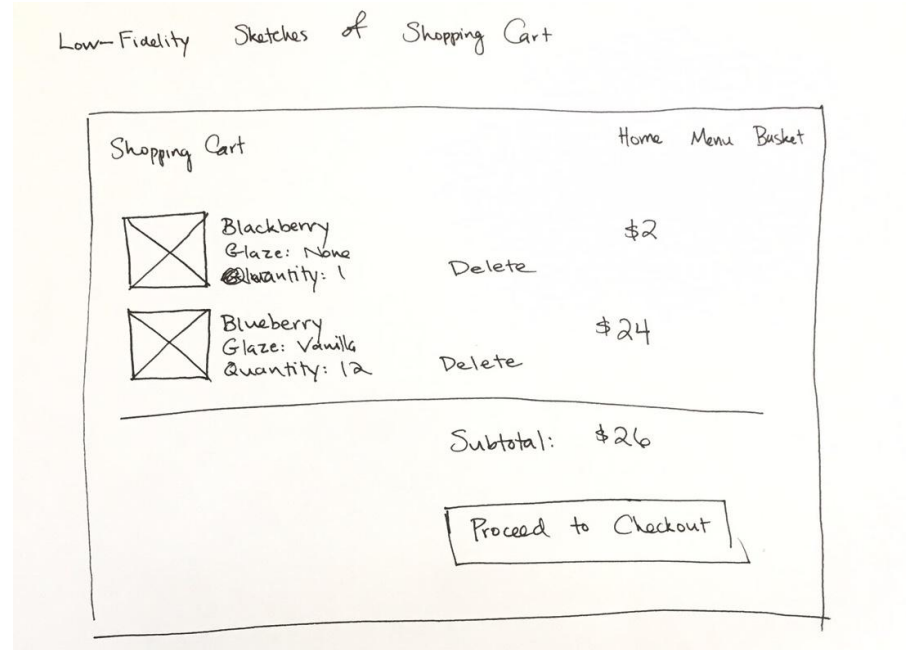


PUI HW 6A

Griffin Mori-Tornheim

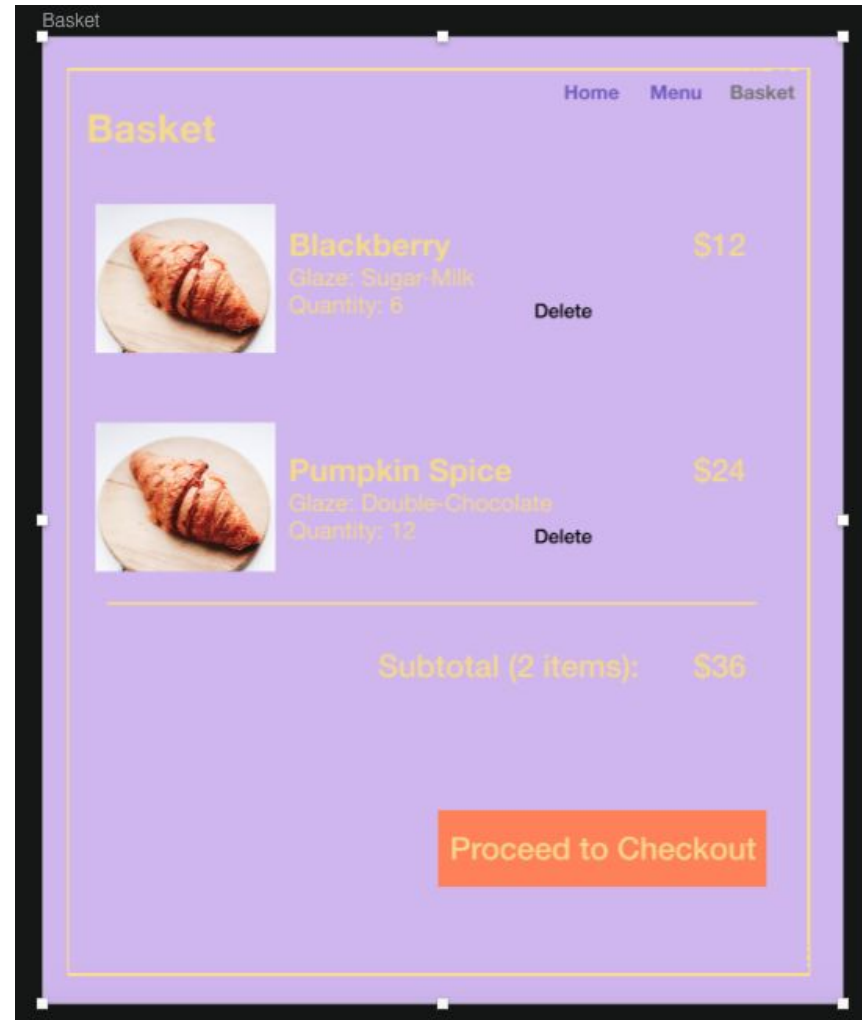
Lo-fi sketch of Basket

My lo-fi sketch of the Basket and Order Tracking were inspired by Jakob Nielsen's usability heuristics. For example, in my shopping cart, I gave users the option to delete their order, which adheres to the heuristic user control and freedom. In addition, the user can navigate between the home, menu, and basket page.



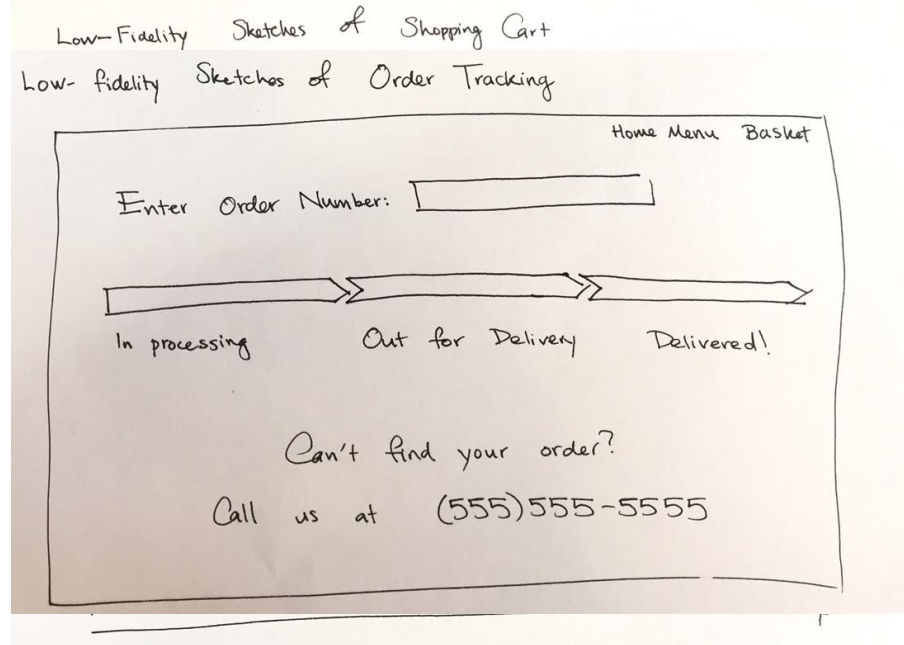
Hi-fi mockup of Basket

My hi-fi mockup was created in InVision App. It uses a similar color scheme to the other pages for continuity. In addition, the “Delete” button stands out as the only black item on the page, suggesting that it can be used to manipulate the items in the cart. The “Proceed to Checkout” button is stylistically similar to the “Add to Cart” button, thus giving the user a signal that indicates progress in the ordering process.



Lo-fi sketch of Order Tracking

My lo-fi sketch the Order Tracking page was inspired by Amazon's. They have a simple 3-step process wherein users can see if their order is either in processing, out for delivery, or delivered. I also wanted to give users the ability to troubleshoot. Given the business that I was creating for, I assumed that it was small enough that if users couldn't find their order, they could merely call the shop.



Hi-fi mockup of Order Tracking

For my hi-fi mockup, I added an additional function that would allow users to zoom-in on the delivery process by date and time. These days, users expect increasing granularity in their ordering process. Additionally, I think that this increases the visibility of the system status.

