

*UX Project #2*

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# The Unicorn Kids Toy Shop

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Janneisy

Rachana

Robert

Yin



# Meet the Team





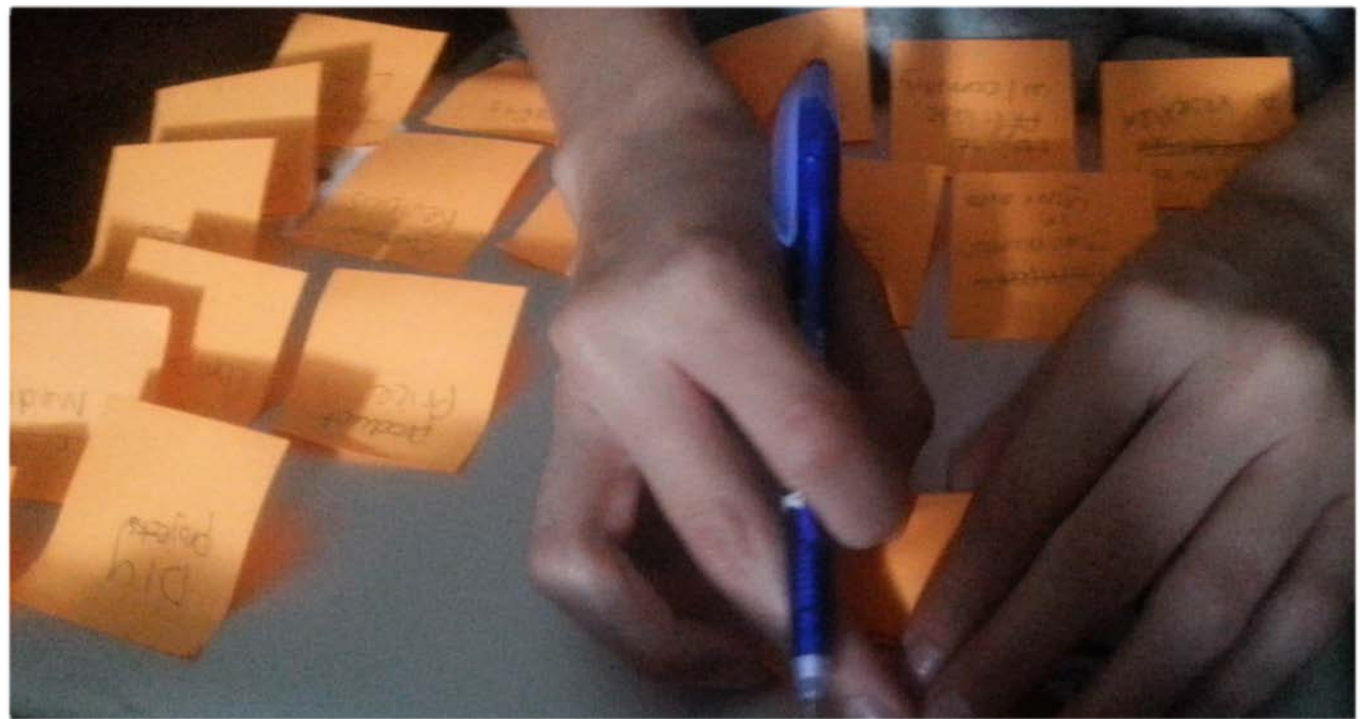
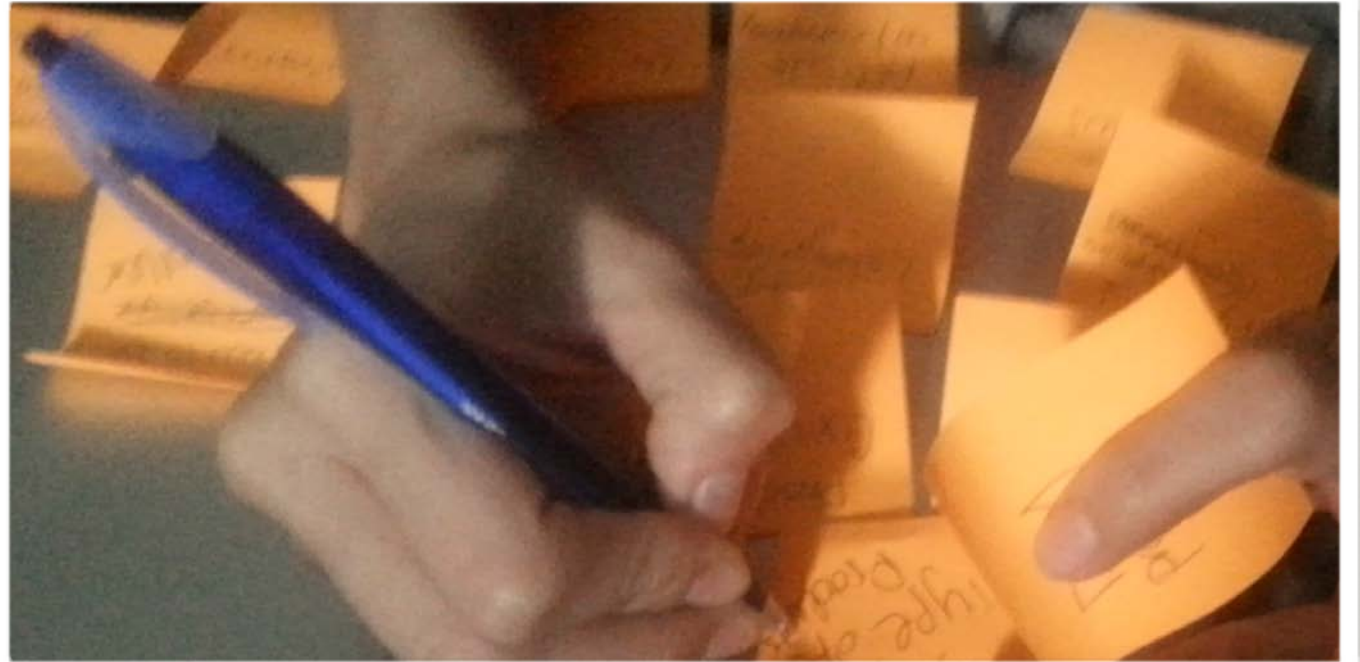
# Personas Overview



Name	Bev	Charlie	Linea
Role	Grandma	Uncle	Mother
Age/Gender	73yrs old	29yrs old	39yrs old
Quote	"I'm a cool grandma."	" I am the awesome uncle."	"I am the fun mom."
Goals	Bev visits the site for the first time and is looking for a birthday gift for her grandson.	Charlie has been to the site before and needs to find a gift for his niece who likes bugs.	Linea is visiting the site and is looking for the return policy and wants to find a customer service number.



