlighted text - indicating system status (which page was displayed) did not seem intuitive against the warm-toned pink; the contrast sensitivity needed to be raised.

I ended up pretty much re-designing my entire web page. While I kept similar themes and overall information architecture, I wanted to push myself to make this design much more clear, friendly, and minimal.



*original home page*

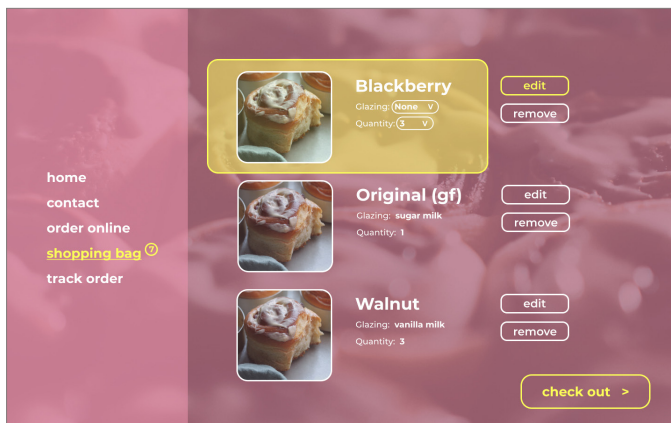


*edited home page - content is more readable, easier to find, and the user's focus stays on the important information; added logo in top-left corner for ease of navigation*

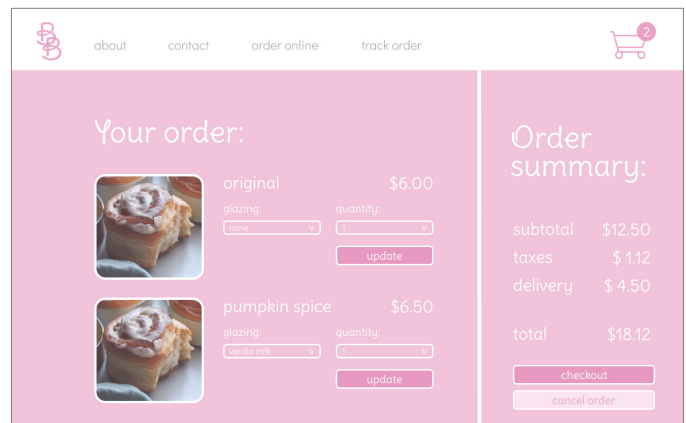
### *Interface Bug # 2 - User Control and Freedom*

Adding exit icons to in-browser windows/ pop-ups is something that I keep forgetting to do! I realized that in my original design, I hadn't added exit controls to elements such as order editing within the shopping cart page. I also had structured the website so that 'order online' takes you immediately to a single, interactive page where one can customize their cinnamon roll, rather than allow some 'breathing room' to first view all products (cinnamon roll flavors) in general before finding

out more information. Thus, I actually added a ‘quick view’ functionality, that allows the user to quickly browse flavors/options before either adding to cart, or finding out more information.



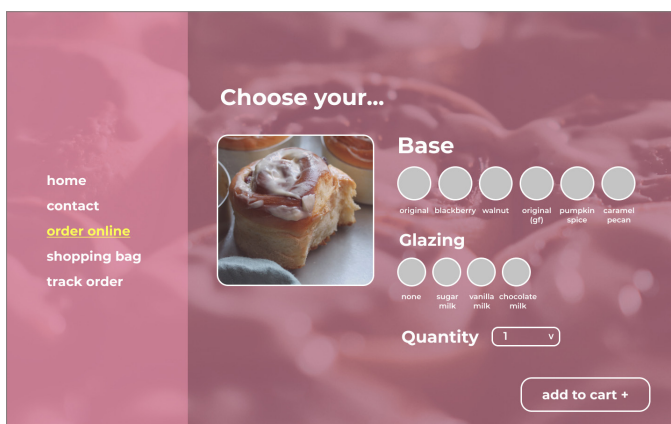
*original shopping cart page - unable to exit out of editing mode*



