

HCC 629 Assignment Week 3

By

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Explain *the concept in your own words*

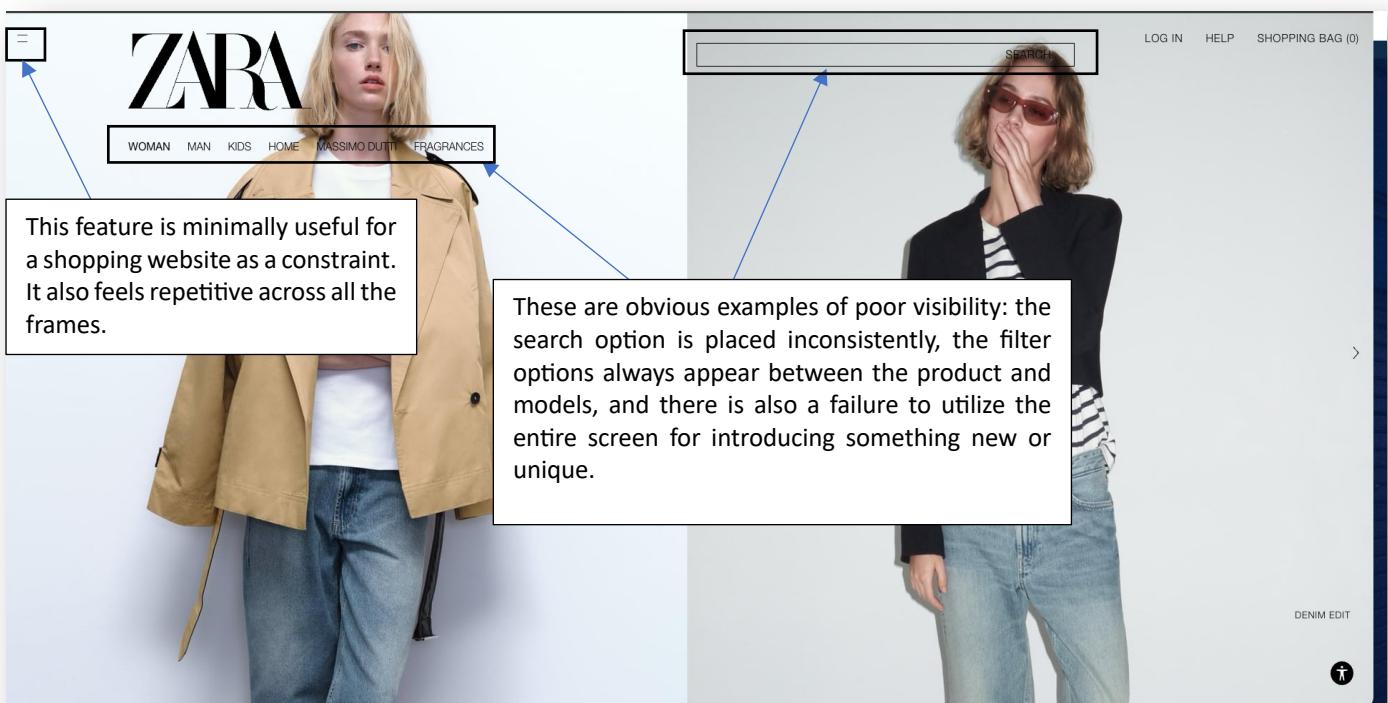
Visibility: Refers to making functions visible to increase the likelihood that users will know what to do next. It emphasizes the importance of providing appropriate cues for users to understand the next steps in their tasks.

Feedback: Involves providing users with information about what action has been done and the result of that action. This principle is about making the outcomes of actions clear to the user, either through visual or auditory means.

Constraints: This principle is about limiting the actions that can be performed at a given moment to prevent errors. By constraining the kinds of interactions possible, it helps guide users towards correct actions and prevents them from making mistakes.