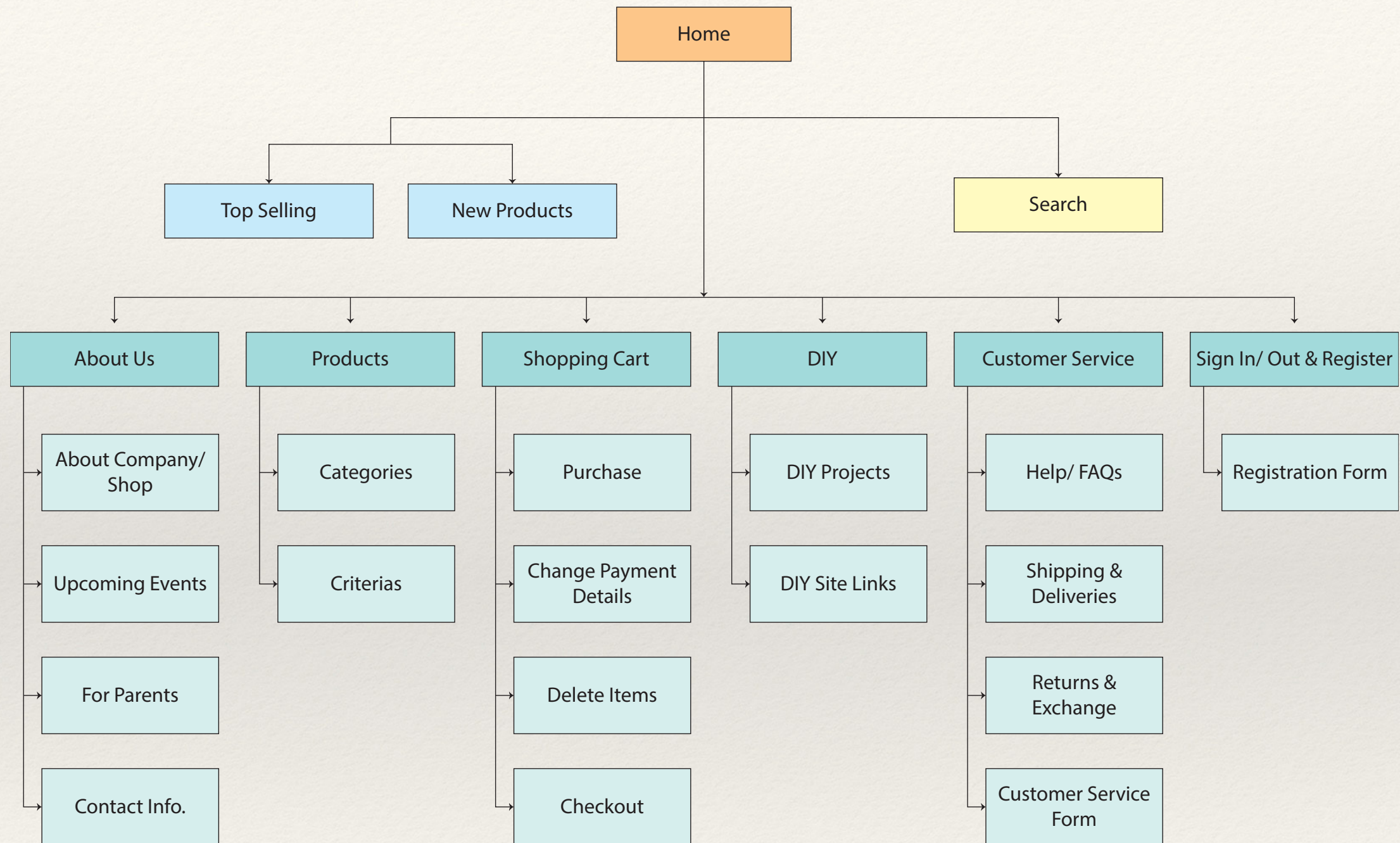
# Card Sorting Activity





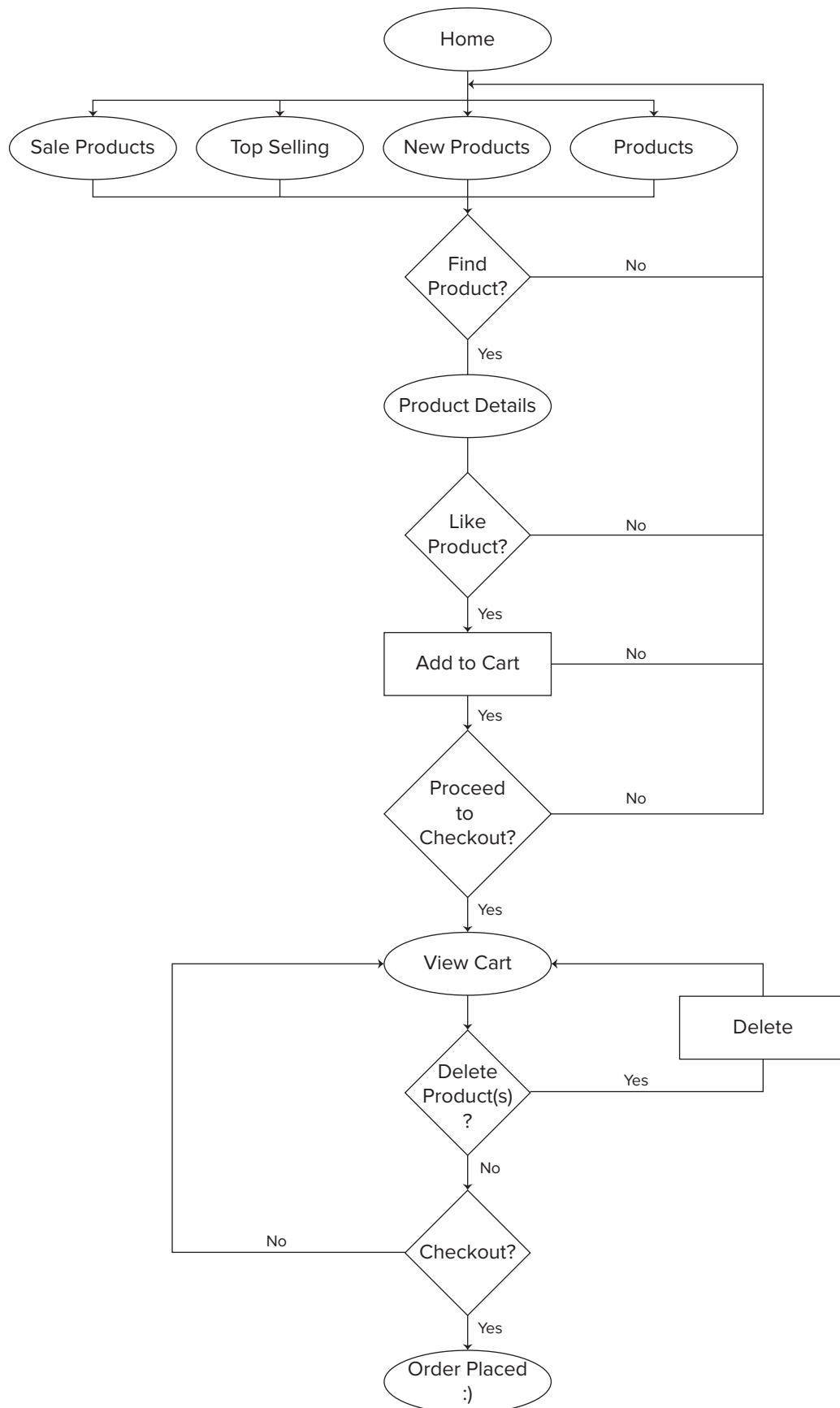
# Our Sitemap

## Sitemap



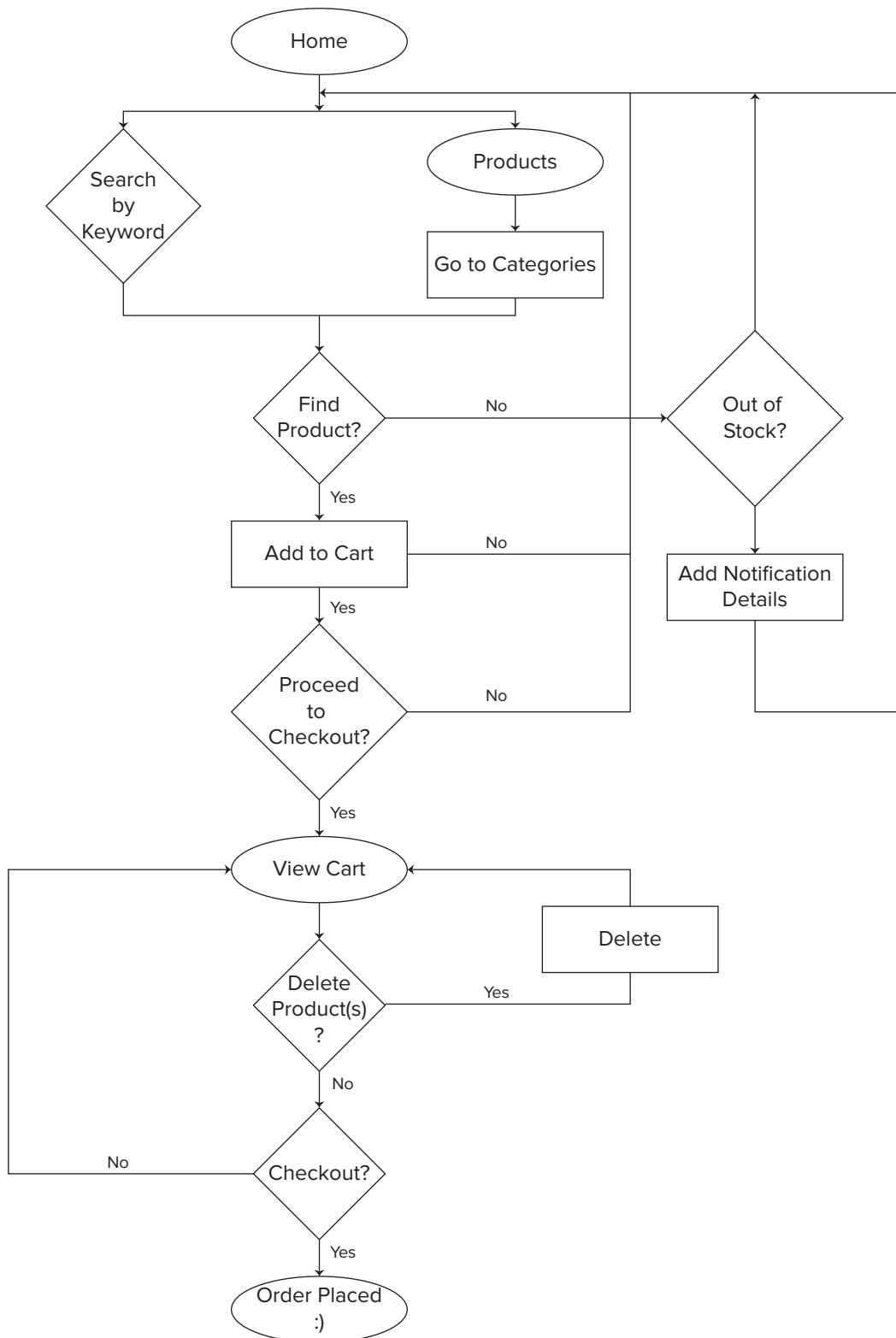
