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Applying Design Patterns

Pattern 1: https://ui-patterns.com/patterns/ProductPage/examples/3092

I think this pattern would improve the design for our project due to its simplicity and organization. For our design, we wanted something that was simple with a clean look. The design starts with a heading and a description of the product. Other design patterns I looked at had multiple colors or the contrasts in colors did not mix well. I like that this design flows well and the font is readable. The design also has good spacing that I think is important to a clean design layout.The design pattern also includes all functionality that we would like to include in our design including adding to basket, selecting size, and a size chart. On the page, the design includes all points of view of the product as well. Most importantly, we wanted a simple color scheme for our pages and excluding the product, the page only includes the colors black and white. Applying these features to our product will help achieve our goals in the design process as well as help make the user experience enjoyable and the usability of the product easy.
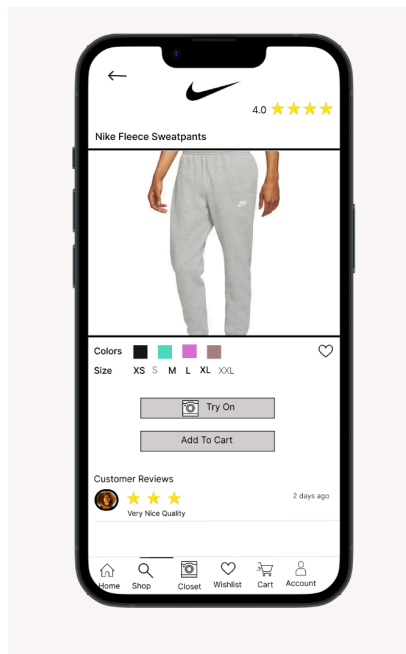

I applied this pattern in design by allowing space in the design and keeping the color scheme simple. The design allows for users to choose from colors, try the generator, add to cart and add to wishlist.

Pattern 2: https://ui-patterns.com/patterns/ShoppingCart/examples/354

For this design, what drew me was the functionality and buttons that come with the page. I think this design allows for a wide range of options for the users and allows for a second chance to think before completing a transaction. This design allows for the user to choose to continue to shop, change or remove the item or move it to a wishlist. Additionally, the page allows you to choose from different shipping methods. Having a wide range of choices at the last stage of an

online transaction is important so the user does not second guess their order after completing the transaction. Seeing multiple choices allows the users to ask questions that may lead them to removing or adding a product. I believe this pattern will improve our design by making the transaction process as thorough as possible and lead to enjoyable out of the box experiences.
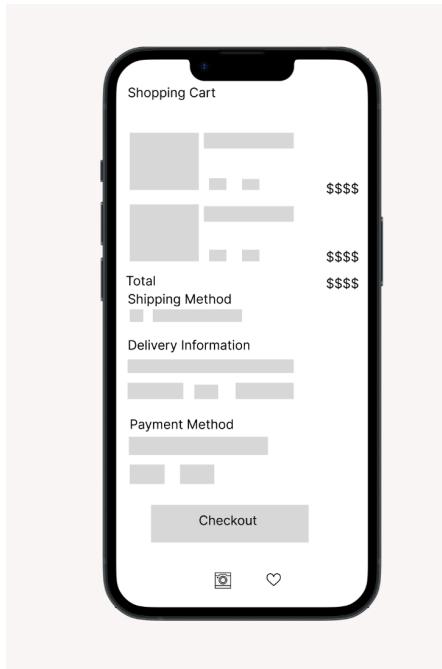
In this design, I applied the pattern by offering a variety of functionality including inputs for the shipping method, delivery information, and payment method as well as the checkout button.