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**Assignment 5: Web HTML and CSS Prototypes**

Heuristic Evaluation Findings

1. The first bug I found violated the "Consistency and standards" heuristic. When initially creating my menu page, I didn't want to include price next to each product listing because the total cost would change depending on what the user selects for the size (how many rolls in one container) of their order. However, after revisiting competitors that similarly sell food items, I realized that including prices on the product listing page is a common standard, even when there are options to customize size or quantity. To stay consistent with this standard, I added a section underneath the product names (on the product listing page) that would inform users the cost for each roll.
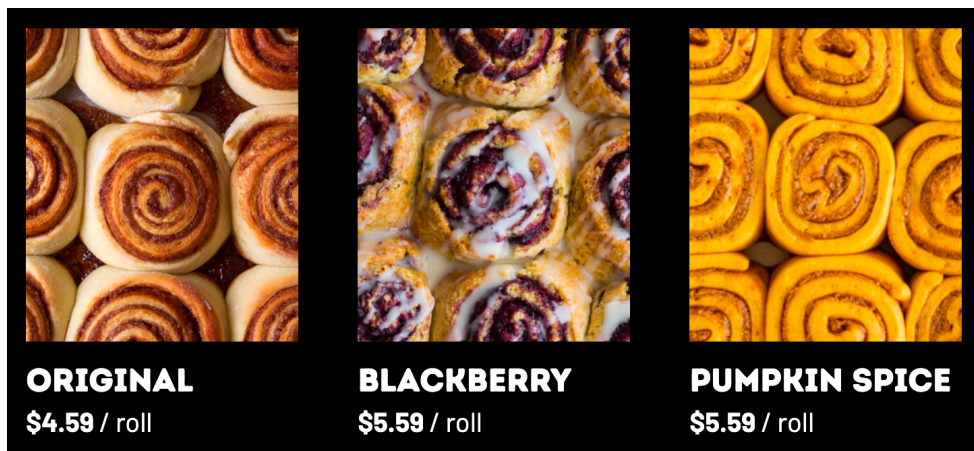

2. The second bug I identified violated the "Error prevention" heuristic. When users are on a product page, they can see that there's an option to add the product to their cart. However, there is no information in terms of whether the product they're viewing has already been added to their cart. Without that information, users may mistakenly add multiples of the same item when they didn't intend to. To help users prevent making such an error, I included a message under the "Add to Cart" button that reminds users the quantity of the product in their cart. If the product doesn't already exist in their cart, a message is also present to inform users about that fact.

3. The third bug I found violated the "Visibility of system status" heuristic. When users hover over a product on the menu page, the name of the product changes to a different color (yellow) to provide users with interaction feedback. However, this type of feedback may not be adequate for users with color blindness. Because they can't perceive the color change, they would not be properly informed about how they system is reacting and processing their hover interactions. To make the system status accessible and visible to more users, I added an upward transformation to the hover interaction with products. In other words, the product shifts slightly upward when a user hovers over it.
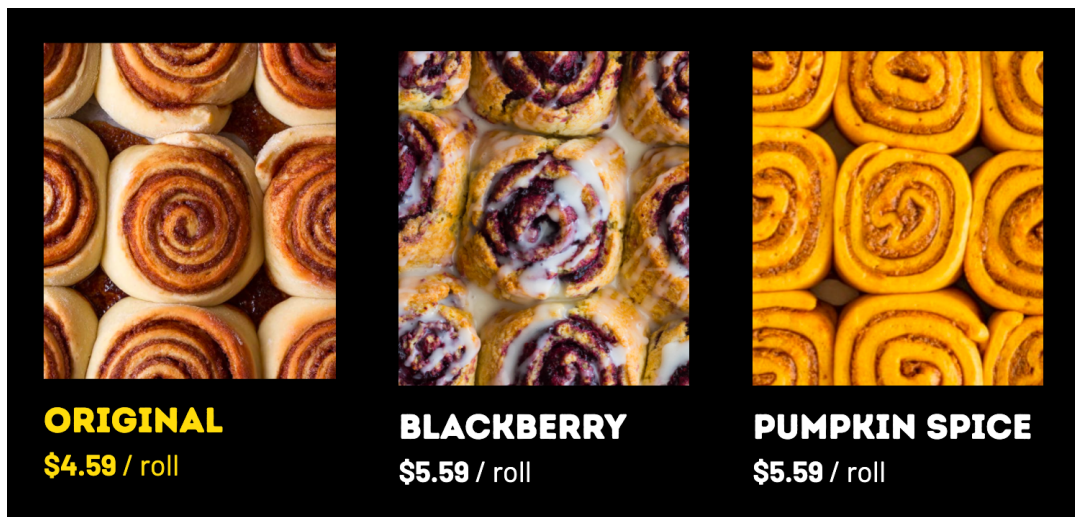
Challenges

One of the main challenges I encountered was arranging all the elements (divs) on a page to look like the original layout I intended. There are different display attributes such as inline-block and flex that can completely alter the layout of these elements. Since I haven't touched HTML/CSS in a long time, I had to spend a good amount of time experimenting with different configurations of display, margins, padding, etc.

Another challenge for me was organizing my code such that I could easily identify which piece of code was corresponded to each part of the rendered website. At first, I neglected to comment sections of code, so when certain files became lengthy and complex, I was struggling to find where I needed to go for certain modifications. However, as soon as I realized this struggle, I made it a habit to consistently comment different sections of my HTML/CSS code and clarify my primary intentions for the code.

Finally, given the constraints of time and JavaScript, I decided not to implement the carousel gallery for product pages (where users would have the option to browse through

different images). I will likely revisit the implementation of this in further iterations of this website that allow for JavaScript.

Brand Identity

The client I'm designing for is a cinnamon roll bakery called Bun Bun Bake Shop. Since they are located near a university campus (this was the context for which I originally designed my Figma prototype), their target audience are college students. Many college students stay up pretty late at night, so they may visit the bakery for late night cravings. Keeping this context in mind, I branded the website with a dark theme (black background with white text) to reflect the hours in which our bakery would be most popular. I used yellow as the accent color (for hover interactions with interactive elements) to signify how the bakery's products would brighten up their customers' mood. The fonts I used are "Intro Rust" and "Barlow," which are both sans serif fonts that are not only easy to read, but also create a sense of playfulness, which aligns with the typical customer's mindset when browsing the site for a sweet treat.