

# **Assignment 5**

Programming Usable Interfaces

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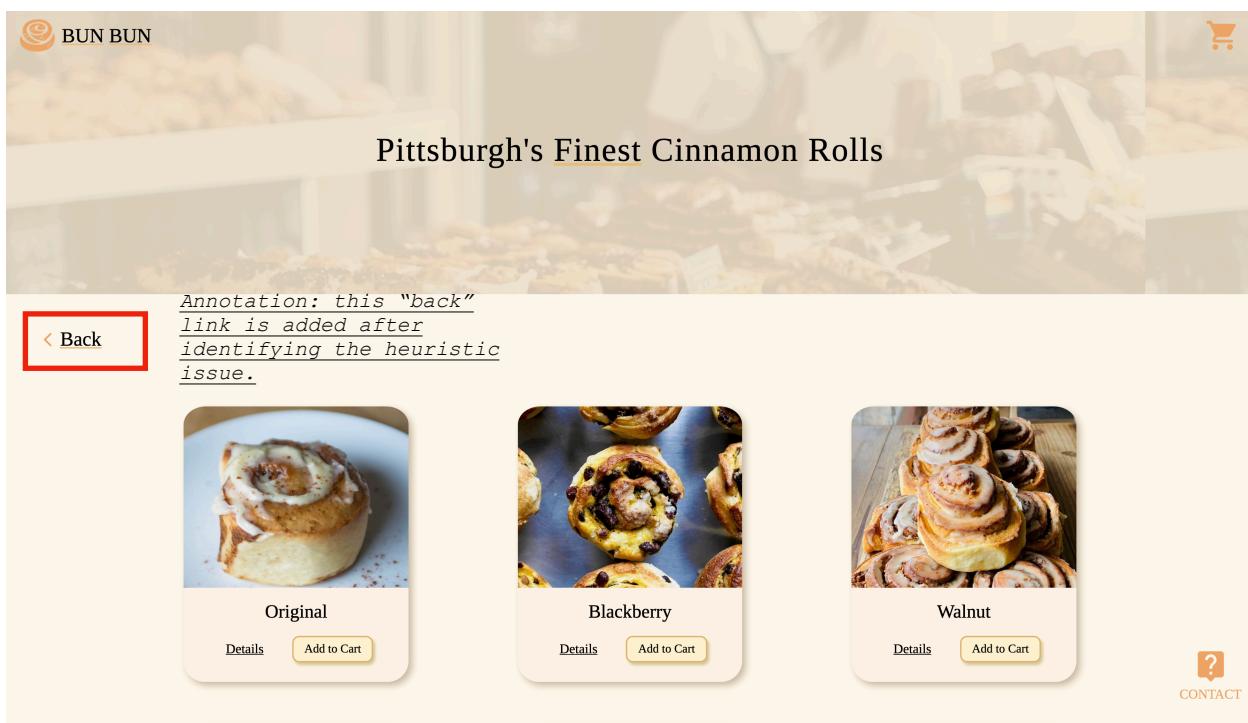
Live website: [https://yuwen-lu.me/PUI-Fall2020/Assignment\\_5/](https://yuwen-lu.me/PUI-Fall2020/Assignment_5/)

Github repository: [https://github.com/yuwen-lu/PUI-Fall2020/tree/main/Assignment\\_5](https://github.com/yuwen-lu/PUI-Fall2020/tree/main/Assignment_5)

# Heuristic Evaluation Findings

Using heuristic evaluation, I identified three bugs in my interface design.

Firstly, when the user enters the product browsing page from homepage, there's no "emergency exit" for the user to go back to home page. It violates the "user control and freedom heuristic. My solution is simply adding a "back" link to the previous page on the product browsing page, as indicated in the image below.



Secondly, the cinnamon bun icon and "Bun Bun" on the top left corner of the page was only a brand display instead of a clickable link. During my user testing with think aloud, the user thought it's a clickable item to go back to homepage, but was surprised it wasn't. Now I changed it into a clickable link to go back to the homepage. It functions as an accelerator and is in line with the "flexibility and efficiency of use" heuristic.

Thirdly, links and buttons are a bit inconsistent throughout the website. The "Add to Cart" links appear on product browsing and detail pages as buttons, while the "See Products" link appears only with an underscore on the homepage. This is not ideal

because we want the users to be very aware of the see products entry on the homepage, however, right now it's similar to some other non-clickable texts on the page. I changed the "See Products" into a button on the homepage for the consistency and visual attraction, as shown below.



Before



After

## Challenges and Bugs

I have worked with static website programming previously, so I am quite familiar with tools needed for this assignment. However, there are a few elements that took me some effort to implement to achieve their current states.

One challenge was the position of the hovering contact button, shown in the above image. My design of the contact button was to hover on the right bottom corner of the site all the time, so that the user can access it whenever they encounter any issue (shown in the next page). I tried to use the CSS code "position: fixed" to achieve this effect. However, since I have a footer at the bottom of the page and it's the same color with the contact button, using "position: fixed" will cause it to run into the footer and the user could not see it any more.

In order to fix this, I tried to set "position: fixed" and define the top distance instead of the bottom one. This solution wasn't really working, especially when you don't know the user's screen height. At the end, I discovered "position: sticky", which worked perfectly for my situation, and used that happily instead.



Original  
gluten free

[Details](#)

[Add to Cart](#)



Pumpkin Spice

[Details](#)

[Add to Cart](#)



Caramel Peacan

[Details](#)

[Add to Cart](#)



#### Contact Info

- @bunbunbakeshop
- @bunbunbakery
- help@bunbunbakery.com
- (412) 687-2494

#### Opening Hours

- Mon - Fri: 8:00 AM - 5:00 PM
- Sat: 8:00 AM - 4:00 PM
- Sun: 10:00 AM - 4:00 PM

#### location

- 417 S Craig St
- Pittsburgh, PA 15213 [See Map](#)
- (412) 687-2494

Another bug I had was the alignment of the top left corner cinnamon bun icon and the “BUN BUN” text (shown in the image below). I wrapped them both in an a tag to make them clickable, however, the text was always lower than the icon due to some mysterious properties of html a tags and img tags. I tried to wrap them up with a flexbox container and set the align-items property to center, but unfortunately it didn’t work. I ended up setting the “BUN BUN” text position to relative and moved it up by 0.4rem. It’s not an elegant solution but worked pretty well on the different screen sized I tested.



BUN BUN

Pittsburgh's Finest Cinnamon Rol

[Back](#)

## **Brand Identity and Design**

Since our customer is a cinnamon bun shop, I used a warm color theme to deliver a bakery feeling. I chose a golden-like color since it's the color of most bakery goods, and also it gives the user a elegant feeling of the brand.

With regard to the typeface, I chose the serif font Tinos to create a delicate touch of the website and the brand. It informs the user of the quality of our products and the amount of efforts we put in everything we do. I increased the letter spacing and line spacing to introduce a calmness to our design, too.