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Programming Usable Interfaces

Homework 6 Reflection

Due 10/26/18 at 11:59pm

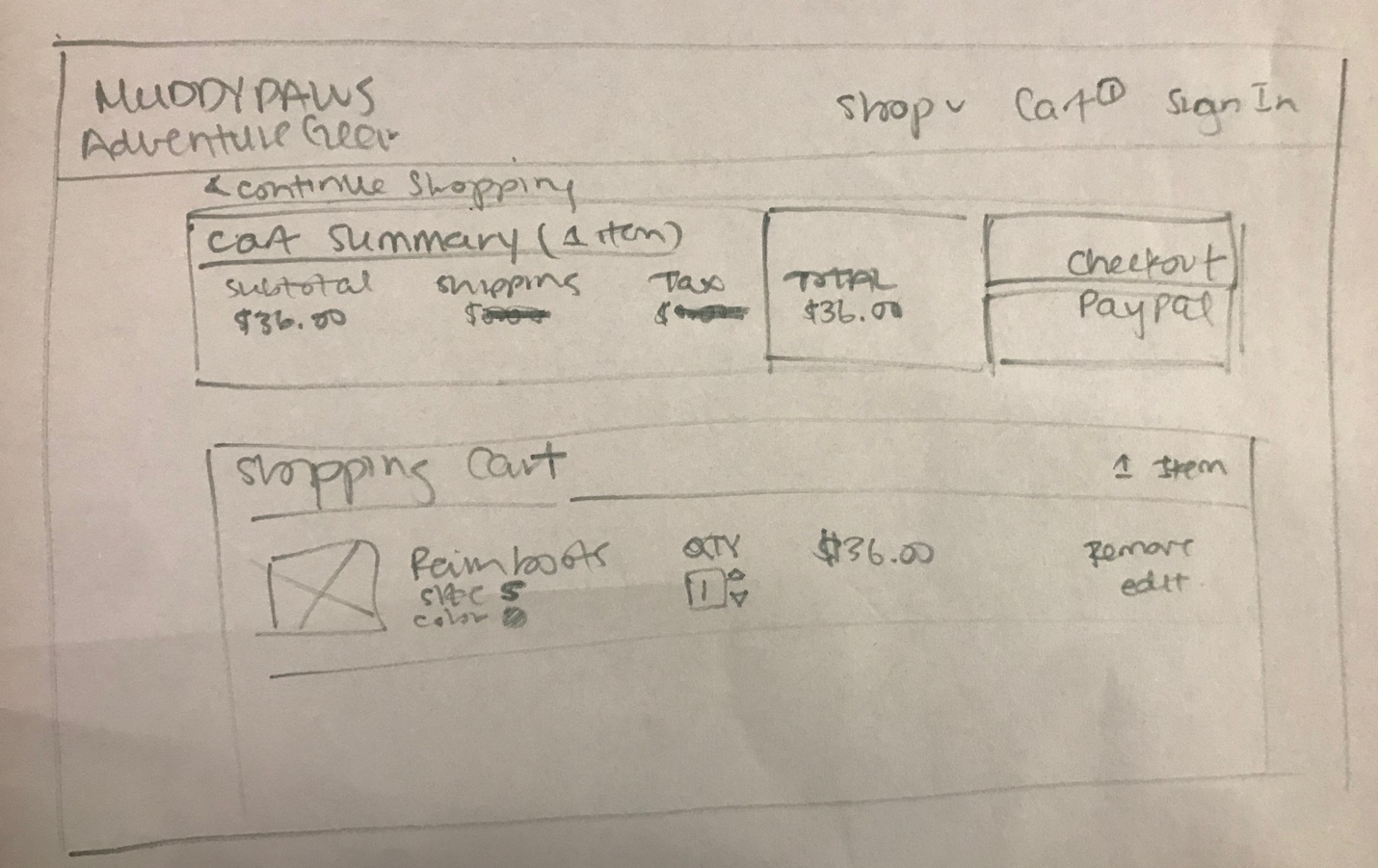
**I. Low and High-Fidelity Prototypes**

Low Fidelity Prototype

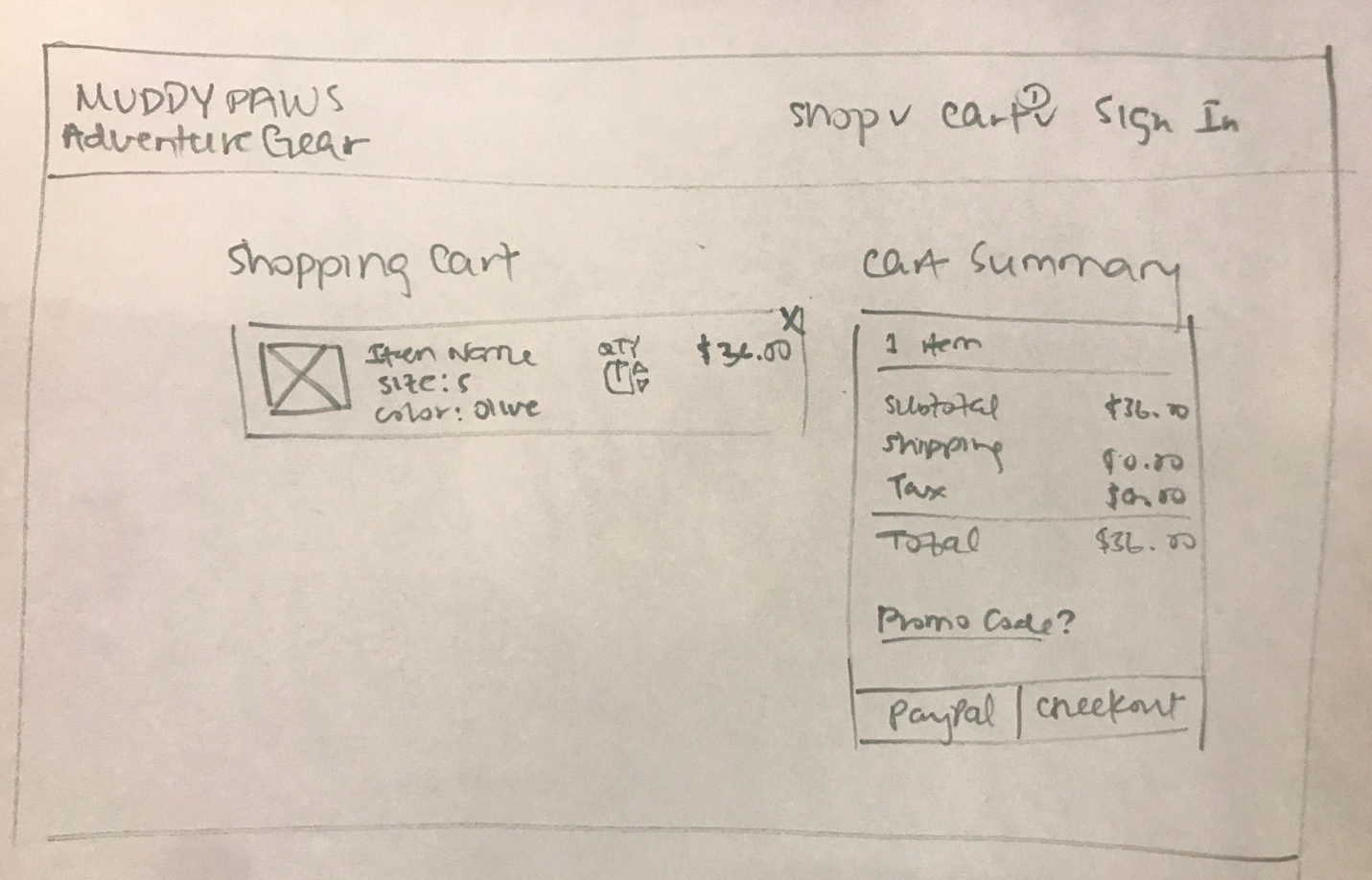
Design Choices:

* identified the shopping cart and cart summary as the two most important blocks in viewing the cart
* got rid of all navigation except for in the top navigation bar to encourage purchasing, but included a small “continue shopping” link on the top left
* changed from a stacking structure to a side-by-side view for the shopping cart and the cart summary because it allows you to view both at once (the shopping cart also does not need that much horizontal space)
* placed item specific properties such as name, size, and color in one column and separated out universal properties like quantity and price.
* allow for easy removal and editing of an item, decided that removal could be done at the top right corner of each item car and edit would be appropriate under the item-specific properties on a card
* show a clear breakdown of cart summary to fully inform users
* provide easy promo code and return policy access to encourage fast and non-hesitant purchase
* prominent checkout button to encourage purchase

