Assignment D: Interaction Design & prototyping

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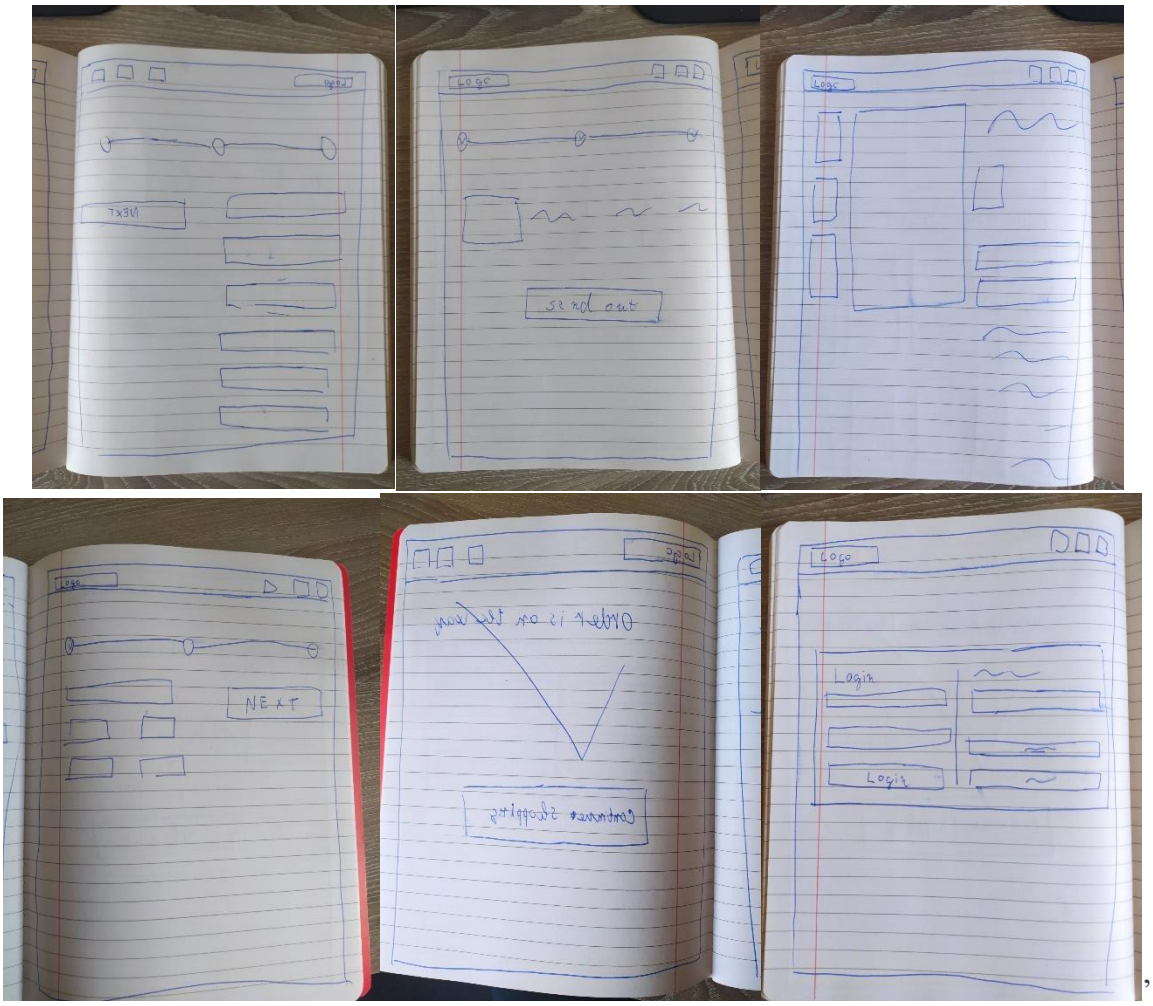
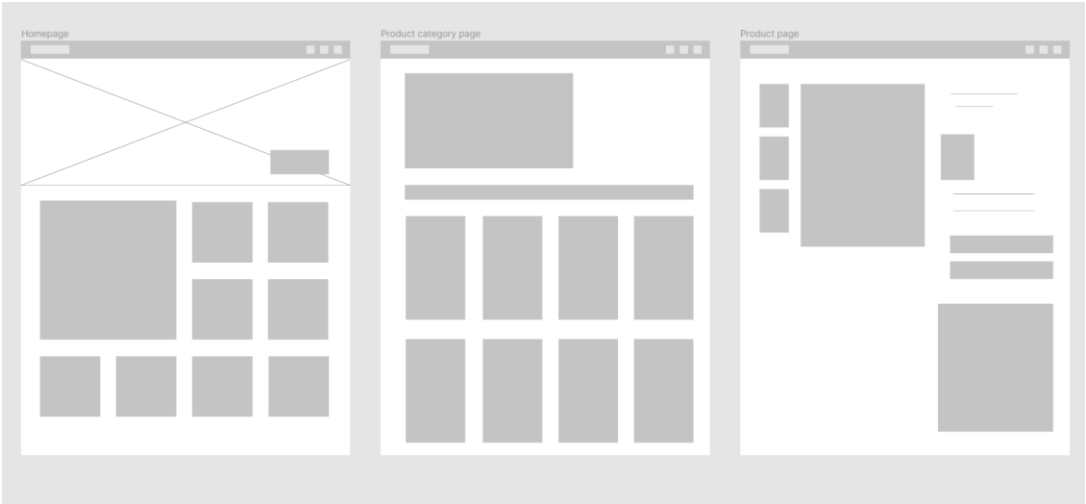
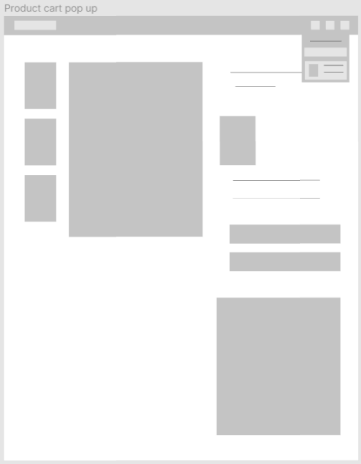
For this assignment I have created a paper sketch, a low-fidelity wireframe and a high-fidelity interactive prototype for the fictional web site called **T-shirt.com**. The whole design process started by creating some rough paper sketches to get a base idea of how the website would look here is how it looked at the start:



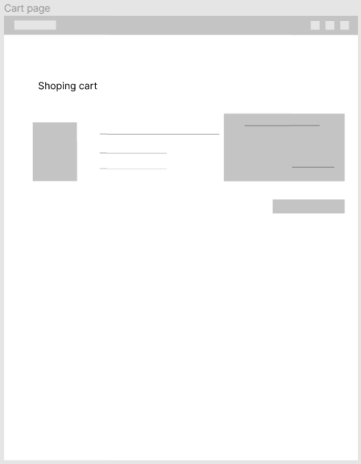
Shortly after creating the paper sketches, I started working on a low fidelity wireframe to get a even better idea of how the website would look when seen from a web browser. Here are all the page in the wireframe,