# BEV

User Flow: First time on site, looking for birthday gift for grandson



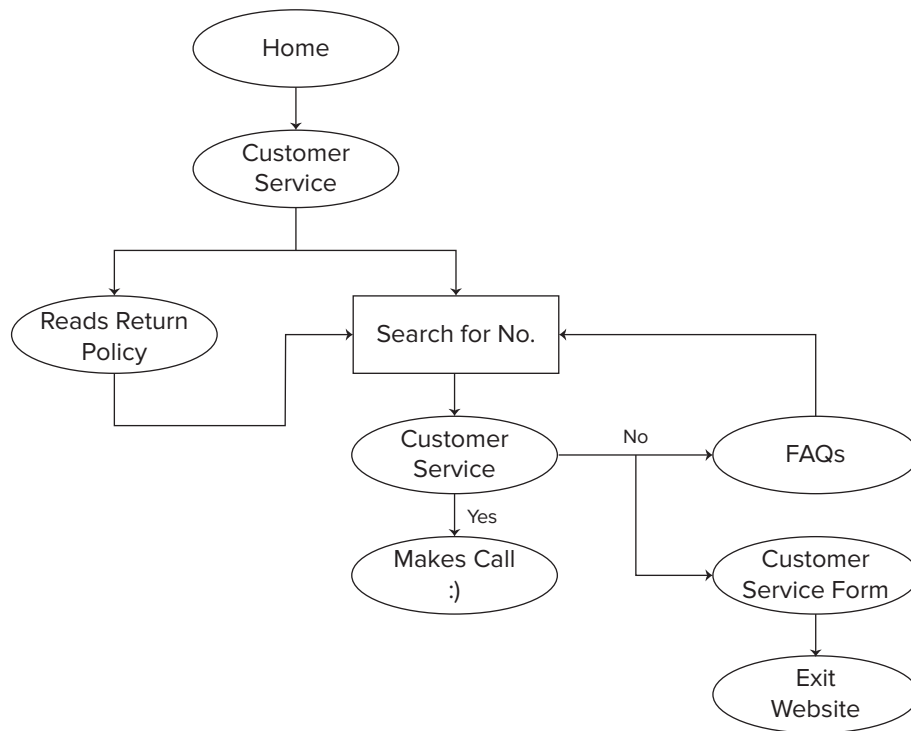
