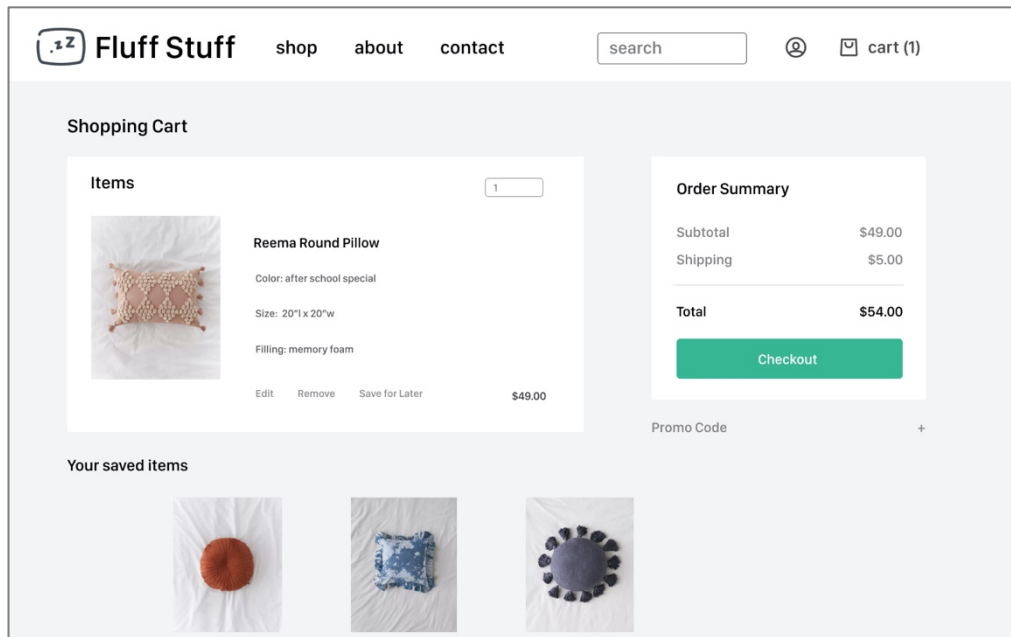High-Fidelity Mockup

Unlike the mockup I included in the previous assignment, I created a high-fidelity mockup that refines the changes from the low-fidelity version, while incorporating new design decisions in preparation for the HTML/CSS implementation. By adding the theme colors to this mockup, using simple colors, such as green, white, and light gray, I made the page more consistent with the modern look of my other web pages. The green color is used for the "checkout" button, like the other main clickable elements on other pages. As shown in the low-fidelity prototype, I also inserted a bottom section for saved items with images of other pillow products. As for the new changes added to this page, I decided to move the placement of the item quantity bar and design it to adjust the quantity amount in a more flexible manner, without the need to display the increasing or decreasing increment buttons. Having the quantity bar be moved above the related cart item helps users indicate that the quantity bar is a prioritized option in the cart. With the quantity bar separated from the other product details, users are able to clearly see the amount before checking out. In addition, reducing the visibility of the quantity increase and decrease buttons helps simplify the look of the quantity bar, especially for those who do not need to adjust the item amount. And for those who need to adjust the amount, can hover over to see the buttons in order to increase or decrease the item quantity. I also decided to label the cart icon in the navigation bar as well as label the number of cart items. Compared to the previous design, where there was only the cart icon image, I realized the need to indicate the number next to the icon, so that users can shop for multiple products while keeping track of how many are currently in their carts. Along with changes to the cart, I decided to prioritize the cart and order summary sections over the promotion code option by making this option more subtle, without a separate bar for this part. In order for the promotion code option to seem more optional, and not always necessary for some users, the promotion code option can be used by clicking over the "+" to apply it.

Sitemap