Menu

▲

Pillows

Discounts

Shopping Cart ▶

Discount Applied

About Us

Shopping Cart

Couch Pillow

Medium | Red

Not what I wanted?

Price = $9.99
Tax due = $1.84
~~Delivery = $4.00~~
_____

Total = $11.83

Buy

My hi-fi prototoype improved upon the aesthetics and overall design of the lo-fi prototype while keeping the general structure. I decided to separate the menubar from the two columns specifying pillow details to utilize some white space, an aesthetic decision.

Beyond that my use of color was intentional as I wanted to create something that was both playful and simple for easy usage by the users. My intention is to make users wanting pillow buying experience to be particularly complicated or challenging.

I recognized at this stage that there is no way to change the quantity of pillows in my current mock up, I adjusted this on the product page of the next design.

This hi-fi prototype is what I decided to put to code for my website, with some added touches, adjusting positioning of the "Buy button" and changing the size of the purchase and product detail panel. Overall I believe my design choices provide a great shopping experience for my audience.