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CS-360

4-4 Assignment: UI Design

The app screen I have chosen to redesign is based off the app for the department store Target. It is of their “search” function. It is a minor redesign, but one that centralizes on the idea of online shopping a tad bit more. On the left-hand side is the original, on the right hand side is the redesign. Behind the idea of the right side is to create more of a “gallery” for the online shopper. For example, when someone is shopping for something like clothes, a larger image may prove more beneficial. Of course, each white box on the right-hand side should be an actual image of a product. Each box would be clickable and could potentially create a fragment or just a new activity altogether to show the user more details such as the full title (even in the original design, long titles get cut off), ratings, color options, reviews, and so much more. Again, the emphasis about the redesign is to give the product a larger window to be showcased in. Below each box, is the title of the product and the price, which is arguably the most important facet of online shopping. Each row can then be separated by a faint line to allow the user to recognize that the text corresponds to the box above it, rather than below it. Not only will this allow the user to view more items at once without scrolling, but it can also allow them to peruse Target’s inventory faster and find the potential product they would need. This is not limited to clothing either, perhaps the user needs to find the correct hand soap, dog food, paper towels, or any other household items. Users will be able to identify what they know they are using based on the picture alone, and if the image is larger there may be less room for mistakenly buying the wrong product. The rest of the screen is functional and is appropriately laid out, therefore I did not feel the need to redesign it.

Graphical user interface, application

Description automatically generated