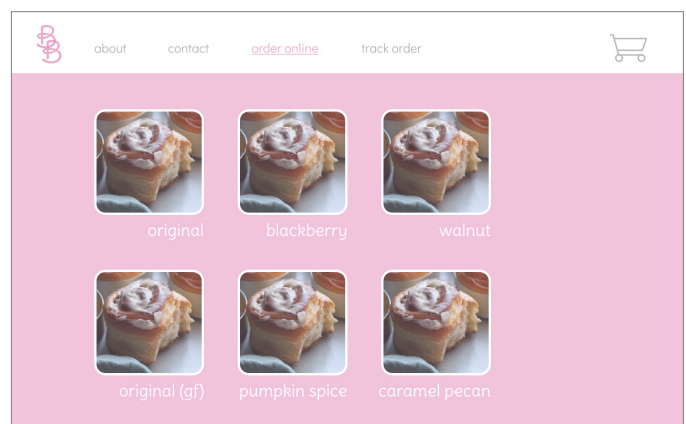
*edited shopping cart page - user now has more control to update cart and cancel order within page*

### Interface Bug # 3 - Consistency and standards

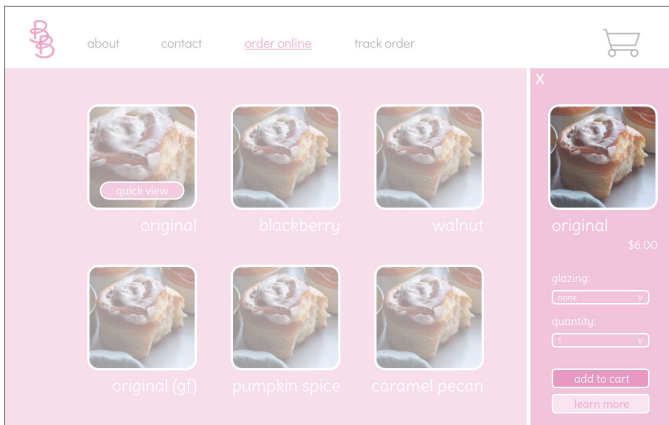
Many of the elements that I redesigned for user control and freedom similarly correspond to the idea of maintaining consistency and standards. This includes incorporating a general product browsing page, mirroring common terms used on other online shopping platforms (“quick view”, “learn more”, “cancel order”, etc). Instead of keeping the text navigation menu item called “shopping bag”, I replaced it with the more commonly-used shopping cart icon (I drew this one myself), and placed the navigation menu back on the top on the page.



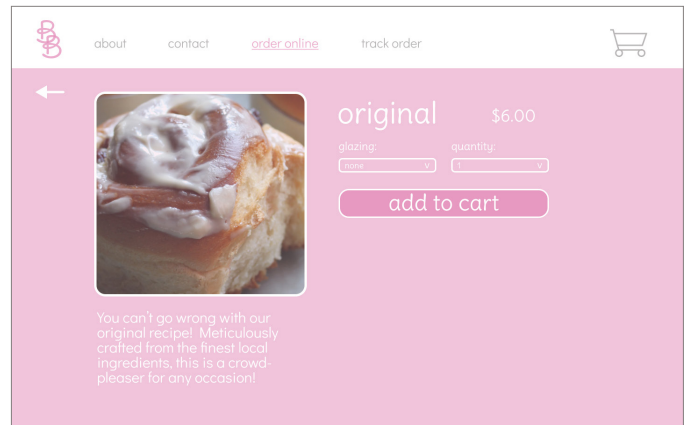
*original product page - this was essentially a combination of a product browsing page, as well as a product detail page*



*edited product browsing page - gives more breathing room and control to user, as they are not immediately confronted with so many options/selection items*



