

Assignment 2-UI design

User Interface Development-INFO20005

Tutor: Shiquan Zhang

Tutorial time: Tuesday 4:00-6:00pm

Student name: Wanqing Zhang

Email: wanqingz2@student.unimelb.edu.au

Student ID: 1562630

Link (mobile version):

<https://www.figma.com/proto/PNQza2lh2raeWuUXAhpEY4/Assignment2-UI-Design-Pidapip%C3%B3--?node-id=0-1&t=ds7pnvboxzhEeUvs-1>

Link (desktop version):

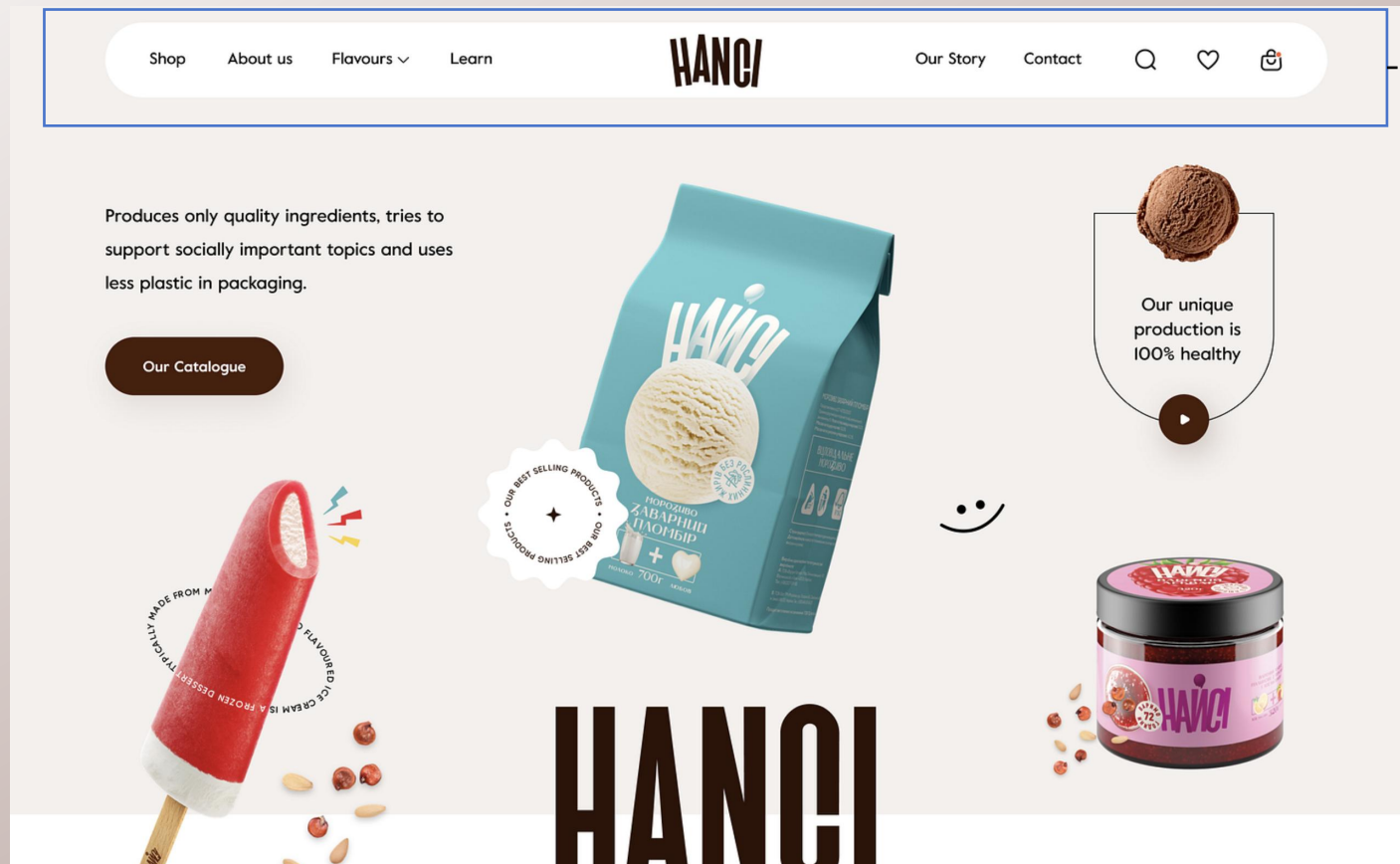
<https://www.figma.com/proto/PNQza2lh2raeWuUXAhpEY4/Assignment2-UI-Design-Pidapip%C3%B3--?node-id=56-1878&t=ds7pnvboxzhEeUvs-1>

Project goal

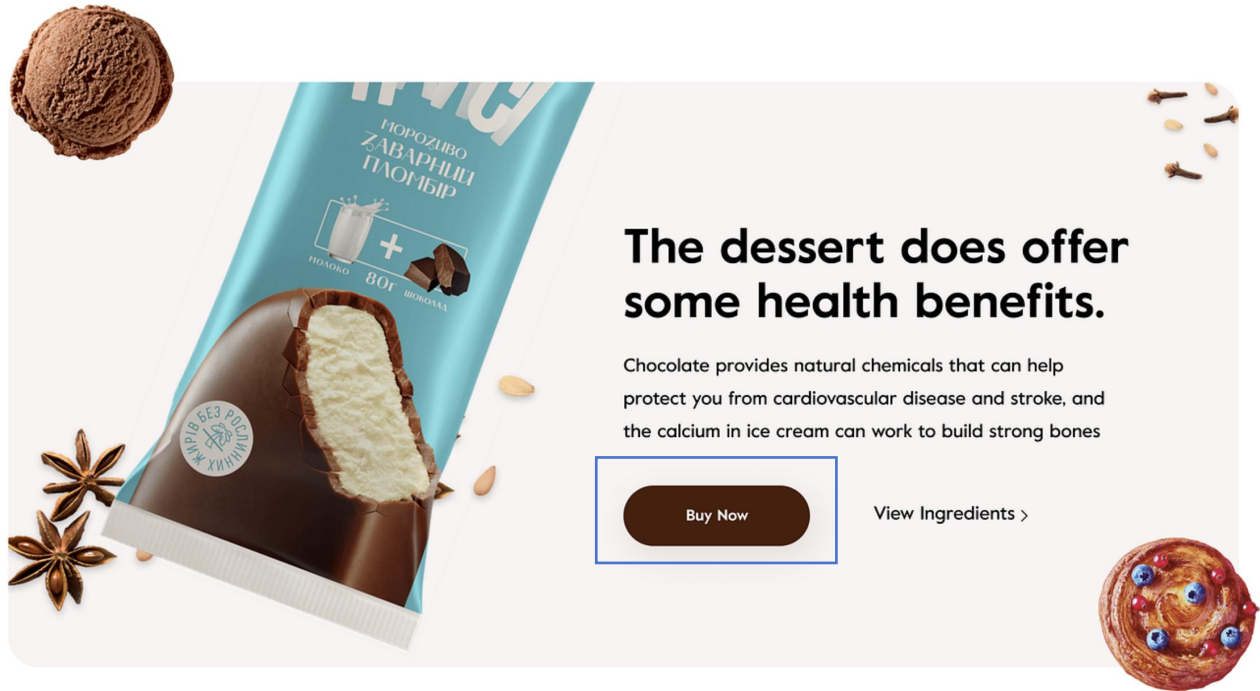
- First of all, for the whole project, the goal I wanted to achieve was to spruce up the website in general. After finishing analyzing the website I found the following problems with the website:
 1. The navigation bar on the homepage is not clear enough, and there are no key buttons such as shopping cart and back to homepage, which may cause a poor user experience.
 2. Some parts of the site that should have pictures with text narratives do not have pictures. For example, the page of shopping cart with no images to show the users what they buy.
 3. The arrangement of the website is not adaptable. The problem of overlapping buttons and text on mobile and computer websites.
 4. The homepage has more advertisements, and the information is not updated in real time, there are many out-of-season products still displayed on the homepage.
 5. The colors of the website are too simple. There are no clear theme colors and colors that match the brand image.

Design process

- First, I looked for some inspiration in the websites given by Canvas



The navigation bar here is very clear and concise, with all the basic buttons that a shopping site should have included



The dessert does offer some health benefits.

Chocolate provides natural chemicals that can help protect you from cardiovascular disease and stroke, and the calcium in ice cream can work to build strong bones

Buy Now

View Ingredients >

The homepage's hot products and special seasonal products can learn from this page by making the screen as well as button design simple and easy for consumers to understand.

