

Course: 05-430 PUI

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## Assignment 5

**<Important!>**

**Link to Home Page:**

**<Note:** home page links to product page, but product detail page is (only) accessible from product page, not home page. Check source code to see!>

**Link to Repo:**

### I. Heuristic Evaluation

Figma Link: <https://www.figma.com/file/pAjvQlzzimDTbYlIHdgXzP/05430-A3-Interactive-Prototype>

**<Note: All changes are marked.>**

#### 1. Change 1

In the previous design, users have to click on the "Bun Bun" logo to go back to the home page, where they scroll down (or click the downward arrow) to navigate to other pages. This does not seem an efficient way of switching between pages, which could potentially violate **#3 user control and freedom**. As a result, in the new design users only need to click the logo to let the white bar (which link to the other pages) show up, and the home page serves as an introductory/welcome page.

#### 2. Change 2

In the product detail page, the design of the "previous/next" arrows seems a bit awkward and inconsistent with that of other arrows in the page, which tends to be thin, clean lines instead of solid shapes. Additionally, they cover part of the images behind, which are intended to add to the feeling of an "album". To respect **#4 consistency and standards**, I changed them to be "thin arrows" and properly relocated them.

#### 3. Change 3

In the product detail page, there were “previous/next” arrows on the product image. However, users could already select image by clicking on the image bar below, which renders the arrows unnecessary. Also, they become less obvious when their colors almost match the image in the back. As a result, they were simply deleted to follow a **#8 aesthetic and minimalist design**.

## II. Challenges

As my first foray into coding with html/css, this assignment was a rugged experience. I encountered numerous challenges, and yet managed to overcome majority of them by searching online or asking for help. I find the biggest challenge to be making webpages responsive, because it is in general very tempting to hardcode everything (and in that way the webpages won't be responsive). It was frustrating to find out that sometimes html/css didn't work the way you intended, especially with **aligning and sizing elements**, and in fact some parts of my product detail page were still not fully fixed, and were left to be tackled with in the upcoming assignments where java comes in. A general feeling is that I've just started learning website programming and still don't fully know what cool functions the tools could accommodate.

## III. Brand Identity

The brand identity I intend to convey is “**warm, cozy, and homely**”, to make members of the Pittsburgh community gather around and enjoy cinnamon rolls (with “activities” on the home page), as if they are having a Sunday afternoon tea party with their families, bathing in the warm sunsets, and making cinnamon rolls together at their home backyards. This is mainly reflected through the design choice of having a dual-mode display featured by a grid-based gallery layout with great clarity and efficiency, and a nostalgic album view that intentionally slows down pace for careful consideration—both elements of fast and jubilation and slow and tranquility are present in a cinnamon roll tea party. Not only so, but the selection of warm, light, and cheerful colors, the lovely effect of enlarging an item box when hovered over, and the focus on pictorial labels and tags all add to the feeling of warmth and homeliness.