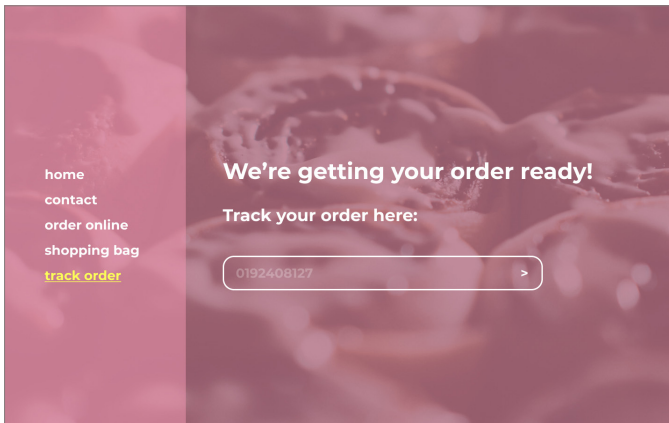
*added product quick view page, which mirrors the functionality of most online shopping platforms today*



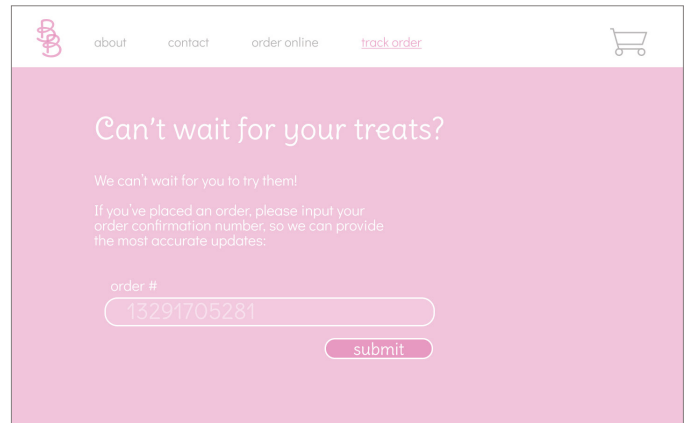
*edited product details page, which employs 'tunnelling', to focus user's attention on adding item to cart*

#### Interface Bug # 4 - Error Prevention

In class, we spoke a lot about forms/ input fields, and their propensity to cause errors. I realized that there was a more effective way to design the order tracking page, where the field to input a customer's order number was clearly marked, and an added 'submit' button removed questions regarding how to submit the input order confirmation number.



*original order tracking page*

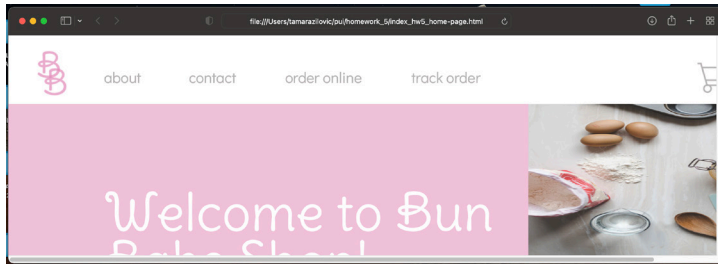


*edited order tracking page - added labels and clearly-defined 'submit' button hedge against potential user errors*

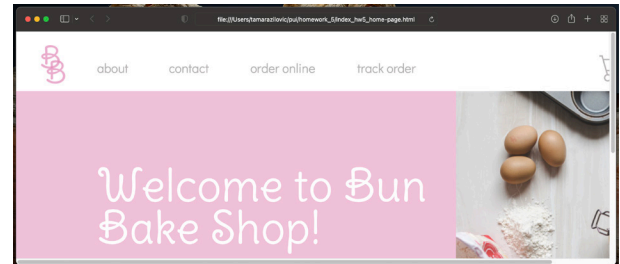
## IMPLEMENTATION CHALLENGES

### CHALLENGE #1 - Distorting Image when changing the width/height of browser

One big issue I ran into was the homepage image distorting when I changed the dimensions of the browser. Not only was the position *not* absolute (although I indicated it as such in CSS), the aspect ratio would also change, thus completely distorting the image. In order to correct this, I ended up just using a <div> as a cage to house the image, editing the id of the div in CSS so that the background shows as the image, and making sure that position: absolute. I found this solution through stackoverflow (<https://stackoverflow.com/questions/8168850/pictures-are-being-distorted-when-being-placed-on-my-html>), and in Figma, the CSS 'inspect' feature showed the code with the background url incorporated.



