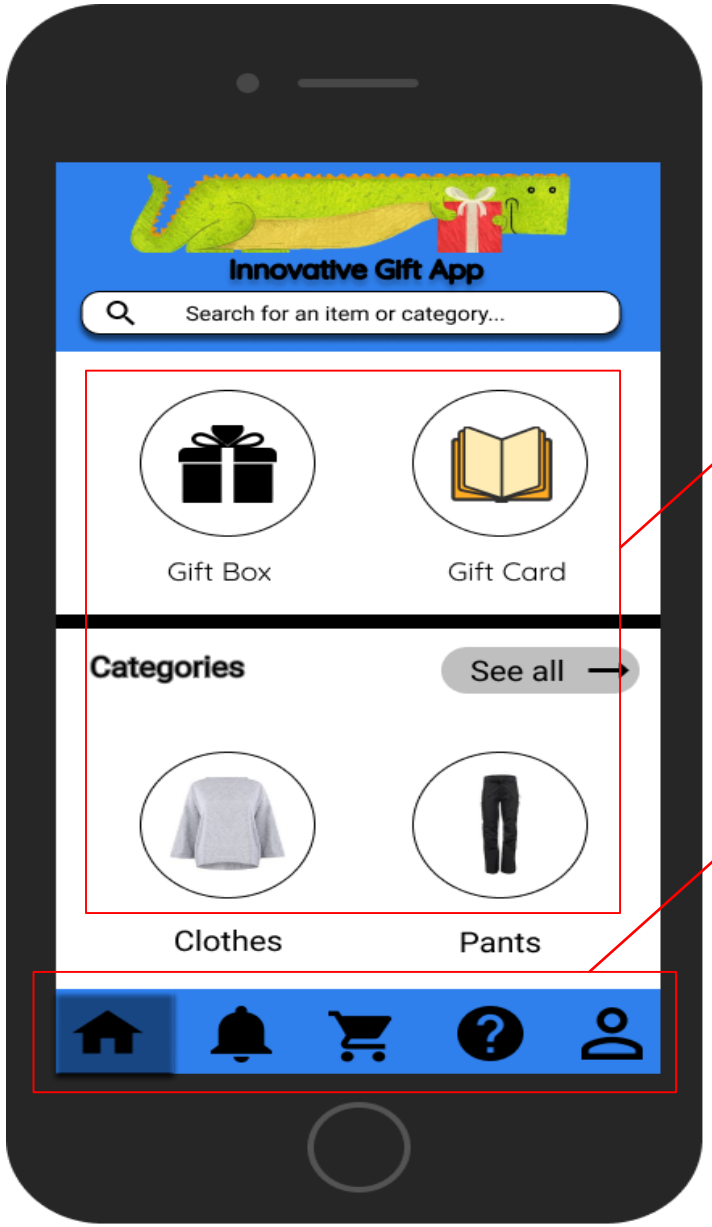
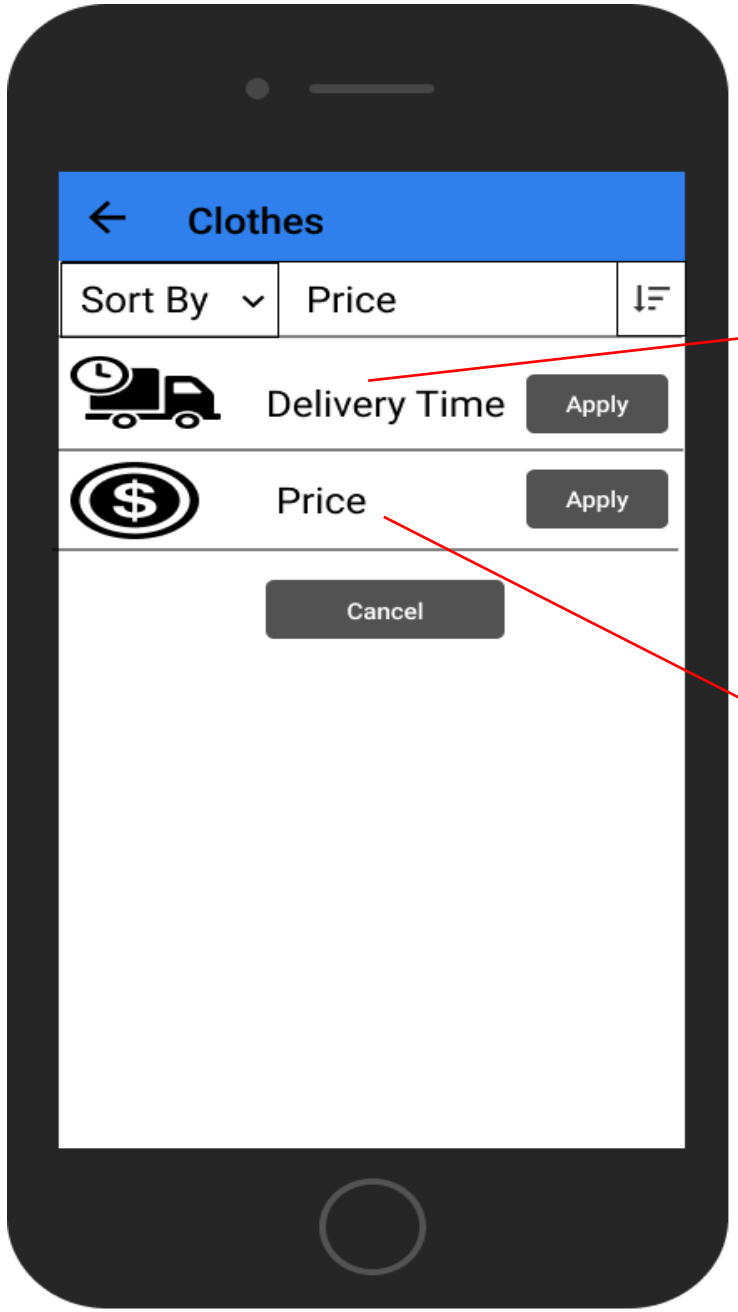


