

Low & High-Fidelity Prototypes

New Page: Review & Rating Page

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PUI Assignment 6, Section A

Low Fidelity Prototypes

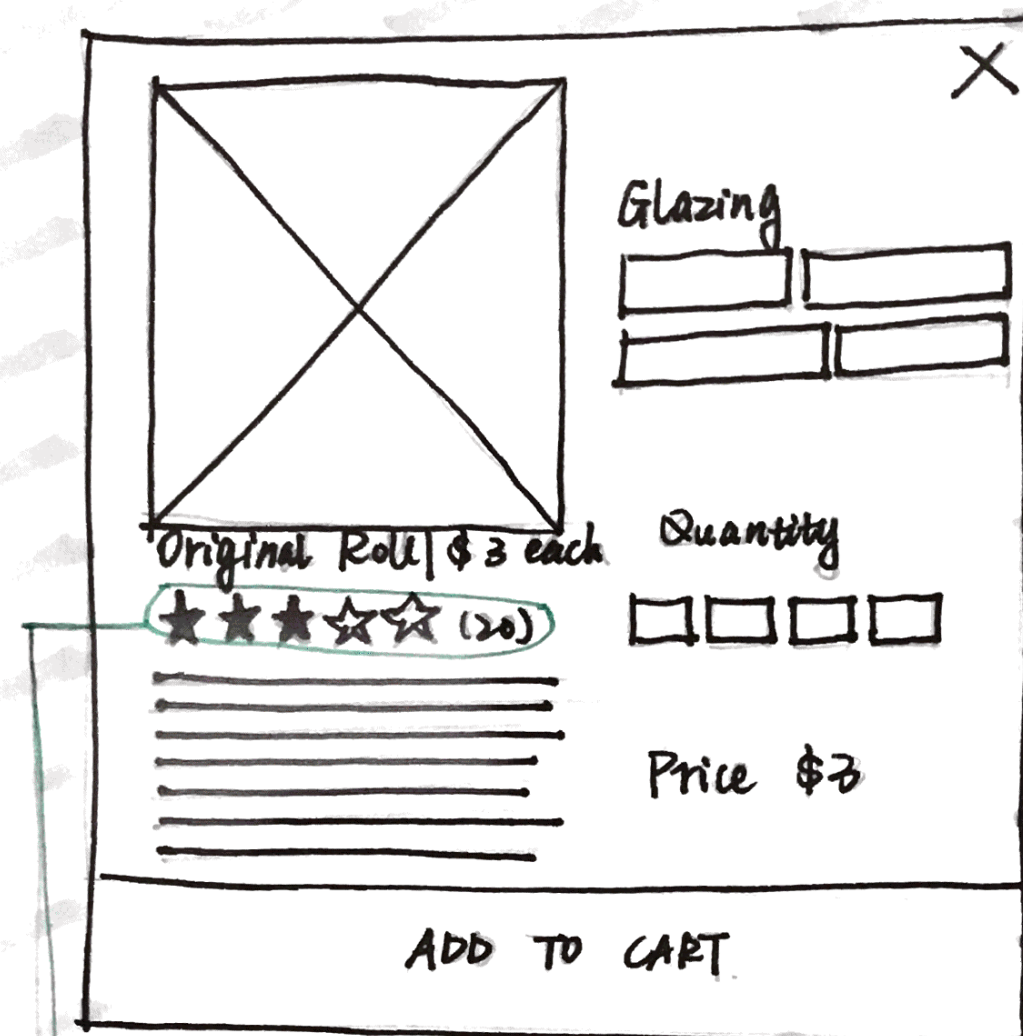
Design Decision Explanation:

In this assignment, I modified my previous sketch by adding a review & rating page(section) under the product detail page.

I choose to apply the review & rating feature because it offers significant help for people to better know about the product and make their purchase decision by referencing other customers' feedback.

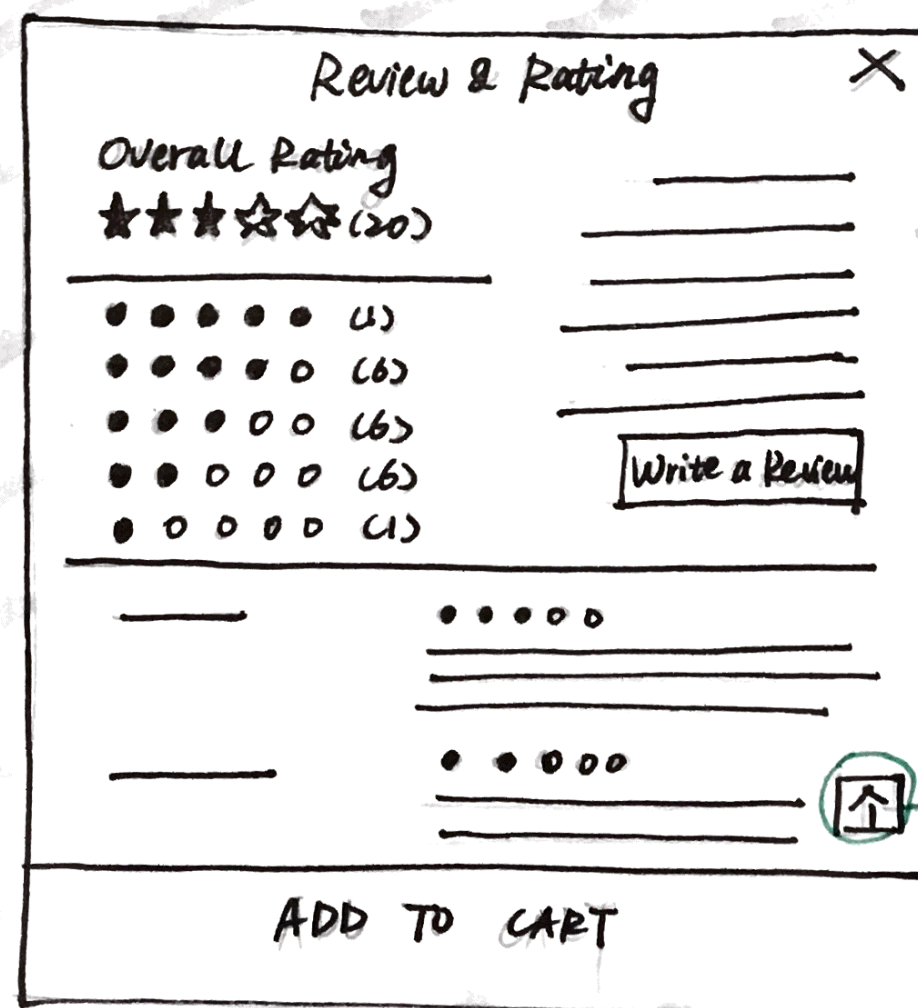
On the product detail page, I add rating stars and number of reviews under product's name and price. Stars carry an explicit meaning of ratings, and the review number directly shows the product's popularity.