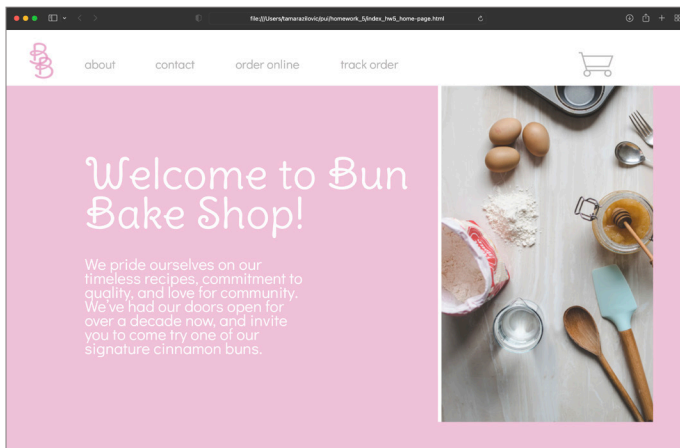
*distorted*



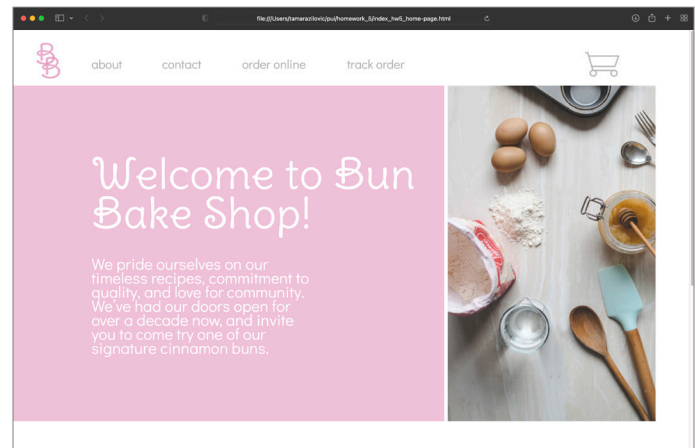
*...much better!*

### CHALLENGE #2 - Fixed layout caused unharmonious appearance when browser expanded

Since my webpage is a fixed - not liquid - layout, when I would expand my browser really far, it would look strange (the pink of the body continued well past the bounds to the image on the right). I just did a quick-fix by adding <div> elements called "footer" and "right border", so that there would just be white space around the border of my overall webpage when the browser would expand beyond the body's bounds. I understand this is just a quick fix, but honestly it looks a lot better!



*expanding the bounds of the browser  
made this look really odd*



*a quick fix... but definitely looks cleaner!*

## BRAND IDENTITY

The brand identity that I crafted for the client was very fun, young, and forward-looking. The playful, cool-toned colors suggest the idea of sweets, while still remaining monochromatic. This updated interface is well-suited to be adapted for both desktop as well as mobile, suggesting its utility for users who are constantly on the go (which would include students and young professionals living in Pittsburgh).

I also created a brand logo - the intersecting "B"s for "Bun Bake (Shop)"; this logo has been turned into a link that serves as a home navigation guide. This simple logo will likewise translate well on social media platforms, further supporting the overall brand identity that appeals to the younger college-age and young-professional crowd.

**\*Please Note:** I also read through the book *HTML&CSS design and build websites* by Jon Duckett, which was very informative.

All images are from Unplash - Unsplash license and were freely downloaded

**GITHUB SITE:** [https://tzilovic.github.io/homework\\_5/](https://tzilovic.github.io/homework_5/)

## EXTRA CREDIT:

In addition to the three pages we were tasked to build, I also built **THREE** other pages!

- *track order*
- *contact*
- *about*