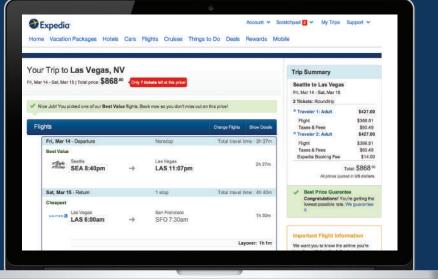
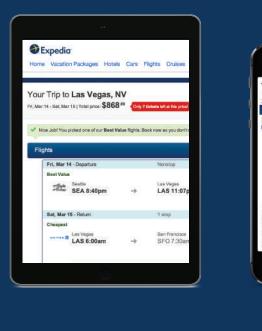


RESPONSIVE DESIGN for E-COMMERCE CHECK-OUT standardizing the user experience

the problem







the alternatives







- Different platforms - Costly to maintain
- Creates multiple URLs - Only targets one screen size
- Easier, faster to implement ✓ Minimizes maintenance responsive web design

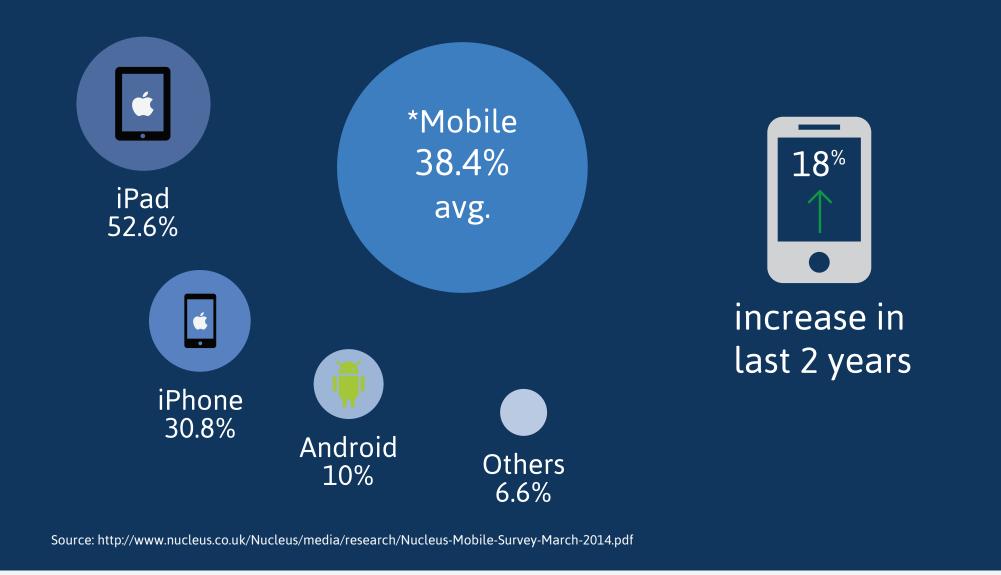
mobile trends

More than 1 in 3 visits to travel websites are from mobile devices.



Mobile traffic increases **42%** year to year

Mobile & Travel websites



Team Checkout:

Daniel Martinez V- dmv5@uw.edu Zulka Ramirez - zulka@uw.edu

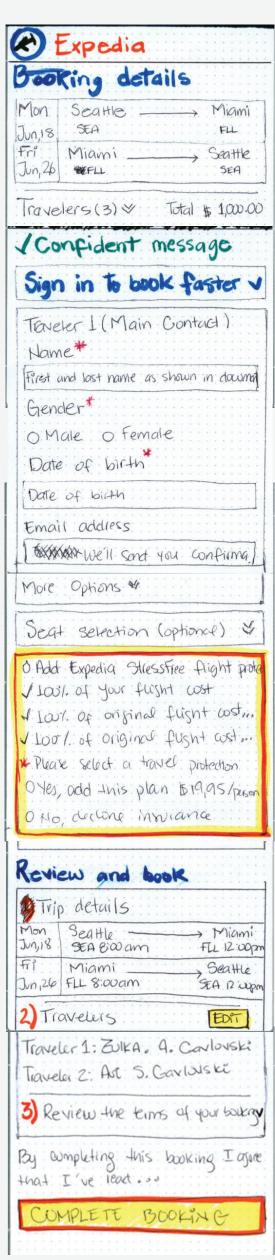
the solution

Ideation & Paper prototyping

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exploring two different workflows for a 1 page check out experience

