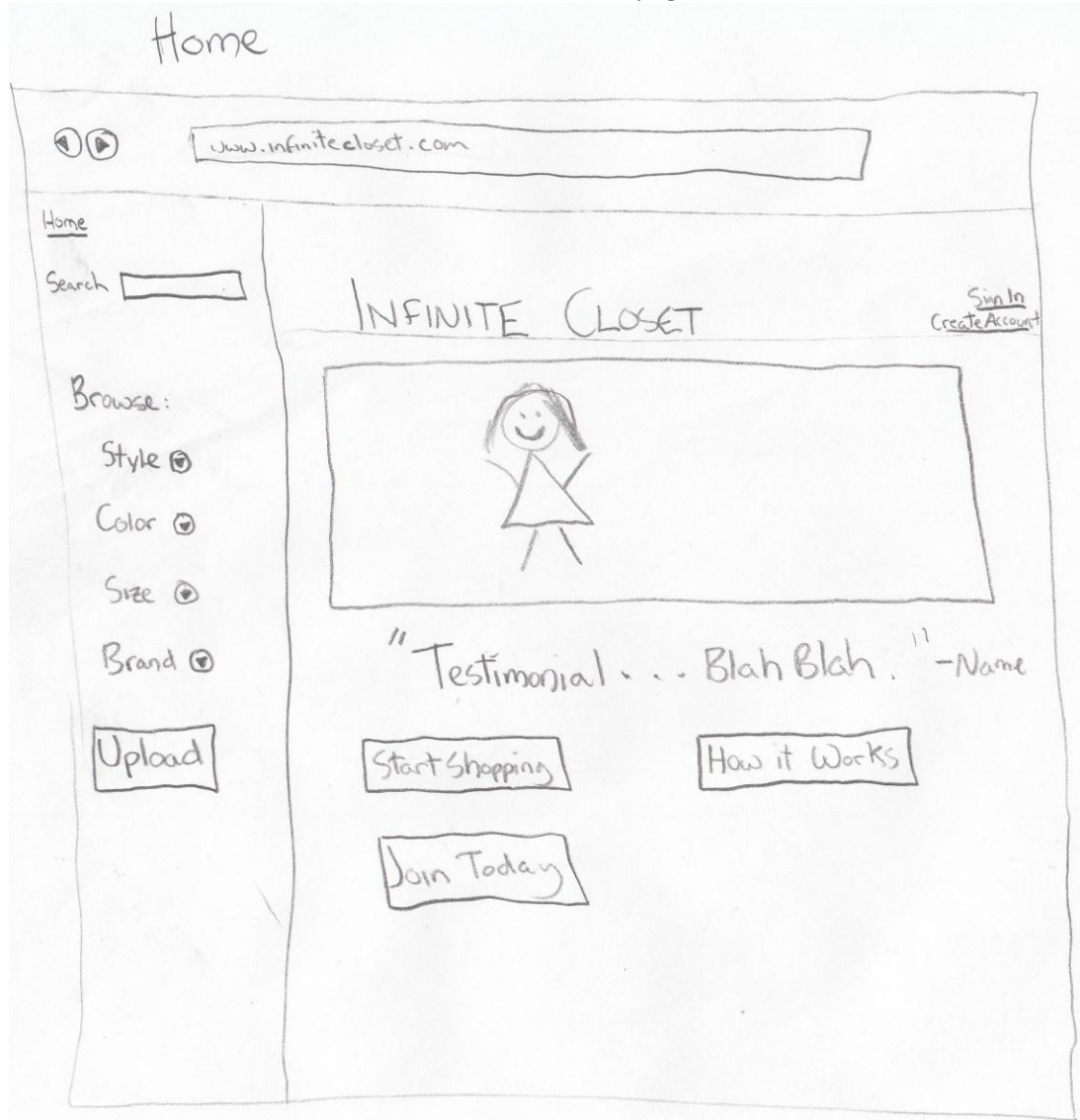


## Design 2: Online Shopping

### Home Page:

Having heard about infinitecloset.com from her friend, Alisha has decided to check it out. She navigates to the home page which is in the relatively standard format of a shopping website. She sees the "Join Now" button at the bottom of the page and decides to click on it.