The images, text and button designs on these two pages are appropriately sized and contrasting

SEABUCKTHORN OIL

ICE CREAM IS A FROZEN DESSERT, TYPICALLY MADE FROM MILK OR CREAM AND FLAVOURED WITH A SWEETENER

Sea buckthorn oil can be combined with other essential oils to improve its efficacy. Some of the popular oils that can be mixed with it for a glowing.

Buy Now





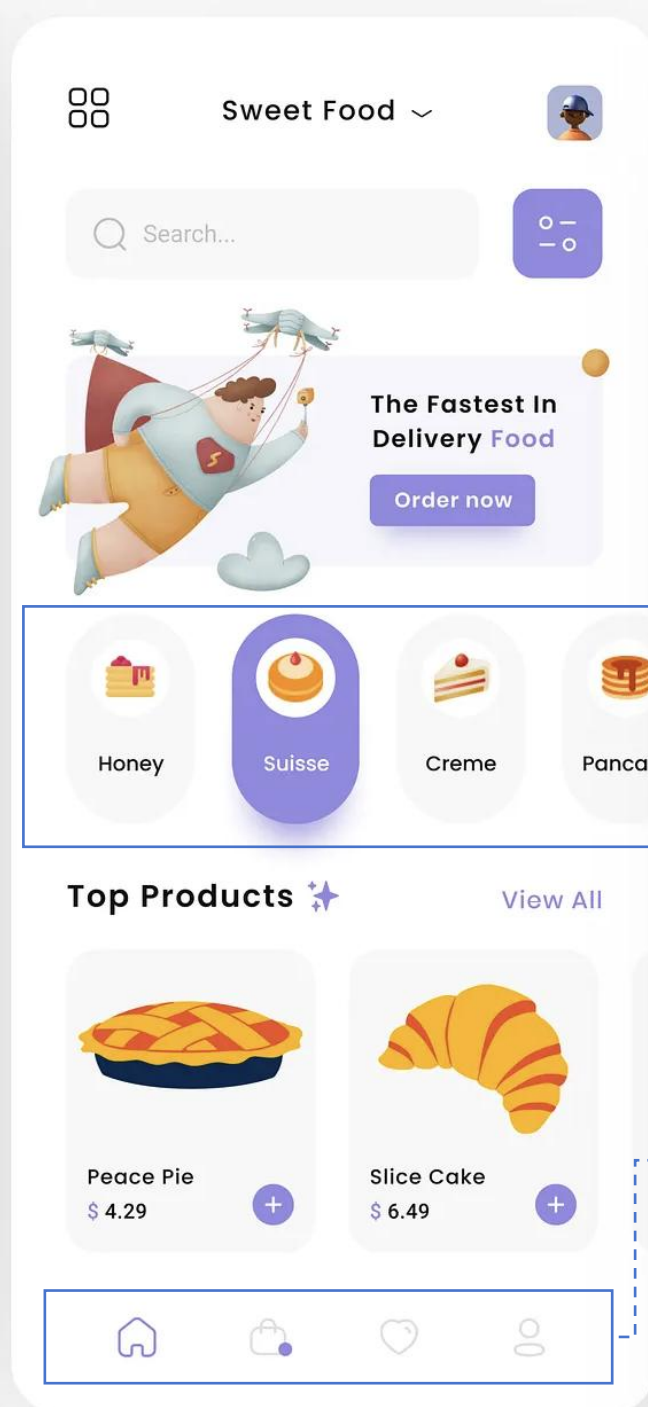
Find The Best Sweet Cakes Here Easily

Find and try the best
our sweetest cake easily

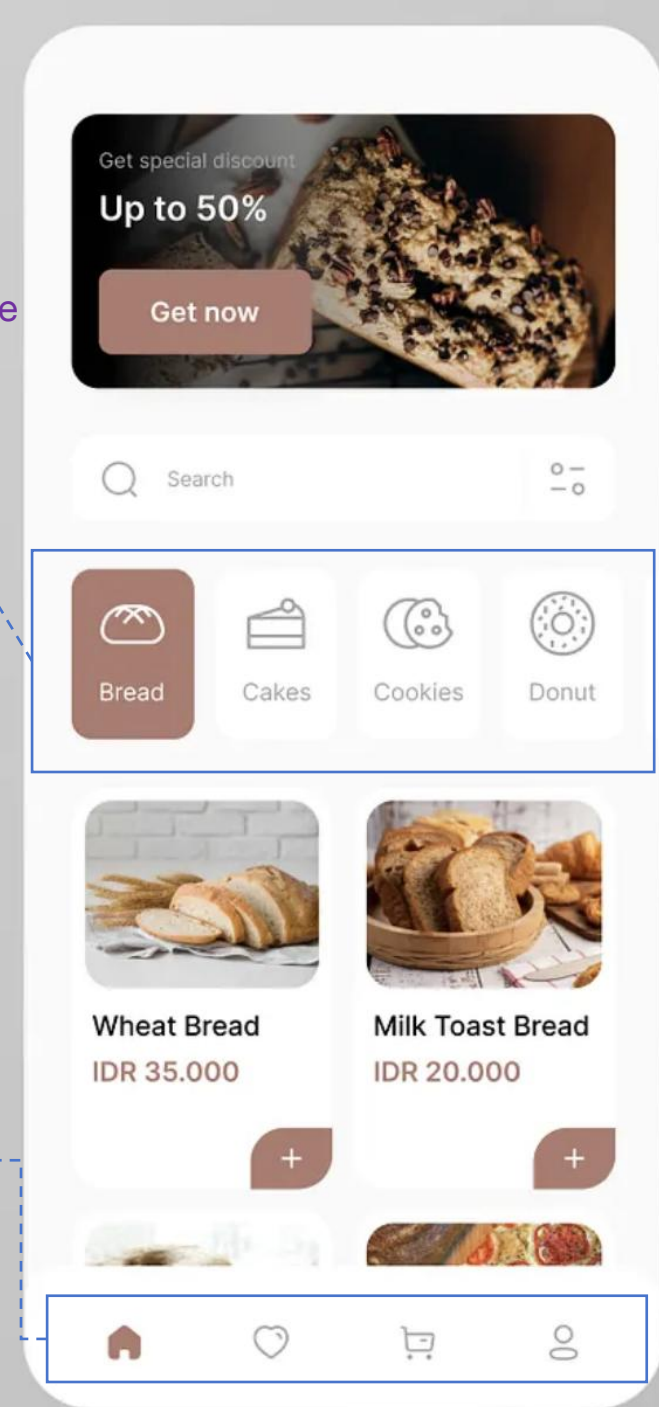


Get Started

On the screen where the consumer opens the app, an app introduction can be designed like this one, including an introduction to the brand image




Product categorization can be done like this for clarity and aesthetics



The app version of the navigation bar could learn from these

Product pages can be more concise when done like these



Chocolate Cupcake

★ 4.9

\$ 60.00

-

1

+

Ingredients

2%
2 gram
Sugar

8%
3 gram
Fat

.5%
5 gram
Salt

60%
20 gram
Energy

Description

A chocolate cupcake is a decadent delight, combining moist, rich chocolate... [read more](#)

Add to Cart



Black Forest Cake

Perfectly rich and moist black forest cake made from scratch with a delicious chocolate sponge cake layers filled with homemade whipped cream and cherries.

IDR 210.000

Size

Choose size

▼

1

▲▼

Add to chart

Our primary color palette

Introducing our color palette, a modern fusion of earth-tones, skillfully contrasted to create a calming, inviting aesthetic that encapsulates the natural world's vibrant tranquility.

Soil 100%

Evergreen 100%

Ivory 100%

Oat 100%

Plum 100%

Olive 100%

Thistle 100%

Sage 100%

Cantalope 100%

Daisy 100%

Purpose built color palette

Through careful orchestration, our brand colors forge a harmonious, visually engaging identity.