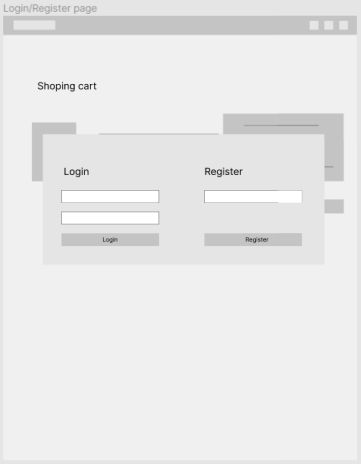
Product cart pop up



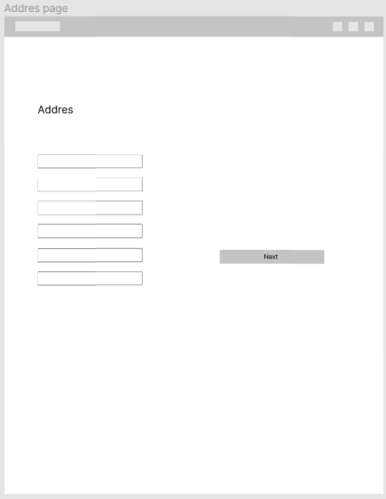
Cart page



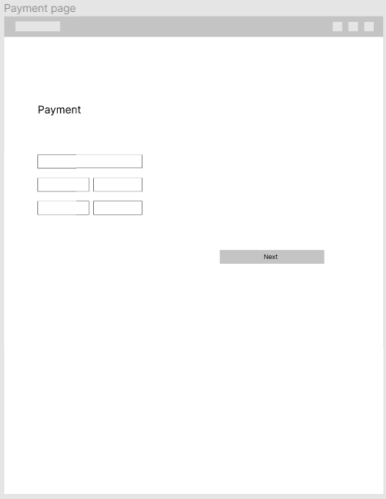
Login/Register page



Addres page

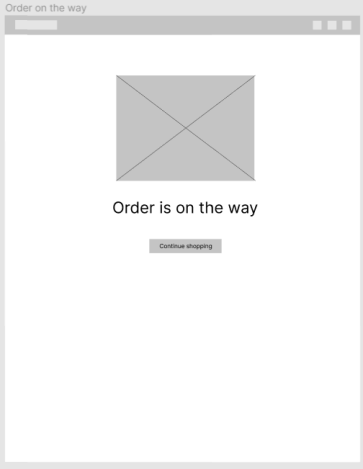


Payment page



Confirm page

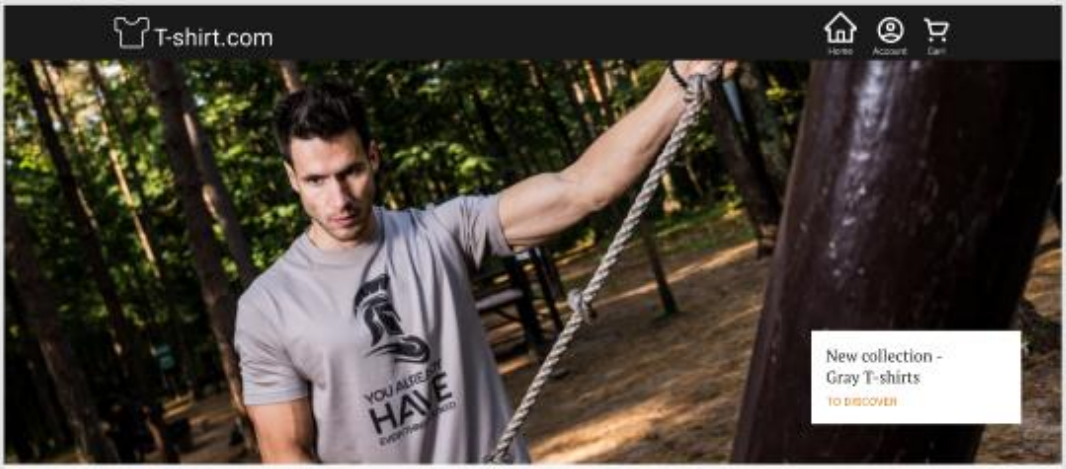
Order on the way



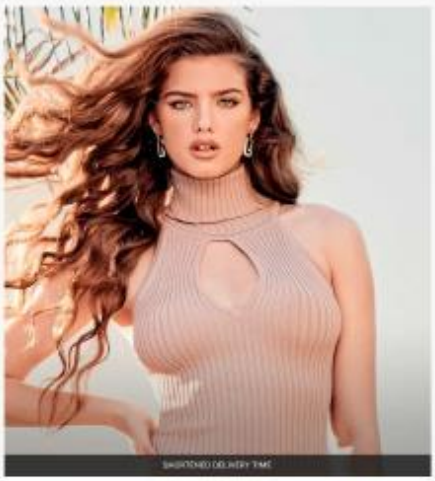
Naturally the next step was to start creating the high-fidelity interactive prototype. The high-fidelity interactive prototype has in total 57 frames so here I will be showing only few of them all can be found in the pdf called: *T-shirt.com interactive prototype frames.pdf*

Here a few of the pages:

Homepage



All promotions | Best Deal Days | Ladies | Men | Children



GUESS

2 9 18 - 75%

GUESS For Her

2 9 18 - 74%

GUESS For Him

2 9 18 - 75%

GUESS For Children

2 9 18 - 75%

Adidas

4 9 18 - 64%

Dsquared

4 9 18 - 64%

Louis Vuitton for Her

2 9 18 - 75%

Calvin Klein for her

2 9 18 - 75%

Calvin Klein for him

2 9 18 - 75%

Nike

2 9 18 - 75%

Guess base page

T-shirt.com

GUESS

CATEGORIES | MATE | MATERIAL | COLOR | PRICE | TO SORT

T-SHIRT PRINT FRONT
T-shirt print
White
available in XS S ML
€50.00

T-SHIRT PRINT FRONT
T-shirt print
White
available in XS S ML
€35.50

T-SHIRT PRINT FRONT
T-shirt print
Black
available in XS S ML
€35.90

T-SHIRT PRINT FRONT
T-shirt print
White
available in XS S ML
€25.50

T-SHIRT PRINT FRONT
T-shirt print
White
available in XS S ML
€45.50

T-SHIRT PRINT FRONT
T-shirt print
White
available in XS S ML
€45.50

T-SHIRT PRINT FRONT
T-shirt print
White
available in XS S ML
€45.50

T-SHIRT PRINT FRONT
T-shirt print
White
available in XS S ML
€40.50

T-SHIRT PRINT FRONT
T-shirt print
Red
available in XS S ML
€40.50

T-SHIRT PRINT FRONT
T-shirt print
White
available in XS S ML
€45.50

T-SHIRT PRINT FRONT
T-shirt print
White
available in XS S ML
€35.50

T-SHIRT PRINT FRONT
T-shirt print
Black
available in XS S ML
€30.90

T-SHIRT PRINT FRONT
T-shirt print
Black
available in XS S ML
€35.50

T-SHIRT PRINT FRONT
T-shirt print
Black
available in XS S ML
€35.50

T-SHIRT PRINT FRONT
T-shirt print
Black
available in XS S ML
€39.50

Guess white T-shirt men

T-shirt.com

Homepage > GUESS - men > GUESS - T-SHIRT PRINT FRONT - WHITE

GUESS

T-shirt print front - White

€ 35.50 *

Recommended retail price €49.95 *

ends in
2 d 5 h 31 m

Colors: White

Sizes

SIZE CHART

XS | s | m | l

IN THE SHOPPING CART

ADD TO FAVORITES

Details & Material

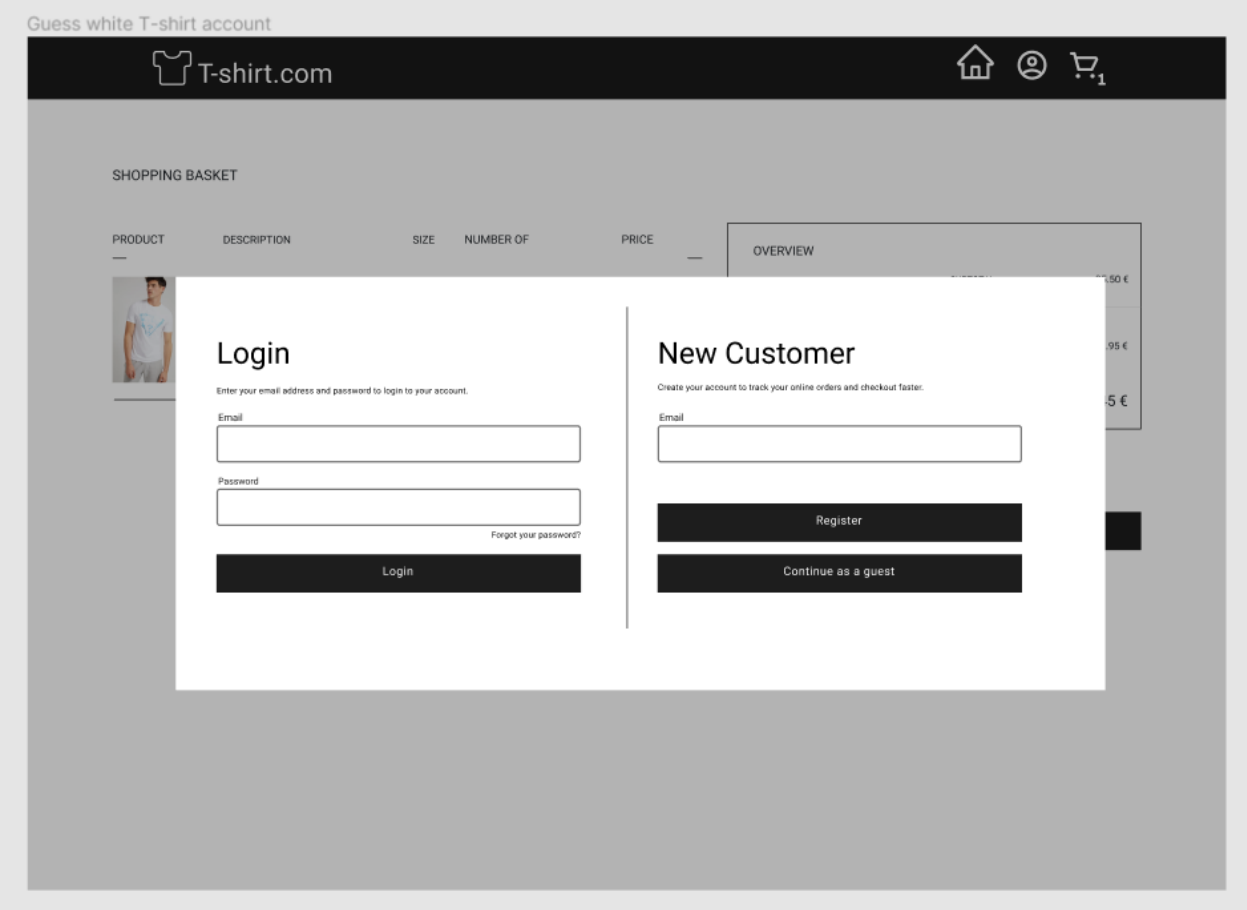
pattern: print
Neckline: round neck
Occasion: Leisure
Fit: Regular Fit
length: normal
Sleeve Length: Short Sleeves
Item number: SC322O0F0-Q11
Outer layer material: 100% cotton
material processing: jersey