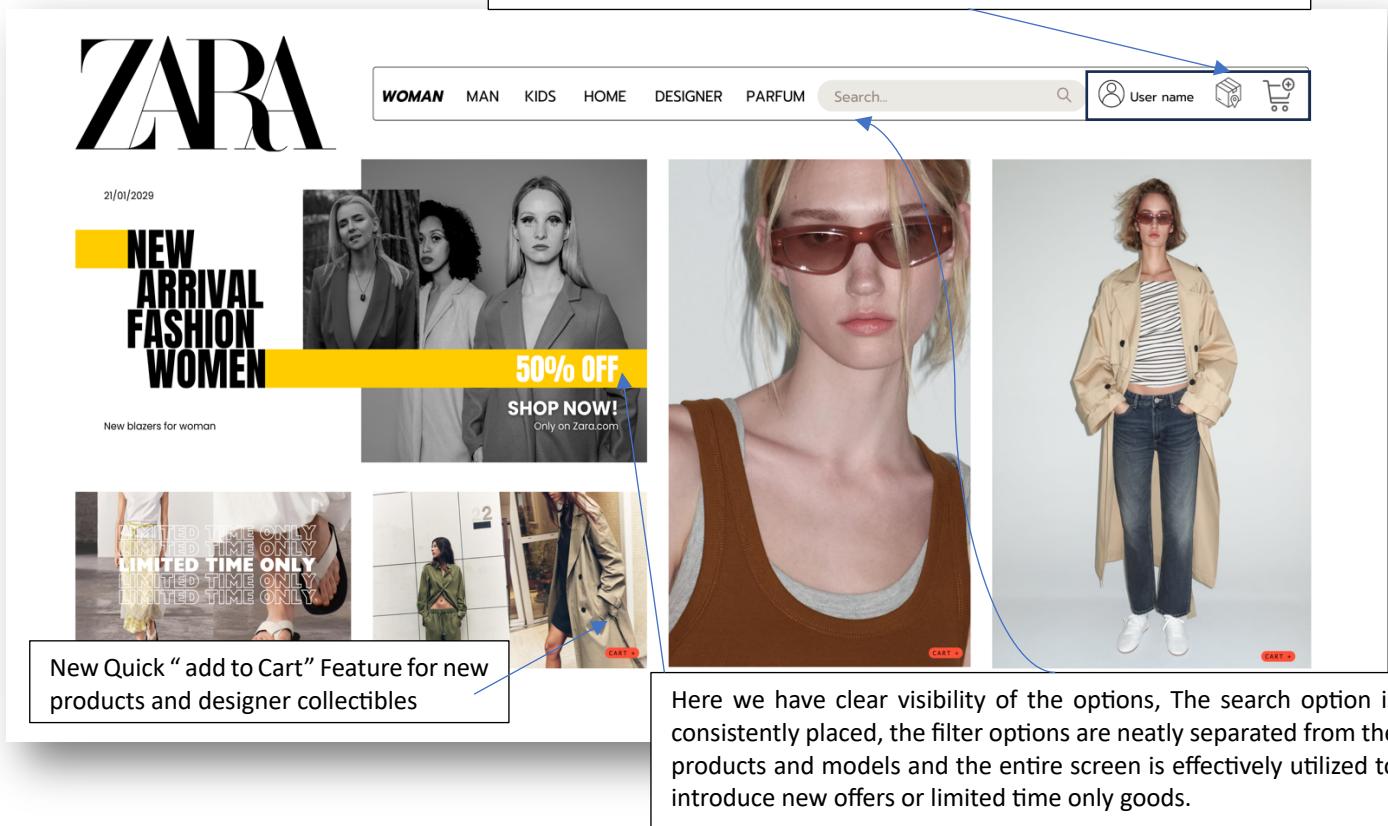
Consistency: Focuses on designing interfaces to have similar operations, behaviors, and elements for similar tasks. Consistency in design allows users to leverage prior knowledge from one part of an application or from other applications, making the interface easier to use and learn.

INITIAL DESIGN OF THE FRONT PAGE [VISIBILITY & CONSTRAINT]

