1. Introduction

The main focus of this week was about learning to persuading the user to take one action over another. We did observe in the lecture how people explore content.

In the lecture did we learn about persuading users to take action, we also got a run when it comes to ethical, responsibilities and moral.

1. Reflect on the card

We did some changes when it did come to the product detail page, Some of the most we wanted to make fewer click, also wanted to make some change on nav

Every change we did was based of the essence of three words where? what? who? when?

Where does the user use the product, and what goals the users have? Who are the users are the young or older? We did use everything we did learn in week 1.

2.1 information architecture

The most important thing we wanted to change on when it did come to the shadow ball page was fewer click to action, and we also wanted to categorize caps and clothing’s in one category.

That’s the most important factor we wanted to change.

3.1 discussion

Other factors we wanted to change was product detail page, it’s kind of messy to find to the basket. We also want to make a different when it comes too the action button.