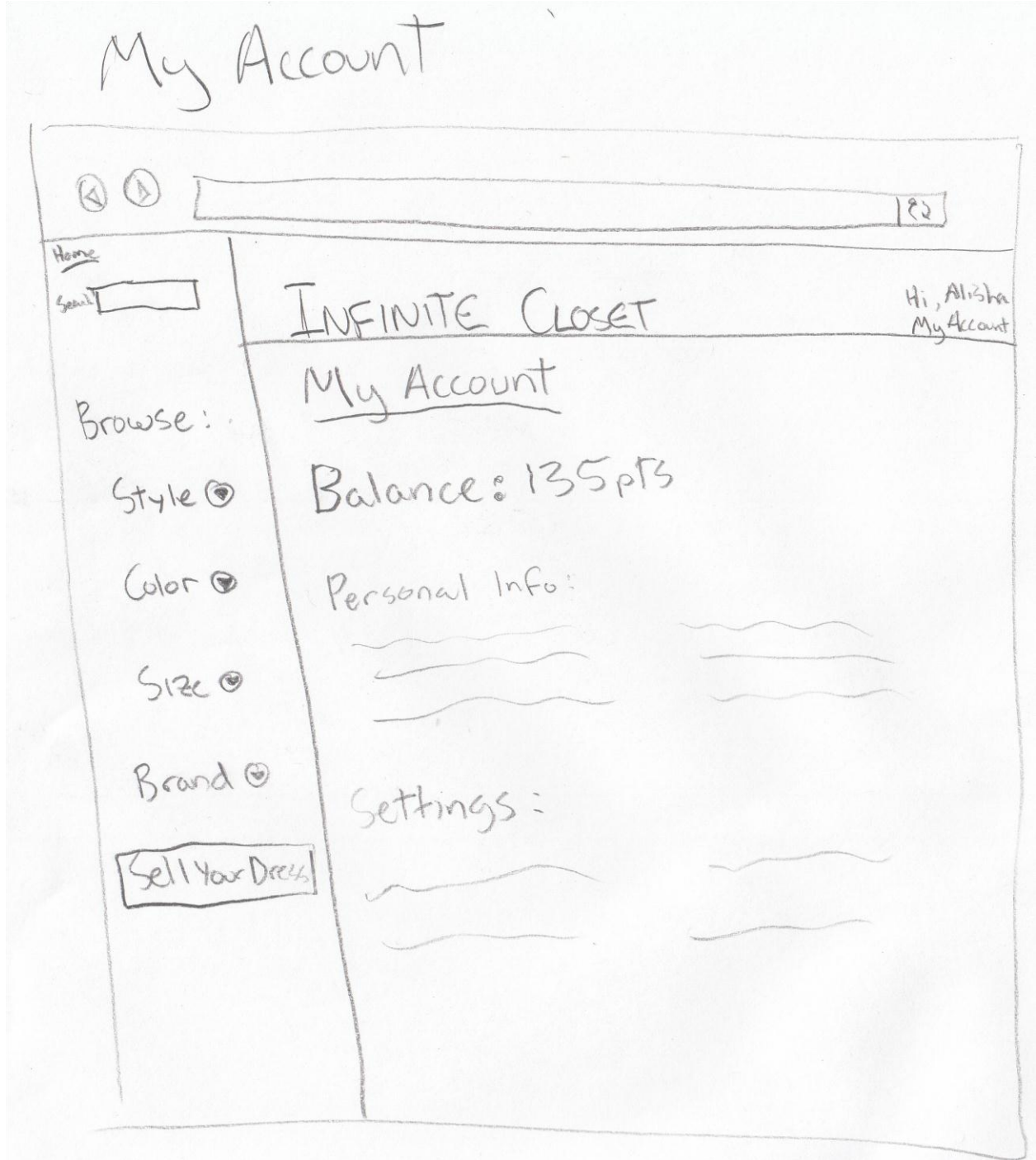
Create Account Page:

The create account page asks her to fill out a form with all of the standard required fields. She submits the form.

Hand-drawn wireframe of a "Create Account" page. The page is titled "Create Account" at the top. It features a navigation bar with "HOME" and "INFINITE CLOSET" links, and a "Sign In" link. The left sidebar contains a search bar, a "Browse:" section with filters for Style, Color, Size, and Brand, and a "Sell Your Dress" button. The main content area contains the "Create Account" form with fields for First and Last names, Address, City, State, Zip Code, and email. Below the form is a "Credit Card" section with a "Type" dropdown menu, "Number", and "Sec." fields, and a "Create Account" button.