The star area is clickable. By clicking it, the screen will automatically scroll to the Review & Rating page (without moving the 'add to cart' button at the bottom). There users can see detailed information about people's ratings and reviews. A 'write a review' button is placed on the page inviting users to contribute their own feedback. An 'up' button in the right bottom corn is provided as a shortcut to scroll back to product detail page.



Modified Product Detail Page (pop-up)

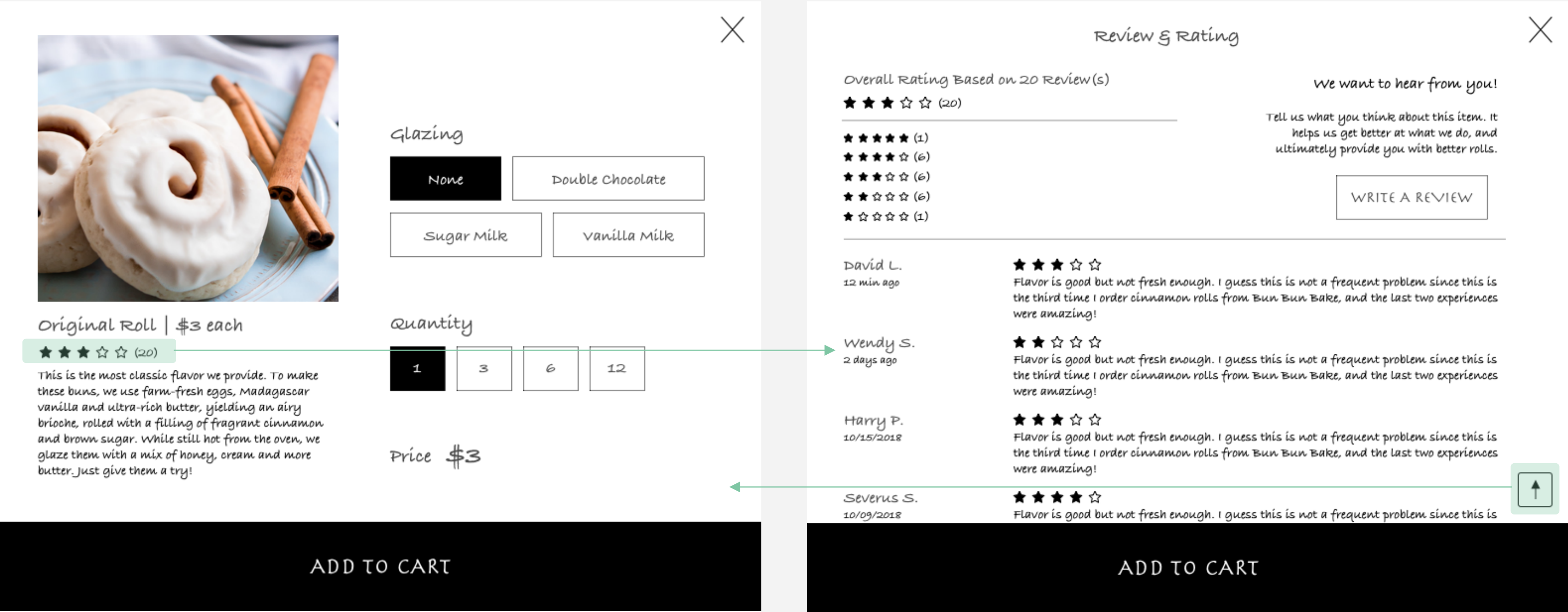
clicking on "stars area", the screen will automatically scroll down to the new page: "review and rating page"



click to scroll back to "Product Detail Page"

New Page: Review and Rating Page (pop-up)

High Fidelity Prototypes



Design Decision Explanation:

I've explained in the previous page my basic design decisions and their rationales. For the high fidelity prototypes, I'd like to focus on explaining two specific design choices.

First is that I restrained the use of color to both correspond to the whole design theme of Bun Bun Bake and to help users concentrate on and dive into the content itself instead of styles. Second is that I choose to arrange the reviews in time sequence with a time tag under customers' names. This helps users to measure the importance of each review, therefore, make better decisions.