

UID EX 8

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AIM:

The aim is to create storyboards representing the user flow for a mobile E-commerce app using Balsamiq.

Procedure

1. **Tool Used:** Balsamiq Wireframes (<https://balsamiq.com>)
2. I created a new project and added mobile screens to simulate the user's shopping experience from start to finish.
3. Each screen represents a key step in the product browsing and purchase process.
4. UI components like buttons, text fields, dropdowns, images, and icons were selected from Balsamiq's built-in library.
5. All wireframes were designed to be simple, clean, and focused on user interaction and flow.

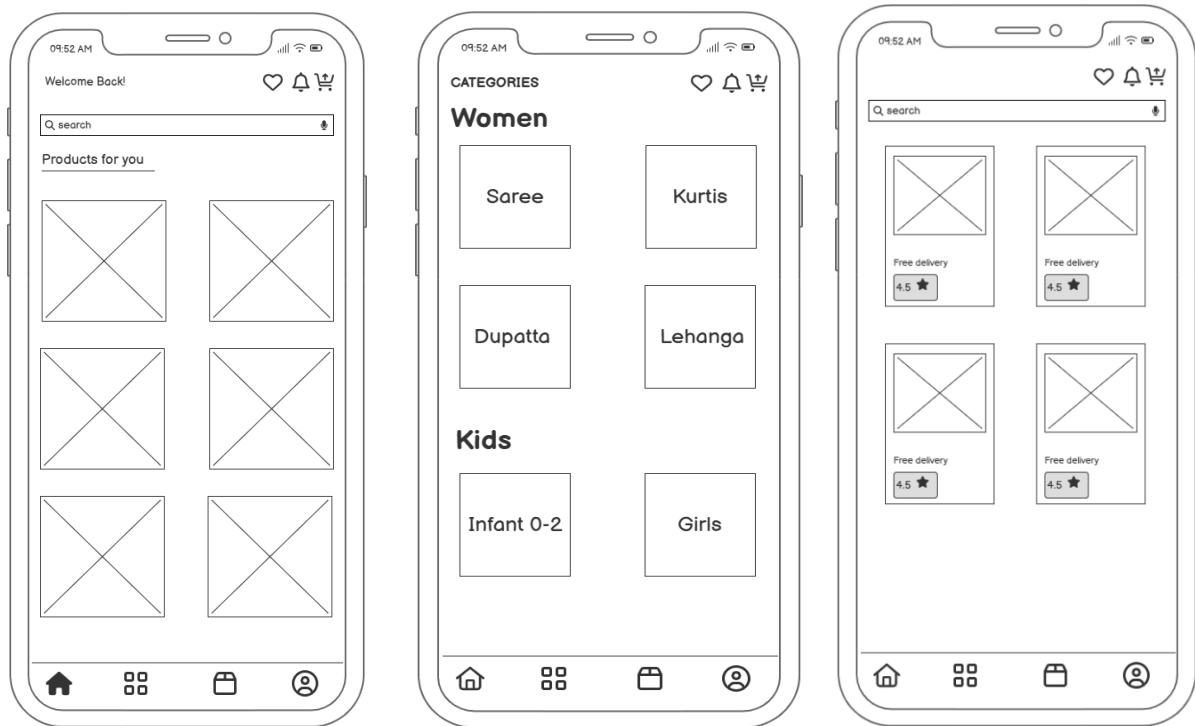
User Flow

1. **Homepage** – Users can browse featured products, search for items, and navigate to different categories.
2. **Categories Screen** – Displays various product categories such as Electronics, Fashion, Home, etc.
3. **Product List Screen** – Shows a list of products within a selected category, with image, name, price, and “Add to Cart” button.
4. **Product Details Screen** – Detailed view of a single product with description, images, price, and “Add to Cart” button.
5. **Checkout Screen** – Shows the cart with total price, delivery address input, and a button to proceed.
6. **Payment Confirmation Screen** – Displays payment options and a confirmation message after successful payment.

Homepage

- **Components:**
 - Search bar
 - Banner/Carousel for offers
 - Navigation buttons to categories
 - Featured products with thumbnail, price, and "Add to Cart"
- **Purpose:**

Starting point for exploring and engaging with the app's product offerings.



