



# BUN BUN BAKE SHOP

## Javascript Implementation

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**Git Site:** <https://mattfang1999.github.io/PUI2020.github.io/>

**Git Repo:** [https://github.com/mattfang1999/PUI2020.github.io/tree/homework\\_6\\_branch](https://github.com/mattfang1999/PUI2020.github.io/tree/homework_6_branch)

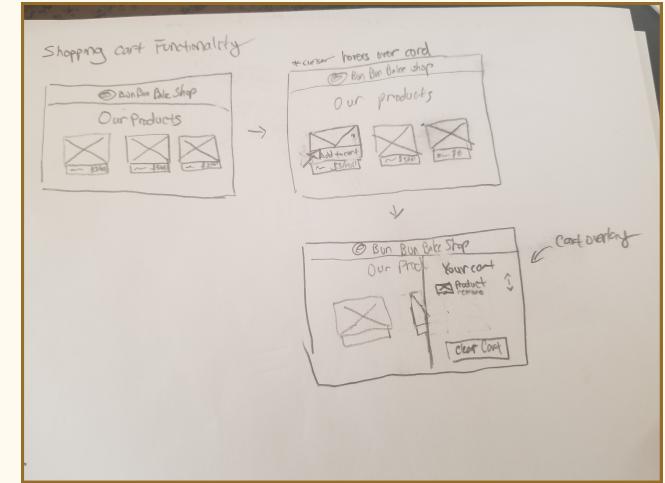
# Reimagining the Shopping Cart Experience

## Lo-fi Prototype Concept Creation

### Addition of Cart Overlay

After feedback from classmates and peers, and conducting user testing, one thing I recognized was the issue of having to go to a separate new page for a cart. Users were not bothered by the extra clicks needed to go to a cart page, but I wondered, **is there a way we can shorten the experience before a checkout? Is it even necessary to have a new page for a shopping cart?**

Thus, I decided to make a bold move and wireframe **a solution that would negate the need for a new shopping cart page**, and instead, create an overlay of the shopping cart on the same page of the products page. This way, the user would not have to tediously go to each individual product page, and also experience less clicks before checkout.



### Simple Excised Homescreen

Even though my previous homescreen had garnered positive feedback, I asked the question to my peers, *“Would you really read the information or pay attention to the different photo elements on the page?”* The response was an overwhelming “Maybe” or a neutral “Sure...”. Thus, this made me think, **“Do we really need all that information on a homepage?” What if we design something that cuts straight to the chase, and helps the business, which is to buy cinnamon rolls? How do we maximize the chances of a bun-bun being bought by the end of an experience?**

Thus, I redesigned my homescreen to be much simpler: It is a hero banner of a big attractive image with only one button, “SHOP NOW”, so the **user only has one option for interaction on this page**, which is to buy cinnamon rolls, hopefully increasing the chances of someone buying cinnamon rolls at the end of the user experience.



# Reimagining the Shopping Cart Experience

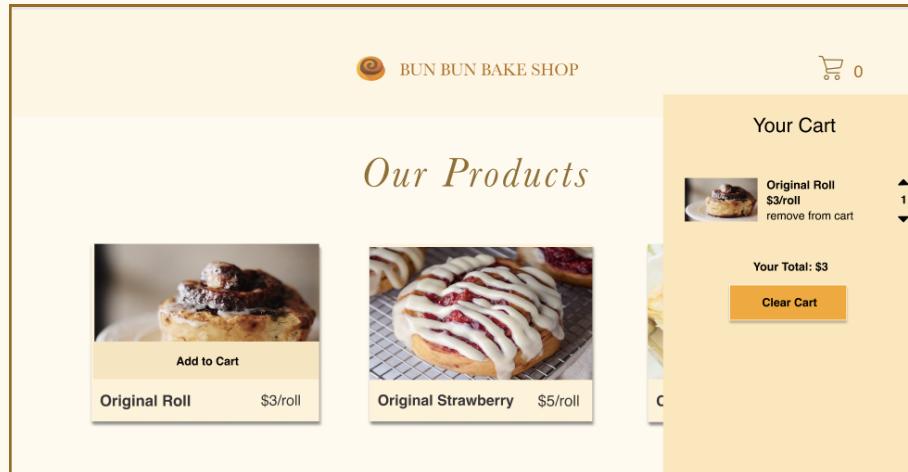
## *Validations of Prototype Concepts + Hi-fi Creations*

### Validation of Concepts!

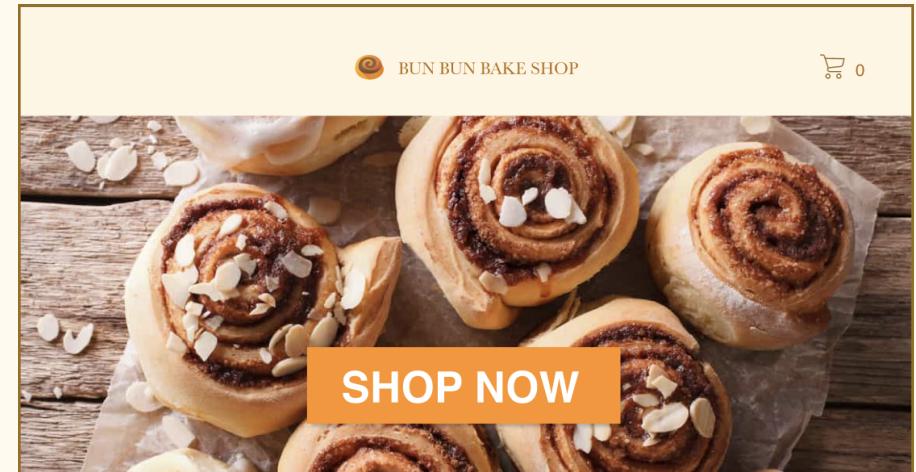
After running the lo-fi prototypes through some of my friends, **both concepts were validated**. For the cart overlay idea, they believed it was more useful to have the cart directly appear on the products page. One of them even questioned what the point of a cart page was!

Regarding the homescreen, because there was only one option for the user one the page, they felt the button was priming them to make a purchase. They stated that had they saw many other pieces of information (location, about us, testimonials, etc), their user goals would be much less defined, or they might actually be swayed off their original goal.

After, the positive feedback, I refined my lo-fi prototypes into the following high-fidelity concepts:



After hovering over a card, the add to cart option appears. Then, an overlay will appear on the same screen where product info can be edited.



A homepage with only one option of "shop now". This way, the user's goal becomes more directed towards making a purchase.

### Link to clickable Figma Prototype

<https://www.figma.com/proto/mv49B1XDY8hstS8OF4U168/PUI-HW-2?node-id=159%3A3&scaling=min-zoom>