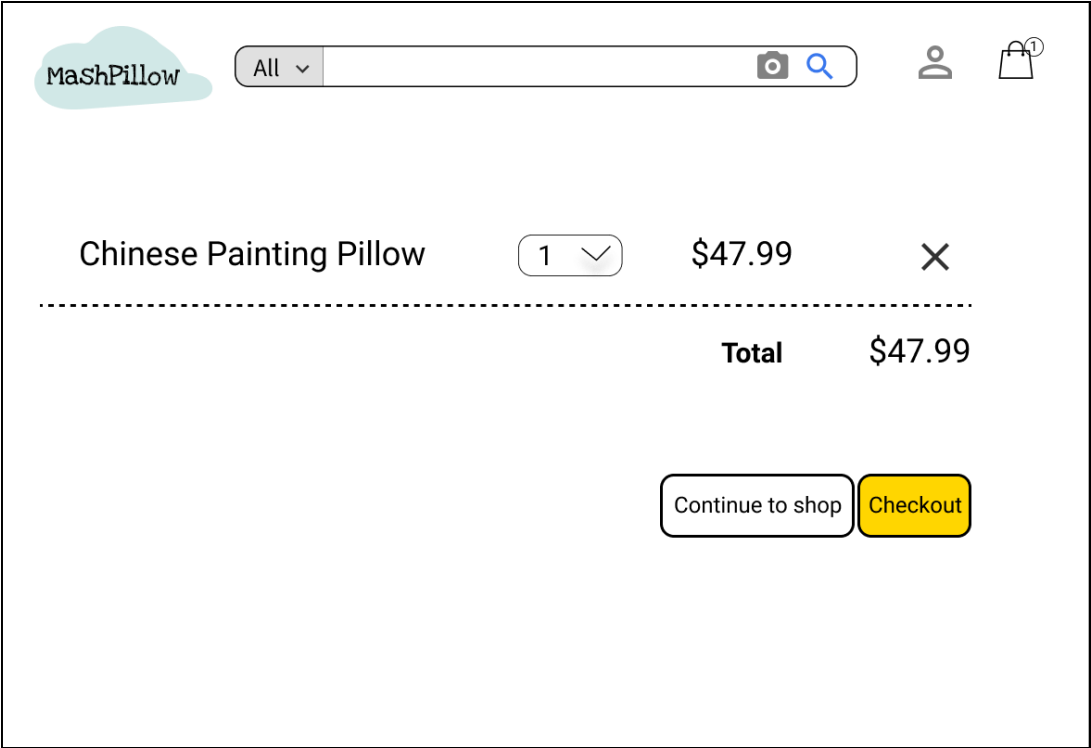


Previous Design (assignment 3):

For assignment 3, when I designed the cart page, I only thought about the basic functions of “adding to cart”, “change quantities”, “delete the item”, and “go back to shopping”. Therefore, this page only satisfies basic functions but don’t have much aesthetic design.



Design Choices (lo-fi):

When I started to redesign the cart page, I revisited some popular online stores to look for some design patterns. I found that most of them use grid which helps dividing the page into different areas. Each area then corresponds to a specific function which helps the user navigate through the page. Deciding that the grid is helpful, I redesigned the page and divided it into 4 sections, including “Rewards and Discount”, “Shopping Cart”, “Similar Items”, and “Check Out”. Complying with Nielsen Norman’s usability heuristics, this redesign helps increase **aesthetic and minimalist design**, and diving up the information on the page could help increase the **efficiency of use**.