Categories Screen

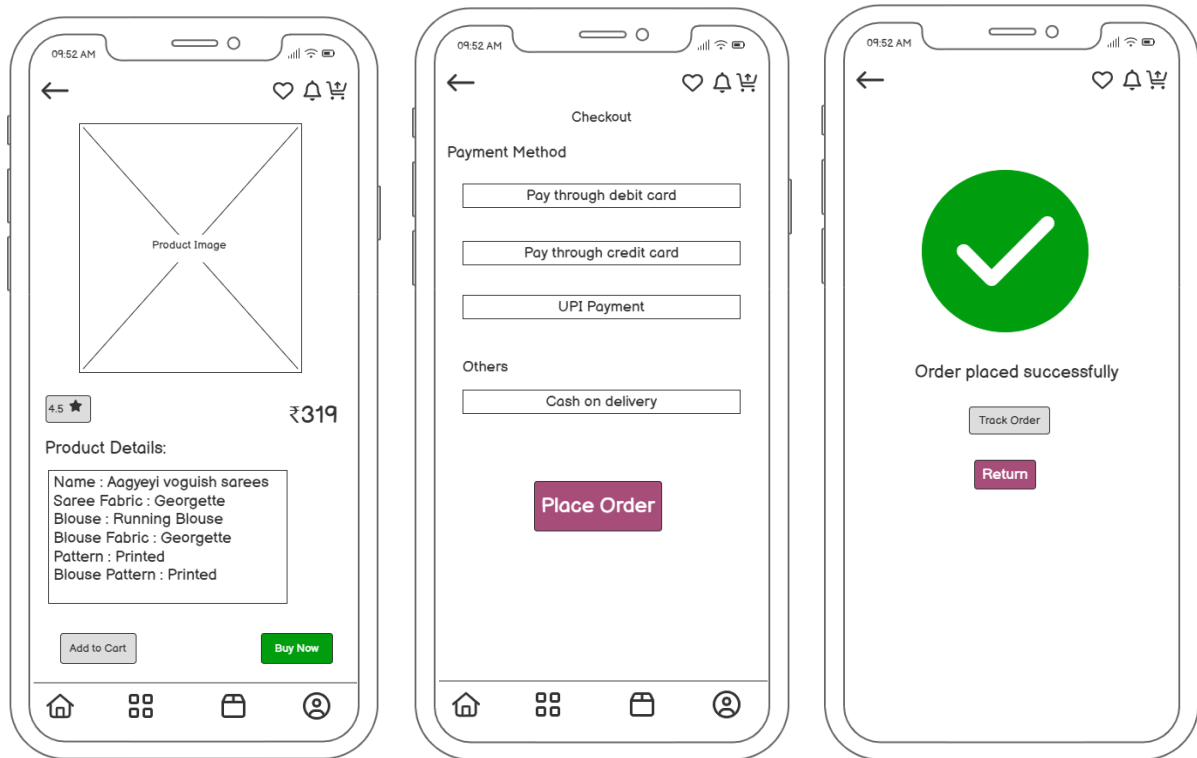
- **Components:**
 - Grid or list view of categories (e.g., Electronics, Fashion, Groceries)
 - Icons/images representing each category
- **Purpose:**
Help users easily filter products based on interest.

Product List Screen

- **Components:**
 - Scrollable list of products
 - Product image, name, price
 - “Add to Cart” button for each product
- **Purpose:**
View and select products within a specific category.

Product Details Screen

- **Components:**
 - Product image gallery
 - Title, price, ratings
 - Description and specifications
 - “Add to Cart” button
- **Purpose:**
Provide full information about a product to aid in purchase decisions.



Checkout Screen

- **Components:**
 - List of items in cart with price breakdown
 - Input fields for delivery address
 - “Proceed to Payment” button
- **Purpose:**

Let users review their order and enter delivery details.

Payment Confirmation Screen

- **Components:**
 - Radio buttons for payment methods (UPI, Credit Card, COD)
 - Order summary and total cost
 - “Pay Now” or “Confirm Payment” button
 - Confirmation message (e.g., “Payment Successful! Your order will arrive in 3-5 days.”)
- **Purpose:**

Final confirmation step that assures the user the transaction is complete.