Mon, Feb 12th 2018

05-430 ASSIGNMENT 3
INTERACTIVE PROTOTYPES WITH INVISION

1. EXECUTIVE SUMMARY

For this project, I was tasked to take my previous low and medium-fidelity designs for a small pillow shop in Pittsburgh, and create a high-fidelity design.

I had two key considerations:

    i.   The experience should be simple and emphasize on products since the store is small and users may not spend too much time here

    ii.   The store should seem welcoming with a positive outlook so users are immediately attracted to the store and feel refreshed from their monotonous constant work/life environment, making them eager to explore more and make purchase(s).

I was able to use brighter logo, lighter color shades, dark contrasting bold navigation items and large gradient/noticeable buttons to direct the flow and attention while providing a clear and simple flow to the user.

2. DESIGN GOALS

A.   What is the goal of your user?

    i.   User would want to see what items/product variety the store contains, or search for particular type(s) they are interested in, select preferences and make a purchase.

B.   What were the main considerations you had while designing the prototype?

    i.   The store is small and does not contain a multitude of options, which should influence the designs and feel the customers get. Since the store is small, there is potential to give off a positive outlook to the customers who visit with lighter color shades and visual context. The important buttons clearly catch attention while others that are not used so often are noticeable but not emphasized.

C.   What motivated you to design the prototype/screen transitions the way that it is now?

    i.   I wanted the store to have a clear flow so the customers are not only focused on looking for products, but can easily navigate to particular information about the

store or how the store functions (ex: about, shipping, etc.). I've made the experience simple with proper font weights, sizes and color shades.

3. NAVIGATION MAP

The blueprint of the entire website, and a very important artifact of design that conveys the big picture and provides a bird eyes view of the website and all content involved.

The Navigation Map is attached below. Prototype Link: https://invis.io/5ZG19FPHVTU.

4. TASKS (MINIMUM OF 2)

A. Browse products and view product details

B. Select a color and shape option for the product

C. Order: Add a product to cart and checkout

FLIP STITCH PILLOWS - NAVIGATION MAP