

Symbols

Used the shopping cart symbol as a link to the customer's cart. The shopping cart symbol is used worldwide in many online stores. By using the cart, the customer will be able to easily identify where to find their cart so they can conveniently check on the items they have selected so far.

Logical Constraints/Cultural Constraints

The confirm and select buttons are placed in such a way that they will be easy to find when the customer is ready to advance in the next part of the journey. The select button in the menu and the check-out are on the bottom right of the screen because there is text that will direct the customer's eyes to the right of the screen. The register button on the information screen, and the confirm button on the delivery and check-out screens, are located on the bottom left because all of the important information is located on the left sides of these pages. Another logical constraint is the menu bar on the top of each page. This is a common aspect of most sites so the customers will know where to look if they want to change the page they are on.

Gestalt (Similarity Grouping)

Similar functions such as menu items or delivery options are grouped together on the same page to make the "shopping" process more efficient and to avoid confusion on a part of the user. If similar items are grouped together the user is more likely to know what they are supposed to do to be successful on the website.