# CHARLIE

User Flow: Been to site before, needs to find gift for niece who likes bugs



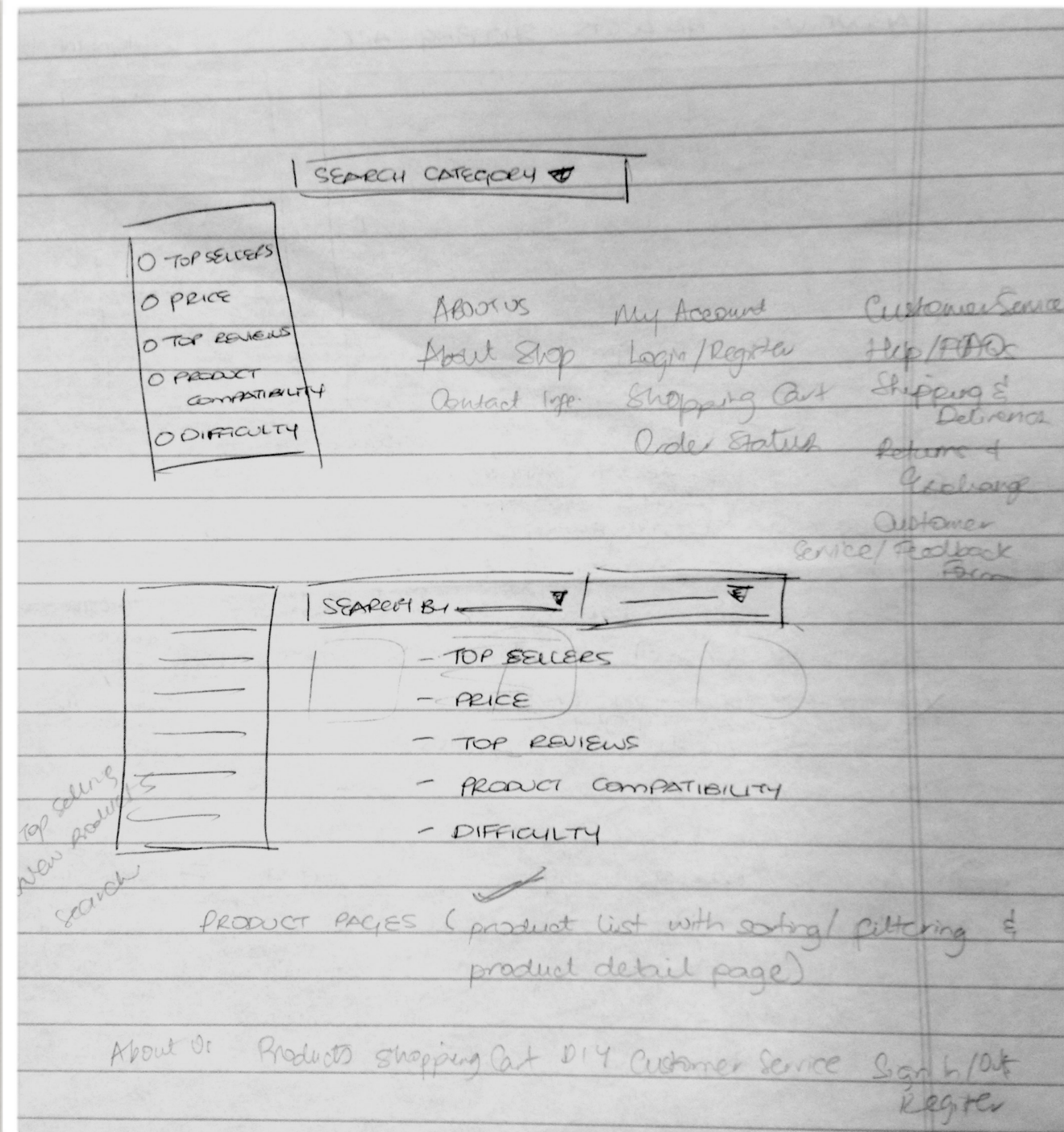
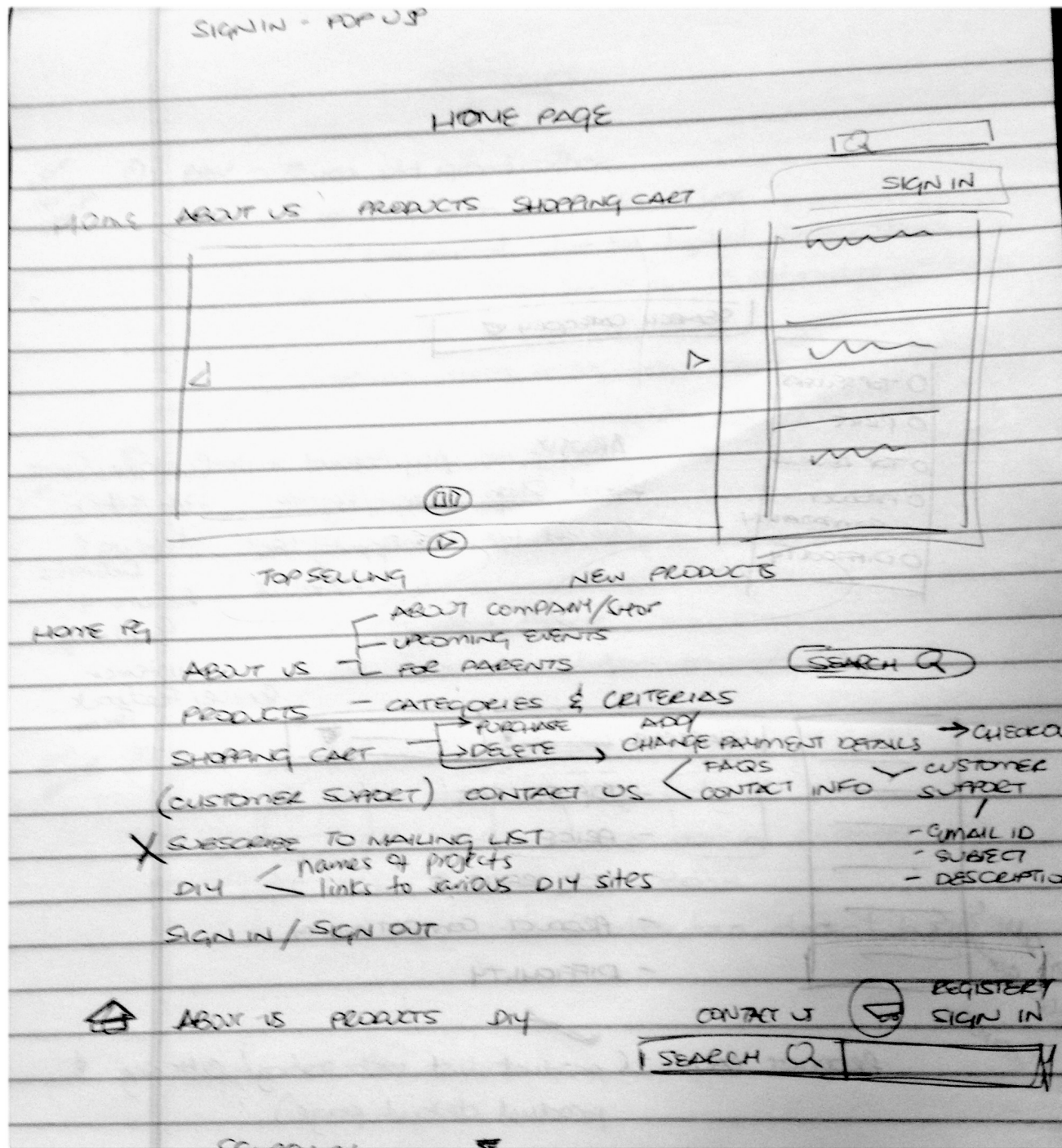
# LINEA