Mate

Our model (188 cm) wears size M
Total length: 70 cm in size M

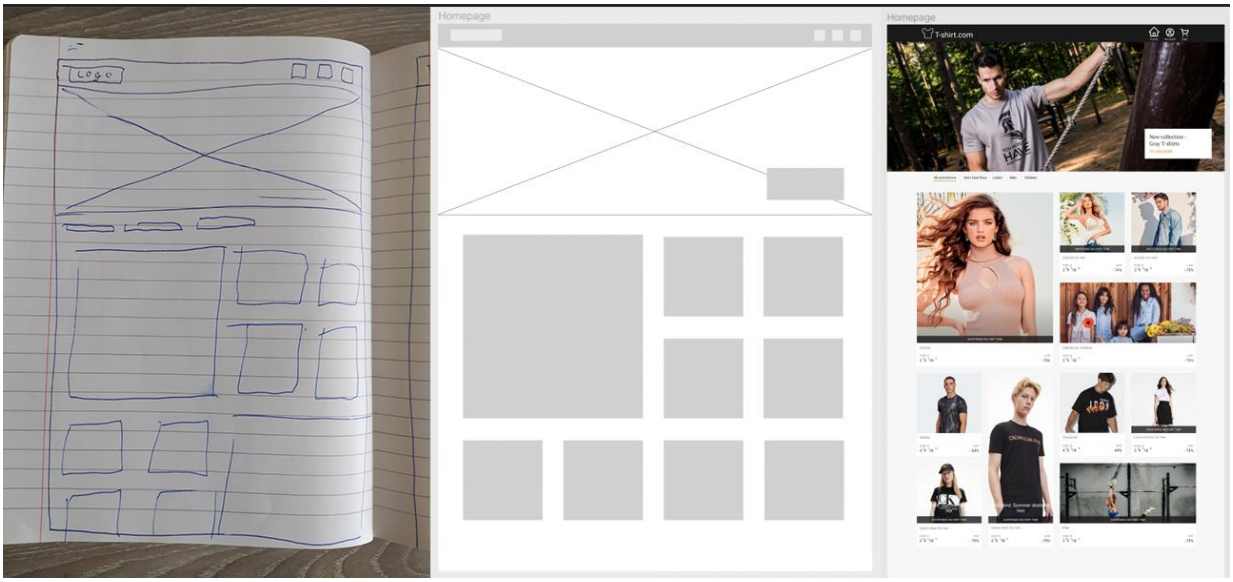
Care

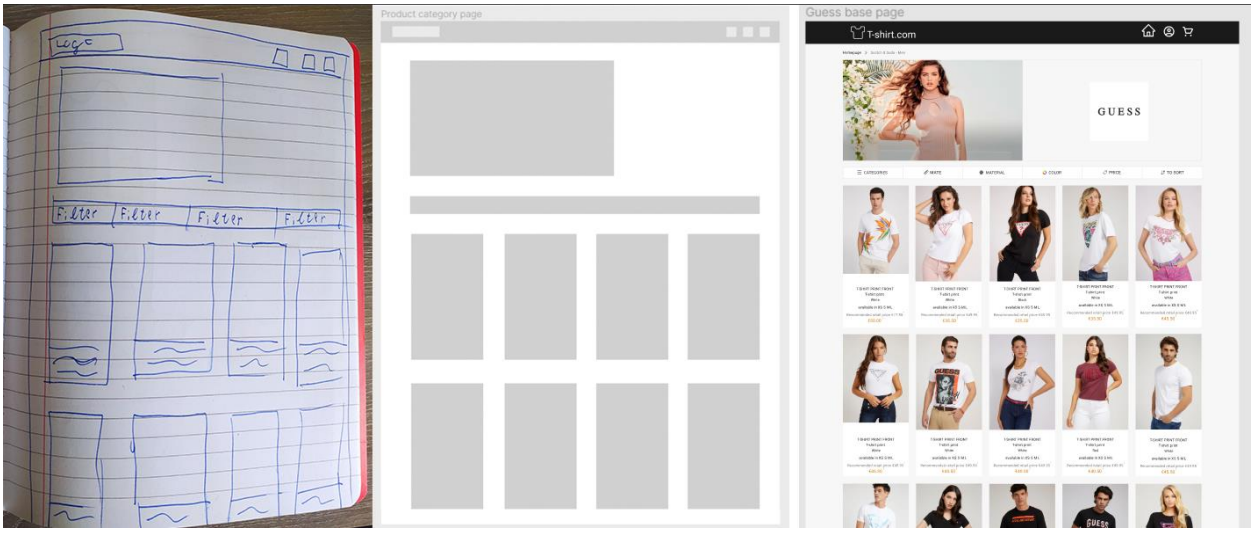
washing instructions: not suitable for the dryer, machine wash at 30°C

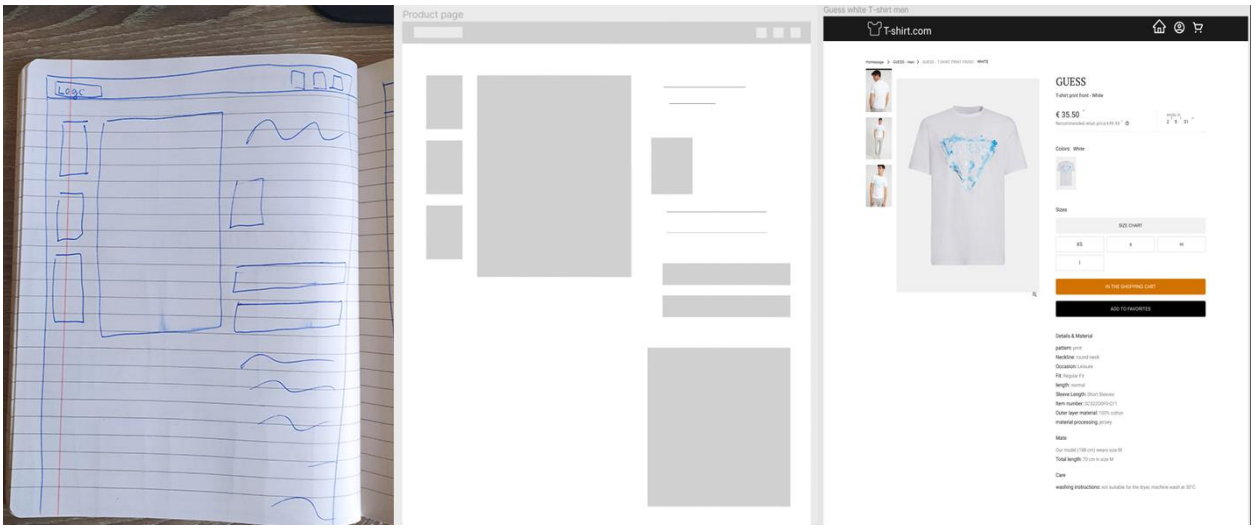


The Design process:

The whole design process is based on the idea that you should slowly move from a very rough outline to one that features a medium level of detail to one that features a lot of detail. Here are a few examples:

