**iHerb Cart Page Redesign**

By Bruce Liu

**Live Redesigned Site\*:** <https://bruce-c-liu.github.io/iherb-cart-page-redesign>

**Code**: <https://github.com/bruce-c-liu/iherb-cart-page-redesign>

\*This is a proof of concept. Most links are placeholders. Not all elements of original Cart Page were implemented (e.g. omitted Navigation Dropdowns, Shipping Estimates, Lists, Buy It Again, and footer). I encourage you to visit the redesigned site and play around with the browser window width to best experience the page's seamless responsiveness. ☺

**I. Motivation**

A website's responsiveness is extremely important to provide the best user experience. This is doubly true for ecommerce sites since they tend to feature complex layouts. After all, a broken layout definitely does not translate to positive sales/checkout conversion rates. From my research of iHerb's Cart page, there are several possible areas of improvement:

* **Responsiveness**

The page is not completely responsive, especially when screen width drops below 1000px. Although the page switches to a "mobile" version if using a mobile device (phone/tablet/etc), there are still desktop screens that are less than 1000px. Furthermore, it's a common use case that users resize their browser window to only half of their device screen to view multiple windows at once. It would be best to make the site responsive to any screen size without checking a device type. Another advantage of adopting a pure responsive design is it would reduce the maintenance overhead of managing two separate stylesheets (mobile and desktop).

A screenshot of a cell phone

Description automatically generated

I also noticed that adjusting the width of the window while browsing the page sometimes breaks elements (see picture below). I'm not certain exactly why that is happening, but I suspect it is because responsiveness is being haphazardly adjusted via Javascript rather than using CSS techniques.

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* **Visual Hierarchy**

Font-size, font-weight, colors are too generally similar. For a user, this causes all elements to be equally important and makes it hard for them to find the information they care about.

* **Clutter/Redundant Information**

Disclaimer: My assumptions may be wrong here depending on business needs & user testing. From a user's perspective, there appears to be redundant information on this page, which translates to clutter, which translates to an unnecessary mental burden.

* **Consistent UX**

Nowadays, people use the internet so much. They have fundamental expectations of how certain workflows operate (e.g. signup flow, checkout flow, etc). This helps to make User Experiences much more seamless. It is usually best to not disrupt common flows/setups unless there is very good reason to do so.

**II. My Changes**

My redesign has made this page 100% responsive for any width >280px. Seeing as how an iPhone 5 is a measly 320px wide, this is more than adequate. I used two major width breakpoints of 750px and 460px. I've made many changes, but only **major** changes are marked and has explanations.

* **Width: >750px (typically laptops/desktops)**

A screenshot of a cell phone

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Figure 1. Original

A screenshot of a social media post

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Figure 2. Redesign

**Major Changes:**

1. **Contrast/Visual Hierarchy**

Improved legibility and better draws attention to promotional content.

1. **Contrast/Visual Hierarchy/Consistency/Redundancy**

Here, I took inspiration from Amazon.com. Product names are important and should stand out. Destructive actions such as "Remove" should be obvious. I also opted to remove the "Price" column as that seems like redundant information that could be found in the "Total" column. Doing so greatly reduced the cluttered feel of the page while also allowing more room for the important product name.

1. **Consistency**

Ecommerce flows typically display price savings like a typical elementary subtraction problem. e.g. We start with the largest value at the very top and then subtract our savings. And we have our final price at the very bottom.

1. **Consistency/Visual Hierarchy**

Same reasoning as 3. Also, the final price should stand out, since that is an important element.

1. **Visual Hierarchy/Contrast**

By using box-shadows instead of a solid border, the Order Summary card literally *stands out*. Also, the action we want users to do most is "Proceed to Checkout". Thus, the call to action button must have a larger font and stronger weight.

* **Width: Between 460px and 750px (typically tablets)**

A screenshot of a cell phone

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Figure 3. Redesign

A screenshot of a social media post

Description automatically generated

Figure 4. Redesign

**Major Changes:**

1. **Responsiveness**

Moved menu items into hamburger menu. (by the way, slide out drawer works in the proof of concept!)

1. **General UX/Consistency**

I noticed that on mobile devices, iHerb.com has a fixed "Proceed to Checkout" button at the bottom of the screen. However, that means they might unintentionally skip over the Order Summary, which may be frustrating. Instead, I changed the button to "View Order Summary", which simply scrolls the page to the Order Summary. This button is especially useful when there are many items in the cart.

1. **Responsiveness**

Just like the original design, I moved the Order Summary card into a single column on narrower screens.

* **Width: <460px (typically phones)**

A screenshot of a cell phone

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Figure 5. Redesign

**Major Changes:**

1. **Responsiveness**

Universal header is hidden. As device width shrink, the height tends to shrink as well. Vertical real estate becomes very valuable.

1. **Responsiveness**

Sign in button is placed into hamburger menu.

1. **Responsiveness**

Removed "Product, Quantity, Total" table headers.

1. **Responsiveness**

Moved Quantity input to make more room for product name.