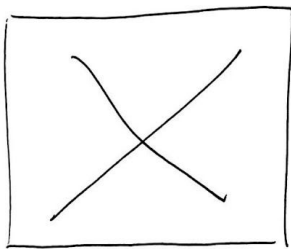


Kristy Zhang

## Shopping Cart Prototypes

### Lo-Fi:

Shopping cart



couch pillow \$18.00  
After-school special, Memory foam  
Qty: 1

Subtotal: \$18.00


Checkout



For the products in the cart, I included a picture of the product so users can be reminded of the product they decided to add to the cart. I felt as if the most important information a user needs to know before checkout is the product name, the color, the stuffing, the quantity, and the subtotal. I placed all of this information in one area so the user does not have to look for it on the page. I made the subtotal under the product(s) because this is what gets calculated after the user adds all items to the cart.

## Hi-Fi:

### Shopping Cart



Couch Pillow (\$18.00)  
After School special  
Memory Foam

Qty: 1

**Subtotal: \$18.00**

**Checkout**

As shown in the lo-fi prototype, I kept a picture of the product. I also ensured that in the hi-fi prototype, the product picture is also the color the user selected so they have detailed knowledge of the product they are purchasing before they checkout. From my lo-fi prototype, I made a few changes. For example, I made a few changes for the hierarchy of information. The most important information, such as product name, price, quantity are indented left. The other details of the product in case the user wants to know them, such as color and material, are indented right. I also split up the color and material into two separate lines so that it is easier to read. Under the items in the cart, the subtotal is bolded because users usually want to know how much money they are spending in total on the shopping cart page. I want to make sure users can easily see this information, so I bolded it and kept the font a bit larger.