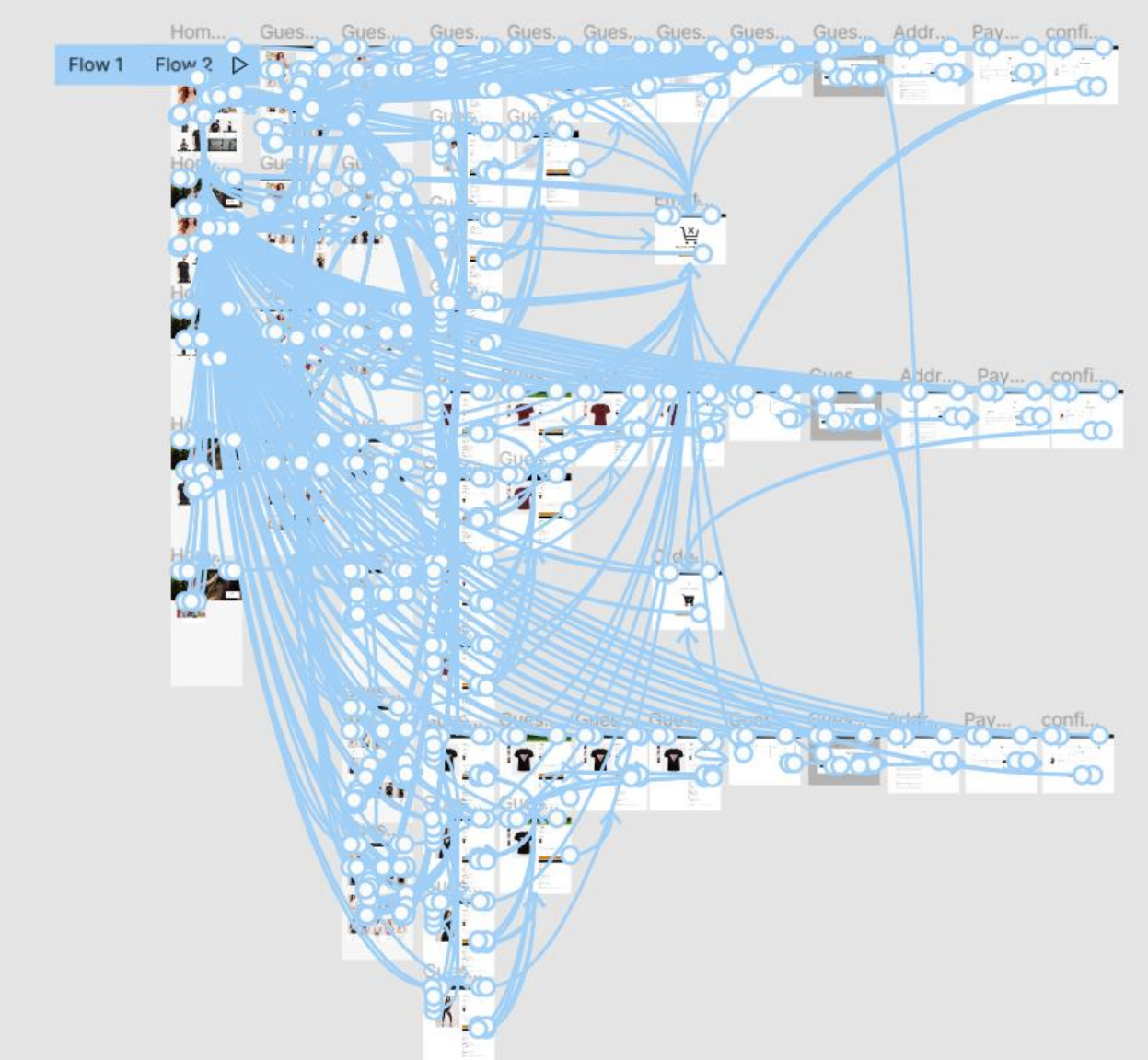

Logo
Homepage
Homepage
T-shirt.com


Logo
Filter
Filter
Filter
Filter
Product category page
Guess base page
T-shirt.com
GUESS


Logo
Product page
Guess white T-shirt men
T-shirt.com
GUESS
€ 35.50

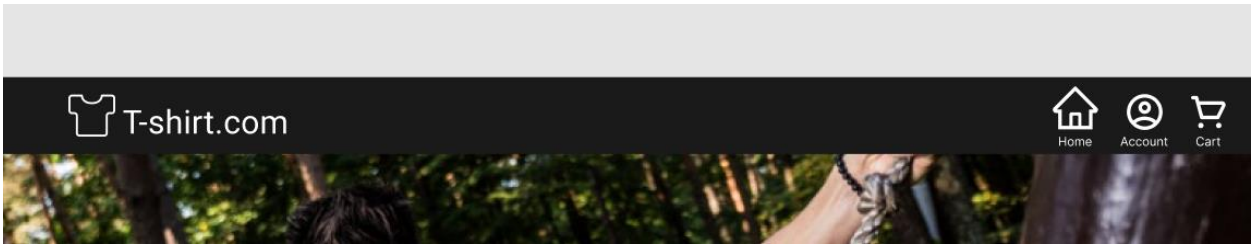
Interactivity:

The website features a lot of interactive functions enabling the user to have many options when it comes to choosing how they want to finish their main task. The interactive prototype can be accessed through the attached figma file or trough this link: https://www.figma.com/proto/qfwQmruMO8FUrXrO1bCtFe/T-shirt.com-interactive-prototype?node-id=1%3A1682&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=1%3A1682



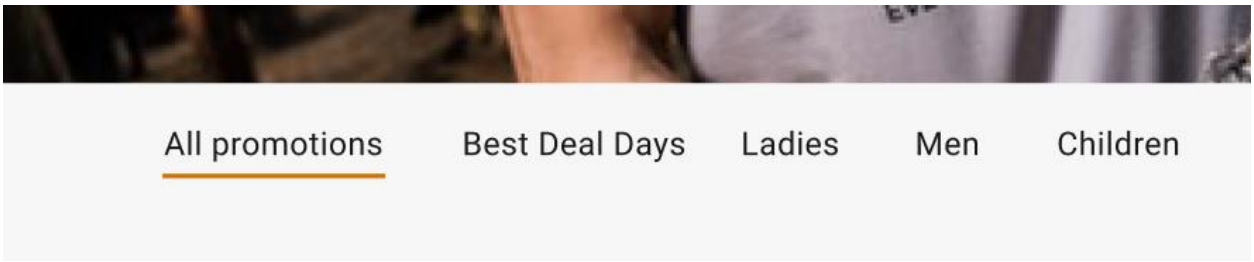
Interactions:

When you first start using the interactive prototype you are greeted by the home page here you can find the navigation buttons:

