Firstly, I used the UI Design Guidelines for Mental Models by creating simple graphics that allow the user to easily navigate and recognize exactly what they are doing in the app by simplicity, recognition, and feedback. All of the other guidelines are used as well. Now the app is clean, simple, and easy to use. It allows the user to view the products they are purchasing, change settings, and find the perfect gift.

I took the user’s perception into account by creating repetitive buttons that are clear about what they do and where they take the user. I also simplified the experience of the user. Instead of having to create an avatar for each of their gift receivers, the images for their profiles will get pulled from their Facebook profiles or the user’s contact list. This will allow the user to focus more on the app’s main function: gift giving.

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