User Flow: Looking for return policy and wants to find a customer service number





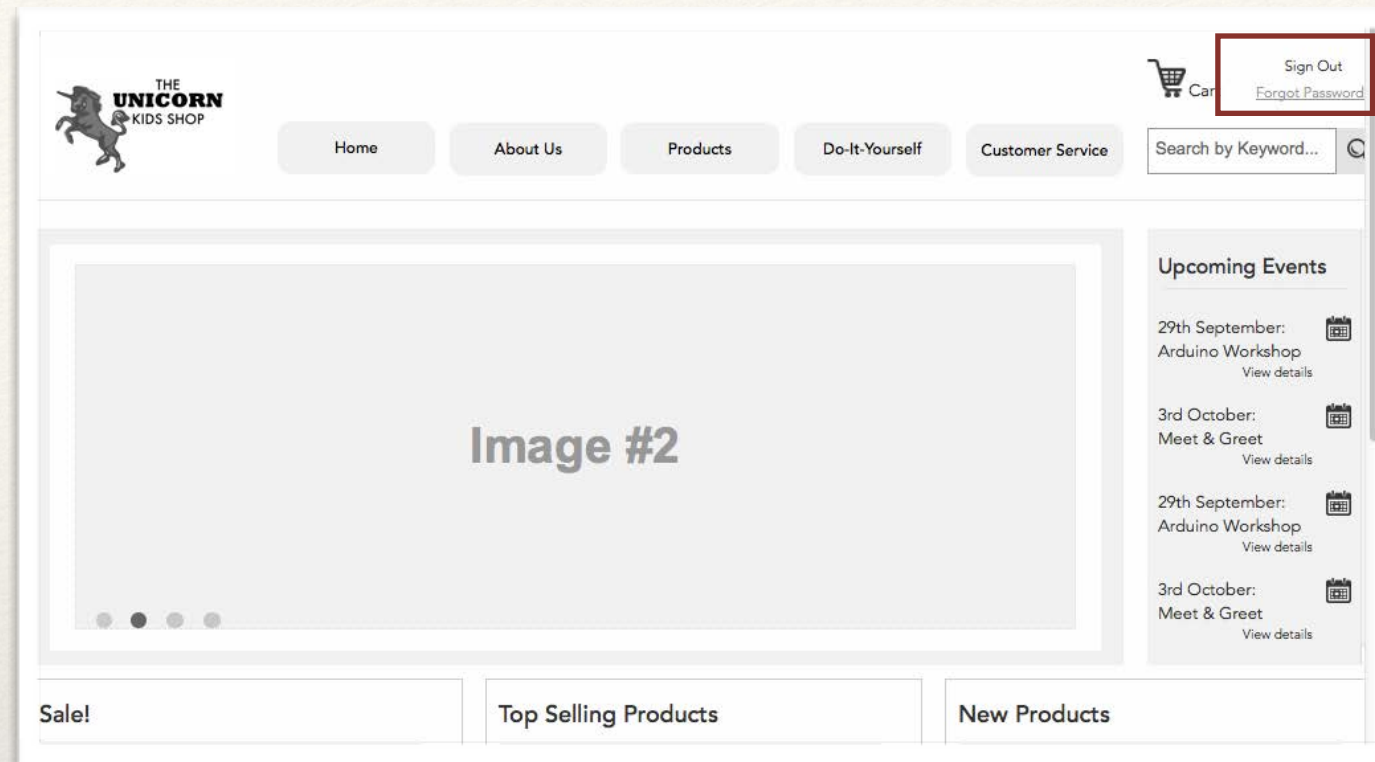
# Rough Sketches of Wireframes



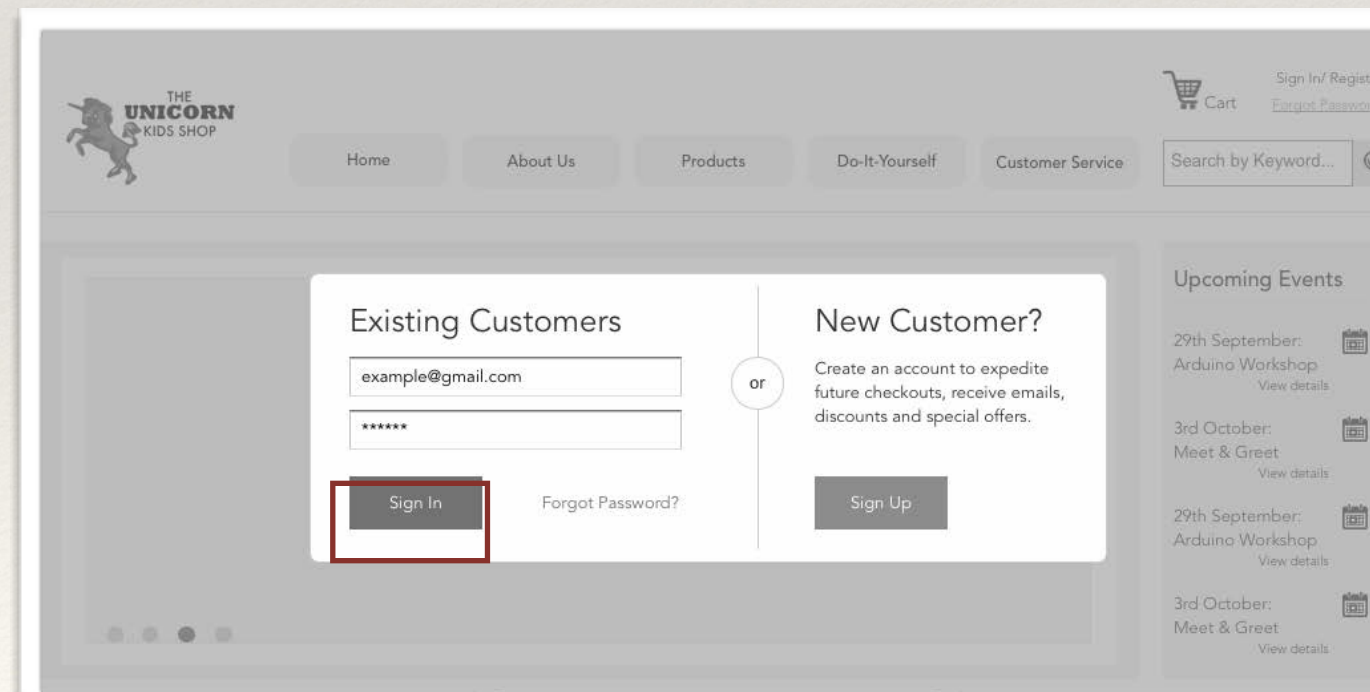


# Wireframes

## 1. Homepage

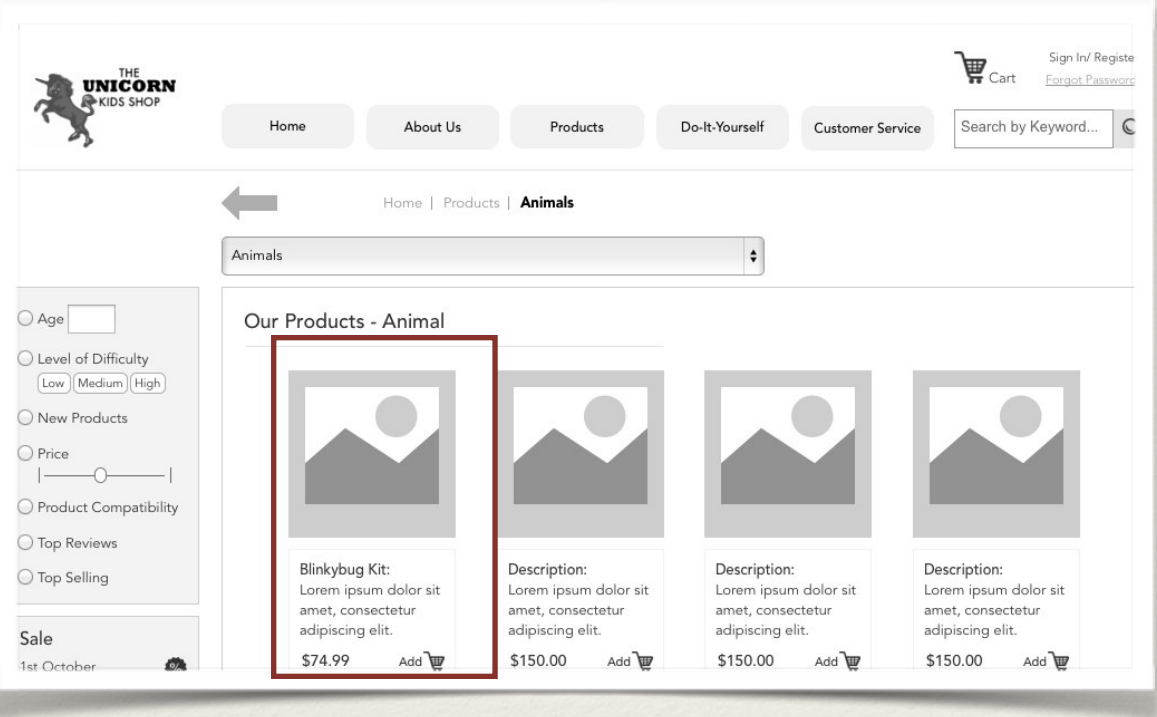


## 2. Sign In

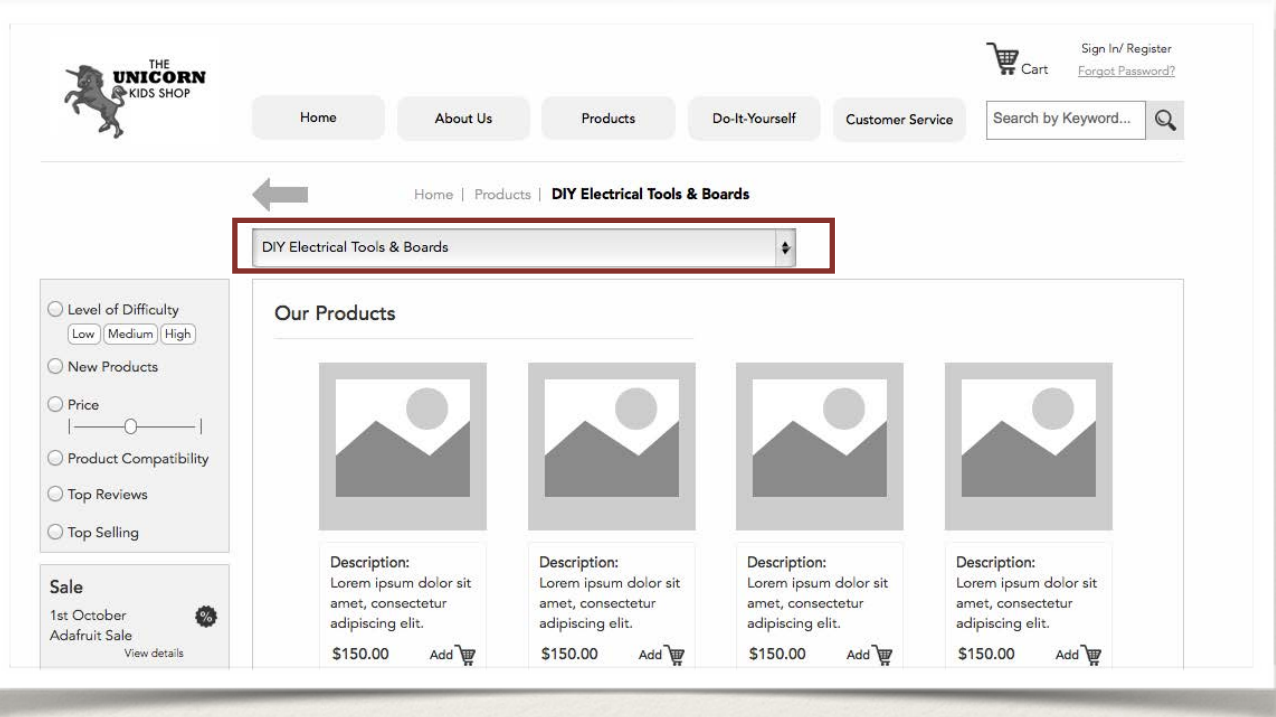




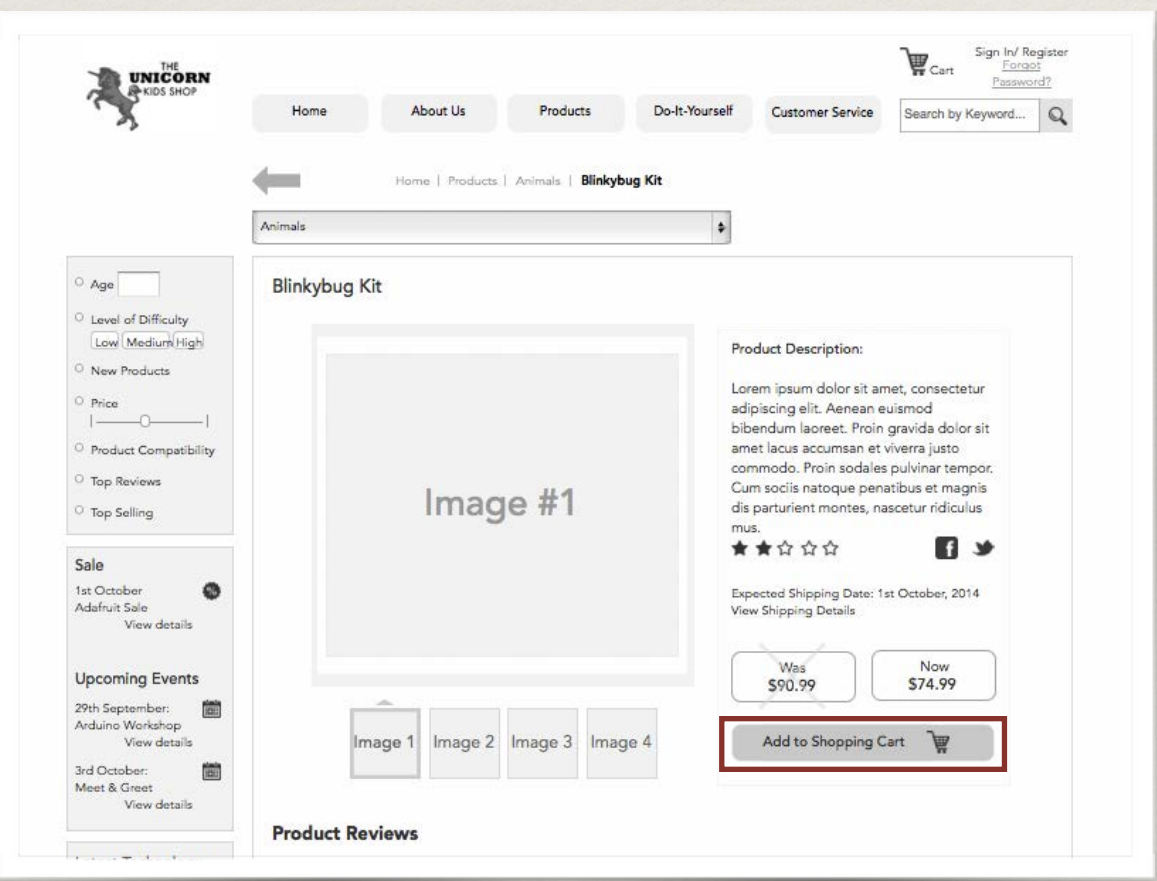
3. Products Page



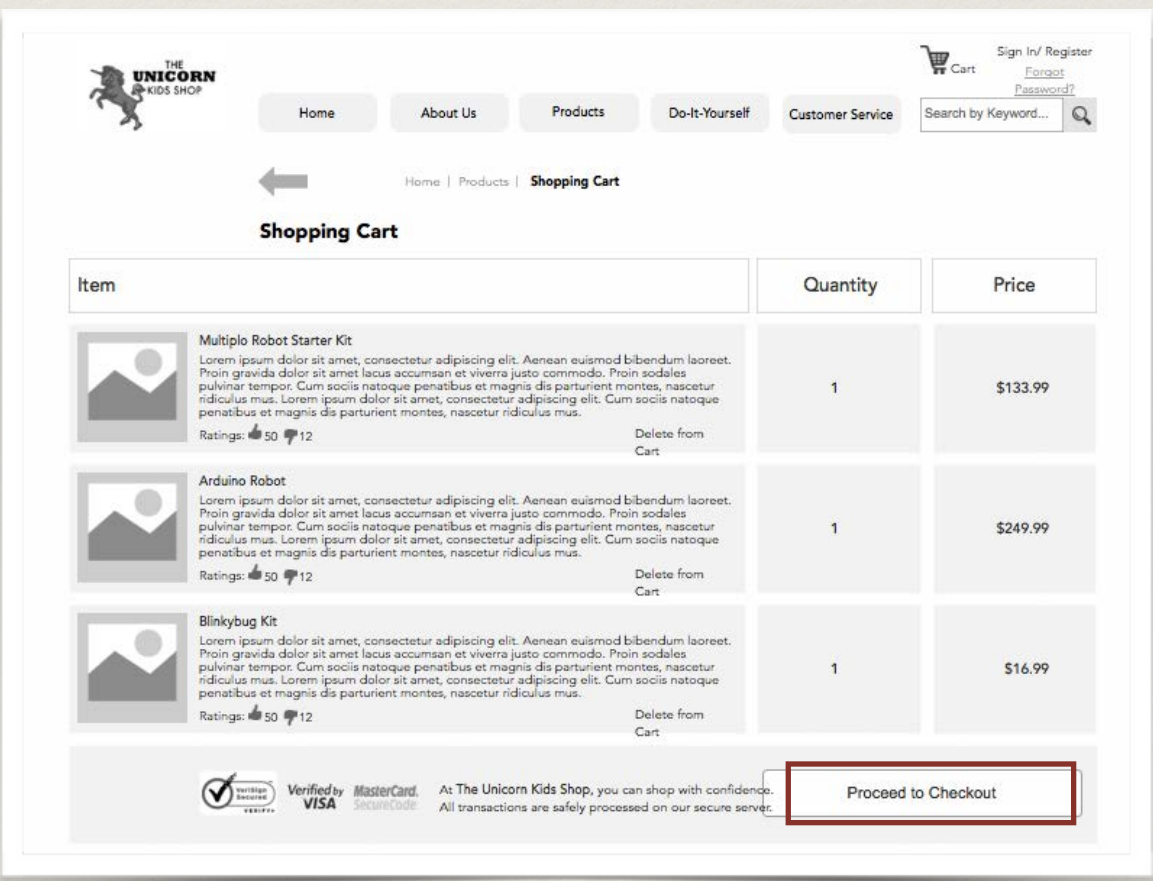
4. Select Category



5. Add to Cart



6. Shopping Cart





## 7. Payment Page

Shipping

Delivery Options

Payment

Place Order

### Payment info

☒ VISA ☐ PAYPAL

**Name** (as it appears on your card)  
Charlie Smith

