

Experiment No. 8

Design and Implementation of a Mobile App User Flow Using Wireframes

Procedure:

Tool Used: Balsamiq Wireframes

Tool URL: <https://balsamiq.com>

Step 1: Define the User Flow

1. Identify Key Screens:

- Home Page
- Featured Deals
- Product Detail Page
- Cart Page
- Checkout Page
- Order Confirmation

2. Map the User Journey:

- The user begins on the home screen browsing available deals.
- The user navigates to featured products and selects one.
- On the product page, the user selects a quantity and adds the item to the cart.
- The user proceeds to the cart and confirms product selection.
- The user enters checkout details including delivery address and payment information.
- The order is placed, and the user sees a confirmation screen.

Step 2: Create Wireframes in Balsamiq

1. Install and Open Balsamiq:

- Download from <https://balsamiq.com>
- Create a new project.

2. Design Wireframe Screens:

- Add a new screen for each stage in the user flow.
- Use pre-built UI components like buttons, text boxes, icons, and dropdowns.

3. Organize the Flow:

- Arrange the screens in order of navigation.
 - Connect screens with arrows to show direction of user interaction.
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Steps and Explanation:

1. Home Screen (Wireframe 1 - “Latest Deals”):

- Title Section: "Latest Deals"
- Subtext highlighting guide availability.
- Prominent “Shop Now” button for navigation.
- Clean layout encouraging quick action from the user.

2. Today's Featured Deals Section (Wireframe 1):

- Product showcased: Echo Dot (5th Gen)
- Highlights: Deep Bass, Alexa Built-In, Hands-free control, Smart Home capabilities.
- Price displayed: \$49.99
- Product description beneath image.

3. Product Detail Page (Wireframe 2 - “Echo Dot 6th Gen”):

- Enlarged product image.
- Product Title: Echo Dot 6th Gen
- Features repeated in icon form: Deep Bass, Music, Alexa, Bluetooth, Smart Home, Motion and Temperature controls.

- Dropdown for quantity selection.
 - Prominent “Add To Cart” button.
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Output:

Using the steps above and Balsamiq, the following screens were successfully created to illustrate the user flow of a smart product shopping app:

- **Wireframe 1:** Displays the homepage with navigation to featured products and deals. Presents a clean, promotional layout to attract user attention.
- **Wireframe 2:** Product detail page for Echo Dot, showcasing features, quantity selection, and cart interaction.

These wireframes demonstrate the complete process from product discovery to cart addition and checkout initiation, enabling a streamlined e-commerce experience for users.

Latest Deals

Our North American Field Guides provide tips for identifying birds in all of the regions of the United States and Canada. Download any of our guides for free now!

 SHOP NOW

★ Today's Featured Deals



Echo Dot (5th Gen) Smart Speaker

Alexa Built-In, Deep Bass

\$49.99

[Home](#) > [Category X](#) > Echo Dot 6th Gen

Echo Dot 6th Gen \$49.99

Quantity

1

▼

Add To Cart

