Income is the life-blood of a company, following closely behind customer satisfaction. While a company could technically survive with a negative customer base, simply due to being the *only* provider of a particular service, the two go hand-in-hand more often than not. And if a company notices that half of it's customers quit in the middle of paying for the service that they provide, there is a major problem that needs to be addressed immediately. To increase the number of people who proceed through the check-out process without issue, the new check-out process and confirmation will rely on gestalt principles, color patterns, and habituation to help provide customers with a clean and rewarding experience while they purchase shirts in support of their team, and get a confirmation that the purchase went through.

Figure one below demonstrates the check-out page, which has three separate parts but which share elements to help build habituation between even the disparate parts. The upper section is the store's display, providing information that should arguably be present on every page displayed: their logo, a link to the store web-page, a search-bar, a user's account, and considering that this is a shopping website: the cart. And considering the difficulty that this particular website has had in the past with having its users purchase items, the cart is arguably the most important feature that needs updating: in my design, I have not only made sure that the cart has as visual cue denoting that clicking it will lead someone elsewhere, but also provided a symbol, and the identifier of how many total items the user has in it.

Fig. 1) Check-out

There is a mild demarcation of gray used to provide the idea that this is the end of that particular segment of the website: this is followed up with the next segment, the shopping cart itself, being visible with that particular color of gray. This usage of color helps to associate the idea that these are different segments, while at the same time providing the idea that this is also part of the same website. To further

highlight the separation, however, is a field that encompasses the shopping cart's information. The cart section will be the area that most displays the gestalt principle of proximity, as each shirt that the customer is ordering will have its options grouped together. This grouping will begin with a picture representing the item first, followed by a verbal confirmation of the T-shirt and its size. Quantity, abbreviated to QTY, displays the current amount, and can either be clicked to type in a new amount, or alternatively the user can press the '+' or '–' signs that are present next to the displayed amount. This utilizes habituation as a result of the buttons being colored differently to emphasize the fact that they are clickable, as well as the gestalt principle of proximity to aid customers in the understanding that they are directly connected to the quantity. Additionally, cost is represented in multiple ways: letting the client know what the cost of a single item is, what the cost of their current items are, and then at the bottom right, as many other websites have habituated their clientele to look at that corner for the total cost, displaying the grand total cost. Customers are given two additional options to help with their shopping needs in the creation of two additional buttons—further displayed in blue and grouped together to help ensure clients understand that they are associated with the item directly above them! -- which is the 'remove from cart' button, which will fully remove the item from the cart, as well as an option to stylize the shirt to better support whatever team they are buying the items for. To better support the idea that customers may decide they need additional items that are not displayed on the cart, there is also the button to 'back to store' displayed in blue, further habituating the customer to recognize buttons by their color.

Further down the page in the shopping cart is the 'Check Out' field. This field is broken into two sections, a billing and a shipping, and follow the gestalt principle of similarity as their fields are almost exactly the same. The only major difference between the two sections is a check mark field presented at the top of the shipping field that will auto-fill in information for the other options if the client selects that Billing and Shipping information is the same. The standard fields of 'first name' and 'last name' are present, as well as the Street, City, State Abbreviation, and Zip code. Of note is that the state field will actually allow the customer to fill in their abbreviation from memory, or if clicked, will provide a list of different options. In the payment field, there is a '?' button in CSC in case clients are unaware of what that stands for, and upon pressing it they will get a notification that informs them it's the number on the back of their card. While the '?' symbol is small, the fact that it is presented in a blue circle should help clients to find it due to the fact that they should have become habituated, by this point, in understanding that blue means a clickable button.

The second page, conclusive to the shopping process, is the confirmation page and is displayed on figure 2 below. On this page, the client will be given the notification that they will be getting the items shipped to them at the address they previously input, as well as an overview that displays the shirts, the quantities, and the costs associated to each. Not only do they get a visual representation of each that are grouped together and an exact copy from the previous shopping cart page, but they also have an additional message lower on the page that breaks down the number of items purchased, the individual costs, and what the totals were, as well as the shipped area once again, in grid form. As a result of being given this information in several different ways, clients are able to not only rely upon the habituation the previous page had presented the information, but also draw upon experiences with other companies and databases to better understand the data that is being presented to them.

fig. 2) Confirmation

The final two points to make regarding this confirmation page include the option to go back to the store, presented in a similar way that the previous page had offered them the option, as well as giving them a brand new option at the very bottom of the page: a notification that if the client noticed there was any errors in their order, they are able to click on that button to provide them information to contact customer service.

Through these changes I have devised, clients should be able to better understand what items are linked together via similarity, proximity, and color. The company's clientele should no longer need to struggle through a check-out process that seems cumbersome and difficult to navigate, as inform has not only been grouped together, but mild color variations have been implemented in a way that even clients who may suffer from color blindness, should be able to determine differences in buttons and entry sections. As a result, the company should be looking forward to retaining more than 50% of their client-base during the purchasing procedures.