Soil 35%

Evergreen 10%

Ivory 10%

Oat 10%

Plum 25%

Olive 25%

Thistle 25%

Sage 25%

Cantalope 10%

Daisy 25%

Convenient, no need to re-enter the address

Halotap Ice-cream

\$10.00

5.0

20 Mins

Add to Cart

My Cart List

Halotap Ice-cream \$10.00

Creme Ice-cream \$8.00

Popsicle Ice-cream \$6.00

Subtotal \$16.00

Delivery fee \$4.00

Total \$20.00

Checkout

Checkout

Shipping to

Home

(219) 555-0114

2464 Royal Ln. Mesa, New Jersey 45463

Office

(208) 555-0112

6391 Elgin St. Celina, Delaware 10299

Payment Method

Credit Card

Paypal

Apple

Subtotal \$20.00

Total \$20.00

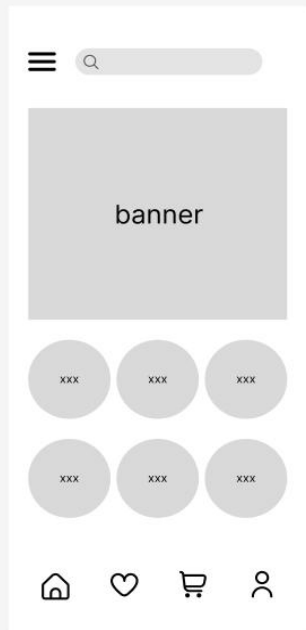
Place to Order

Inspiration for the shopping cart and payment interface

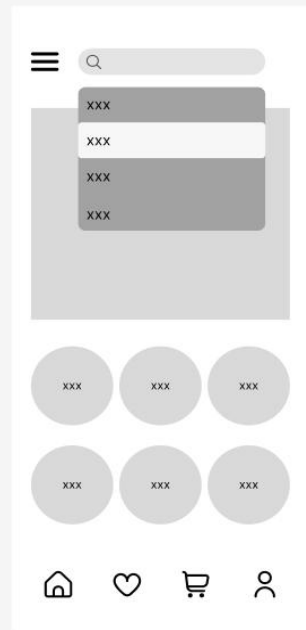
Design process

- Then, based on the inspiration I got, I started with the homepage of the website, thinking about how to present users with the most convenient and intuitive navigation bar and make them want to buy. So I divided the homepage into four sections: Search, Seasonal Ads, Product Categorization, and Hot Products. Then I designed the search bar page, followed by the main product page, which I wanted to keep simple. On the payment bar page, I wanted to realize an easy process so that the customer doesn't have to repeat some steps, such as filling in the address. For the payment confirmation page, I also designed a lot of styles with different emoticons and buttons to make the user feel that it is a pleasant shopping experience and give us feedback.

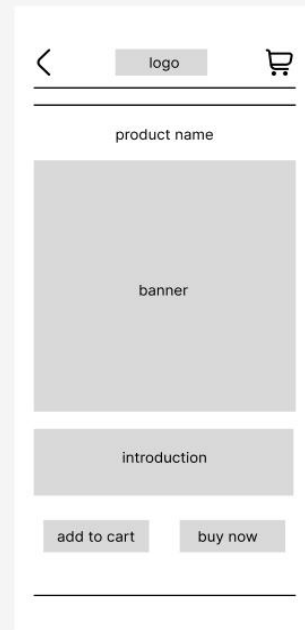
homepage



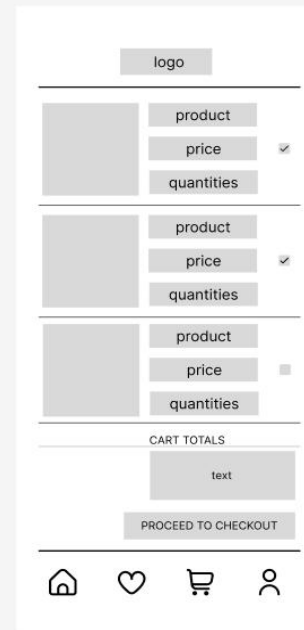
searching page



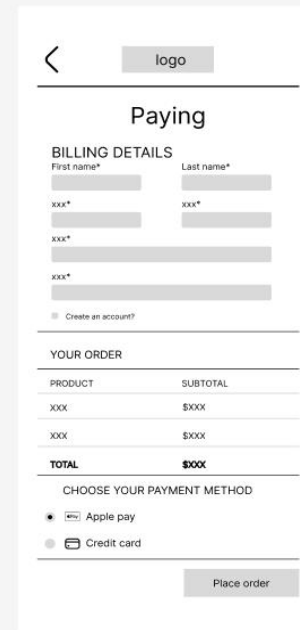
product page



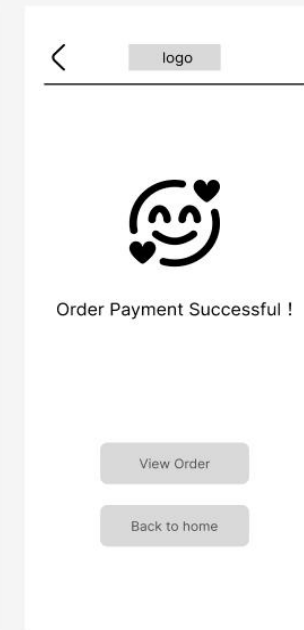
shopping cart



payment page



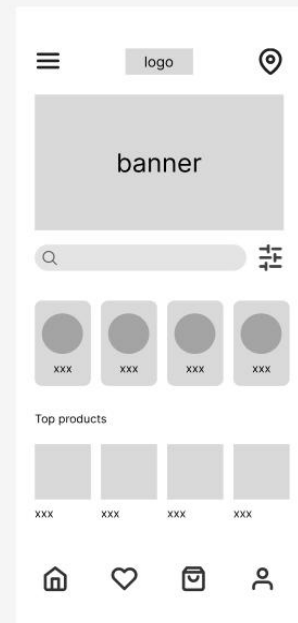
Confirmation of purch...



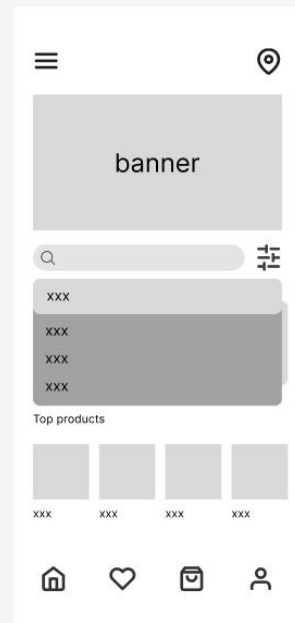
Sketches 1

Sketches 2

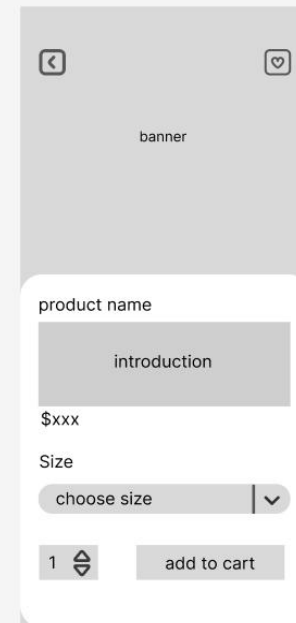
homepage2



searching page2



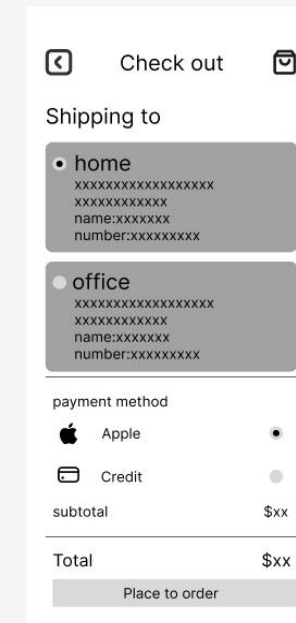
product page2



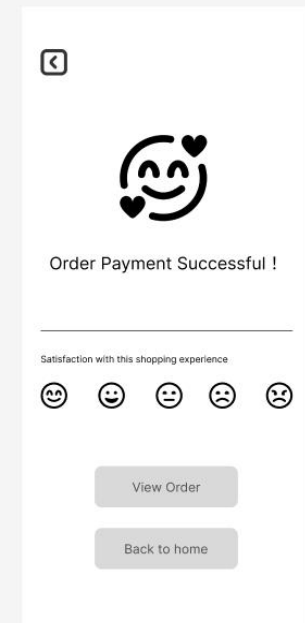
shopping cart2



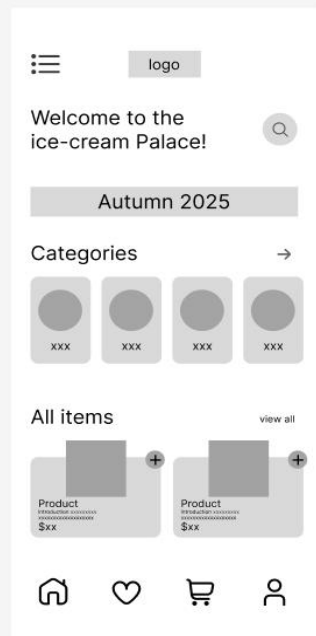
payment page2



Confirmation of purch...