Gesalt's Law of Proximity; Grouped objects are proximate to each others

Toolbar mirrors UberEat's toolbar which makes it accessible to all other essential services

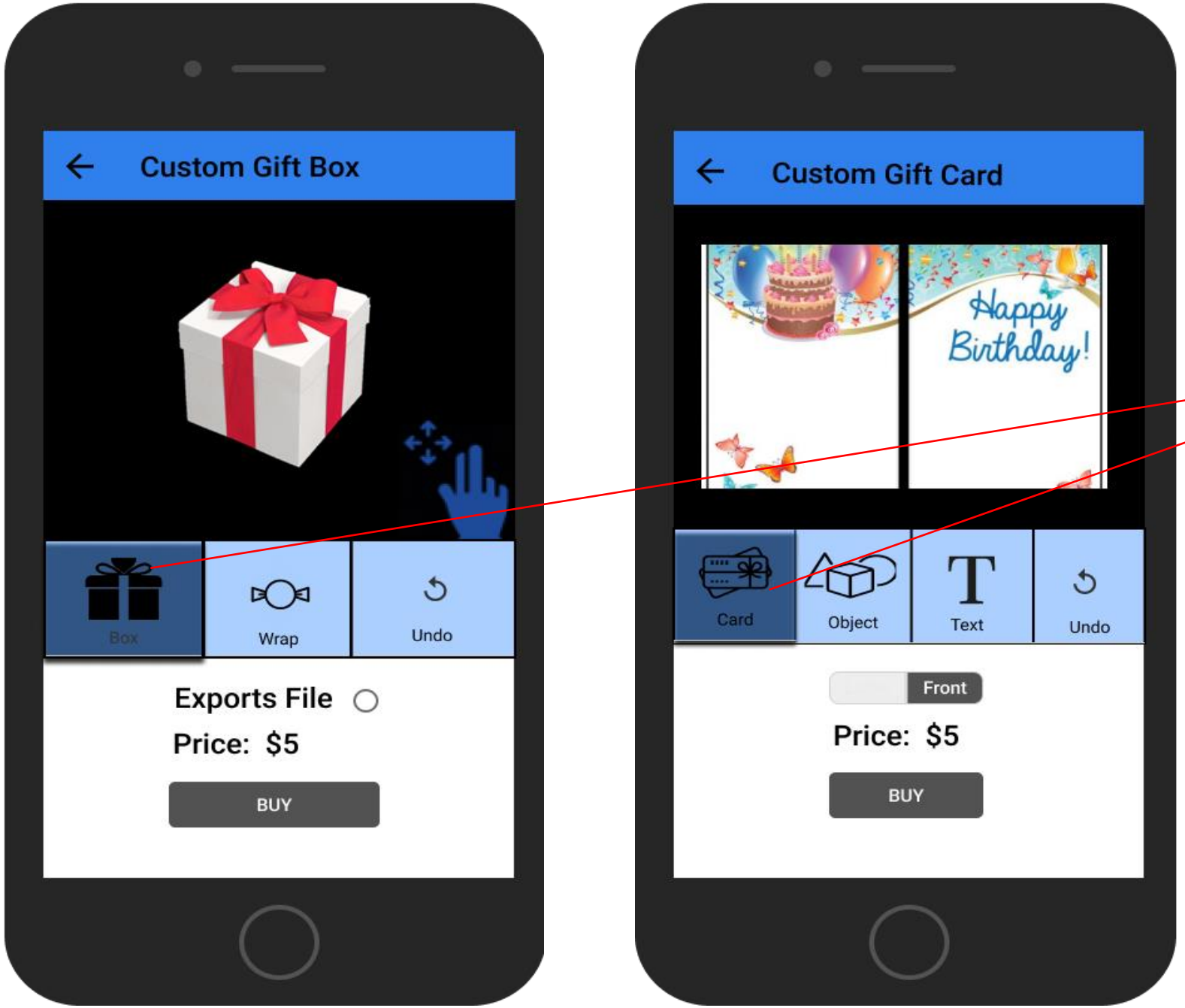


Albert‘s story: keep track of early delivery

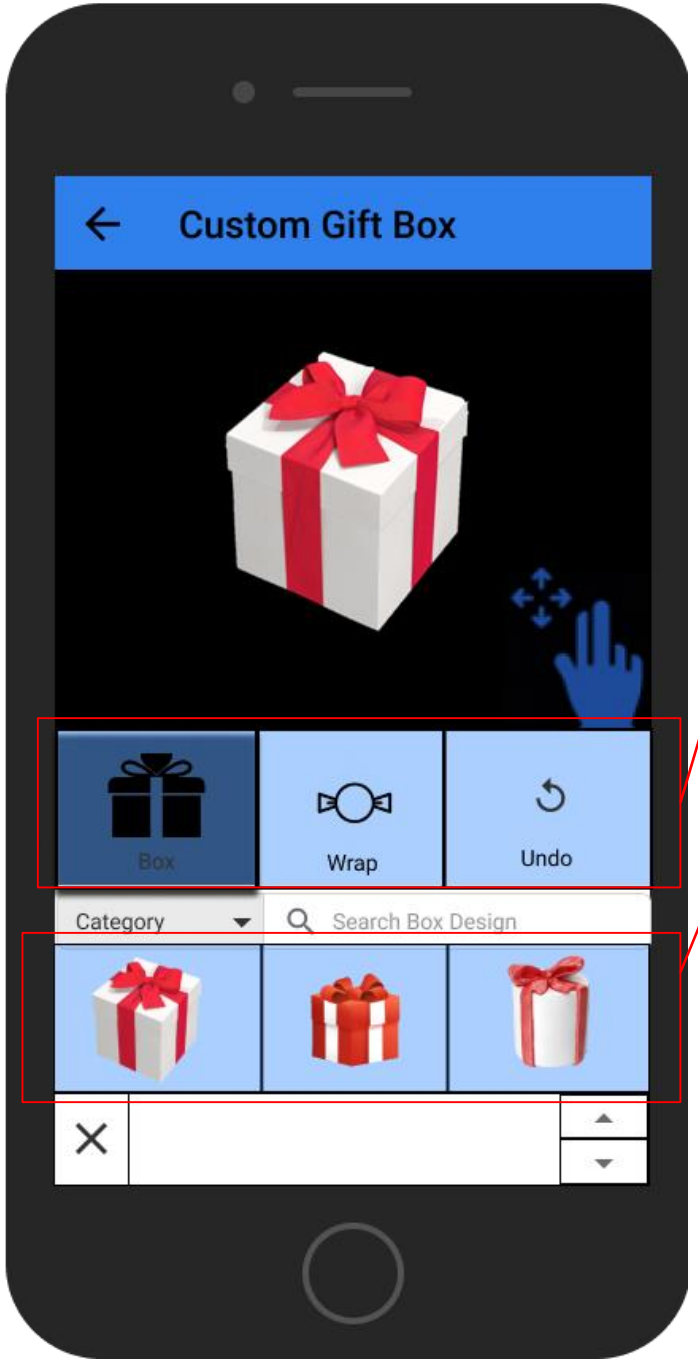
Jessica‘s story: keep track of affordable price

Jessica‘s story: Customize gift box design.

Jessica‘s story: export options will take a snapshot of gift box and send it to user



Von Restorff's effect: visible shadowy figure to indicate interactions compared to others which has not been interact.



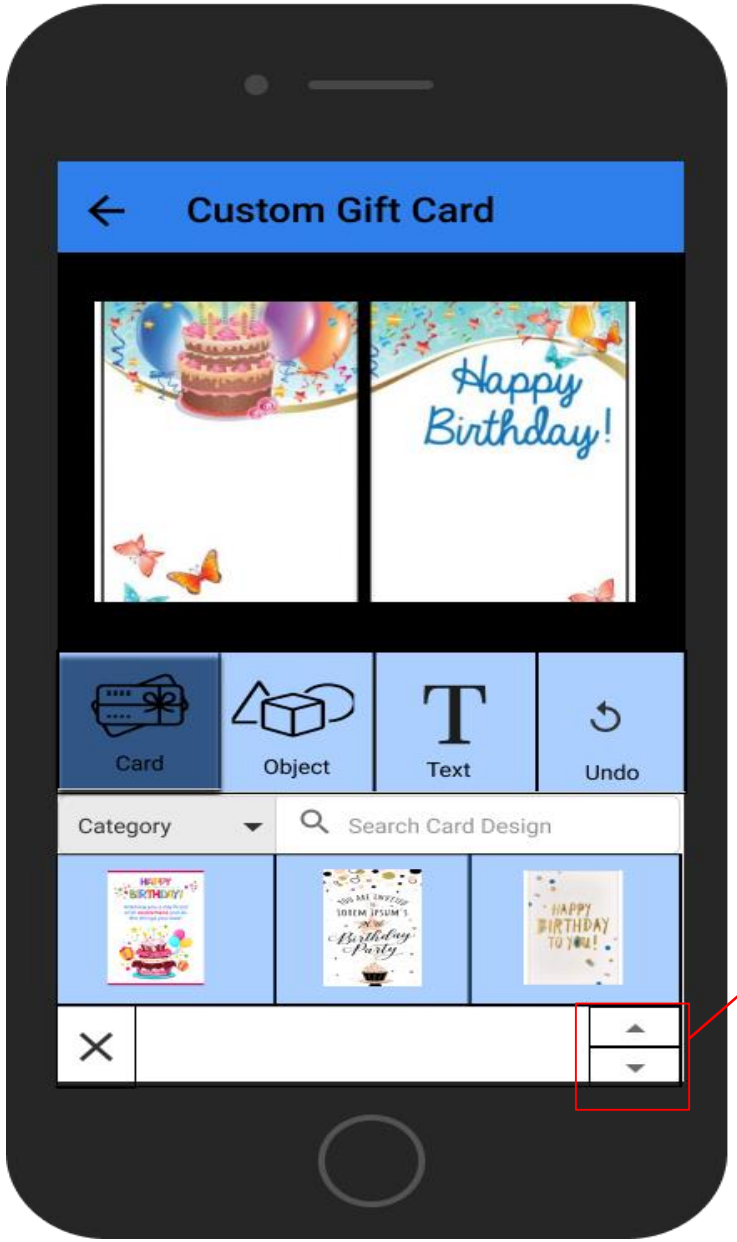
Fitt's Law: Bigger size and Minimum distance from bottom target

Gesalt's Law: Symmetry; Box Design is closely packed and is symmetrical to each other.