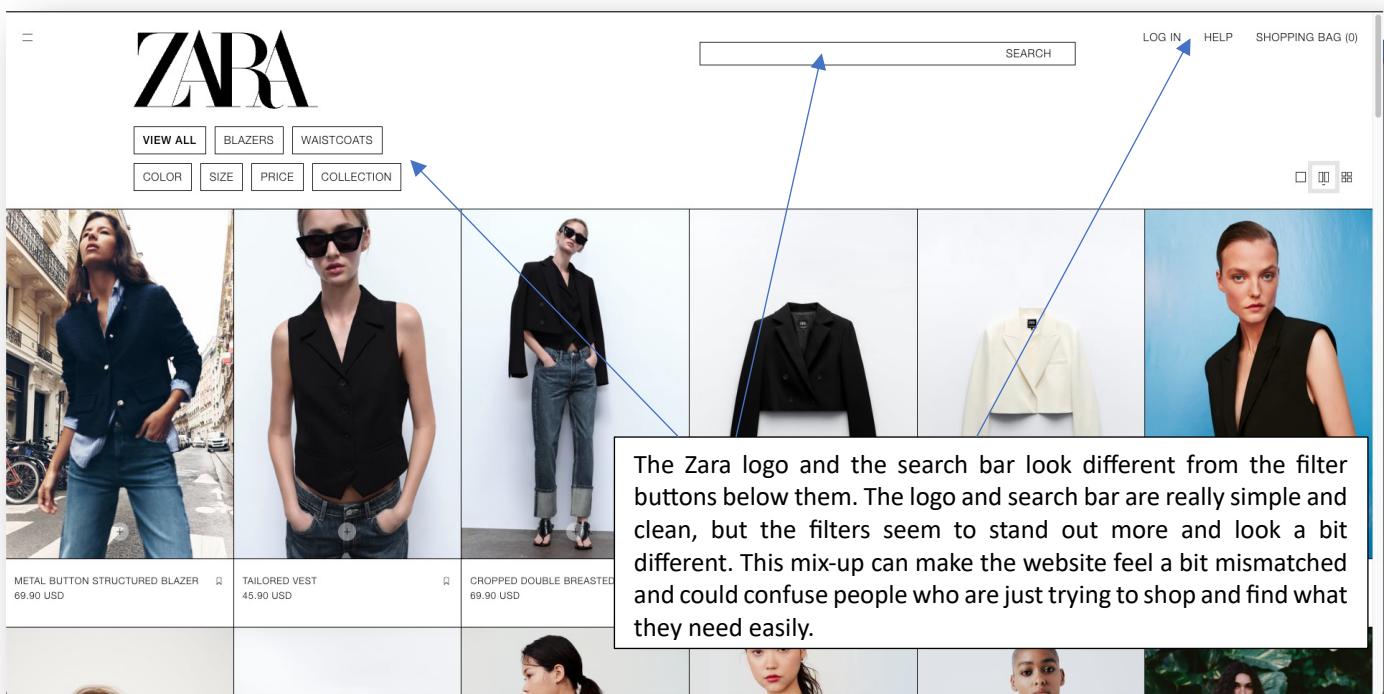


RE-DESIGN OF THE FRONT PAGE

In this section, We have redesigned the shopping bag and login section into an entirely new profile section, along with a quick view button for recent orders placed in the middle of the profile and shopping cart.

