Exercise 6

Online Shopping UI using RAD Model

Register Number: 230701257
Tool Used: Axure RP
Project Title: Online Shopping App Interface

Introduction

Designing a great user interface (UI) is all about making apps easy to use, accessible, and enjoyable. In this assignment, I explored the **Rapid Application Development (RAD)** model—a process that focuses on quick prototyping, regular user feedback, and constant improvement. It's perfect for building UI projects fast without losing the human touch.

For this project, I designed an **Online Shopping App UI** using **Axure RP**, covering important screens like **Home**, **Registration**, **Payment**, and **Order Confirmation**. The goal was to walk through each RAD phase while building an interactive shopping experience.

Applying the RAD Model to UI Design

Phase 1: Requirements Planning

In this phase, I focused on understanding what the app needs to do and how users will interact with it.

Key Features:

- Simple registration form (Name, Phone, Email, Password)
- Easy navigation by product categories (Electronics, Mobiles, Groceries, etc.)
- Highlighting top deals
- A payment screen
- Final confirmation after payment

User Stories:

- *"I want to register quickly and securely as a new user."*
- *"I'd like to browse items by category without confusion."*
- *"When I buy something, I want a smooth payment and instant confirmation."*

🎨 Phase 2: User Design

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1. **Registration Page**
   - o Fields for user details
   - o "Next" button to continue
2. **Registration Success Page**
   - o A thank-you message
   - o "Start" button to go to the home screen
3. **Home Page**
   - o categories like Mobiles, Electronics, Groceries
   - o A "Top Deals" section with product cards
4. **Payment Page**
   - o Inputs for card number, expiry, CVV
   - o "Pay" button to process the payment
5. **Payment Success Page**
   - o "Payment Successful!" message
   - o A button to continue shopping

Interactive Features:

- Clickable buttons to simulate page transitions
- Category tiles that behave like real navigation
- Scrollable product lists

🎬 Phase 3: Construction

After designing the wireframes, I brought them to life by adding interactions and transitions in Axure.

What I built:

- All screens are linked with OnClick events
- Navigation between registration, home, payment, and success flows smoothly
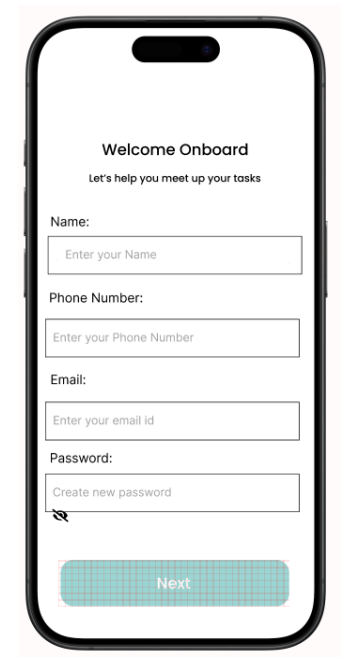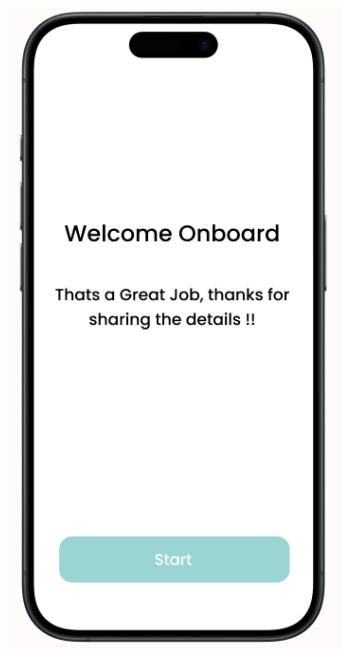- A realistic shopping flow from start to finish

Feedback Process:

- I previewed the prototype multiple times to catch UI issues
- Made changes like improving font size, spacing, and color contrast
- Ensured a clean and easy-to-follow layout

🚀 Phase 4: Cutover

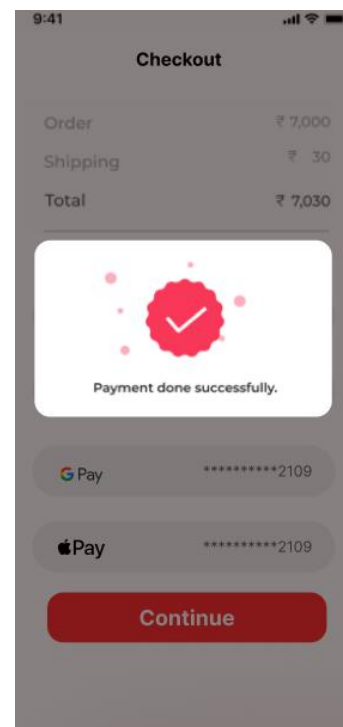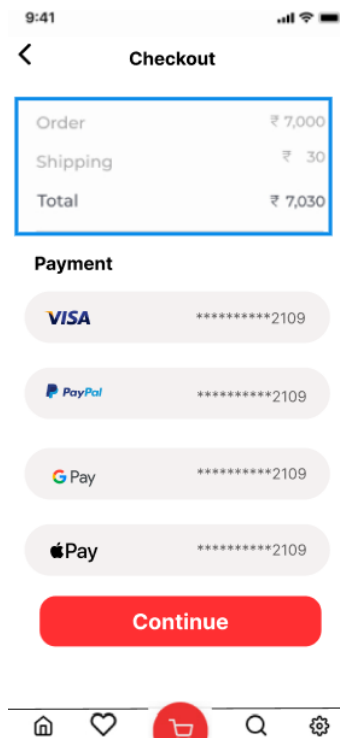In the final phase, I prepared everything for sharing and presentation.

Deployment:

- The project was exported or published via Axure Cloud
- Shared with classmates and instructors for review

Screens Overview

Page	What It Does
Registration	Collects user info (name, email, etc.)
Success	Confirms registration, leads to shopping
Home	Displays categories and top deals
Payment	Simulates entering card details
Success Page	Confirms successful payment and closes loop

Conclusion

This project was a great hands-on experience in using the **RAD model** to build a UI. With Axure RP, I was able to quickly prototype and improve the app based on user needs. The process showed how rapid design, feedback, and iteration can create a smooth, intuitive shopping experience without slowing down development.