



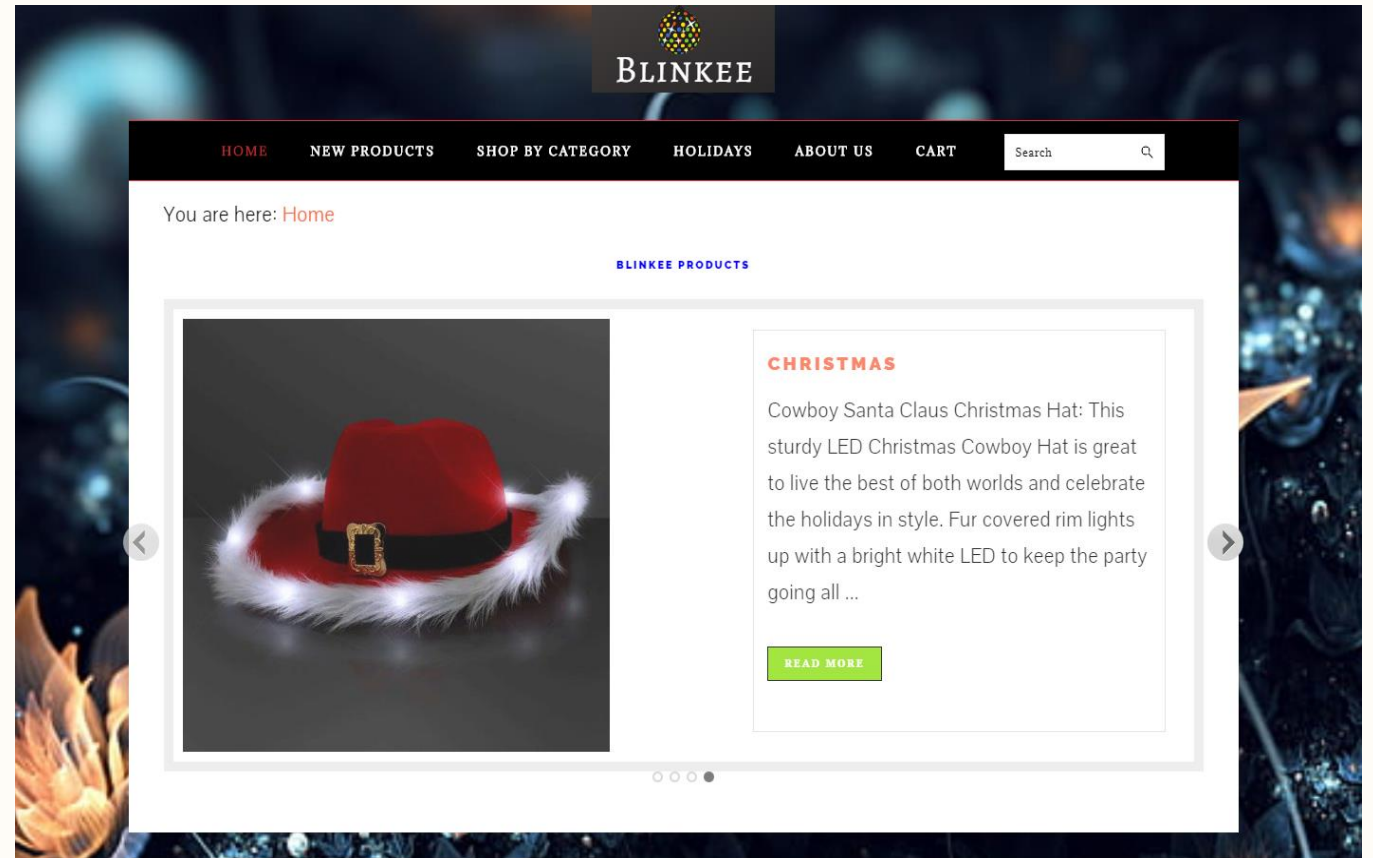
Blinkee

Parminder Singh

Demonstration:

Home Page:

- Clear description who we are
- Simple and better layout
- Easily-navigated site
- Better Navigation Bar