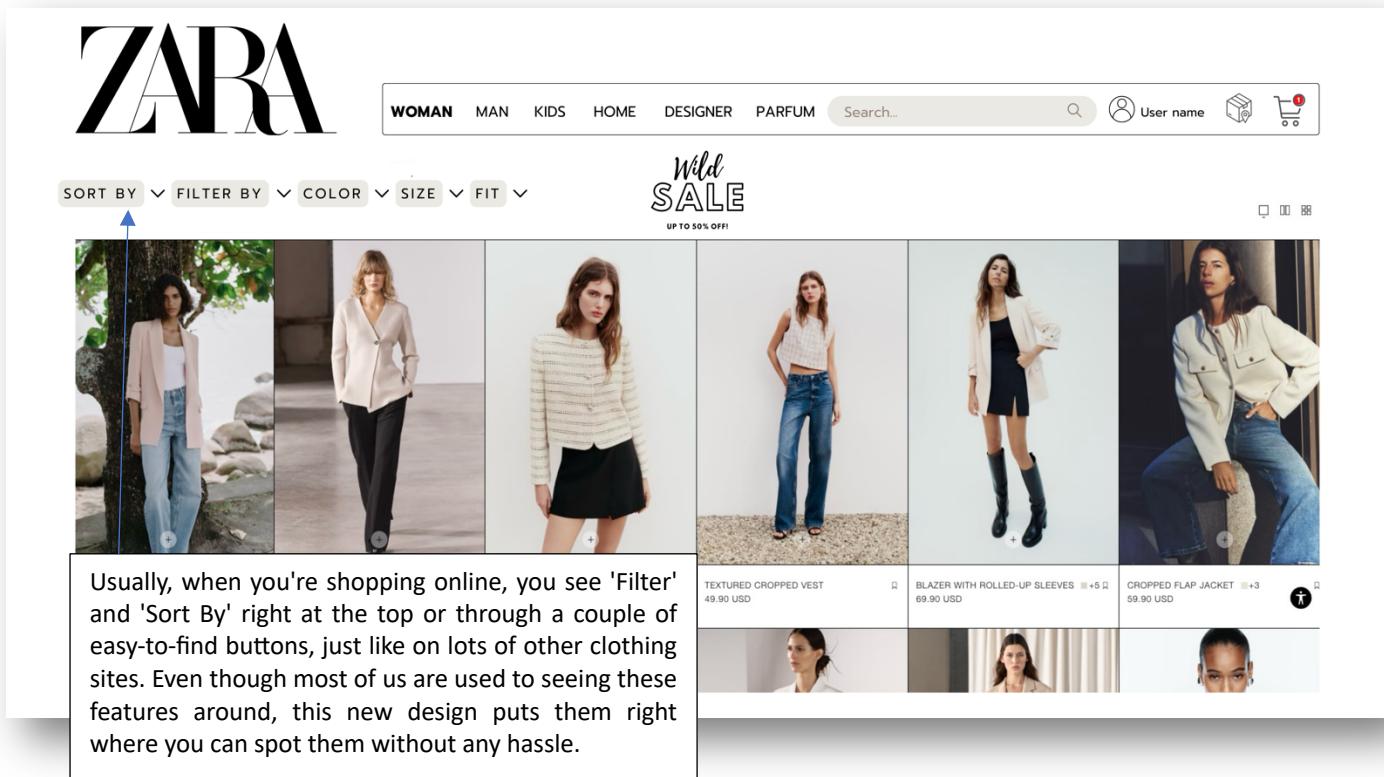


INITIAL DESIGN OF THE SEARCH RESULTS PAGE [CONSISTENCY]



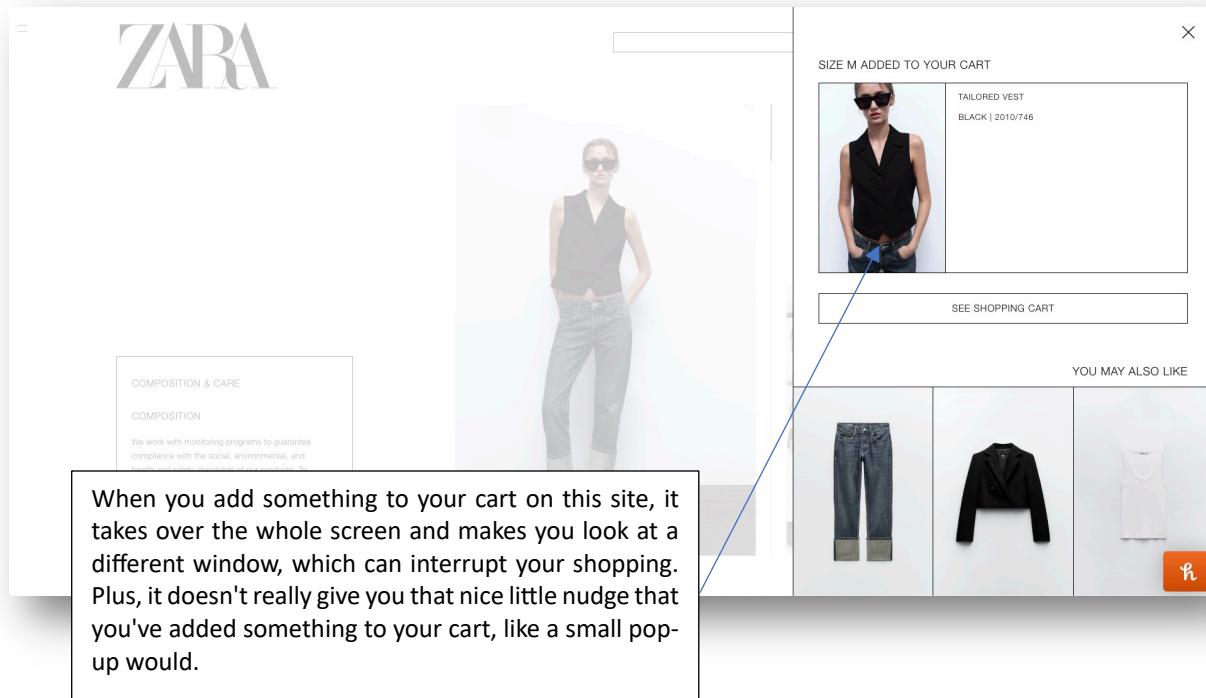
The Zara logo and the search bar look different from the filter buttons below them. The logo and search bar are really simple and clean, but the filters seem to stand out more and look a bit different. This mix-up can make the website feel a bit mismatched and could confuse people who are just trying to shop and find what they need easily.

RE- DESIGN OF THE SEARCH RESULTS PAGE [CONSISTENCY]



Usually, when you're shopping online, you see 'Filter' and 'Sort By' right at the top or through a couple of easy-to-find buttons, just like on lots of other clothing sites. Even though most of us are used to seeing these features around, this new design puts them right where you can spot them without any hassle.