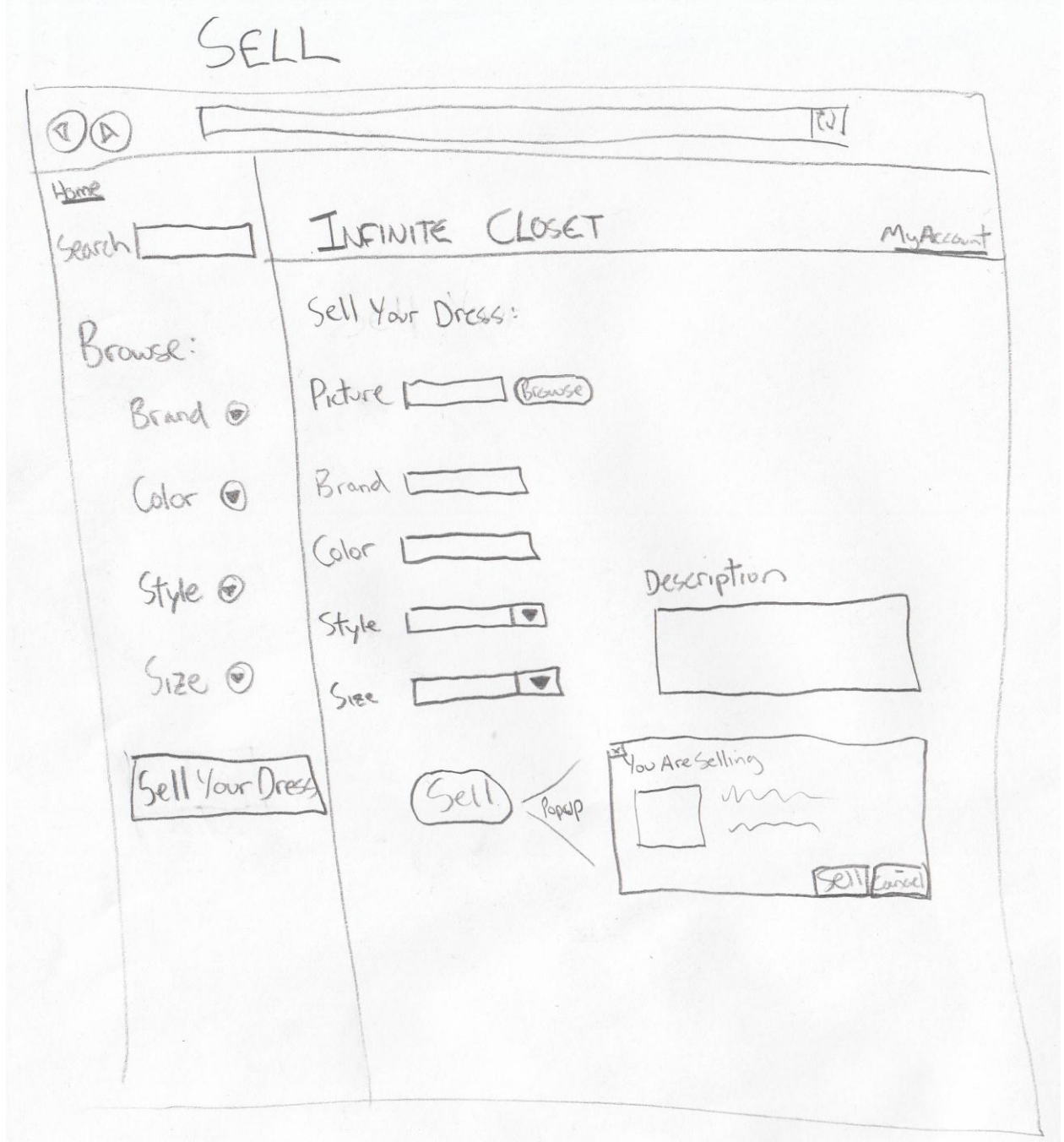
My Account Page:

Alisha is whisked off to her personal account page which shows how many points she has (initially zero) along with personal info such as her address, email, etc. There is also an area at the bottom for her to change the settings for her account. Ready to start shopping, she decides to earn some points by clicking "Sell My Dress".