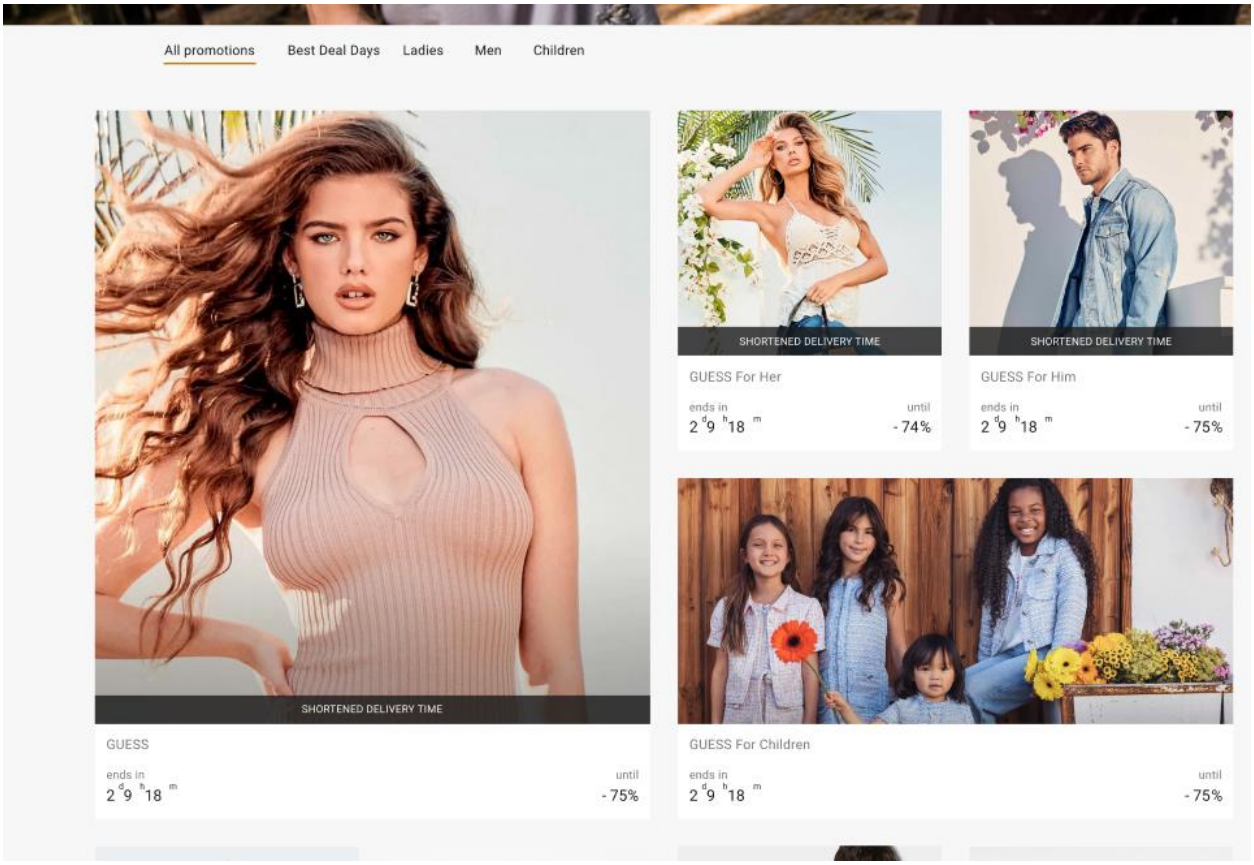


The logo and the home button lead you to the home page and this is also a valid function for every page on the prototype.

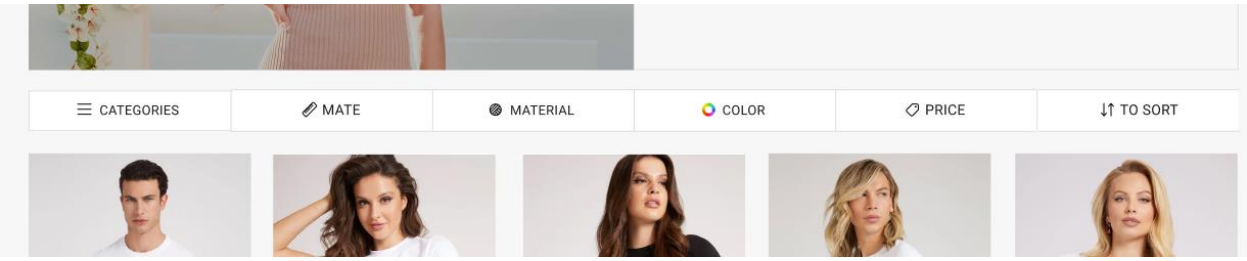
The cart button leads you to the empty basket page if you have not gotten to the stage where you are buying an item.



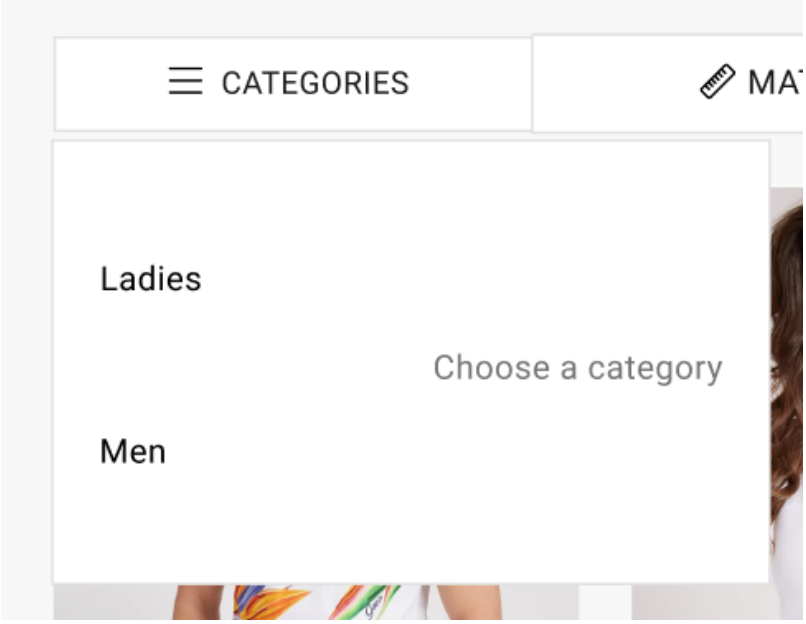
Next you can see the homepage filters all of them are fully working and sort the carts you can find underneath.

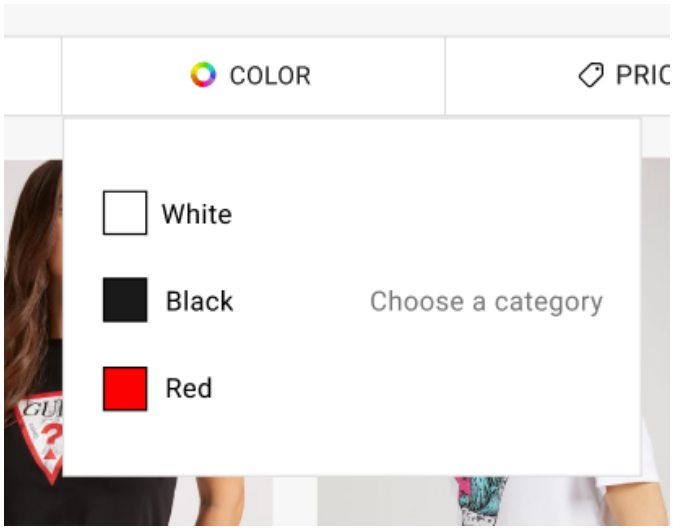


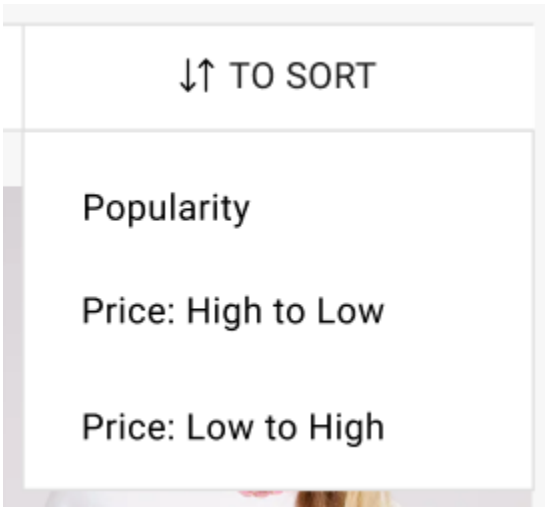
When it comes to the carts below only the carts for: GUESS, GUESS For Her and GUESS For Him are working. The GUESS cart leads you to the product page. The GUESS For Her and the GUESS For Him lead to the product page with filters applied for men and ladies representing which cart you click.



Next in the product page we can find a few working filters: CAREGORIES, COLOR and TO SORT are all working and sort the items found below.







Because the nature of all these filters there are 3 products that are interactive in this page so that whatever filters the user chooses, they can continue using the website here are the items that are interactive. The next interactions are the same for all 3 products so I will only be showing them on one of them.

