

Understanding and Conceptualizing Interaction Design

Assessment Task Number 3

Describe the components of the conceptual model underlying most online shopping websites, e.g.

Shopping cart

Proceeding to check-out

1-click

Gift wrapping

Cash till?

1. Shopping cart is the interface between a company's Web site and its deeper infrastructure, allowing consumers to select merchandise review what they have selected make necessary modifications or additions and purchase the merchandise.

2. The checkout process is the process that a customer must go through when checking out the items in the cart. This is what the user sees at the frontend. The checkout process starts when the customer clicks Checkout button in the Shopping Cart or the Shopping Cart Summary, or the Buy Now button.

3. 1-Click, also called one-click or one-click buying, is the technique of allowing customers to make purchases with the payment information needed to complete the purchase having been entered by the user previously.

4. A cash register or till is a mechanical or electronic device for registering and calculating transactions at a point of sale. It is usually attached to a drawer for storing cash and other valuables. A modern cash register is usually attached to a printer that can print out receipts for record-keeping purposes.