**Card number** (no dashes or spaces)  
XXXX-XXXX-XXXX-8765

**Expiration date:**  
10/20

**Security code** (3 on back, Amex; 4 on front)  
123

**Billing Address**  
☒ Same as shipping address

**Your Order Summary**

Items total: \$274.97

Shipping & handling: \$0.00

Total before tax: \$274.97

Estimated tax: \$20.00

**Order Total: \$294.97**

Previous

Proceed

## 8. Review Order Page

Shipping

Delivery Options

Payment

Place Order

### Review your order

**Shipping Address** [Change](#)  
Charlie Smith  
2349 Deering Ave Apt. 6  
Brooklyn, New York 10101

**Billing Address** [Change](#)  
Same as shipping address

**Payment Method** [Change](#)  
VISA ending in 7228

**Your Order Summary**

Items total: \$274.97

Shipping & handling: \$0.00

Total before tax: \$274.97

Estimated tax: \$20.00

**Order Total: \$294.97**

**Items**

	Item	Price	Quantity	Total
	Blinkybug Kit	\$74.99	1	\$74.99
	Brooklyn Aerodrome Flying Wing Kit	\$99.99	2	\$199.98

Total before tax and shipping = **\$274.97**

Previous

Place Order

## 9. Payment Confirmation Page

Shipping

Delivery Options

Payment

Place Order

Thank you for your order!

Your package will arrive within 5-9 business days

**Shipping Address**  
Yin T Kelly  
2349 Deering Ave Apt. 6  
Portland, Maine 04101

**Billing Address**  
Same as shipping address