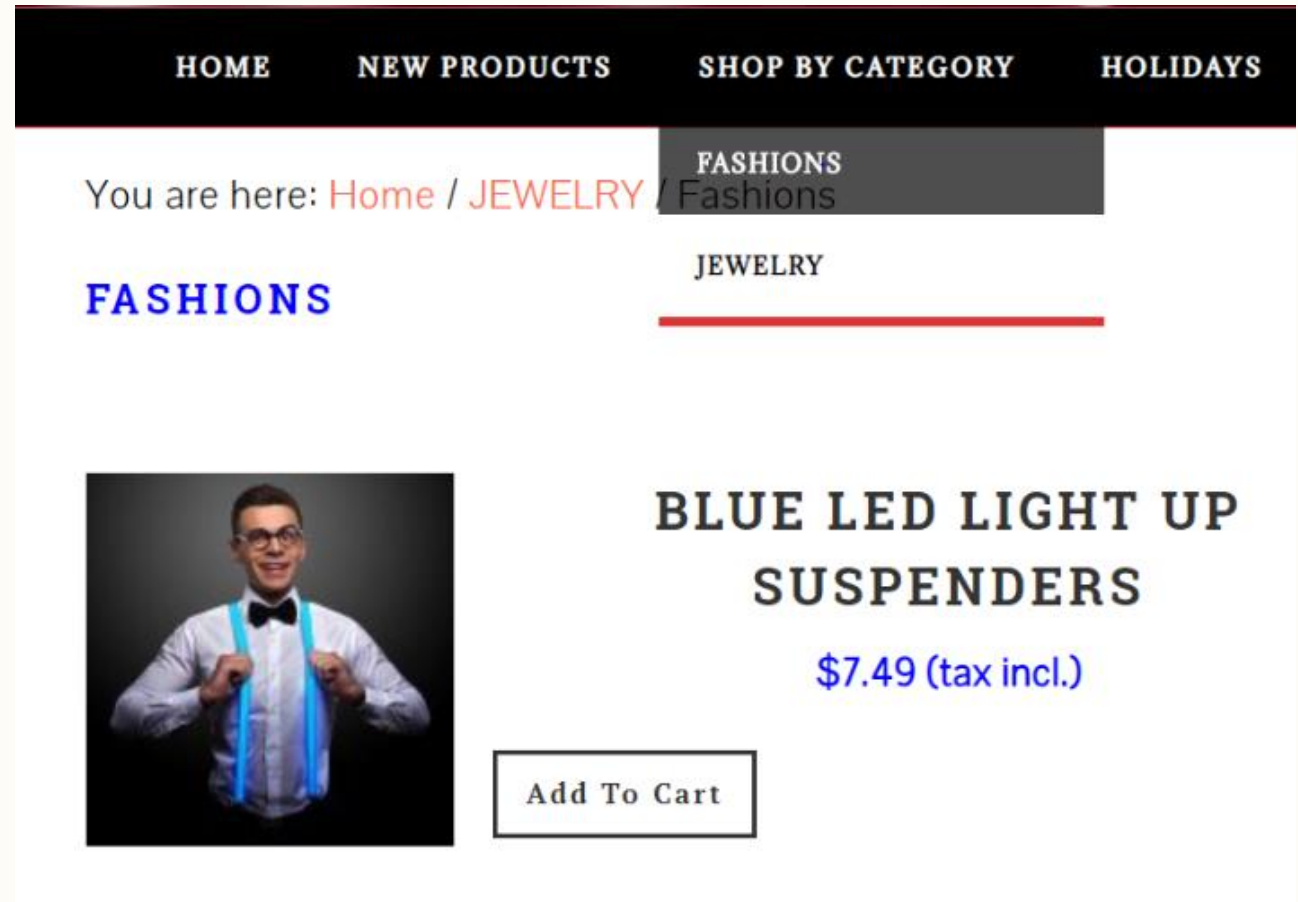
Demonstration:

New Product: find new products

Shop by Category: Easy to find the product user want

Holiday: Halloween, Christmas, and Thanksgiving

About us: Info about the company



The screenshot shows a navigation bar with links: HOME, NEW PRODUCTS, SHOP BY CATEGORY, and HOLIDAYS. Below the navigation bar, a breadcrumb trail reads: You are here: Home / JEWELRY / FASHIONS. The 'FASHIONS' link is highlighted with a red underline. The product title is 'BLUE LED LIGHT UP SUSPENDERS' and the price is '\$7.49 (tax incl.)'. An 'Add To Cart' button is visible below the product image.

HOME NEW PRODUCTS SHOP BY CATEGORY HOLIDAYS

You are here: Home / JEWELRY / FASHIONS

FASHIONS

JEWELRY

BLUE LED LIGHT UP SUSPENDERS

\$7.49 (tax incl.)

Add To Cart

Usability Result: 1

Drop Down Menu:

Original Websites



- Only One tab for Products
- Long and too many Items

My Website



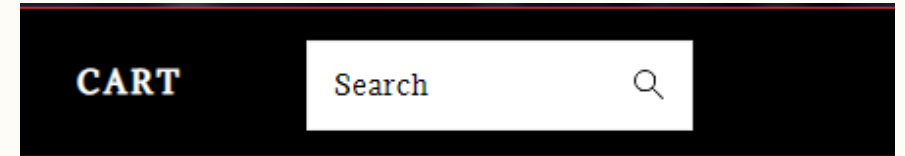
- Hoverable dropdown
- Short and To-The-Point

Usability Result: 2

Search box :



- Poor Visibility
- Low standard layout
- Poor Location search bar



- Better Visibility of search box
- Standard Location of search box
- Better Feedback for errors

Improve design based:

Comparison:

Original Websites

- Bad layout
- Inoperative Search Bar
- Out-dated Style
Dropdown Menu



My Website

- User friendly Layout
- Working Search bar
- Interactive dropdown