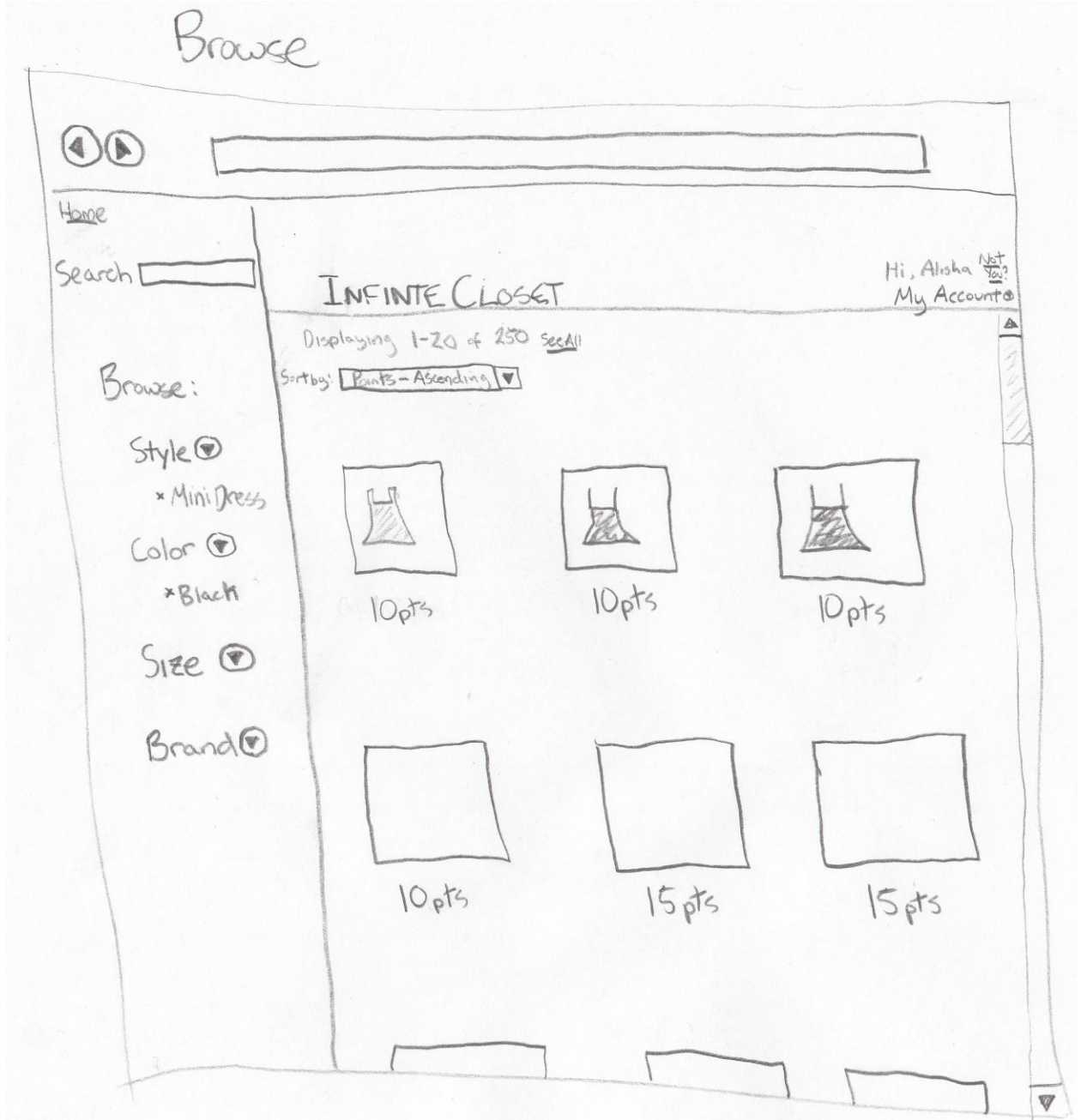
Sell Page:

Alisha fills out the questionnaire form about the dress she is selling and uploads a picture. When satisfied with her entries, she clicks "Sell" at the bottom of the page. A small window pops up showing the highlights of the dress she is trying to sell and asks her to confirm that she wants to post this dress. She clicks "confirm". She is taken back to her account page. Noticing the browse options on the left side of every page in the site, she decides to start her browsing.



