

### Design 3: Box

#### 1. Profile page

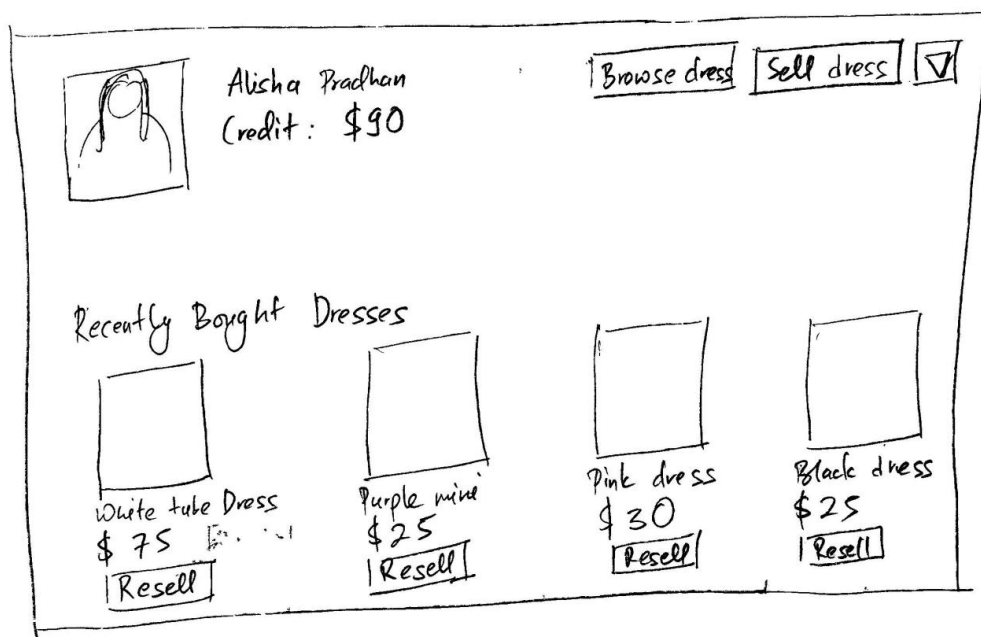
##### Story:

This is the first page that Alisha sees upon logging in to the website. This is her profile page. Alisha can clearly see her credit amount next to her profile picture. Alisha can easily start browsing for dresses by clicking on the “browse dress” button at the left side of the page. Alisha can also sell her clothes to the website by clicking on the “sell dress” button.

Alisha can see all the dresses she recently brought from the website on the lower half of the page. She can resell any of these dresses by simply clicking on the “resell” button below the dress item.

In order to log out, Alisha has to click on the dropdown arrow at the top-right corner of the page. The drop down also has control for “settings” in it.

##### Profile Page



##### Learnability:

All the buttons in this website are big and clearly visible and they are also descriptive of the task that they represent. This makes it easy for Alisha to carry out her intended task. The use of dropdown arrow which leads to “logout” and “settings” is similar to facebook and gmail which also have similar mechanism for logging out and changing the settings.

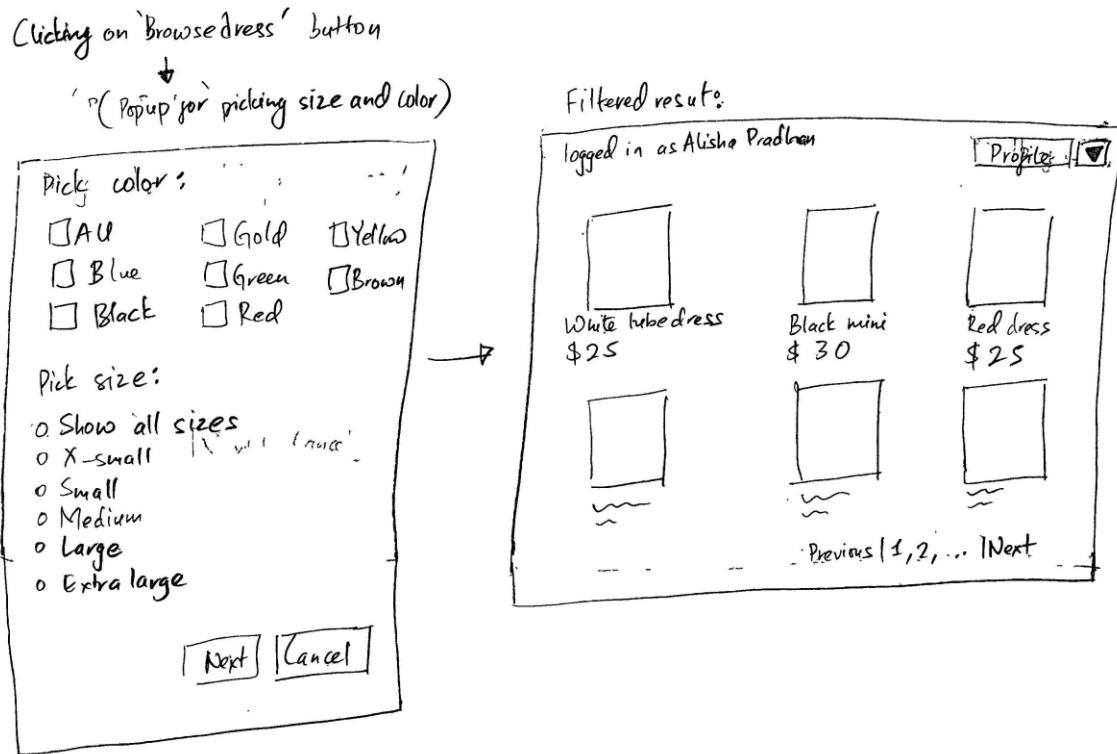
##### Efficiency:

The profile page is the central page for all the tasks. It is easy to pick a task since everything is listed on this page.

## 2. Browse

Alisha wants to search for a dress so she clicks on the “browse dress” button. This leads to a popup which prompts her to enter her color choices and size choices. Alisha wants either a black or blue dress. Her size is 10. She puts check mark besides both black and blue colors but only picks size 10.

When she clicks “next”, she is taken to a new page which shows all the dresses that match her choice. The price is clearly shown below the image of the dress. If Alisha wants to see other dresses, she can click on the page numbers in the bottom of the page or click “next”.



### Learnability:

The check boxes and radio buttons are standard UI objects that Alisha is familiar with. She understands that she can pick multiple colors but only 1 size for the dresses.

### Efficiency:

It is not easy for the user to see what their choice for size or colors were. If the user changes his mind about the size and color and wants to start browsing with a new size and color then the user has to go all the way back to profile page and click on “Browse dress”. This slows down the process of looking for clothes.

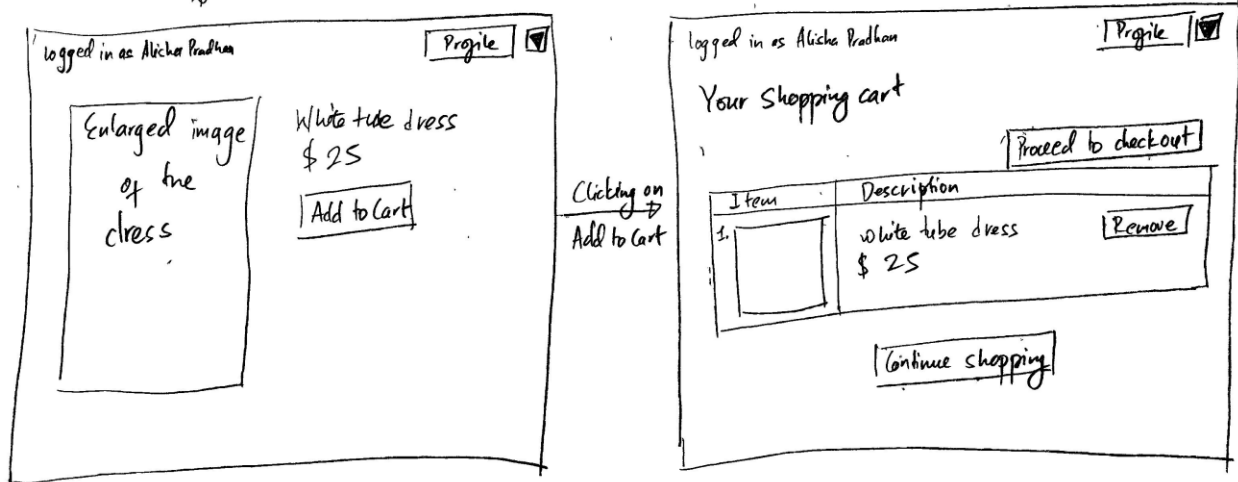
### Safety:

Alisha can click “cancel” button in the popup if she wants to cancel the browsing. Similarly if she wants to stop browsing clothes in the clothes display page, she can go back to her profile page by clicking on the “profile” button at the top of the page. She can also log out directly from this page by clicking on the dropdown arrow and then selecting “logout”.

### 3. Buy

Alisha likes one of the dresses among the dresses in the page above. She clicks on the image of the dress which takes her to another page with an enlarged image of the dress. Here, Alisha can also place the dress in the cart by clicking on "add to cart". Clicking on "add to cart" leads to the shopping cart area from where she can proceed to checkout.

Clicking on one of the items in the  
display of dresses  
↓



#### Learnability:

The idea of a shopping cart is familiar to Alisha as it is a metaphor of the shopping cart in the real world. Alisha has also used similar system on sites like Amazon.

#### Efficiency:

The cart system is not very efficient if Alisha wants to buy a lot of clothes as she has to keep going back and forth between the dress display page and the cart page. Efficiency could be improved by being able to add multiple dresses to the cart at the same time.

