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PUI Section A
HW5
Reflection

Heuristic evaluation

1. Adjusted the visuals in products page to show a more accurate representation of the products. I made the decision to replace all of the flat icons with actual images of the baked goods to provide a more realistic example of what the commodities look like. I made sure to curate a set of images. I realized that using simple icons of buns would not provide a realistic enough representation of what the product would actually look like. All icons were, therefore, replaced with the bun images.
2. I provided more images for the product details page. My original graphic colors icons of different flavors were changed merely by the color of the icon. When a customer clicks on a product for more details, they will be greeted with photographs of the actual flavored baked product. This will also allow them to view the aesthetics and physical appearance of the buns. I provided more than one image so that customers have a variety of visuals they could potentially reference.
3. Edited the contact information page with more hierarchical organization. In my InVision prototype, I had multiple pages that the customer would have to go through in order to receive the appropriate contact information of the shop. Now, the customers can find all the necessary information right away under the "About Us" page.
4. Improved information and typographical hierarchy. By using two types of typefaces (League Script and Work Sans) I was able to establish more overall style and hierarchy to the web pages. Additionally, I organized the gluten-free accommodation original buns product. I realized it would make more sense to make the gluten-free an additional choice for the type of the original buns rather than taking up more space in the products list page.

Challenges

Although the webpages are all coded through different HTML files, there is only one sole CSS file that is used to manipulate the style. Although this sounds very obvious, I realized how important it is to keep track of what is going on the CSS. Although HTML

files are all divided per page, all of this is controlled by a single page. At first it was a little difficult in figuring out which parts of the CSS code would control parts of different pages or perhaps all the pages. It was also important to make sure that consistent features, such as the navigation bar, were entirely the same across every page.

Although learned in CodeAcademy, I found it a bit confusing and challenging to adjust all of the grid details. It took a particularly long time to get the images to properly fit into the grid rows and columns. I used very similar grid CSS codes for my products list page and my products details page. Because I simply copied and pasted the products list grid code for my products details grid code, it took a while to appropriate swap out all the necessary images and text in order to make an appropriate page.

Brand Identity

As a bake shop, I wanted to push for a style that was very homey and friendly. I thought the script typeface and the sans serif typeface would help in that stylistic choice. I took a lot of inspiration from Paris Baguette's (a Korean bakery) website as to the type of style I wanted to go for a bakery site. Bakeries are typically perceived as sweet and friendly and I thought that these typefaces would reflect that. A lot of visuals with photographed baked goods would also assist in showing off warm, baked goods. The rounded corners of all the buttons in the product details pages would also show a more friendly user interface as opposed to rectangles with sharp corners.

I knew that I had to change the imagery from icons/flat graphics to more images in order to actually show customers how great the products look. Baked goods are typically warm toned with yellows, oranges and browns. Therefore, I thought the dark blue would provide a nice contrast to the warm yellow and brown tones typically seen in baked goods.