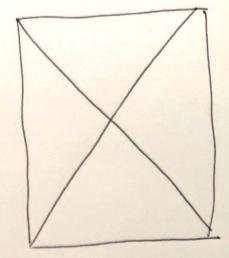


Shopping Cart



Walnut (Sugar-Milk Glaze)-10 volls

14

Summary

Product Total \$10.69

Delivery Free

Total \$10.69

[Continue to Checkout]

## Explanation of Design Choice

 In terms of design, I wanted it to keep it minimal without extra components(i.e. ads and external links) on the page so that shoppers can easily finish the shopping process without getting distracted

- I made sure to incorporate the following elements:
  - o checkout button that is noticeable in order to lead customers to the checkout
  - transparency on the shipping costs
  - the ability to change the quantity of the number of rolls

 Important to place checkout option on the right because users naturally read from left to right



## **Shopping Cart**



Walnut (Sugar-Milk Glaze) - 10 rolls \$10.69

1 ∨

## **Summary**

Product Total \$10.69

Delivery Free

**Total** \$10.69

**Continue to Checkout** 

## Explanation of Design Choice

 Laid the summary against a grey background to contrast with the product in the cart

 Made the words "Shopping Cart", "Summary", and "Total" bold because those are the most important takeaways from this page

 Checkout button is in blue which stands out from the white/grey color scheme of the shopping cart