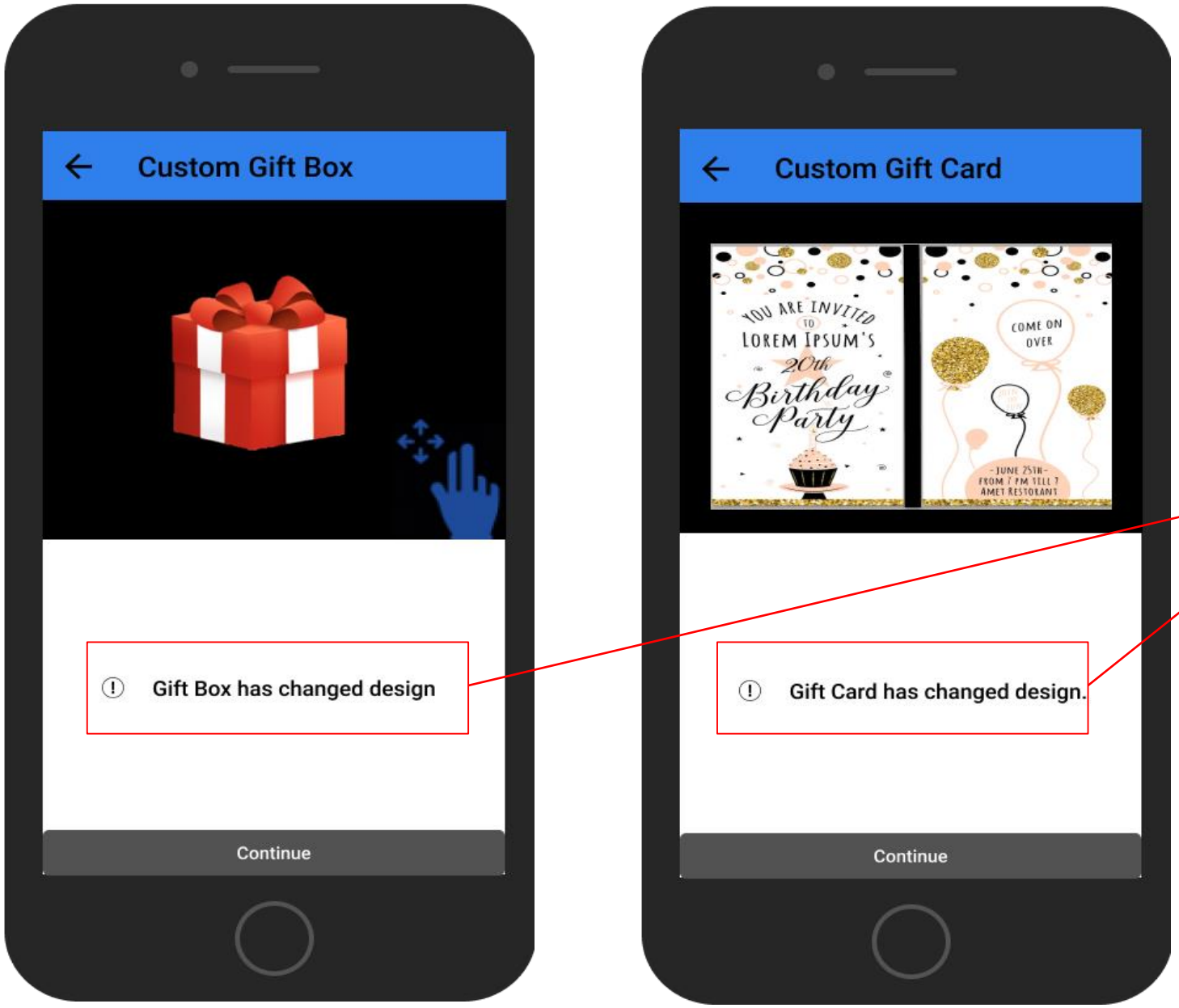
Shneiderman's Golden Rule: Easy Reversal when user wants to undo previous actions

Norman's Principles: Signifier; toggle switch indicates either front or back pages for gift card when swiped.

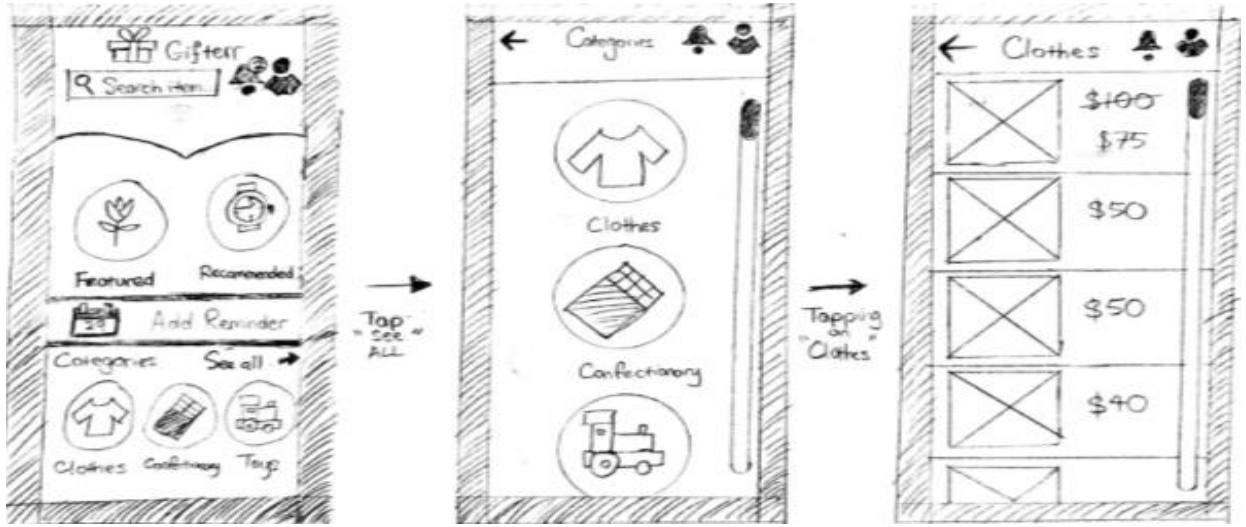
Norman's Principles: Affordance; Buy button will indicates user can click to buy this item.