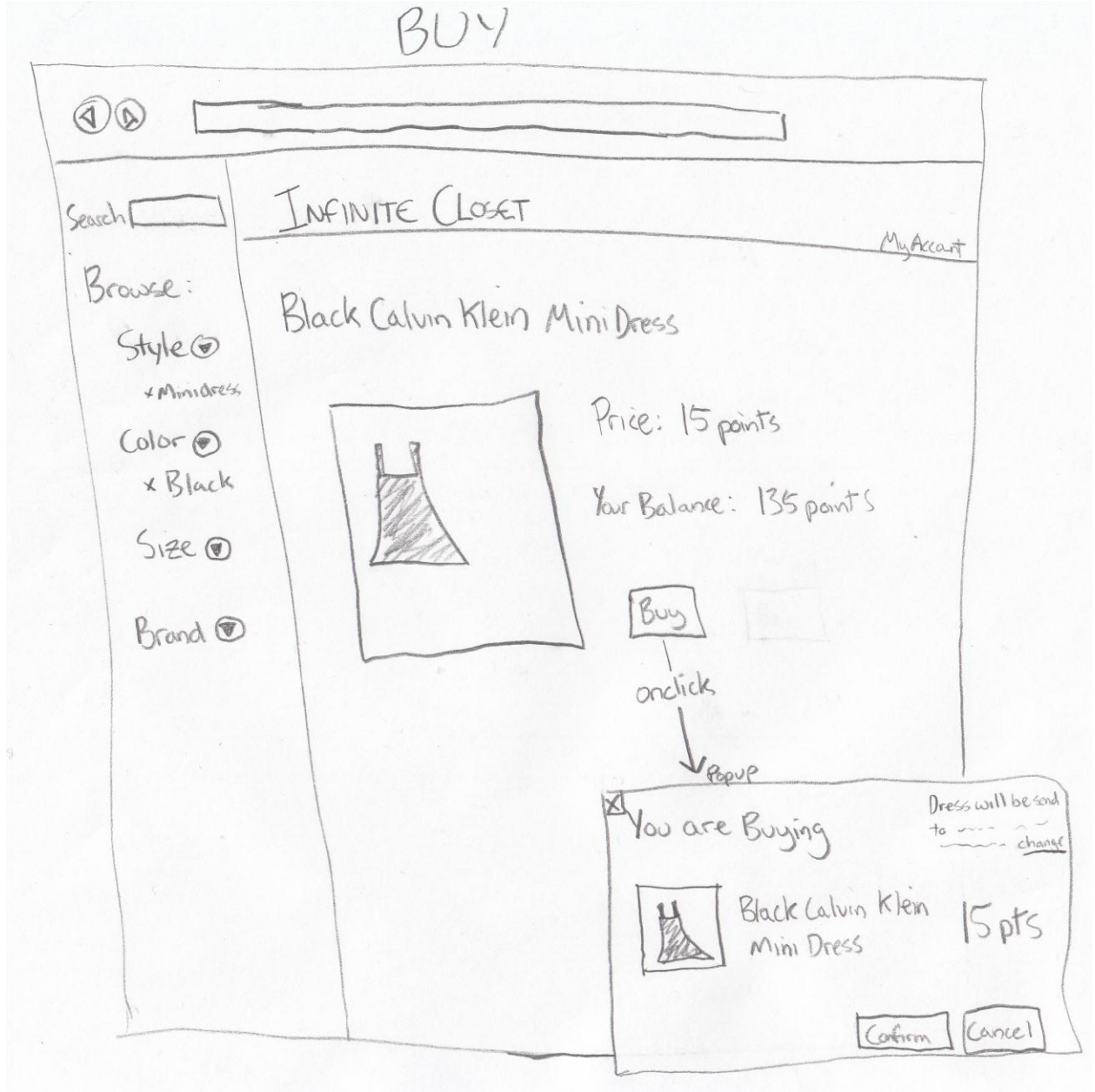
**Browse Page:**

Alisha has selected a style and a color and her options are now displayed in the main section of the page in increasing order of points. Each option displays a thumbnail picture of the dress, the name that the seller gave to the dress, and the number of points it is worth. She clicks on a dress she likes and is taken to the page for that specific dress.



### Buy Page:

The buy page has a bigger picture of the dress in addition to all the information the seller gave about it. Alisha decides that she wants to get it and clicks "buy". Another window pops up similar to the "sell" popup except this one asks her to confirm her order. She clicks confirm, and is taken back to her account overview.



## **Analysis:**

### **1. Learnability**

- a. Pros
  - i. Commonly used design for shopping websites, so user will be familiar with the design.
  - ii. Menu bars at the top and on the left of the screens are the same for every page, allowing user to learn the positions of necessary items quickly.
- b. Cons
  - i. If the user has never used a shopping website before, it may be difficult to decipher how to browse, as there is no “browse” homepage. The design simply takes the user to different pages as she adds further search criteria.

### **2. Efficiency**

- a. Pros
  - i. No cascading submenus, which force a user to steer the mouse through and limit browsing speed.
  - ii. Limited use of popup windows to distract from the user’s normal activity.
- b. Cons
  - i. Some the most used links are not very large (my account, browse options), and some aiming may be difficult.

### **3. Safety**

- a. Pros
  - i. Confirmation popups when selling or buying attempt to force the user to think carefully about her actions.
  - ii. Browsing criteria (dropdowns on the side menu) can be changed at any time.
- b. Cons
  - i. No confirmation before submitting account info. May also run into issue with submitting wrong information for a dress that the user is selling, and needs some way of revising orders after they’ve been made.