

# Experiment-6 : Online Shopping UI using RAD Model using Axure RP

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## **AIM:**

The aim is to demonstrate the lifecycle stages of UI design via the RAD model and develop a small interactive interface employing Axure RP.

## **PROCEDURE:**

### **STEP 1: Initial Splash Screen/Advertisement:**

- This screen is the first thing a user probably sees when they open the "SA Online Store" app.
- It prominently displays the store's logo: "SA ONLINE STORE".
- There's a catchy tagline: "If you can't stop thinking about it... buy it". This is designed to be persuasive and encourage purchasing.
- A clear call-to-action button labeled "Get Started" is present. This is the primary way for the user to proceed to the main part of the app.
- **How it works:** When the user taps the "Get Started" button, the app transitions from this introductory screen to the next stage, which is shown in Step 2.



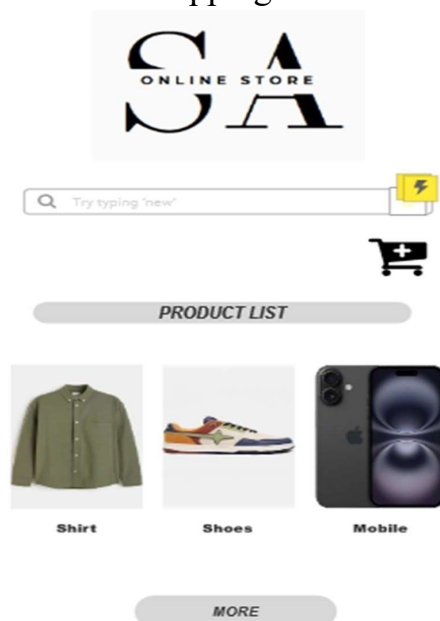
*If you can't stop thinking about it...  
buy it*

Get Started

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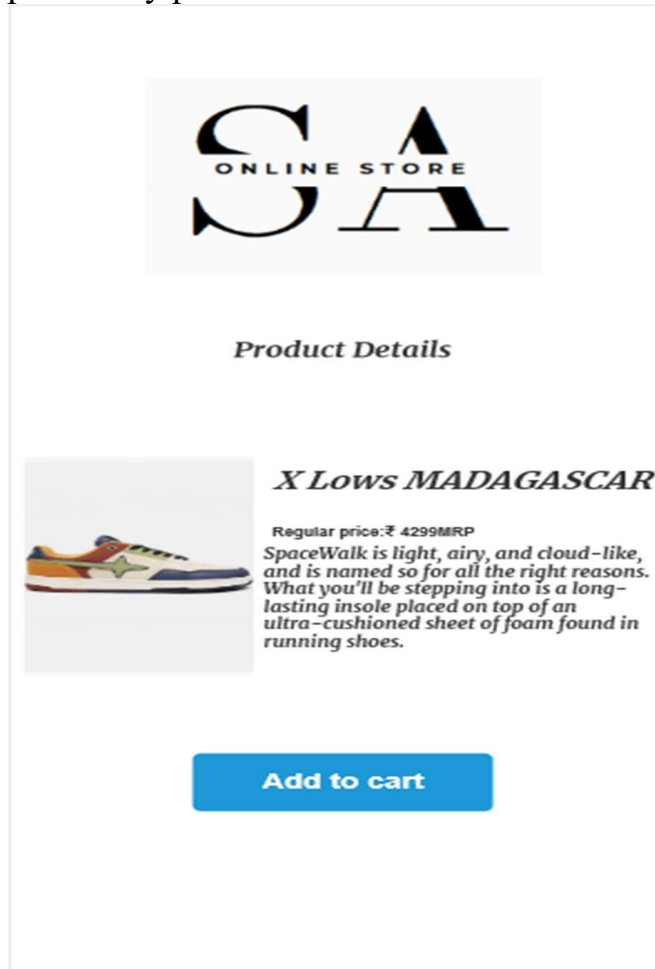
## STEP 2: Main Product Listing Screen:

- After tapping "Get Started," the user is taken to the main screen where they can browse products.
- The store's logo "SA ONLINE STORE" remains visible at the top, reinforcing branding.
- A search bar with the placeholder text "Try typing here" allows users to directly search for specific items.
- Icons for a lightning bolt (potentially indicating deals or fast shipping) and a shopping cart (for viewing and managing items they intend to purchase) are present in the top right corner.
- A "PRODUCT LIST" section displays a few featured product categories with accompanying images:
  - A green shirt labeled "Shirt"
  - Multi-colored sneakers labeled "Shoes"
  - A smartphone labeled "Mobile"
- A "MORE" button at the bottom suggests that there are more product categories or items available that are not immediately visible.
- **How it works:** On this screen, the user can:
  - **Use the search bar:** Type keywords to find specific products.
  - **Tap on a product category:** Select "Shirt," "Shoes," or "Mobile" to view all items within that category.
  - **Tap the "MORE" button:** Navigate to a page with a broader selection of product categories or all available products.
  - **Interact with the icons:** Tap the lightning bolt to see special offers or the shopping cart to review their selected items.