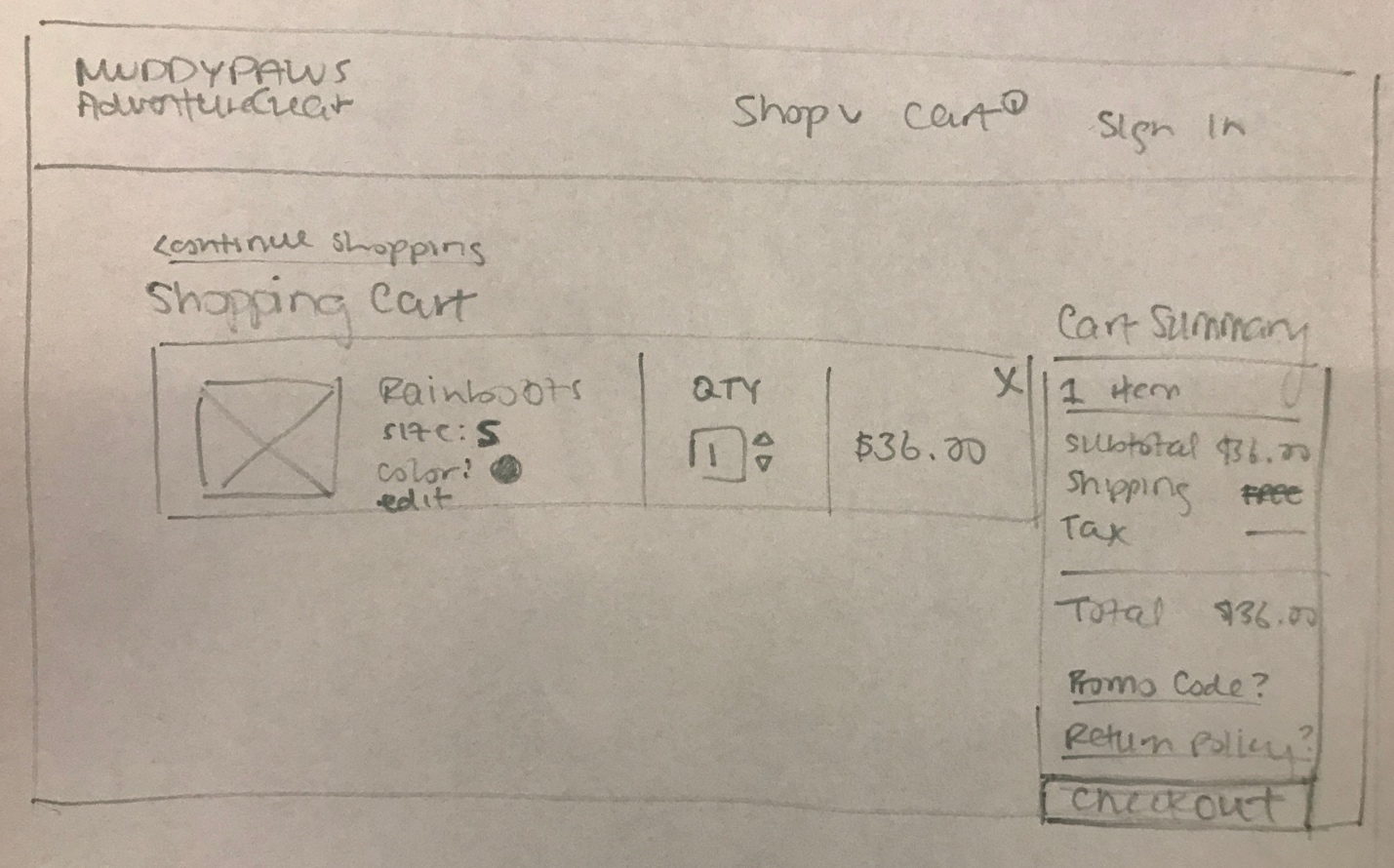
Iteration 1



Iteration 2



Iteration 3



High Fidelity Prototype

<https://invis.io/EKO5JW064SF#/320960614_Desktop>

Design modifications from the last paper prototype

* The edit button on the cart page is underlined and in a different color to make it more visible and differentiable
* I made the shipping and tax value $0.00 instead of lines so it doesn’t look like they haven’t been determined yet
* I added a PayPal button underneath the checkout button but is outlined instead of filled black so it is less prominent than the checkout button but still visible
* Added a wishlist section underneath the shopping cart to remind users of past items they saved and encourage them to buy them

Reflection: