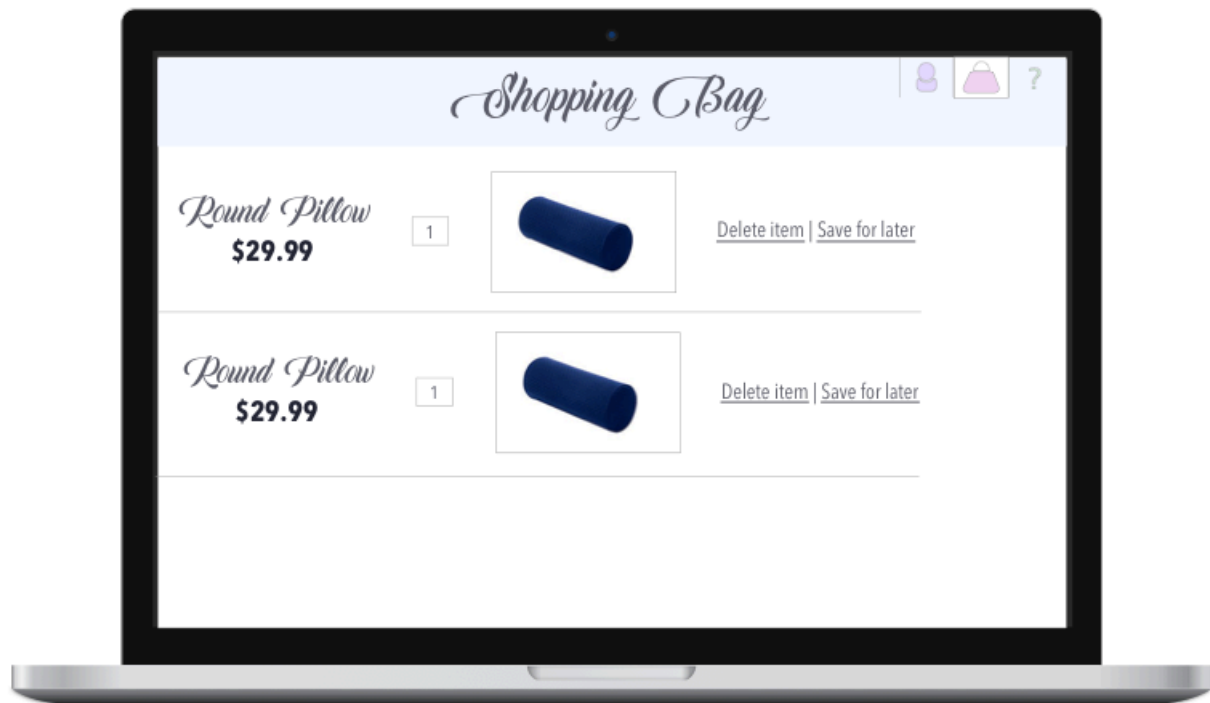


Design considerations: I wanted the design to be as simple as possible, because as I mentioned in my previous assignments, the goal of the website is to convey that the store/brand is a down to earth, family run business. Hence, all that is on the screen is the quantity, the pillowtype and the fill of the pillow. The item can be removed with a simple click on the "x". The goal of the design is to embrace "aesthetic and minimalist design" and provide obvious feedforward with commonly used controls such as the (x for removing). Additionally, the page is consistent with other pages by providing a large header and nav bar.



Once again: I wanted the design to be as simple as possible, because as I mentioned in my previous assignments, the goal of the website is to convey that the store/brand is a down to earth, family run business. Hence, all that is on the screen is the basic information of the pillow and the number of pillows requested. The item can be removed with a simple click on the “delete item”. The “x” was changed to “delete item” because the “delete item|save for later” bar gives the user more choices and freedom and potentially convinces them that instead of deleting they can simply buy it later. As mentioned before, the goal of the design is to embrace “aesthetic and minimalist design” and provide obvious feedforward with commonly used controls such as the “delete item” for removing. Additionally, the page is consistent with other pages by providing a large header with the same font, font size, and nav bar.