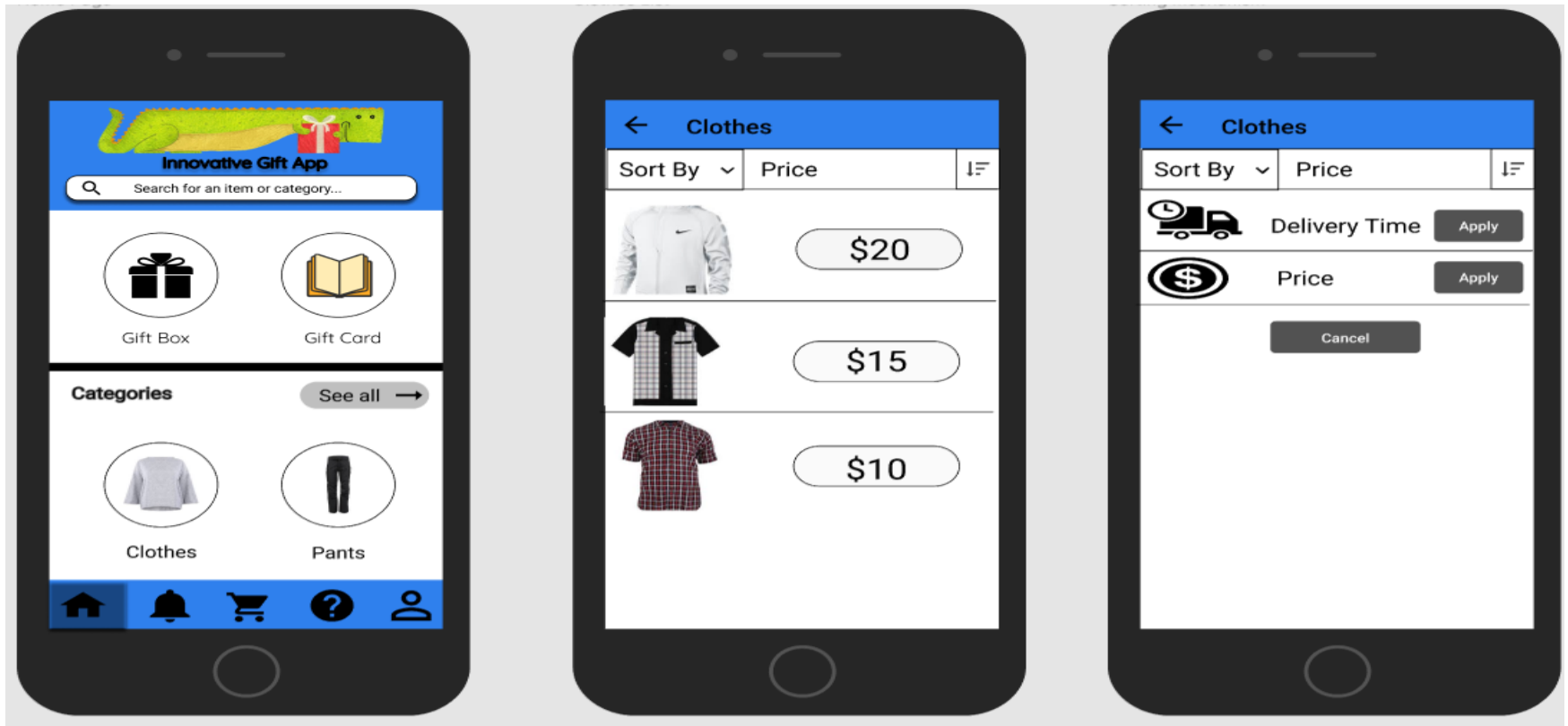
Norman's Principles: mapping; control button which allows user to scroll up or down that is indicated with up and down button respectively.

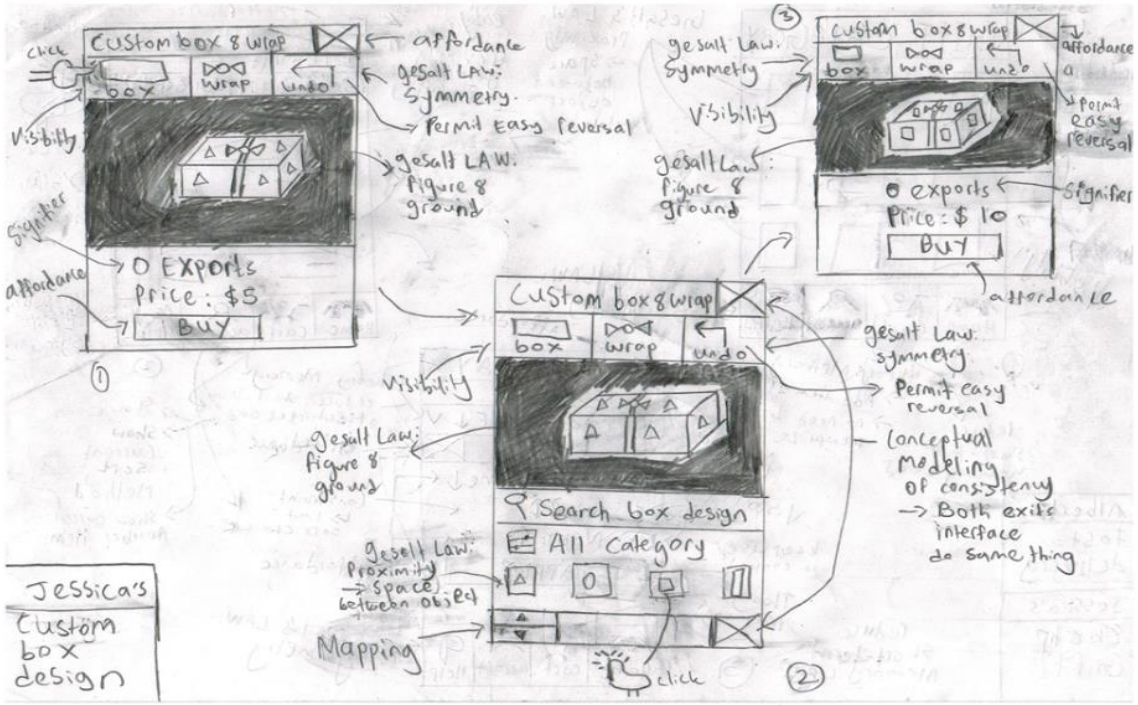


Norman's 7 Principles: Feedback; When design changed, provide feedback to notify users.