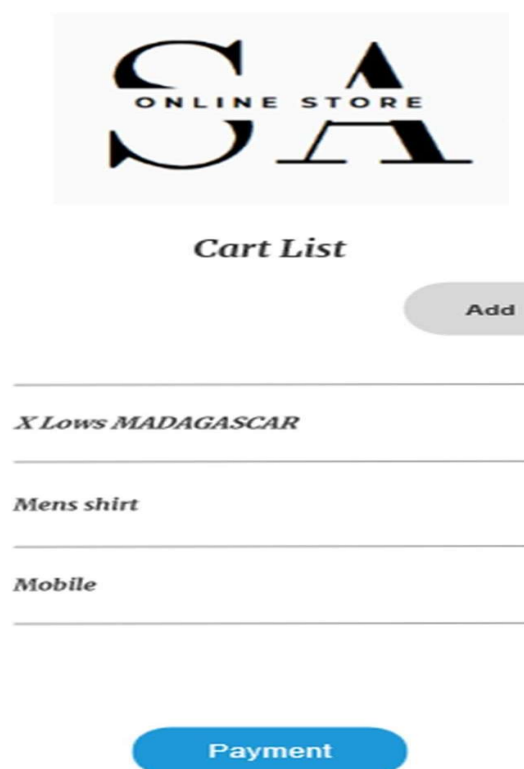
### STEP 3: Product Details Screen

- This screen appears after a user likely taps on one of the product listings (in this case, the "Shoes" category from Step 2).
- The store's logo remains at the top for consistent branding.
- The heading "Product Details" clearly indicates the purpose of this screen.
- Detailed information about the selected product, "X Lows MADAGASCAR," is displayed:
  - A clear image of the shoes.
  - The product name, "X Lows MADAGASCAR," is prominently featured.
  - Pricing information: "Regular price ₹ 4299MRP".
  - A descriptive paragraph highlighting the features and benefits of the shoes ("SpaceWalk is light, airy, and cloud-like...").
- A prominent "Add to cart" button provides the primary action for the user to purchase the product.
- **How it works:** On this screen, the user can:
  - **Review the product details:** Read the description and examine the image to make an informed decision.
  - **Add the product to their cart:** Tapping the "Add to cart" button will likely add one unit of the "X Lows MADAGASCAR" shoes to their virtual shopping cart and potentially provide a notification or redirect to the cart (as seen in Step 4).



#### STEP 4: Cart List Screen

- This screen is accessed when the user either explicitly navigates to the shopping cart (likely by tapping the cart icon in the top right corner, as seen in Step 2) or after adding an item to the cart (as in Step 3).
- The store's logo is again present at the top.
- The heading "Cart List" clearly shows the contents of the user's shopping cart.
- It lists the items currently in the cart:
  - "X Lows MADAGASCAR" is shown with a blank field next to it, possibly for indicating quantity or displaying additional details.
  - "Mens shirt" and "Mobile" are also listed, suggesting the user has added these items previously. Again, blank fields are next to them.
- An "Add" button with a cart icon is visible, potentially allowing the user to add more of a specific item or add other items directly from this screen.
- A prominent "Payment" button at the bottom signifies the next step in the checkout process.
- **How it works:** On this screen, the user can:
  - **View the items in their cart.**
  - **Potentially adjust the quantity of items.**
  - **Possibly remove items from the cart.**
  - **Proceed to the checkout process by tapping the "Payment" button.**



### STEP 5: Choosing How to Pay

- After reviewing their cart, the user reaches the "Payment" screen.
- Here, "SA ONLINE STORE" offers several ways to complete the purchase.
- Paypal lets users pay through their PayPal accounts.
- Cash on delivery allows payment in person when the order arrives.
- Gift card enables users to redeem store credit.
- To finish, the user selects their preferred option and taps the blue "Pay" button. This confirms their order and processes the payment.



#### *Payment*

<i>Paypal</i>	
<i>Cash on delivery</i>	
<i>Gift card</i>	

Pay