T-SHIRT PRINT FRONT
T-shirt print
Black

available in XS S M L

Recommended retail price €49.95*
€35.50[1]

T-SHIRT PRINT FRONT
T-shirt print
White

available in XS S M L

Recommended retail price €49.95*
€35.50[1]

T-SHIRT PRINT FRONT

T-shirt print

Red

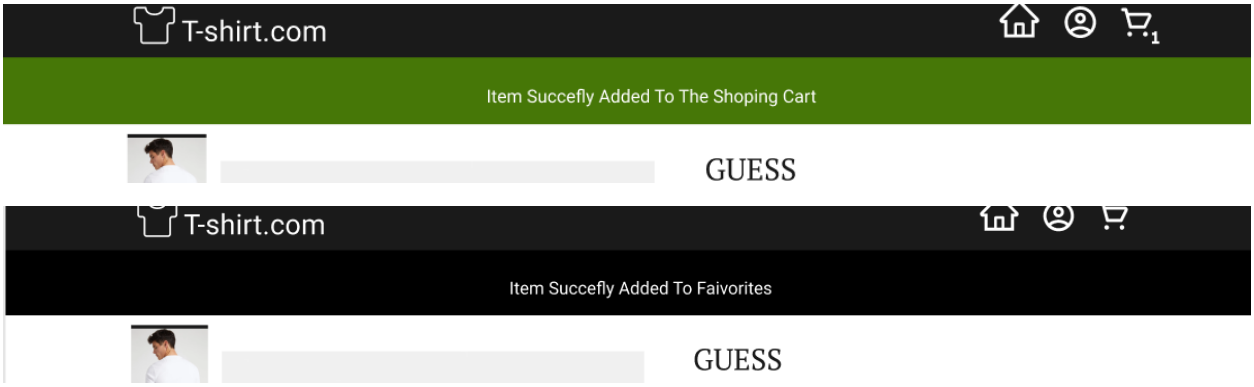
available in XS S M L

Recommended retail price €49.95*

€40.50[1]

Next, we have the buttons on the product page. We have a button for adding to cart and for adding to favorites.

The buttons both show a banner at the top of the page when moving to the next frame, so it is easier for the user to understand that their action did something.



Also clicking on the pictures to the side changes the main picture so that the user feels like they are using a real website.

Homepage > GUESS - men > GUESS - T-SHIRT PRINT FRONT - WHITE

GU

T-shirt

€ 35

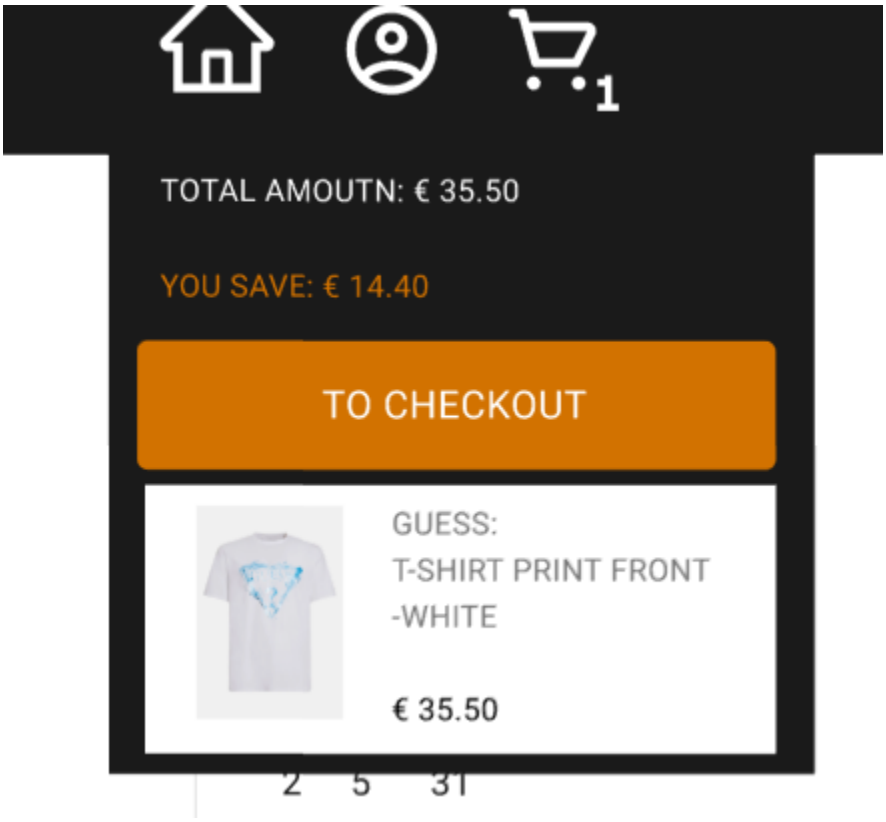
Recom

Colors

Sizes

After adding a item to the shopping cart a small 1 is shown next to the shopping cart.

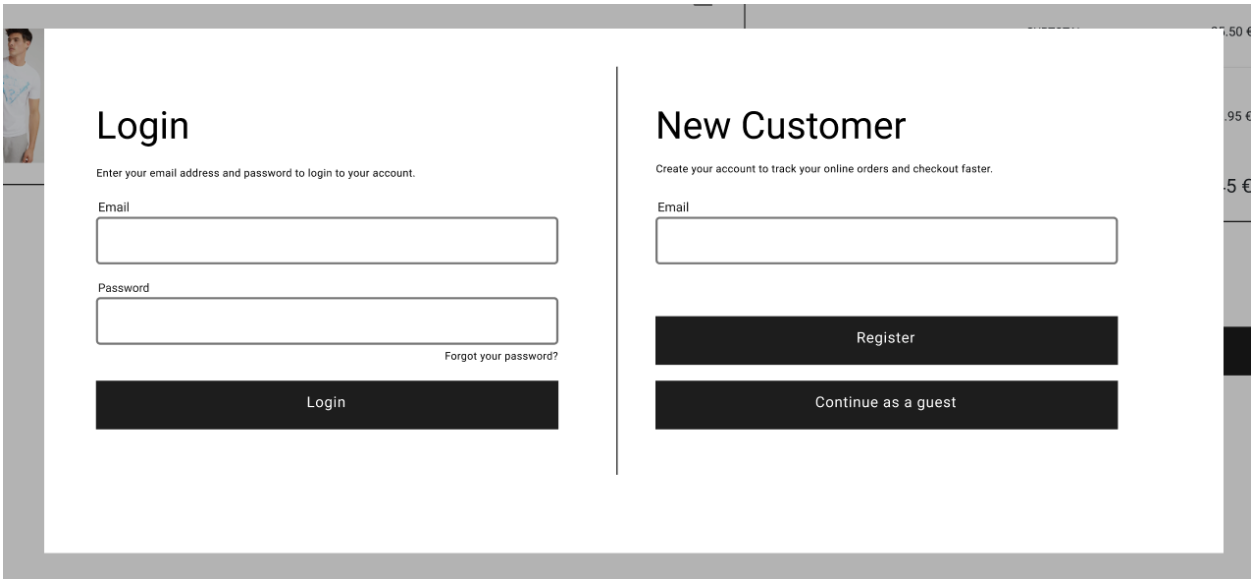
If the user clicks on the shopping cart now they get a small pop up that can lead them to the shopping cart.



