Nature Pic Prints

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Nature Pic Prints Prototype: http://lxuc2e.axshare.com

About the Brand

NaturePic Prints is a company that provides gallery-quality prints of photos to customers who have a love for nature.

The NaturePic Prints brand is beauty, simplicity, inspiration, and relaxation—the characteristics of nature and the emotions it evokes.

The Logo

The logo for NaturePic Prints incorporates the brand colors, which are a palette of cool colors. They are intended to support and accentuate the colors within the photos; not overpower or distract from them. They are also designed to elicit calm, relaxing feelings.

Use of Photos

All photos on the NaturePic Photos website are original photos taken by the business owner. Now and in the future, the website will provide only original nature photography.

Website visitors can purchase prints of the nature photography in a variety of sizes. They can also choose from a variety of inspirational quotes for an additional fee.

Design Process

Home Page: The Nature Pic Prints website has a photo gallery style home page, which helps website visitors immediately recognize what the website is about. A few key features were added to the home page based on feedback received during the evaluation phase, which involved a usability test. After the usability test, participants were given a short questionnaire that included 4 questions—one of which was whether the website purpose was clear. Only 50% of participants indicated that the purpose was clear.

To address this issue, a concise, straightforward tagline was included at the top of the website. In addition, price ranges for each print were included under each photo so that visitors could see that the prints are for sale. This helps differentiate the website from other websites that only showcase photography.

A shopping cart was also added as another visual cue to show visitors that the website is an ecommerce website.

> A Smashing Magazine article states, *"E-commerce websites need to clearly communicate to visitors the types of products that can be purchased."*

Shopping Cart Page: After the visitor chooses to add the photo print to the shopping cart, they will see the image they selected, image specifications, price, and shipping cost so they will know what all their costs will be before moving on to add their shipping and billing information. This provides a measure of transparency to the visitor, which helps to build trust.

> A website article entitled Ecommerce web design: 20 essential tips written by Creative Bloq states that delivery charges should not be added at the end of the purchase process.

This change was added, in part, after getting feedback from the usability test participants that they expected to see a confirmation page showing shipping charges and total credit charges with an option to confirm purchase *prior* to

finalizing their order and seeing the order summary. This feedback was provided in their response to the question of how they would rate the ease of the checkout process. Twenty-five percent of participants rated it as somewhat easy.

Order Confirmation Page: To more directly address the test participants' concerns, an extra page with order confirmation information was added. This page contains the shipping address, credit card information to be charged, product cost, shipping cost, and taxes prior to asking the customer to place their final order.

> A user-friendly checkout process helps to build the visitor's confidence, according to an article written by Designmodo (5 Essential Elements for E-Commerce Websites).