Navigates back to homepage

Navigates to search

Indicates the number of items in shopping cart and navigates to shopping cart home page

Hamburger Menu

Each item listing contains
The thumbnail view of the item.
The price of the item.
The availability of the item.
The desired quantity.

Clicking on the item name, or the thumbnail, navigates the user to the item's page on the website.

Check box for gift.

Navigates to the home page, to purchase more items

Navigates to FAQ's

Navigates to Billing and Shipping information

Phone screen content

0:48   13.6K/s   ham   70%

amazon.in

NuPro Kindle Cover, Blue
₹ 1299.00
Only 1 left in stock.
1

Gadget Hero's EZCracker Handheld Egg Cracker With Separator For ...
₹ 399.00
Only 2 left in stock.
2

Samsung Evo 16GB Class 10 micro SDHC Card (MB-MP16D/IN)
₹ 299.00
You save: ₹200.00 (40%)
In stock
1

☐ This order contains a gift

ADD ₹ 91.00 of eligible items to your order to qualify for a FREE Delivery. Details

Cart subtotal (4 items) : ₹ 2,396.00

Proceed to Checkout

Redesigned Amazon Cart (Concept II)

The item is smaller and less in opacity, and further away forming a perspective on the wheel, grows bigger as it comes forward

Direction arrows (multi directional roatation)

Item is the biggest and at full opacity, when in the view finder.
The user can view the product thumbnail, the availability of the product, and the quantity.

This section contains all the detailed information about the item.
The user can also change the qauntities by selecting the quantity after wich a numeric keypad pops up.
The user also may or may not check the box incase of a gift. Other information is the price of the product, the stock and the assurance provided my amazon.

This section shows the user the delivery status.
If the cart items meet the sellers requirements, they maybe delivered for free, otherwise the user may choose the ADD button which navigates to the home page.

This section contains the total bill.
The number of items in the cart.
If the user is satisfied he may continue and choose the proceed to checkout button, which will navigate to the shipping and billing information.

The item is smaller and less in opacity, and further away forming a perspective on the wheel, grows bigger as it comes forward

Direction arrows (multi directional roatation)

Item is the biggest and at full opacity, when in the view finder.
The user can view the product thumbnail, the availability of the product, and the quantity.

This section contains all the detailed information about the item.
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If the cart items meet the sellers requirements, they maybe delivered for free, otherwise the user may choose the ADD button which navigates to the home page.

This section contains the total bill.
The number of items in the cart.
If the user is satisfied he may continue and choose the proceed to checkout button, which will navigate to the shipping and billing information.

The UX/UI was designed thinking of a fresh and different feel. Interactive, playful and adding a dynamic value too.

The colour theme was kept in sync with the brand, amazon yellow is used as a highlight, with a dark background.

The amazon arrow influenced the theme and inspired rotational direction arrows.

A circular disc inspired from a roullete and a playful carousel is dominant feature visually as well as functionally.
The disc is given the look and feel a clean translucent glass disc.

The items in the cart would be visble as the disc rotates when the chosen item is in the view finder details and other options regarding the item would be on the side.

The items that are not in the view finder would be before and after and gradually decreasing in size as they go further away.

The disc may rotate in either way.