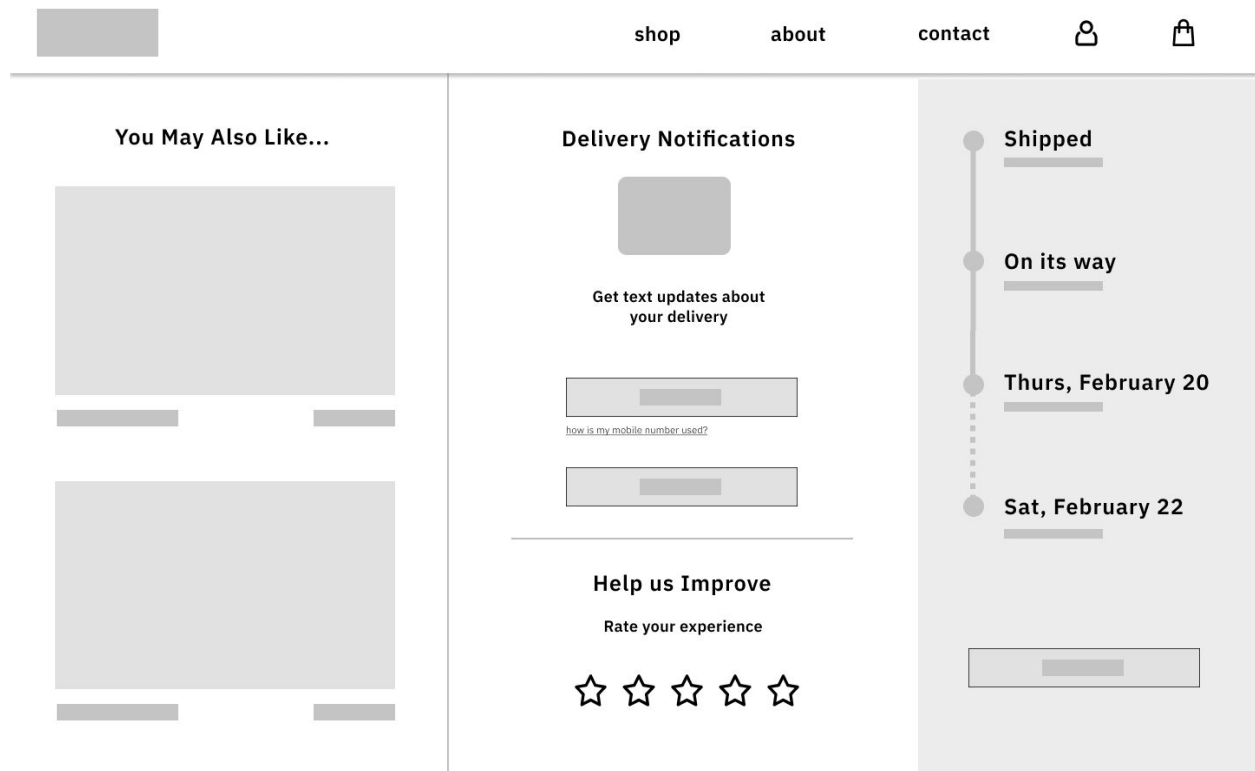


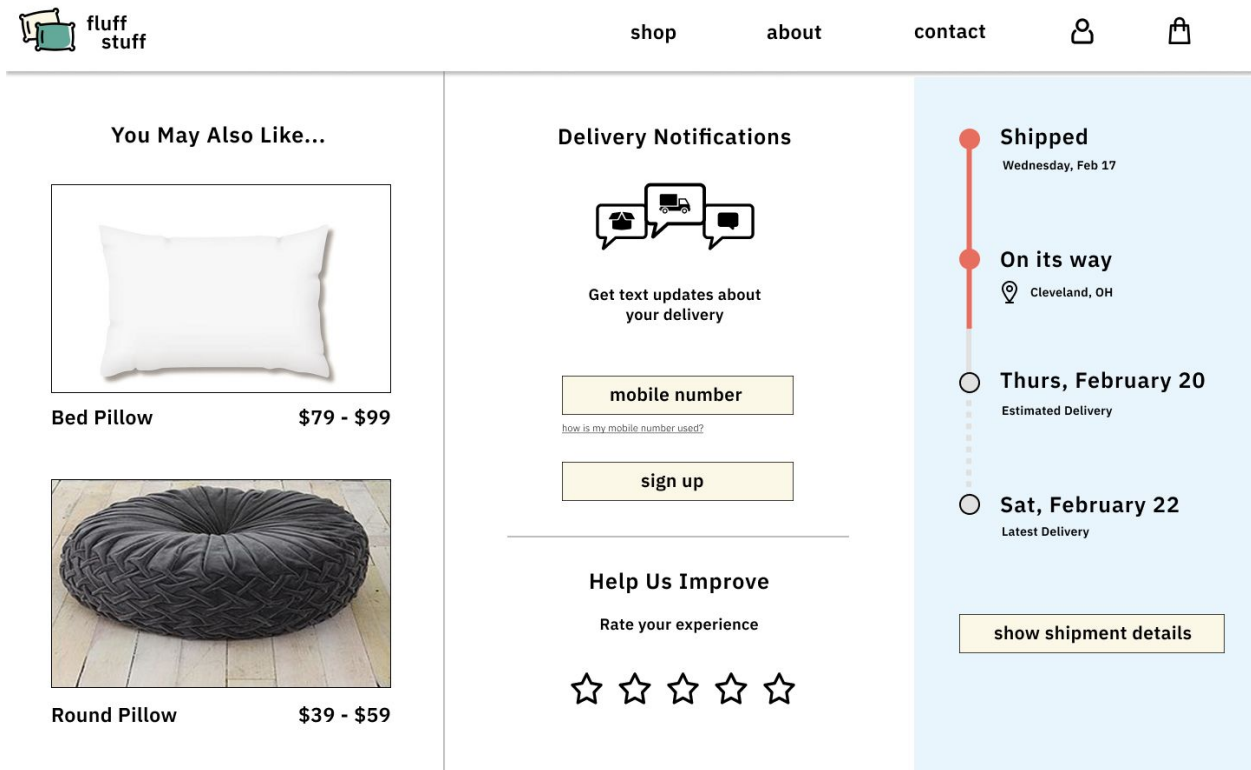
Tracking Order Low Fidelity



I decided to add an order tracking page to the website so users will have the opportunity to keep users informed even after they have purchased their items. On the left side of the page, I include pictures of other products that are similar to the ones they have just purchased in order to give the user the opportunity to continue browsing. The middle section allows the user to receive faster updates on the delivery process through notifications via text message or by creating an account with the website to receive email notifications. Below that, users have the opportunity to rate their experience purchasing from “Fluff Stuff”. User ratings, if high, may encourage newer users to purchase from “Fluff Stuff” upon seeing that other users were satisfied with the company and products.

The section on the right displays the information that the user *actually* cares about, but since pages are typically read left to right, having the less important (but still useful) information on the left may increase the likelihood of users browsing or rating the website. I decided to use a breadcrumb trail to display the shipping progress. The dashed line in the progress bar indicates that particular step in the shipping process has not yet been completed.

Tracking Order High Fidelity



I decided to keep the look and feel of this page consistent with the entire website by using the same photos, fonts, button styles, and icons that have been previously used on other pages. The high fidelity prototype does not differ too much from the low fidelity prototype other than a slight change I made to the shipping bread crumb trail in the right section. Initially, I had intended for dashed lines to indicate when a step in the shipping process had not been completed. Instead, I use color to indicate current progress of the package, and the dashed line indicates the latest possible delivery. This way, if a package arrives later than the expected estimated delivery, customers are not overly disappointed since they have been informed ahead of time of the latest possible delivery date. The button at the bottom of shipping progress allows the user to view additional shipping details, most likely directing them to the carrier website.