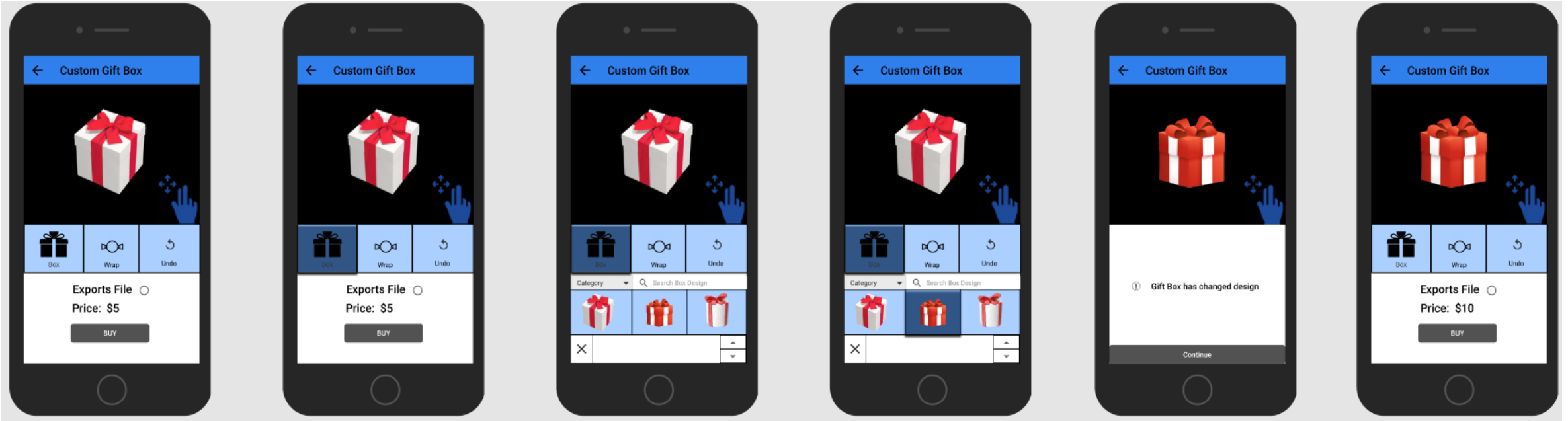


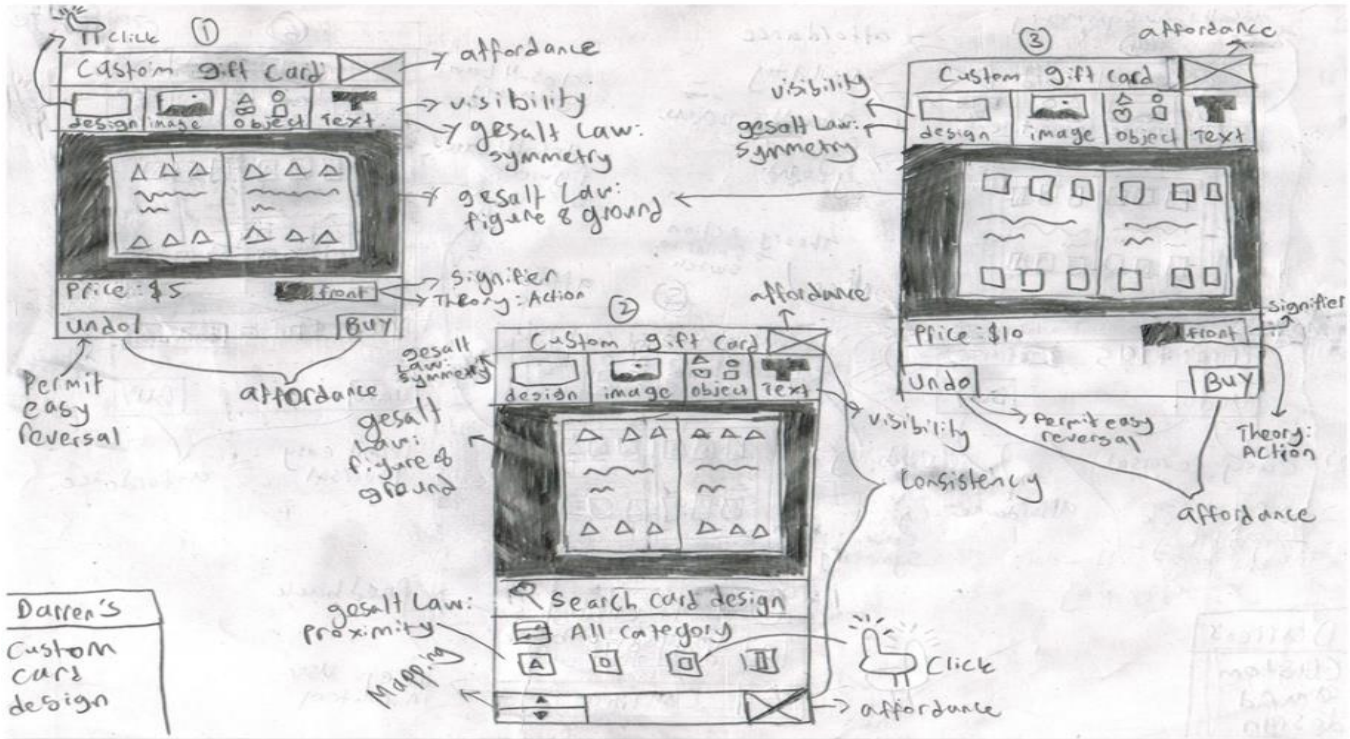
The home screen and particular category screen from high fidelity prototype resembles similar sketches that has been made but with few improvement which includes additional sorting feature to solves user story such as affordable price, toolbars which includes all essential service and addition of gift card and gift box icons. The decision of these changes also consider reducing number of choice by hick's law to add these feature.





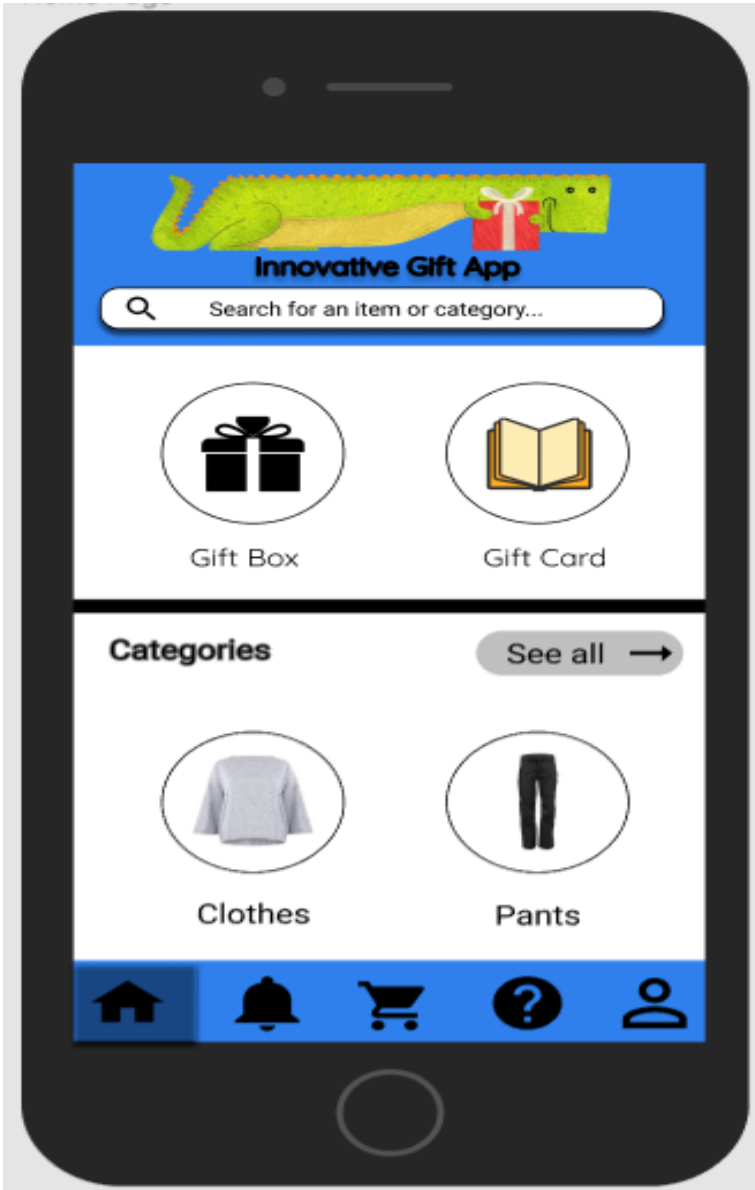
The gift box interactive high fidelity prototype resembles gift box interactive sketches but with few improvement such as addition of feedback upon changes in design, indication of gesture allowed on box, shadow figure on toolbar to helps user identify the component which they interact, and toolbar has been relocated to adhere fitt's law which state bigger size and minimum distance from target result fast reaction.