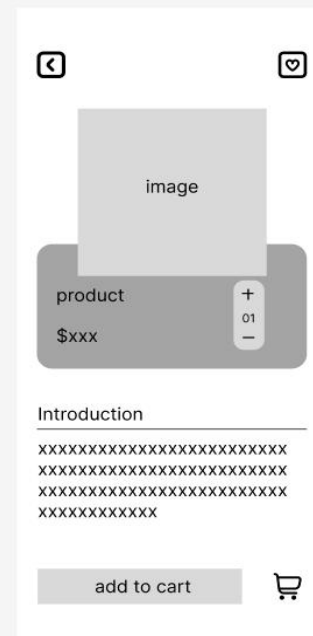
homepage3



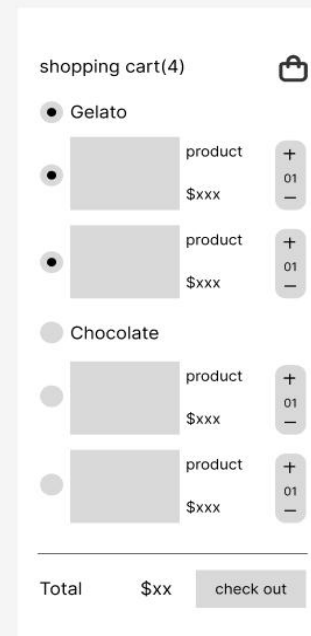
searching page3



product page3



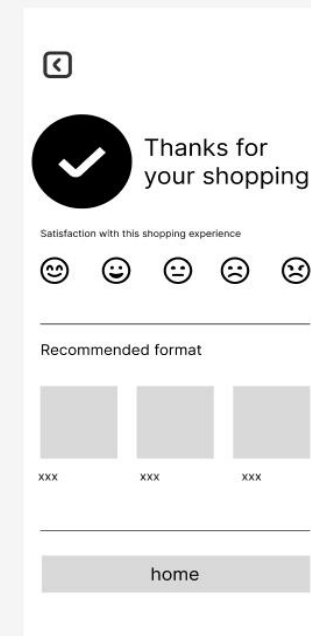
shopping cart3



payment page3



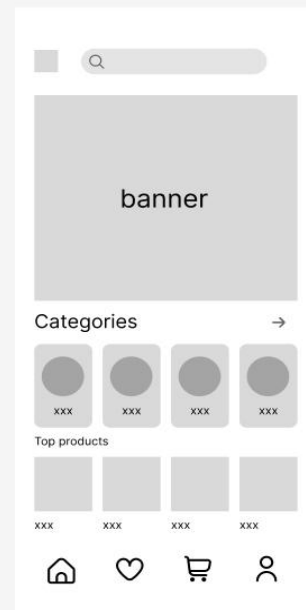
Confirmation of purch...



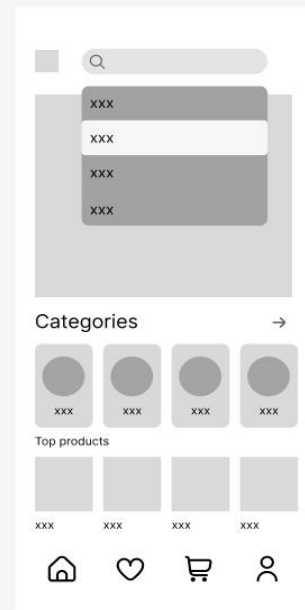
Sketches 3

Sketches 4

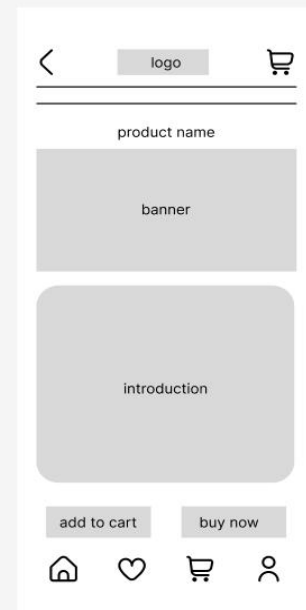
homepage4



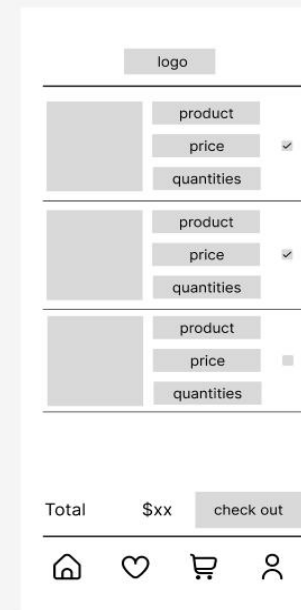
searching page4



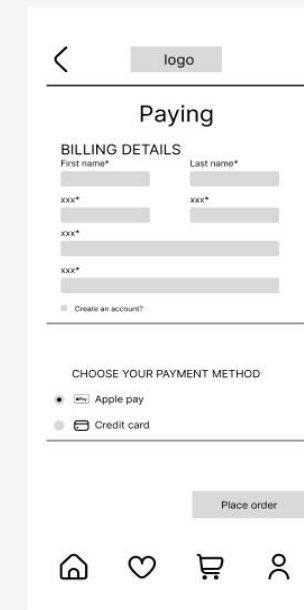
product page4



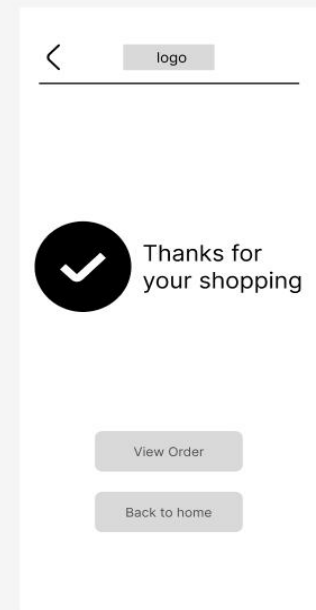
shopping cart4



payment page4



Confirmation of purch...



What did I do?

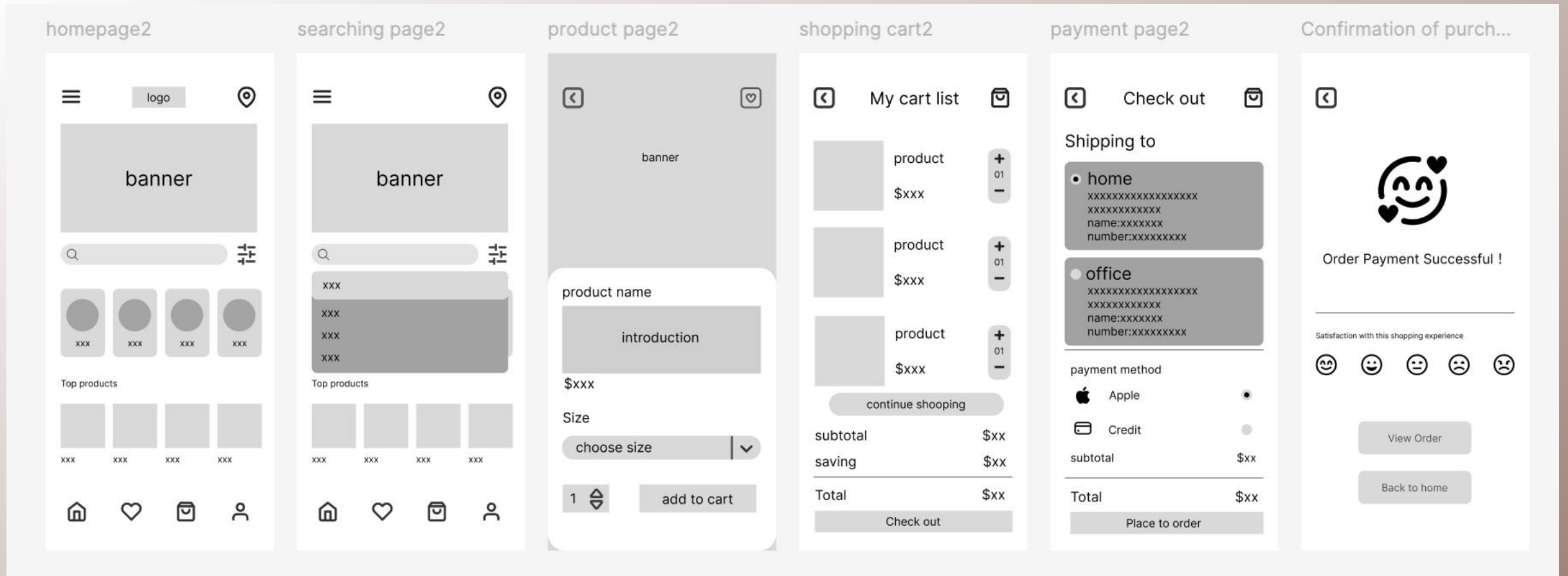
- I made different sketches to try to solve the problems and achieve the project goals.

