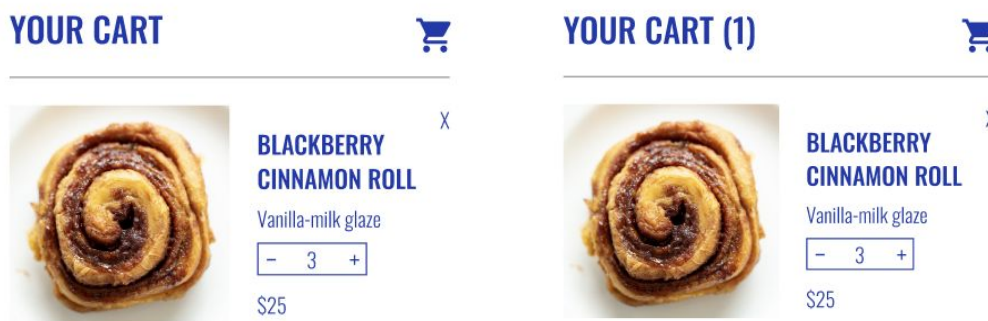Wen Shan Jiang
05430 PUI
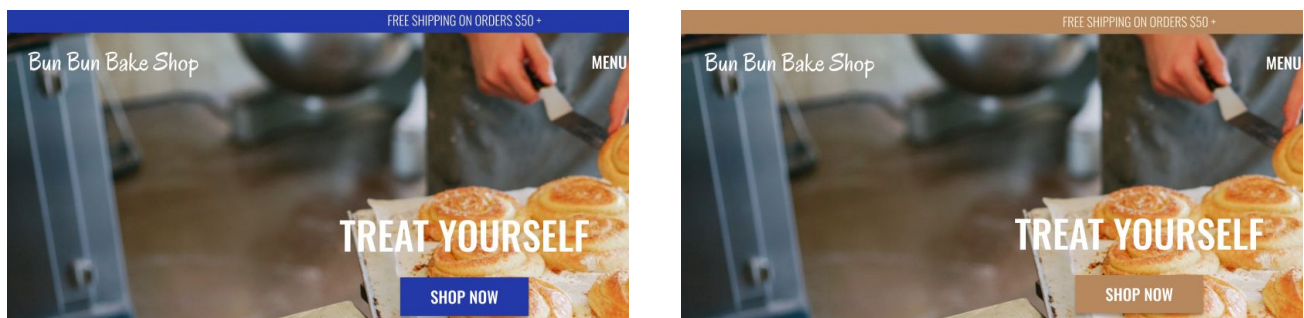Assignment 5

Heuristic Evaluation

H2-1: Visibility of system status

  After users add something to the shopping cart, I should give a visual change to the cart so the user knows that something's been added to the cart successfully, and users will not be wondering if the "added to cart button" is working or not. Moreover, if the user decides to stop shopping at the moment, he will be informed of his shopping cart status next time he visits the website. I fixed the issue by adding a number next to "your cart" title that counts the total number of items in the cart, and users will know that something's been added to the cart successfully by noticing that the number changes.

H2-8: Aesthetic and minimalist design

  The color of the header competes with the colors of the picture, which can cause some discomfort in the user because they have to look harder at the navigation bar to see the options. Moreover, the use of blue is not friendly for older users who are less sensitive to blue. I fixed the issue by switching the color scheme of the design from blue to caramel, which has a similar color as cinnamon rolls, making my design look more unified.

H2-3: User control and freedom

   The checkout cart does not give users the ability to modify their item (for glazing). This is inconvenient if users want to edit their glazing selection — they would need to delete their current selection from the shopping cart and restart the process of adding their order. I fixed the issue by adding an edit button next to the current glaze selection in the shopping cart. So if users want to modify their glaze flavor, they can directly press the edit button instead of restarting the process.

YOUR CART (1)		
Item	**Quantity**	**Price**
BLACKBERRY CINNAMON ROLL Glaze: Vanilla-milk	− 3 +	$25

YOUR CART (1)		
Item	**Quantity**	**Price**
BLACKBERRY CINNAMON ROLL Glaze: Vanilla-milk edit	− 3 +	$25

Challenge

During implementation, I had trouble with implementing specific features that I want and figuring out why something didn't render/not rendering correctly. For example, a problem that I encountered when I started my assignment was to delete automatic white space around my divs. I approached the problem by googling my problem and experimented with different ideas that people suggested on stack overflow. Eventually, it turned out that I should just set all of the elements to no padding and no margin in CSS to solve the problem. To make sure all my HTML codes have rendered correctly, I used the Developer Tools in Chrome to make sure each of my pages renders without error. Moreover, I didn't know how to position text over an image. I solved the challenge by googling how to position text over an image, and then I followed the instructions from W3 schools that explained different position properties in CSS that I can use. Then I simply experimented with different properties to find the one that fits what I'm trying to achieve. Furthermore, I didn't remember the syntax for CSS pseudo classes, so I reviewed them by googling CSS pseudo classes and found a cheatsheet with a list of CSS pseudo classes and their descriptions. Lastly, I was struggling with implementing a grid system without any outside frameworks such as Bootstrap. I overcame the challenge by going back to Codecademy CSS tutorial and reviewed the grid lesson.

Brand

Since Bun Bun Bake Shop is a small bakery in Pittsburgh, I wanted the website to appear homey and cozy, a branding that people don't associate with chain store bakeries. Therefore, I used a dark caramel color for my website that reminds people of their local bakeries. Moreover, since most people who are going to use the website to order from the bakery are young adults, I also designed a clean and modern layout for the site. I achieved the clean and modern feel by using one sans-serif font for the entire website, using a grid to organize information on the website, and employing white space as well as grouping and proximity to group and differentiate different categories of information on the website. In conclusion, the brand identity of Bun Bun Bake Shop is modern and yet homey, and I achieve this look and feel through the use of color, grid, white space, and design principles.