**Payment Method**  
VISA ending in 7228

**Your Order Summary**

Items total: \$274.97

Shipping & handling: \$0.00

Total before tax: \$274.97

Estimated tax: \$20.00

**Order Total: \$294.97**

**Items**

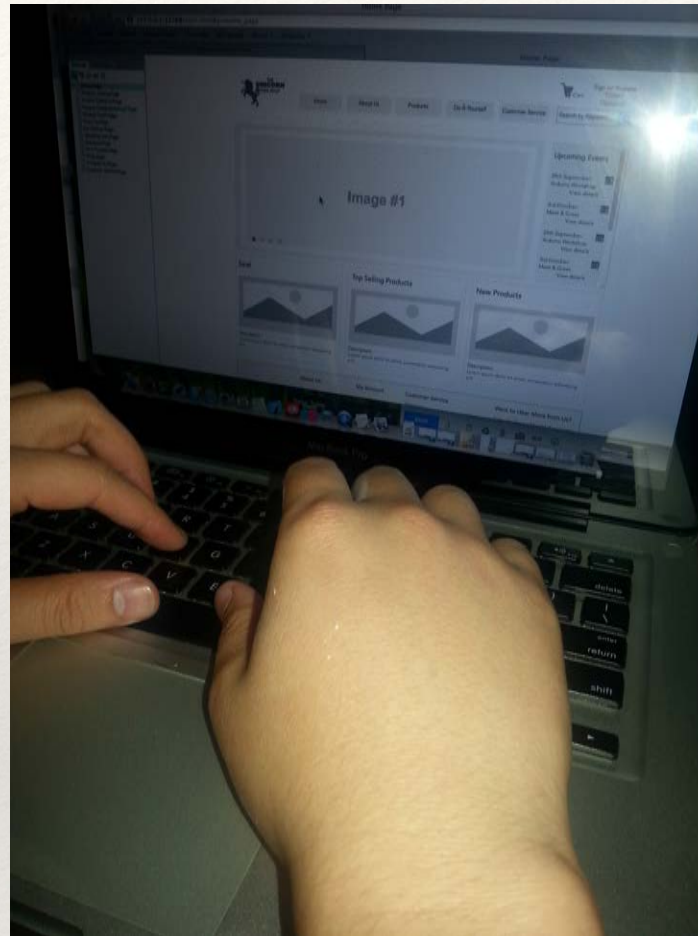
	Item	Price	Quantity	Total
	Blinkybug Kit	\$74.99	1	\$74.99
	Brooklyn Aerodrome Flying Wing Kit	\$99.99	2	\$199.98

Total before tax and shipping = **\$274.97**

Back to Home



# Usability Testing





# Usability Testing

1. Notification when product is added to the cart
2. Add email or print confirmation of purchase
3. Age filter for searching products



## Axure Link

<http://4krtdj.axshare.com/>



**Thank you!**