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PUI Section D

Assignment 5 – Web HTML and CSS Prototypes

Website: https://youiecho.github.io/pui.github.io/
Source code: https://github.com/youiecho/pui.github.io

User Interface Bugs
1. Inconsistent buttons
   • The various buttons in my prototype did not have consistent proportions, which does not follow the heuristic of consistency and standards. I made them more proportionally consistent, and set all of them to the height of 40px. Finally, I rounded the corners of photos to match the style of the headers and buttons.
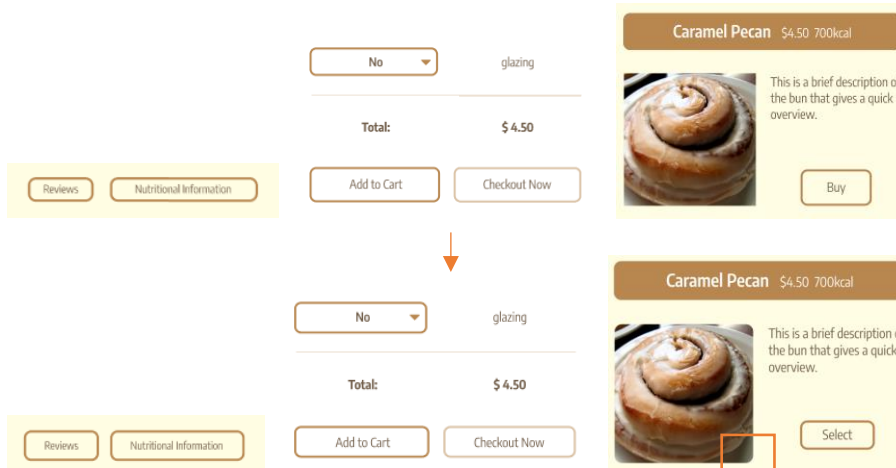
2. Then, to match between system and real world better, I changed the word "Buy" in the browsing page to "Select," since at this step the user is selecting a menu item to find out more about it, as opposed to already starting a purchase process (i.e. add to cart, checkout). Also, I removed the going-back icon in the top left corner because it is more relevant to a tablet or mobile application, while this is on a computer/laptop browser.

3. To improve help and documentation, I added an easily accessible Help button, as well as a search button, in the navigation bar. In this case, About Us would include contact information, such as social media links, and Help would be a more direct and accessible entry specifically for concerns or issues.

Challenges
The major challenges came with my unfamiliarity with the HTML and CSS languages. I had to search most of the commands and try many things with uncertainty, but it got progressively smoother through trial and error. It was especially difficult to control the grid with appropriate margins and paddings, because I needed a good understanding of the relationship of the elements and their positions. In addition, putting elements inline and controlling style within those elements was quite difficult. I had to organize the classes well and know which to control. For instance, the Caramel Pecan title box with different words, numbers, and icon was hard to get right. The navigation bar's elements on the right were also difficult to put together and align on the right side with appropriate spacing.

Brand Identity
I designed the website to give a friendly, and cute image. Because it is a small local bakery shop, I believe that these characteristics are appropriate. The color scheme consists of soft colors that reminds of sweet, warm food. The round sans serif typeface with a tall x-height and large-enough letter spacing not only matches the style, but also is easy to read. The various elements have rounded corners so that they look easy to approach.

Also, the website has a simple and easy grid system. The main page and the product detail pages utilize a simple 2-column grid. The main page creates easy entry points for recommended rolls and "Explore," which takes the user to the browsing page. Then, the detail page has an informative left column and a options column on the right for shopping customization. The intermediate step between the two pages is the browsing page, and this has a 3-column grid that displays the 6 types of rolls in a compact way with images and very brief descriptions to help the user choose easily. Overall, the grid structure is designed in a way that it is easy to follow and grasp the information on each page.