Exploration and analysis of sketches

- As you can see in the sketch above, I've innovated the navigation bar on the homepage, including categorizing products and reducing the number of advertisements, as it makes the shopping experience more intuitive for the user and allows them to search for the products they're looking for without being unable to find the cart buttons and the homepage. I added images to the shopping cart list to accompany the text, and improved the payment interface to make the checkout process smoother and more versatile. Each sketch shows a complete interaction flow, and I experimented with different layouts and text-button-image combinations to give the client more options.

Final choice of wireframes

Here is the set of wireframes I ultimately chose.

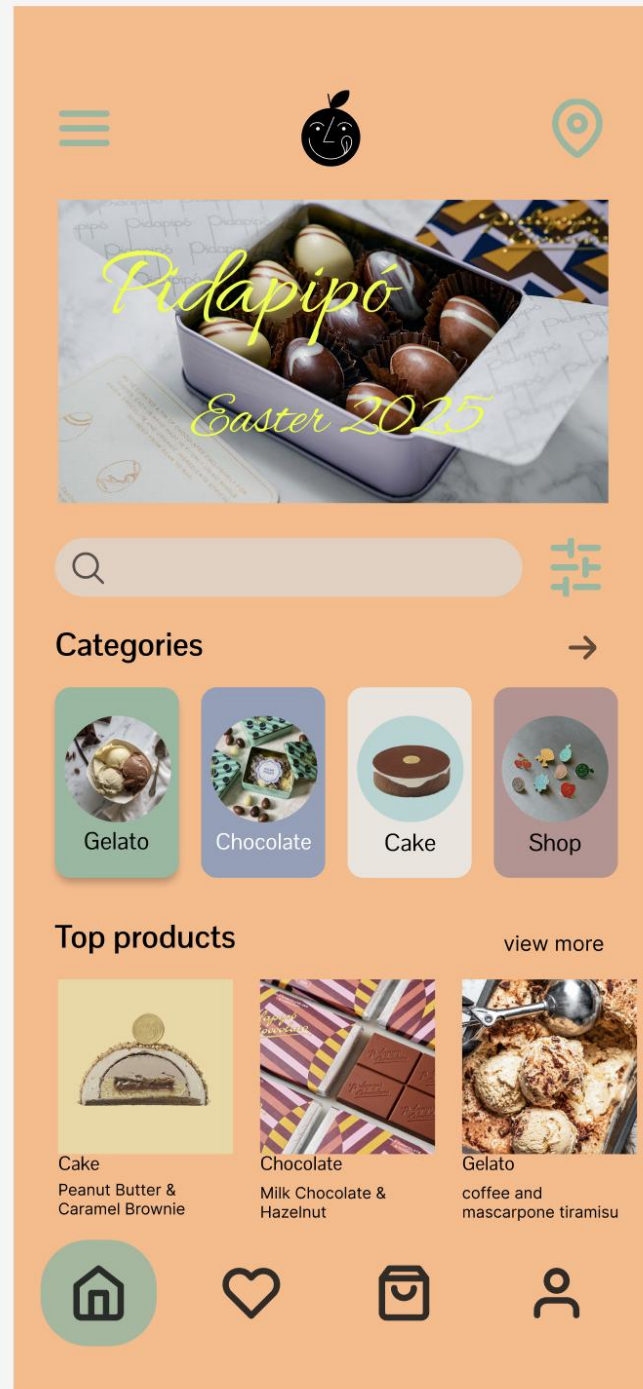


Reason

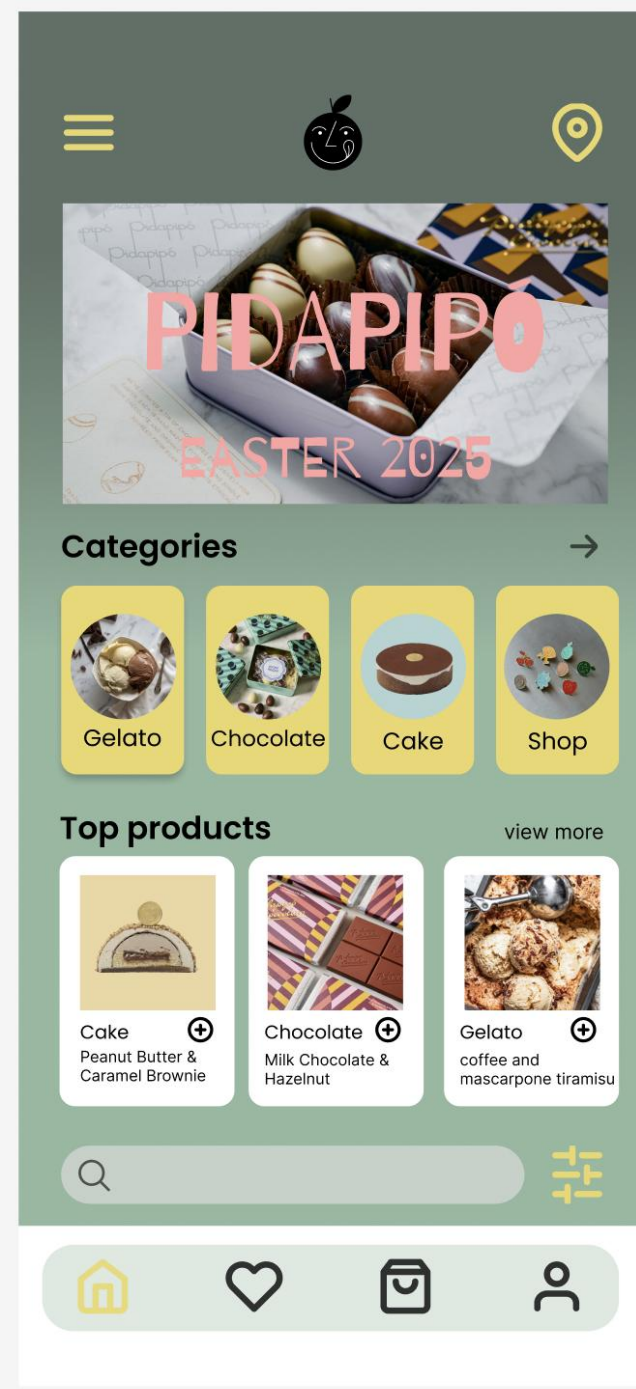
- In this wireframes design, each section of the homepage is clear and neatly organized. The cards used on the product pages are not monotonous and are interesting to look at. The shopping cart lists the products with pictures and the option to continue shopping or check out, providing the user with different options. On the payment page, users can edit different addresses in advance and then select them without having to fill in a long form, and the choice of different payment methods also makes the whole process more convenient.

