

Applying key finding #2

this is the main screen for users can watch ads (offers) and order from our partner companies or order from their storage.

ordering

milk / Company X
3X12 Piece
13\$/Box

Shipping 0.00

total 39.00

Taxs 1.00


40.00

You have 14 Packs at
The Warehouse

Pay using wallet

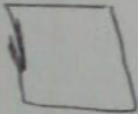
Pay with cash

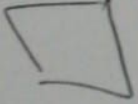
In this screen can see order phase and how easy to order products by just choose the products and decide the numbers and pay from the wallet or using cash

wallet 

Available Balance
2,000 \$

History

 Payment 1

 Adding money 1

this screen is wallet shows user the remain balance and history about it

ordering

Way of Payment

wallet

Cash

Info

Total	39\$
Taxs	1\$

Total	40\$
Shipping Free	

Check Insights

This is improving for order phase after reducing words and visualize concept also considering peripheral vision

Design principle(s) applied

Users like to have choices, but not too many choices

Design rationale

reduced text in the screen and reduce choices but providing it not too much to be controlled in easy way of payment