Scrollable



Wireframes & HTML prototypes - -

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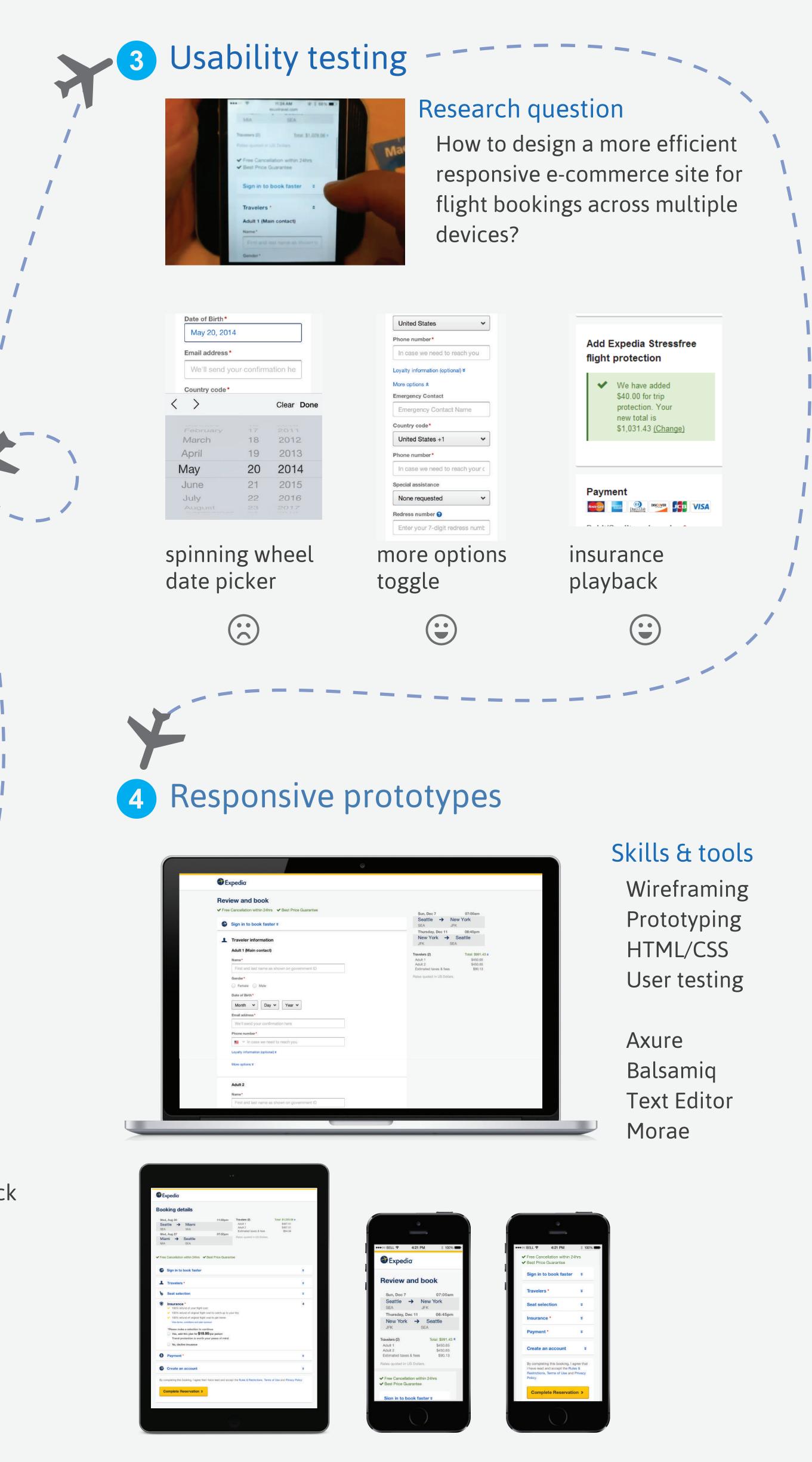
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exploring playback interactions





Centered Design & Engineering