Three different versions of the homepage design

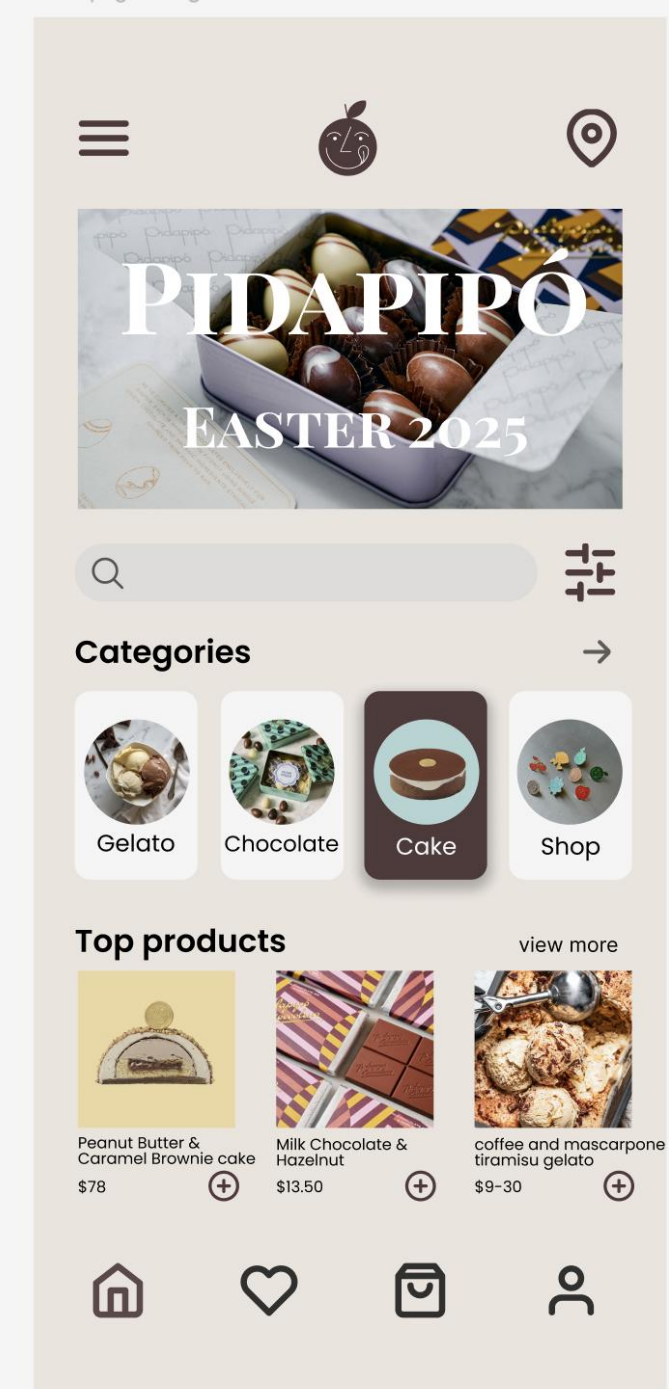
homepage design1



homepag design3

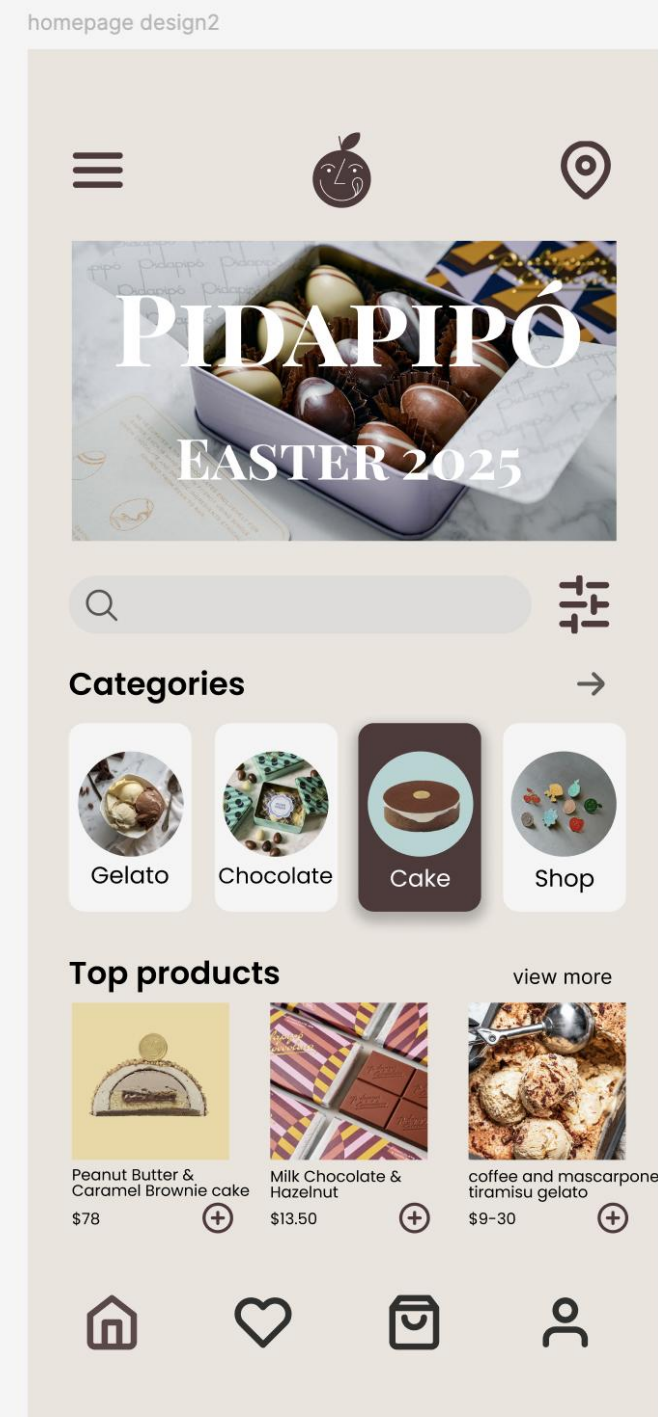


homepage design2



I chose this version of the pairing as my final design, first of all this version fits very well with the client's brand image in terms of color scheme - a store that focuses on gelato. In this version, I chose milky teal as the theme color, coffee as the second theme color and white as the base color, this color scheme is to highlight the difference between the background and some buttons. The use of rounded fonts can add a sense of cuteness to the whole page. Choosing this design flowed throughout the use of the project. I didn't need to change some colors on the fly because the color scheme didn't match so well that the entire color and font pairing didn't look unified and coordinated.

Primary color: EAE4DD
Second primary color: 51393A
Text: Poppins



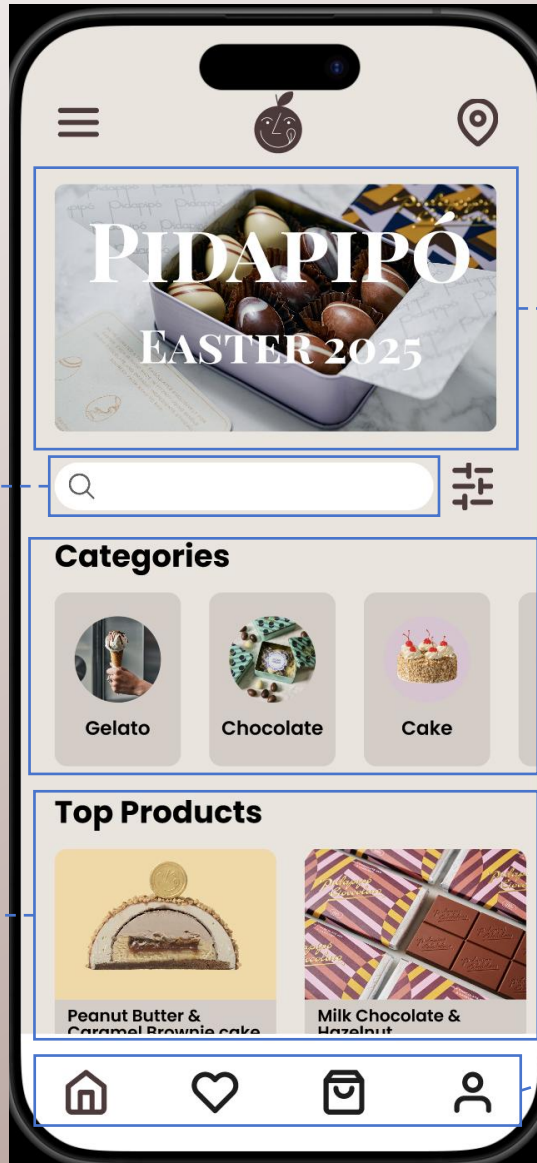
High-fidelity mockup display

- Mobile versions

Home page can be slid vertically

Click here to search for the product users want

Here are some of the products that have been selling well lately, and users can also swipe sideways to see if any of them are of interest.



This is the advertisement poster, click on it and users will see the seasonal related products and text reports

This is the product category bar, users can slide horizontally to find the products they want to buy

At the bottom is a quick navigation bar, where customers can go to the home page, favorites page, shopping cart page and user page at will.

Q Cake



Q Banoffee Pie cake

Q Matcha Strawberry cake

Q Tiramisu' alla Pidapipó cake

Q The Great Rocher cake

This is the search bar, if you type cake in the box, some corresponding products will pop up. Click on it to go to the product interface

The product page shows the product's picture, price, product introduction, production materials, and size information.



Tiramisu' alla Pidapipo

Chocolate sponge drenched with coffee and sherry syrup, mascarpone gelato dusted with Dutch cocoa powder.