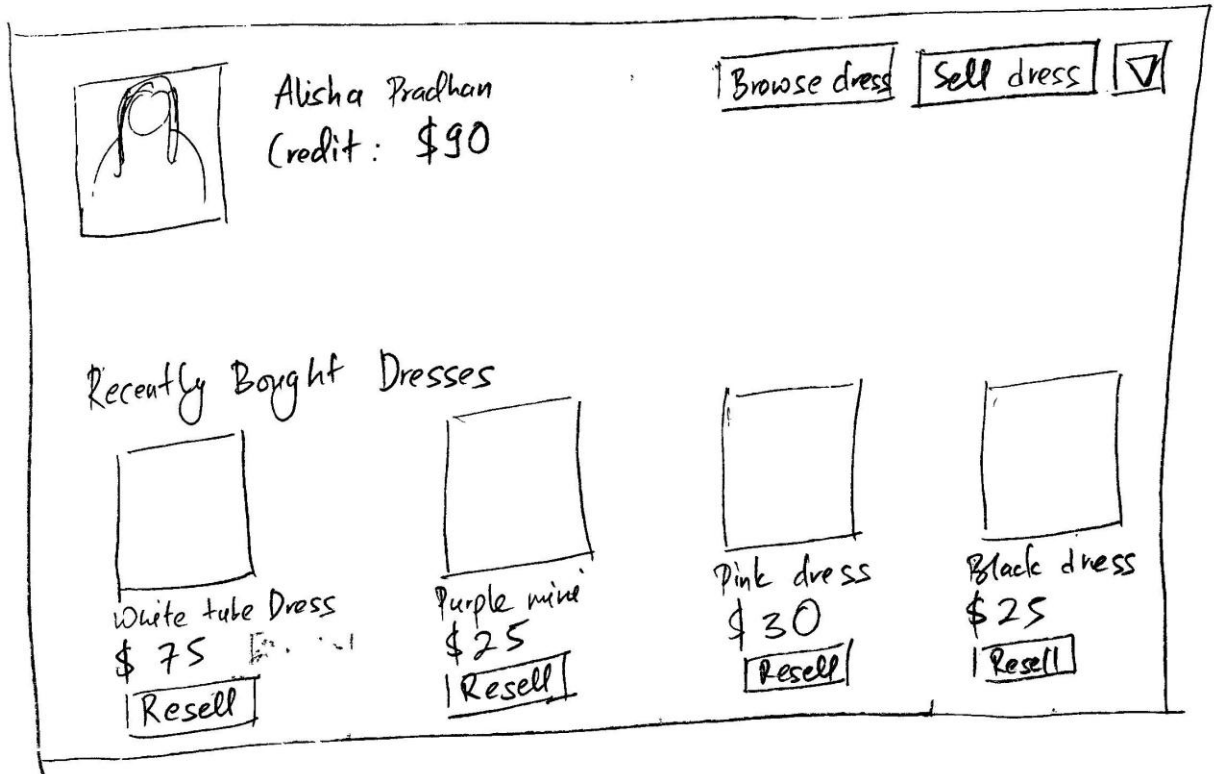
#### Safety:

If Alisha does not want any item in her cart, she can easily remove it from the cart by clicking on "remove".

#### 4. Resell

Alisha wore the dress she bought to her friend's birthday party. Now she does not need it anymore so she wants to resell the dress to the website. Alisha can find this dress on the "recently bought dresses" section of her profile page. She simply clicks on the "resell" button below the display of her dress. This prompts a popup which says "You have earned x points for reselling your dress back to the website".

#### Profile Page



#### Learnability:

The dresses that Alisha bought recently can be easily seen in her profile page. The resell button below the dress display is easy to find which makes it easy for Alisha to see that she can resell the dresses that she bought from the website.

#### Efficiency:

This system of reselling is particularly efficient if Alisha wants to resell the clothes that she brought recently. If she wants to resell clothes that she had brought a while ago she might have to browse a bit to find those dresses.

## 5. Sell

Alisha wants to get rid of some party dresses from her wardrobe. She has already worn them once or twice and they have lost their appeal to her. She goes to her profile page in infiniteCloset and clicks on the “sell” button. This leads to a new page where she can upload the picture of the dress, fill information about the dress and then save the information. She gets points for the dresses when she eventually sends the dress to the website.

Clicking on 'sell : dress' button

logged in as Alisha Pradhan Profile ▾

Select an image of the dress

Browse

Size  ▾

Brand

Color

Description:

Save Cancel

Learnability:

The “sell” button is easily accessible from the profile page. The form to be filled out is also pretty simple.

Efficiency:

Alisha can only deal with one dress at a time. If she wants to post multiple dresses, she has to go through the process multiple times. This could be improved by letting her add information about multiple dresses at the same time.

Safety:

There is currently no way of revising the “sell dress” form, once submitted, if the user finds that she made a mistake.