

PUI Reflection 6A

Low Fidelity

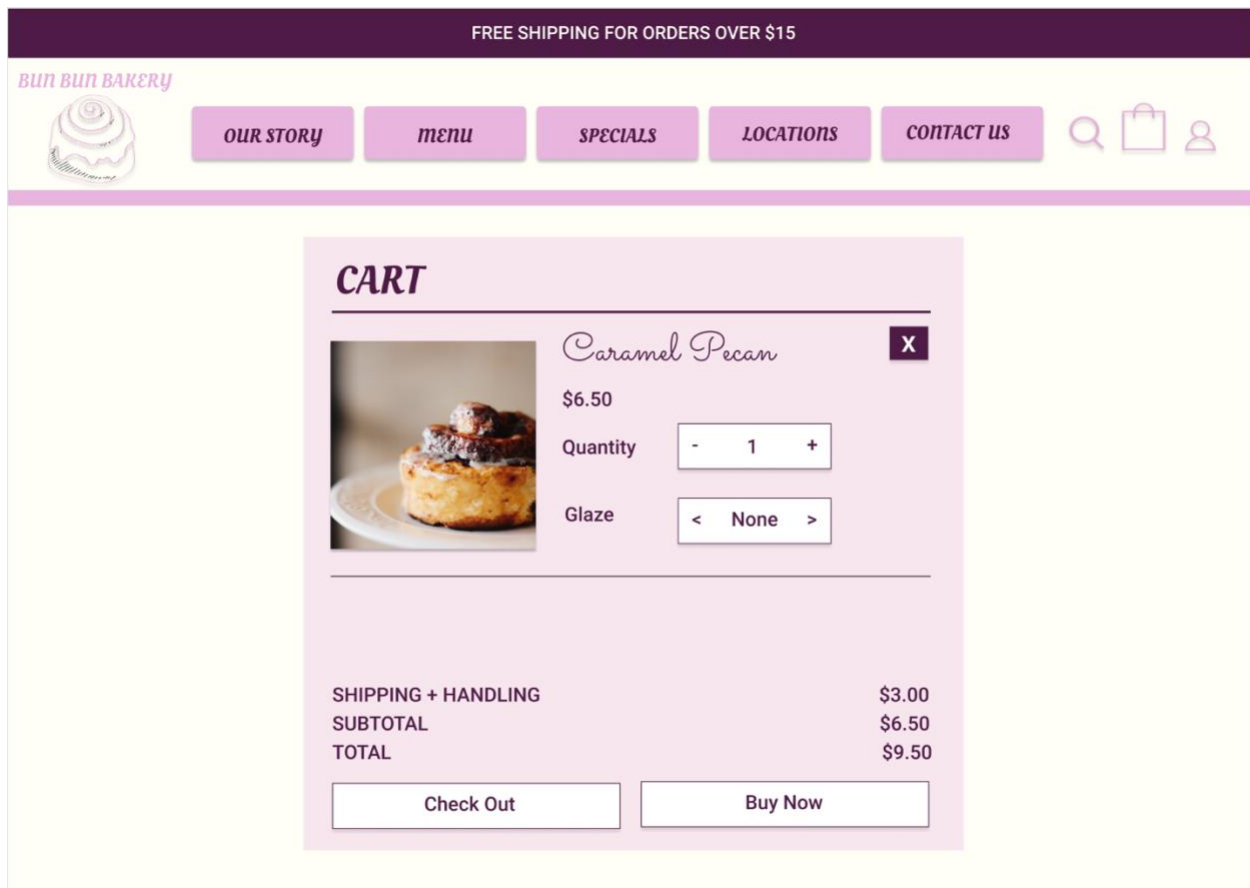
A hand-drawn low-fidelity prototype of a shopping cart interface. The title "CART" is at the top left, and a red square with a black 'X' is at the top right. Below the title is a large square with a black 'X' inside, representing a product image. To the right of the image is the text "CARAMEL PECAN". Below this text are two input fields: "Quantity" with a checkmark icon and "Glaze" with a checkmark icon. Below these fields is a button labeled "Add Another Item". At the bottom right, the text "Subtotal \$xx.xx" is displayed. At the bottom left, there are two buttons: "CHECK OUT" and "BUY NOW".

During assignment two, I developed a cart page, however, I didn't implement it into a high-fidelity prototype.

The reasoning behind my design choice for including the ability to change the quantity and glaze in the cart was to adhere to the user control and freedom heuristic. If a user wanted to change their choices for a particular product, the design allows for this due to the ease and flexibility of using the drop-down menu. This prevents the user from going back to the product detail page and making changes.

Furthermore, I chose to include a "Add Another Item" button to direct users back to the menu page to continue shopping without navigating back to the navigation bar to complete this task. I chose to add a checkout and buy now button to allow regular customers to buy the product immediately whereas irregular customers would follow the regular checkout process. Additionally, I added an exit button in the same row as the cart to allow users to exit the cart and go back to the page they were originally on.

High Fidelity



When I shifted the design from the low fidelity to a high-fidelity prototype, I implemented some subtle changes. I changed the purpose of the exit button, from exiting the cart to deleting an item that the user no longer wants. Furthermore, I changed the design of the quantity and glaze from a drop-down to toggling between items because it matched the overall design of the website better and to adhered to the aesthetic and minimalistic heuristic. After conducting heuristic evaluation and competitive analysis, I chose to add more information about the pricing and shipping to ensure users have all of the information necessary to proceed to check out/buy now process. I removed the “add another item” button because the design didn’t suit the website. To replace this function, I added a continue shopping link in the heading of the cart in the HTML and CSS section.

The use of light pastel colors, playful fonts, attractive images, and the overall simplistic design reflects the overall theme of the bakery. The check-out process is intended to be simple and clear and the design effectively conveys that with even spacing and a lack of cluttering.

References

I used all of my images from www.unsplash.com.

According to their website:

- A. All photos can be **downloaded** and used for **free**
- B. **Commercial** and **non-commercial** purposes
- C. **No permission needed** (though attribution is appreciated!)