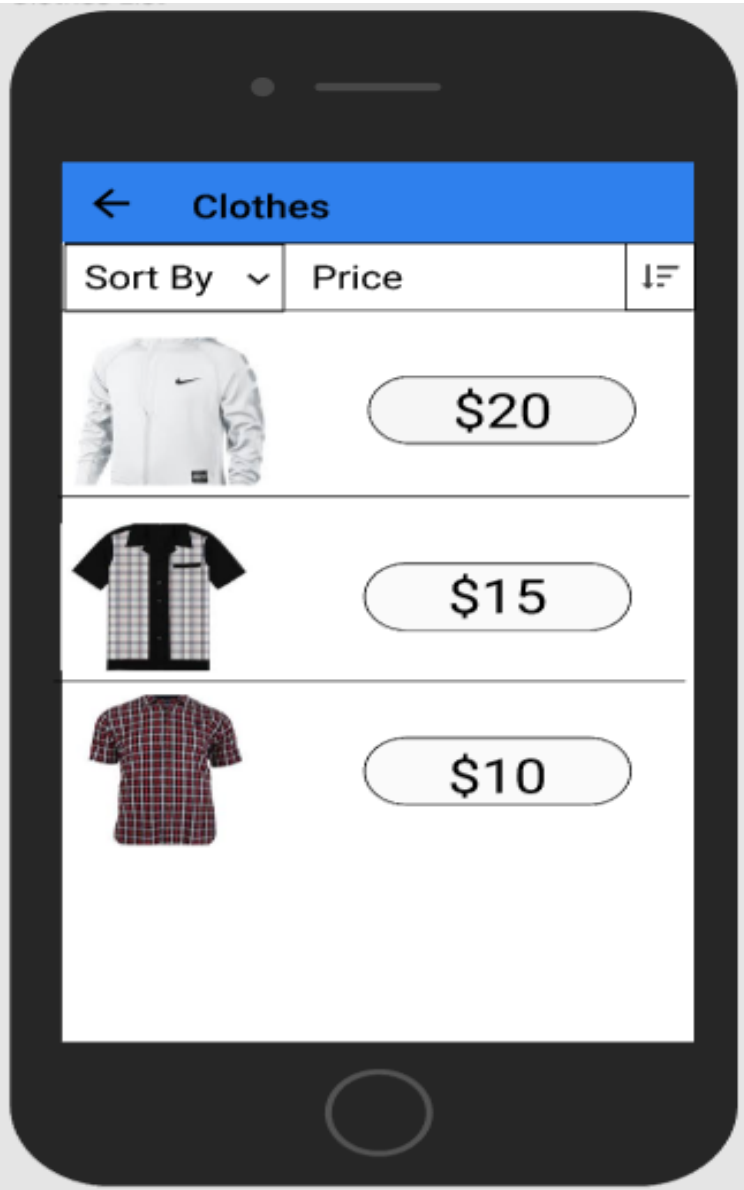




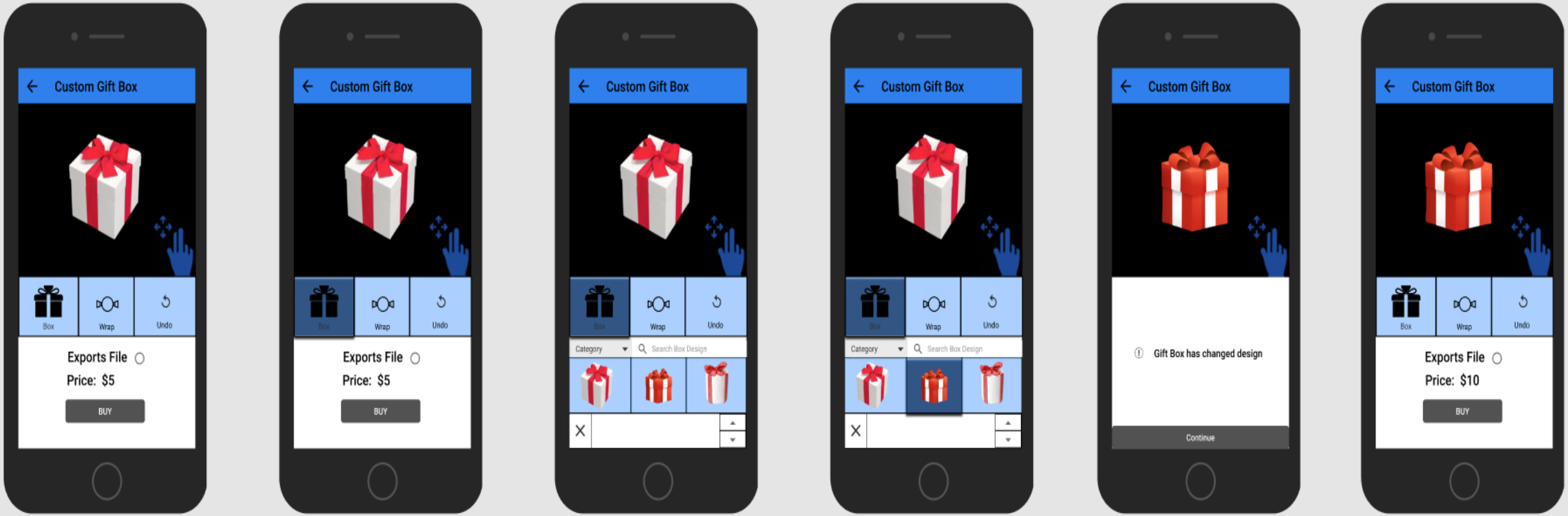
The gift card interactive high fidelity prototype resembles the gift card interactive sketches but with few improvement such as addition of feedback upon changes in design, shadow figure on toolbar to helps user identify the component which they interact, and toolbar has been relocated to adhere fitt's law which state bigger size and minimum distance from target result fast reaction.

Appendix


Innovative Gift App
Search for an item or category...
Gift Box
Gift Card
Categories
See all
Clothes
Pants


Clothes
Sort By
Price
$20
$15
$10


Clothes
Sort By
Price
Delivery Time
Apply
Price
Apply
Cancel


Custom Gift Box
Box
Wrap
Undo
Exports File
Price: $5
BUY
Custom Gift Box
Box
Wrap
Undo
Exports File
Price: $5
BUY
Custom Gift Box
Box
Wrap
Undo
Category
Search Box Design
Custom Gift Box
Box
Wrap
Undo
Category
Search Box Design
Custom Gift Box
Gift Box has changed design
Continue
Custom Gift Box
Box
Wrap
Undo
Exports File
Price: $10
BUY


Custom Gift Card
Happy Birthday!
Card
Object
Text
Undo
Front
Price: $5
BUY
Custom Gift Card
Happy Birthday!
Card
Object
Text
Undo
Front
Price: $5
BUY
Custom Gift Card
Happy Birthday!
Card
Object
Text
Undo
Category
Search Card Design
Custom Gift Card
Happy Birthday!
Card
Object
Text
Undo
Category
Search Card Design
Custom Gift Card
YOU ARE INVITED TO
LOREM IPSUM'S
30th
Birthday Party
COME ON OVER
Gift Card has changed design.
Continue
Custom Gift Card
YOU ARE INVITED TO
LOREM IPSUM'S
30th
Birthday Party
COME ON OVER
Card
Object
Text
Undo
Front
Price: $10
BUY