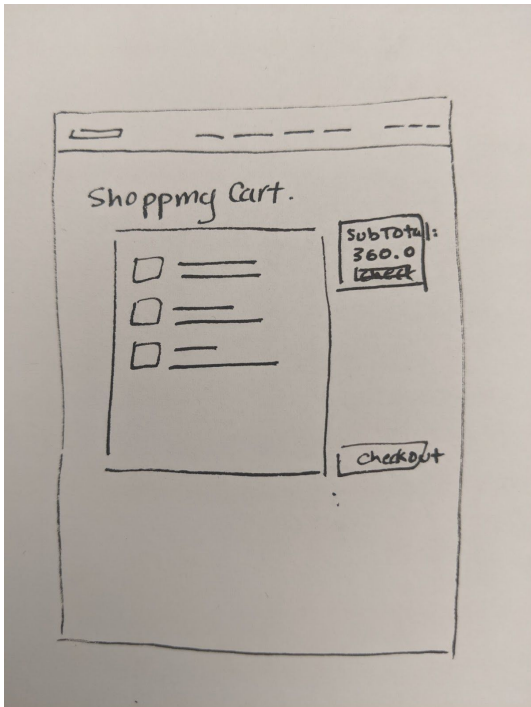
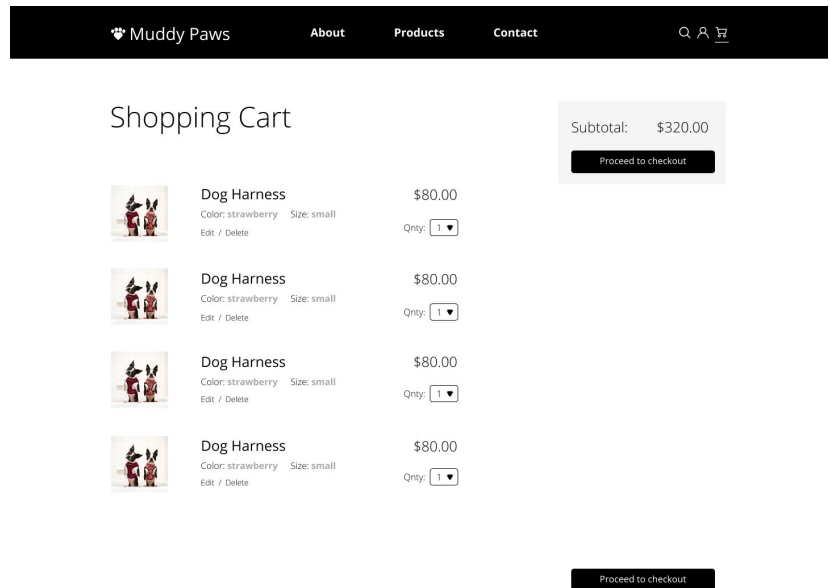


Assignment 6A

Lo-fi Prototype



Hi-fi Prototype



I want the Muddy Paws site to feel clean, minimal, and familiar to potential and returning customers. The black and white palette contributes to the clean and minimal aesthetic, which also mirrors the general design feeling of Sephora a popular makeup site that targets young, fashionable women but in a different market. No design changes were made to my shopping cart page.

My lo-fi prototype simply blocks out the three major sections: the header above, the cart items section to the left, subtotal and checkout section to the right.

In my hi-fi prototype I reduced the boxes around the elements in order to keep with the minimal aesthetic I have throughout the rest of the website.