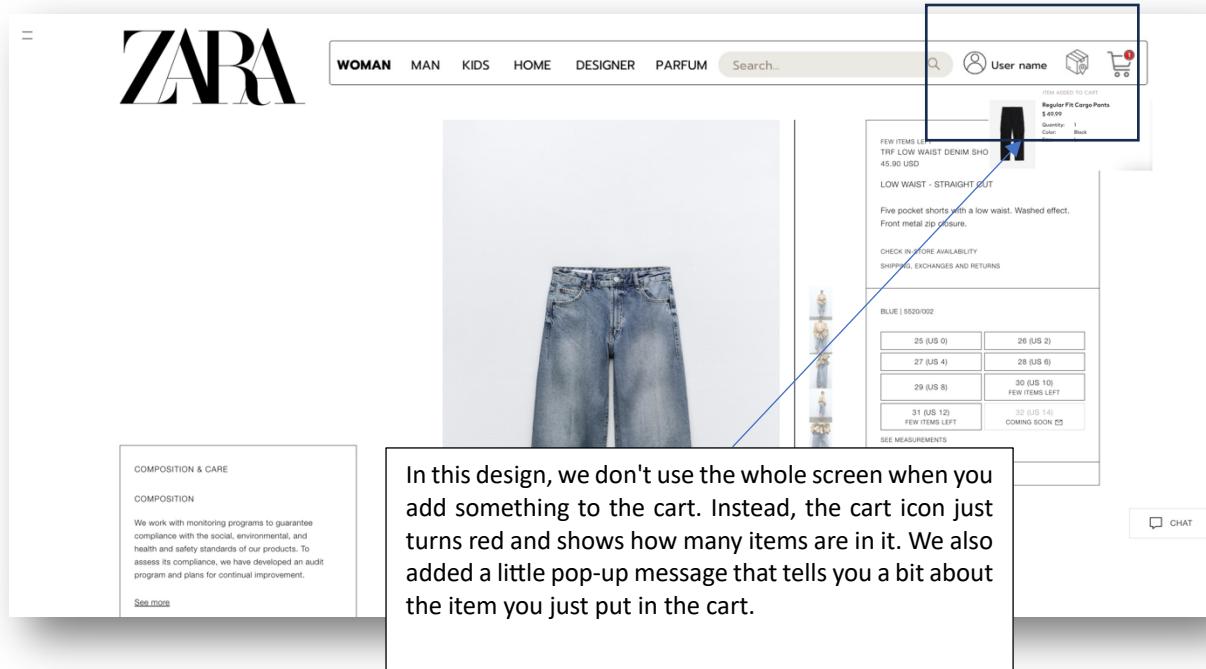
INITIAL DESIGN WHEN YOU ADD AN ITEM TO CART [FEEDBACK]



The screenshot shows the Zara website. A large, semi-transparent modal window is overlaid on the page, centered on a woman's outfit. The modal has a white header that reads "SIZE M ADDED TO YOUR CART". Inside, there's a small image of a person wearing a black vest and jeans, with the text "TAILORED VEST BLACK | 2010/748" next to it. Below this is a "SEE SHOPPING CART" button. The background of the modal shows a blurred version of the same outfit. At the bottom of the modal, there's a "YOU MAY ALSO LIKE" section with three items: a pair of jeans, a black blazer, and a white tank top. A blue arrow points from the text box below to the top-left corner of the modal.

When you add something to your cart on this site, it takes over the whole screen and makes you look at a different window, which can interrupt your shopping. Plus, it doesn't really give you that nice little nudge that you've added something to your cart, like a small pop-up would.

RE-DESIGN WHEN YOU ADD AN ITEM TO CART [FEEDBACK]



The screenshot shows the redesigned Zara website. A smaller, semi-transparent notification is positioned in the top right corner. It contains a small image of a pair of jeans, the text "ITEM ADDED TO CART Regular Fit Cargo Pants 44 (US 10)", and a "1" in a red circle indicating one item in the cart. Below this, there's descriptive text about the jeans: "Five pocket shorts with a low waist. Washed effect. Front metal zip closure." Further down, there are sections for "CHECK IN STORE AVAILABILITY", "SHIPPING, EXCHANGES AND RETURNS", and a size chart table. A blue arrow points from the text box below to the notification.

In this design, we don't use the whole screen when you add something to the cart. Instead, the cart icon just turns red and shows how many items are in it. We also added a little pop-up message that tells you a bit about the item you just put in the cart.