

- **(1 pts)** What challenges or bugs did you encounter and how did you overcome the challenges?

1. At first, it is hard for me to make elements be in the center of their parent element. I think using fixed location to deal with such requirement is not flexible and responsive enough. I tried different methods from searching results. I found it will be more structured and flexible if I create a class “.center-parent” and a class “.center” and use the class “.center-parent” for the parent element of elements need to be in the center and use the class “.center” for the elements need to be center.
2. I tried so many ways to resize the product images in the bottom of home page when the window is resized. The methods I tried include adding “resize: auto”, setting proportion of width, adding “display: flex” and so on. But nothing works. Then I went to Kristin’s office hour and finally we figure out the solution, which is setting the height and width of each product image into “auto”, adding flex-container and make the width of it 100%.
3. When I check my html files in the validator, it told me that the tag `<button></button>` can not be a parent element of the tag `<a></a>`, but I don’t know how to make the jumping happen when clicking the button if the tag `<a></a>` cannot be used. Then I searched for different types of button learned about how to make button action.

- **(1 pts)** How is the brand identity of your client reflected through your design choices? What kind of look and feel did you design for them and why?

The brand identity of BUN BUN BAKE SHOP is to create an exquisite and pleasant life where people enjoy nice dessert. I want to help people obtain the lifestyle with the high-quality and enjoyable gourmet. The most important goals of my web is to provide customers of BUN BUN BAKE SHOP with a comfortable and pleasant experience of online browsing, online shopping and getting related information they are interested in.

My target users are young people who love food and are willing to spend time and money on some high-quality dessert and also enjoy the whole process from picking them to eating them.

I chose light pink and light grey as the main colors of the website. Because light grey is a visually vulnerable color which will not distract customer’s visual attention from the tempting cinnamon rolls images. And also light grey with low saturation can also make the website more comfortable to explore and convey the peaceful emotion to customers. As for light pink, I intend to include one little piece

of light pink grid in each page to enlighten them. It will be too introverted and lifeless if the whole website is full of grey as the background color. Small area of light pink can make it more sophisticated and also bring a little bit feeling of romance, which matches cinnamon rolls very well.

For my choices of the images in the website, there are many images of cinnamon rolls as background on every web page. Because I think they can stimulate customers' desire for cinnamon rolls consumption. I think it will be easier for them to buy more if their sight is full of gorgeous cinnamon rolls. For example, on the page of shopping cart, I put an image of carefully placed cinnamon rolls on a dinning table at home, which may promote customers' imagination of how tempting those cinnamon rolls currently in their shopping carts will look in their own plates or baskets at home.

To make the user experience more consistent and convenient for our users, I make the same header, which is also for navigation, for each page. And the biggest button is used to jump to the browsing page, help users browse all the products easily at any time when they are using the website.