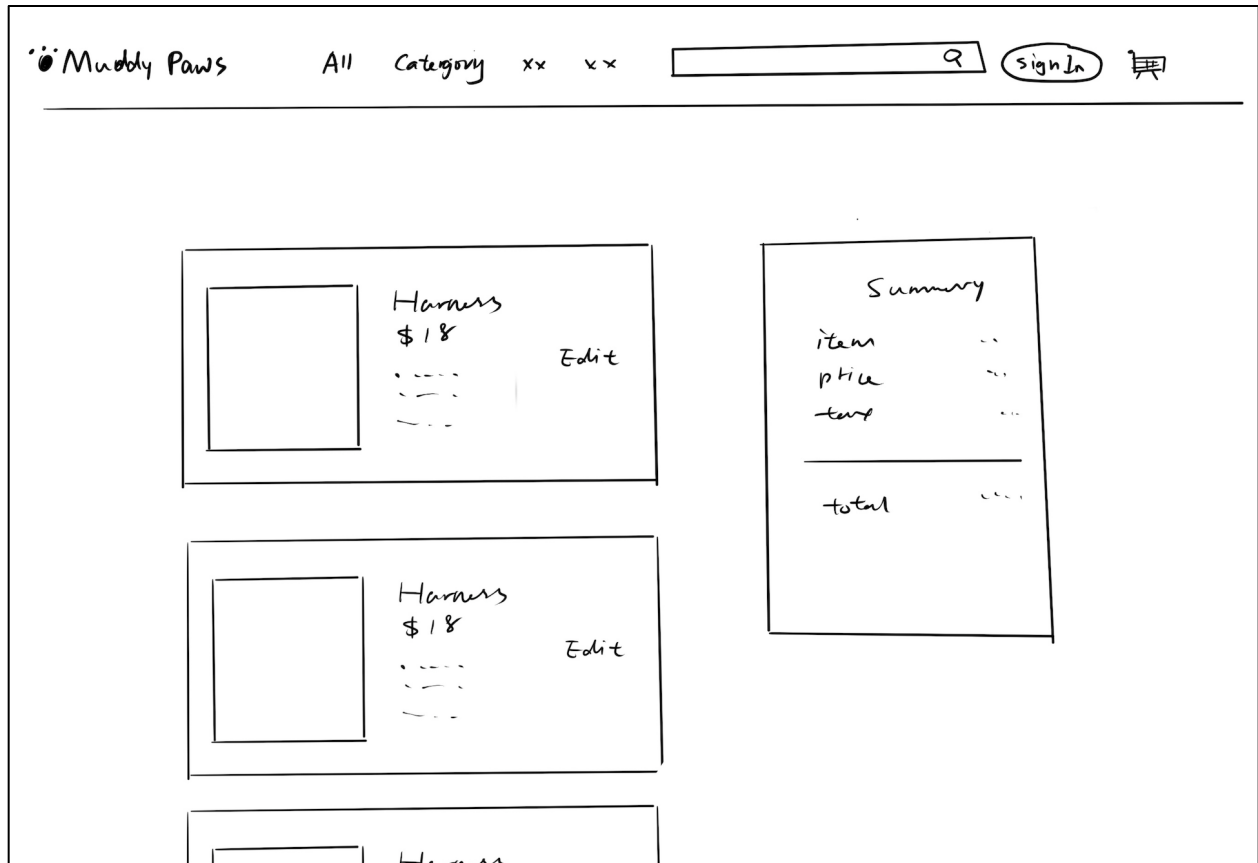


PUI Assignment 6A
Qiao Tang

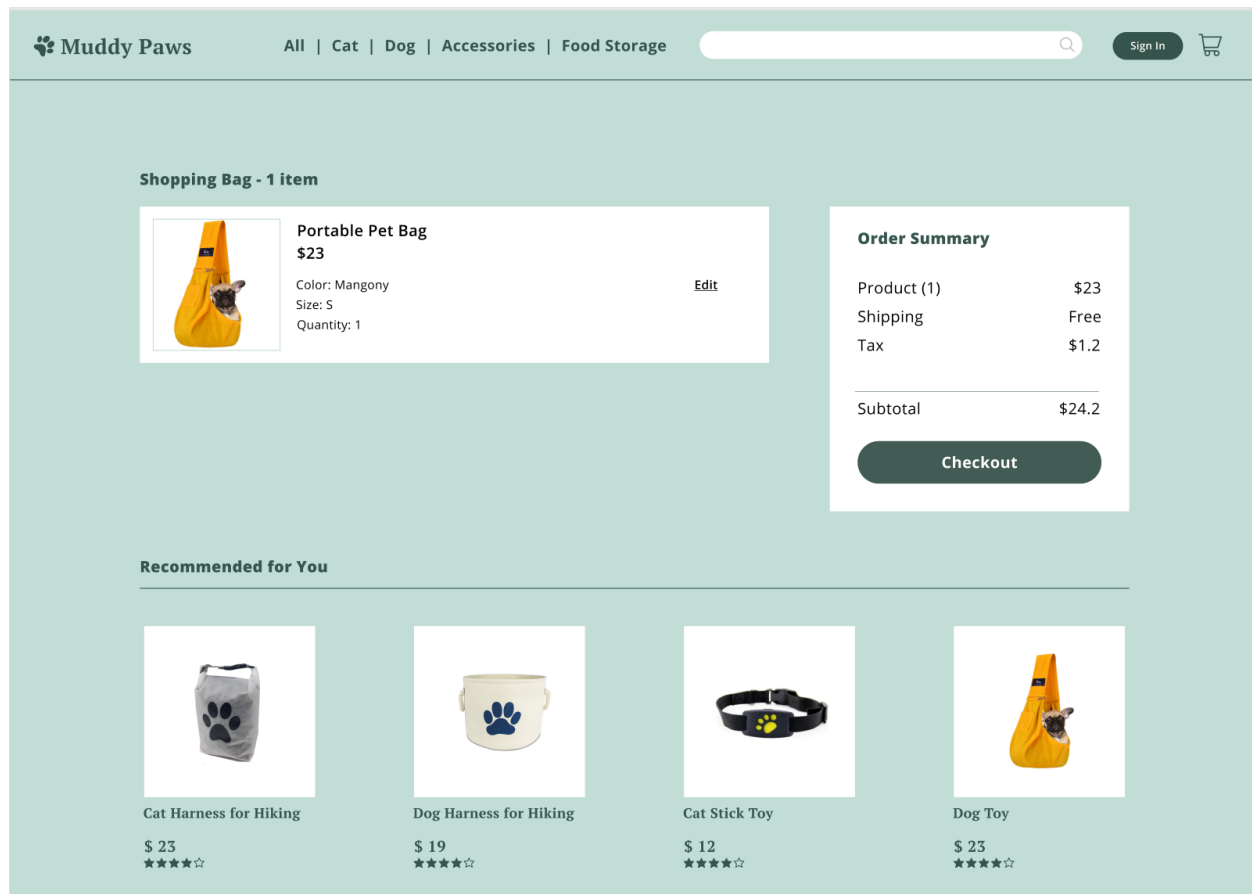
Lo-fi Prototype for Shopping Cart Page:



Design Rationale:

- 1) for the shopping cart page, I maintained the same navigation bar on top of the page. This is consistent with all the other pages of the website and is intended to provide users with flexibility of navigating from anywhere.
- 2) For the main area of the page, I choose a left-right layout since this could provide users a good overview of what they have purchased and also the summary of all of their orders. The most relevant information is all shown in this layout
- 3) This layout is also a pretty common layout among all the shopping website so I think users would feel very familiar to this setting and won't have any difficulty in understanding the layout.

High-Fidelity Mockup:



Design Change:

- 1) The mockup version of the shopping cart page is a little bit different from the sketch. As you can see, I added a new section "Recommended for You" at the bottom of the page. This is to help our client Muddy Paws to potentially increase their sales by utilizing their personalization algorithms. When user is doing checkout, a lot of times the lower part of this page would be empty. I have noticed that many other websites such as amazon are utilizing this empty space to do more promotion on their products. Therefore, I added this section too.
- 2) In terms of color, I maintained the consistent color style of the website. You will notice that the checkout button is designed to be a call-to-action button with dark green background. This is to encourage user checkout their products instead of waiting until the next time they visit.