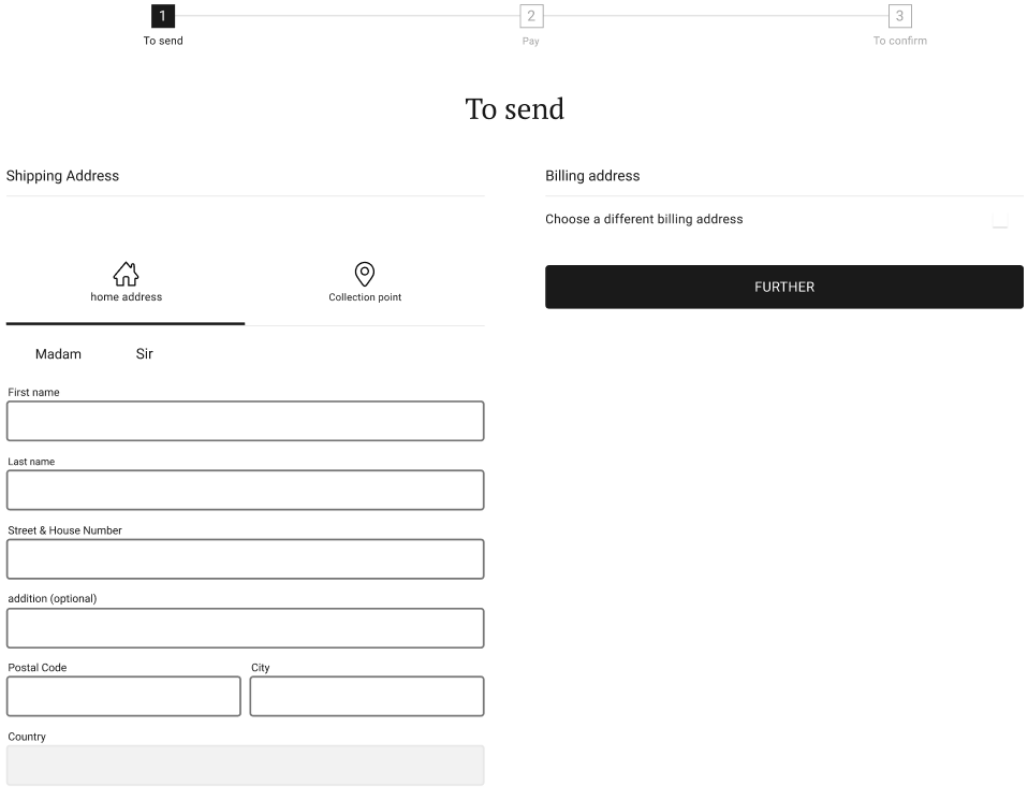
In the shopping cart the users can choose if they want to continue to checkout or to remove the item from their shopping cart if they remove the item they are take to the empty shopping cart page.

If the choose to go to checkout they get the option to log in. If the choose to login they skip the step for adding their address because we consider that that is information that is saved in you

profile if you choose to register or continue as a guest they are taken to the enter your address page.



The next 3 pages feature simple interactions for the steps needed to add your person information for the order.



To send — 2 Pay — 3 To confirm

Pay

Payment information

First name

Last name

Card numbber

Security code

Expiry date

Confirm information

FURTHER

Secure checkout

To send — Pay — 3 To confirm

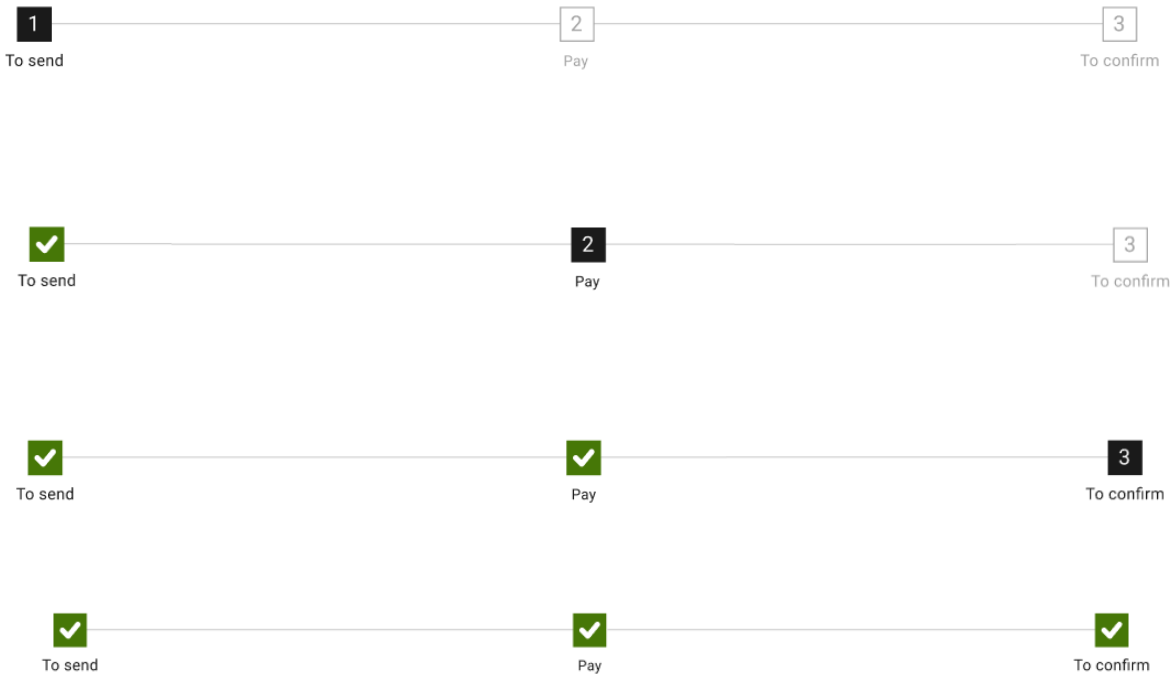
Confirm order

PRODUCT	DESCRIPTION	SIZE	NUMBER OF	PRICE
	T-SHIRT PRINT FRONT White	S	- 1 +	35.50 €

Confirm information

ORDER

The line at the stop changes from page to page so that it is easier for the user to understand how much more they need to do to finish their order.



After all of this the user is taken to your order is on the way page and they have the option to return to the main page by clicking the button: continue shopping

Order on the way

T-shirt.com

To send

Pay

To confirm

Your order is on the way

CONTINUE SHOPPING