\$65

DIMENSIONS:
BOXED: 25CM(L) X (25)CM (W) X 20CM(H)
CAKE: 15CM(W) X 5CM(H)

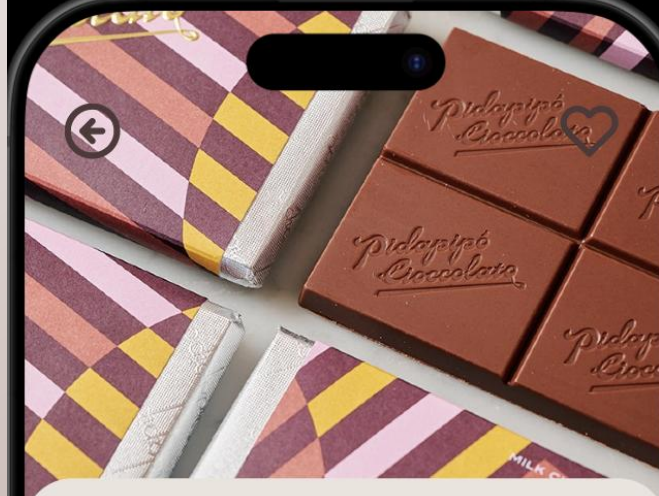
TIPS: SERVES 6-8 PEOPLE. CONTAINS GLUTEN, DAIRY, EGGS, ALCOHOL

1



Add to Cart

Click here to add products to your shopping cart



Milk Chocolate & Hazelnut

Our range of single origin chocolate celebrates the art and craftsmanship of the great Italian cioccolatieri. Handmade from scratch in Fitzroy, our chocolates are crafted in small batches using only the best, ethically-sourced ingredients – from Dominican Republic organic cacao to hazelnuts from Piemonte – and our own caramels, pralines and ganaches. Classic simplicity meets traditional technique and modern innovation. Delizioso.

\$13.50

DIMENSIONS:
46% Milk Chocolate & Hazelnut – 100g

1



Add to Cart



My Cart List

Click here to return to the home page



Tiramisu' alla
Pidapipo

\$65

+
01
-



Milk Chocolate &
Hazelnut

\$13.5

+
01
-

Continue shopping

Shopping cart page, the user can clearly see the products added to the shopping cart, you can choose to continue shopping or checkout operation.

Subtotal	\$78.5
Total	\$78.5

Check out



Pidapipó



CAKES

Our latest range of gelato cakes is a dreamily nostalgic homage to the beauty of classic Italian dolce. Inspired by the great pasticcerie of Milan, made with only the best and most authentic ingredients and techniques, these cakes are perfect for any occasion where you want to celebrate la dolce vita.



Tiramisu' alla
Pidapipo

\$65



Peanut Butter &
Caramel Brownie

\$78



Matcha
Strawberry



Banoffee Pie

The product list allows users to click on the product details and see all the products for sale.

Tiramisu' alla
Pidapipo

\$65



Matcha
Strawberry

\$78

Peanut Butter &
Caramel Brownie

\$78



Banoffee Pie

\$59



The Great Rocher

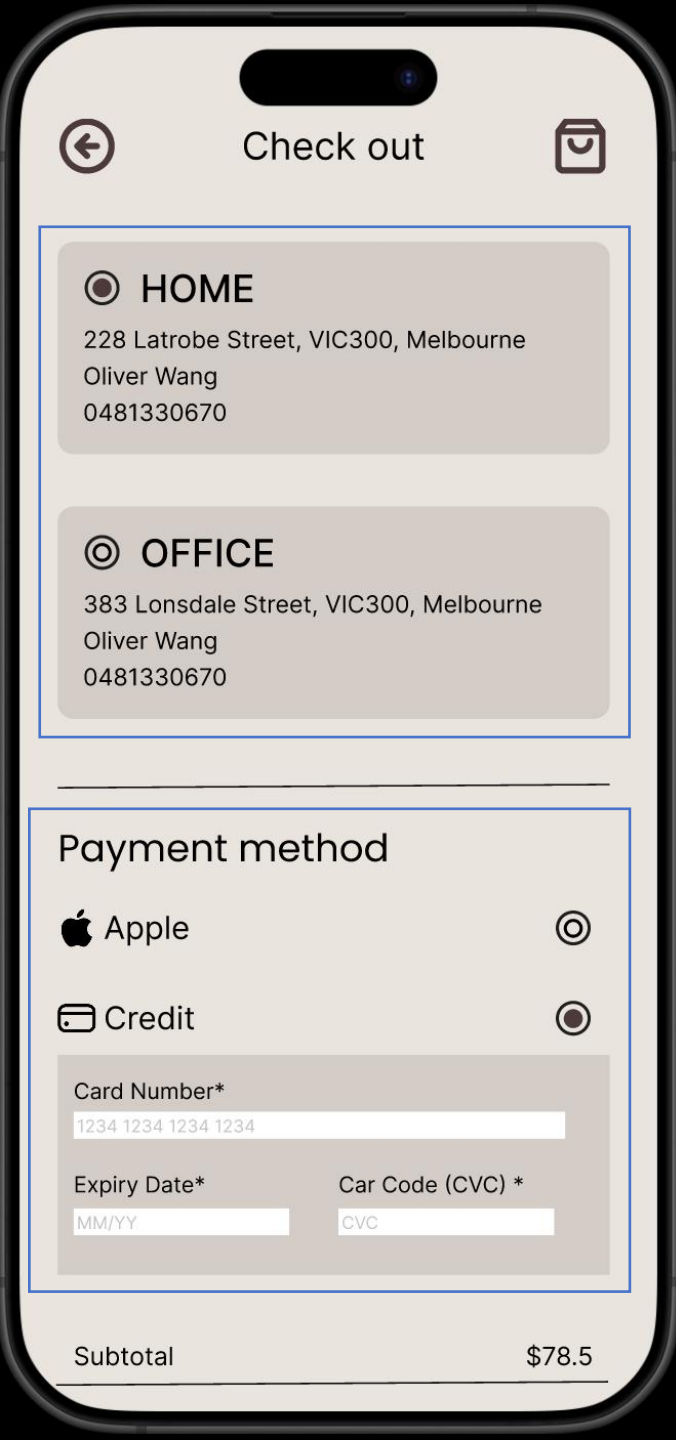
\$78



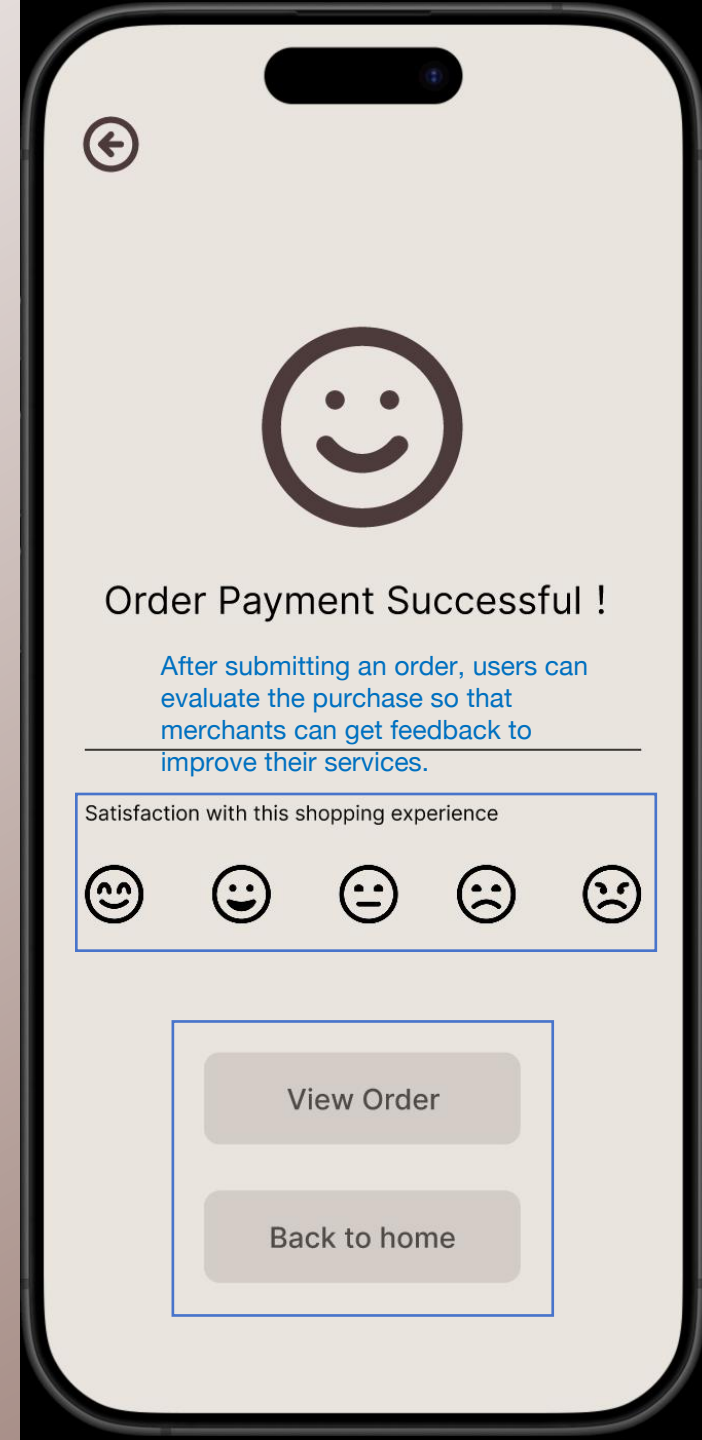
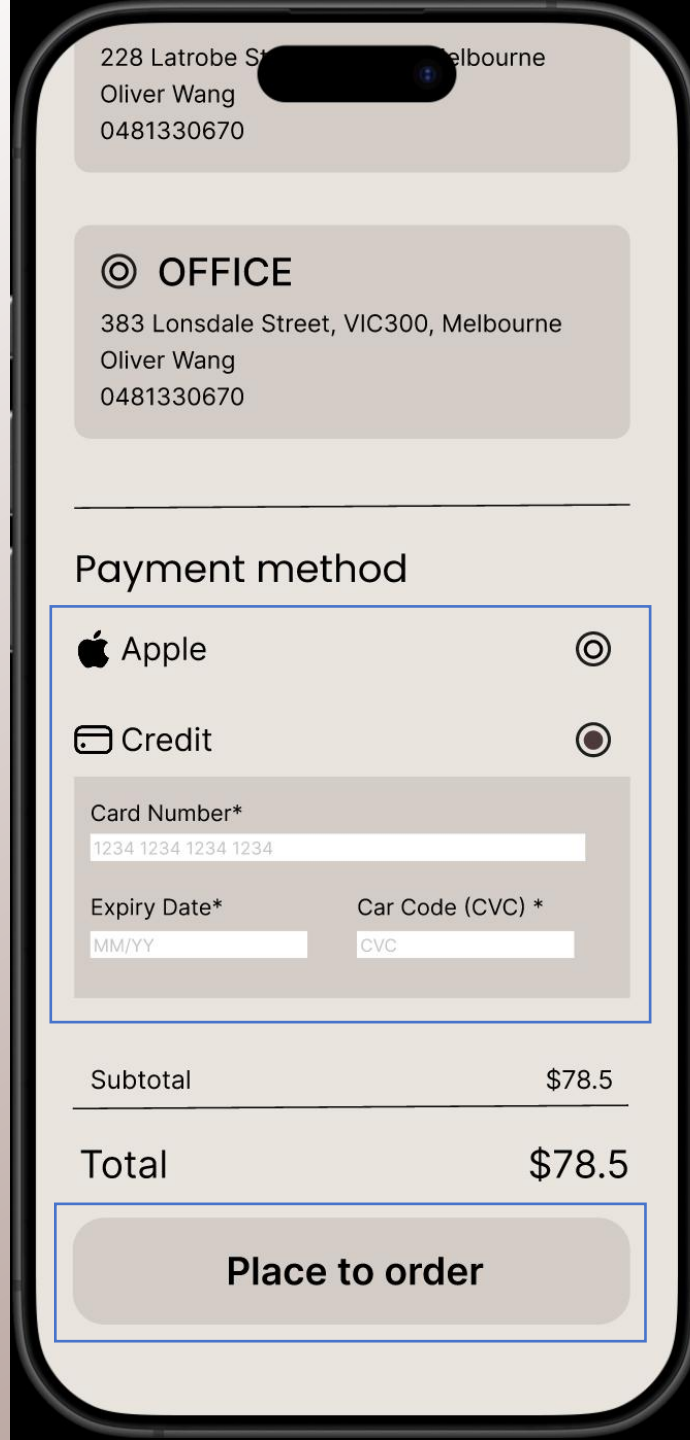
Bombe Alaska

\$59

PIDAPIPO ACKNOWLEDGES THE WUEUND JERI PEOPLE OF THE KULIN NATION, THE TRADITIONAL CUSTODIANS OF THIS LAND, AND PAY OUR RESPECT TO THE WURUND ELDERS, PAST, PRESENT, AND EMERGING.



Entering the payment interface, customers can choose different addresses and payment methods edited in advance to minimize the time consumed.





Scroll down the homepage vertically to see the introduction of some hot products, click on the image to enter the product interface, click on the buy now button to add the product to the shopping cart.

This is a specially designed navigation bar for the computer version of the homepage, the left side of the brand icon is the product category, the right side is some information about the brand store as well as the search button, the favorite button and the shopping cart.

- desktop version



A cake lover's paradise

A caramel brownie base, filled with soft, salty caramel gelato, peanut butter gelato and milk chocolate gelato, finished with a thin chocolate glaze and covered with peanut crunch.

buy now

Chocolate for popular tastes

46% Milk Chocolate & Hazelnut – 100g

buy now





Pidapipó



Q What do you want?



Cake

Chocolate

Gelato

Shop

The search bar is designed to be quick and easy to use



Pidapipó



Q Cake



Q Banoffee Pie cake

Q The Great Rocher cake

Q Peanut Butter & Caramel Brownie

Q Tiramisu' alla Pidapipó cake



Pidapipó



Peanut Butter & Caramel Brownie

A caramel brownie base, filled with soft, salty caramel gelato.

Peanut Butter & Caramel Brownie

A caramel brownie base, filled with soft, salty caramel gelato, peanut butter gelato and milk chocolate gelato, finished with a thin chocolate glaze and covered with peanut crunch.

\$78

DEMENSIONS:
BOXED: 25CM (L) X 25CM (W) X 20CM (H)
CAKE: 17CM (W) X 14CM (H)

[Click here to add items to the shopping cart](#)

01



Add to cart



CAKES

Our latest range of gelato cakes is a dreamily nostalgic homage to the beauty of classic Italian dolce. Inspired by the great pasticceria of Milan, made with only the best and most authentic ingredients and techniques, these cakes are perfect for any occasion where you want to celebrate la dolce vita.



Tiramisu' alla Pidapipo

\$65



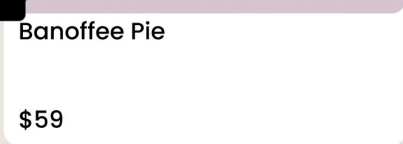
Peanut Butter &
Caramel Brownie

\$65



Matcha Strawberry

\$78



Banoffee Pie

\$59



The Great Rocher

\$78



Bombe Alaska

\$59

The same design as the mobile version of the product list interface, click to enter the product interface



My Cart List



Tiramisu' alla Pidapipo

\$65



Peanut Butter &
Caramel Brownie

\$78



\$13.50



Continue Shopping

Subtotal \$156.5

Total [Click to enter the payment page](#) \$156.5

Check out



My Cart List



Home

228 Latrobe Street, VIC300, Melbourne
Oliver Wang
0481330670


Office

383 Lonsdale Street, VIC300, Melbourne
Oliver Wang
0481330670


Payment method

0481330670

Payment method

 Apple



 Credit



Subtotal

\$156.5

Total

\$156.5

Place to order



Order Payment Successful !

Satisfaction with this shopping experience



View Order

Back to home

Go to the confirmation page after submitting the order

Critical analysis

In my final design, I think the successes are:

- 1. On the basis of the original website's confusing navigation bar, my design introduced a clear navigation bar containing key buttons such as homepage, favorites, shopping cart, etc., and gave to do product categorization. This allows users to quickly locate and complete the entire buying process, significantly improving information accessibility and operational efficiency.
- 2. The visual style of the page is unified and fits the brand image. I think the new theme color scheme and fonts I chose for the site improved the overall visual consistency of the site.
- 3. The shopping cart and payment process pages improve the efficiency and satisfaction of the user experience. In my design, I chose to add a side-by-side display of images and text, and users can select a preset address and payment method with one click.
- 4. The user flow is coherent and clear. In my design, the process of opening the interface to the successful payment is very complete.

In addition to these successes, there are many problems remaining in my prototyping:

- 1. Due to lack of familiarity with the software, there were many pages that I wanted to make that were not completed. For example, the favorites page, the search bar filter page, etc. I will continue to improve these areas in the future.
- 2. I didn't do the responsive layout design. The page I designed can only be fully rendered in the set device model, if I change the device model I may not be able to achieve the visual effect I want to realize.
- 3. the hierarchy of information on the page for product details is slightly crowded. Although the information content of the product is complete, there is less white space between the content blocks, and I didn't realize this layout problem until after the design was completed.
- 4. Lack of assistive features and accessibility considerations. I did not reflect considerations for visually impaired users in the prototype (e.g., font size adjustment, voice-assisted navigation, etc.), and lacked site inclusivity.
- 5. The one-click address selection added to the payment page did not make a more detailed page, such as when new users should edit the address in advance.