

BRIAN MAY GUITARS

UI REDESIGN

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- DESIGN APPROACH 
- WIREFRAMES & INTERACTION FLOW 
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PROJECT OVERVIEW

This project undertakes the redesign of Brian May Guitars, a renowned guitar e-commerce website. The design approach involves analysis of analogous user interfaces and other trending designs, and aims to converge upon an innovative remodel of the client website.

BRAND VISION AND AUDIENCE

The BMG Mission is to make the absolute best products to enjoy the special sound and feel of a Brian May designed guitar. Hence, the target audience includes professional guitar players, connoisseurs and Brian May fans.

DESIGN GOALS

UTILISE ANIMATIONS



CREATE LAYOUT RESPONSIVENESS



INCORPORATE DESIGN PRINCIPLES



MAINTAIN CONSISTENCY IN VISUAL ELEMENTS



Find the extensive client brief in Appendix

DESIGN APPROACH

- 
- STEP 1** | ANALYSE THE BRAND VISION AND TARGET AUDIENCE
 - STEP 2** | RESEARCH VARIOUS ANALOGOUS AND TRENDING DESIGNS
 - STEP 3** | EXTRACT VISUAL ELEMENTS
 - STEP 4** | DEFINE AN INTERACTION FLOW USING WIREFRAMES
 - STEP 5** | CREATE MULTIPLE HOME PAGE DESIGNS: DIVERGENT THINKING
 - STEP 6** | DESIGN A PROTOTYPE FOR A CREATIVE DIRECTION
 - STEP 7** | ANALYSE THE PROTOTYPE USABILITY AND DESIGN
 - STEP 8** | ITERATE TO PERFECTION !

BRAND VISION

Brian May a world-famous Rockstar and the co-founder of the band Queen, has travelled the globe serenading people with his tunes. The website utilises his experiences with guitars over the past 20 years to sell Brian May designed and tested guitars to their audience.

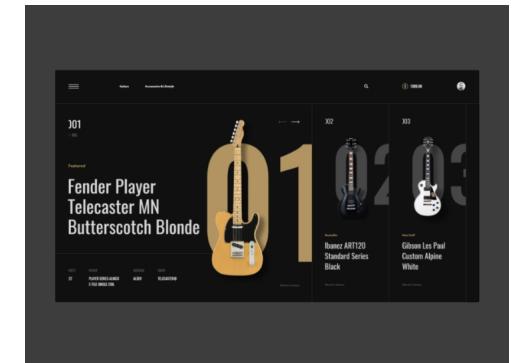


AUDIENCE INSIGHTS

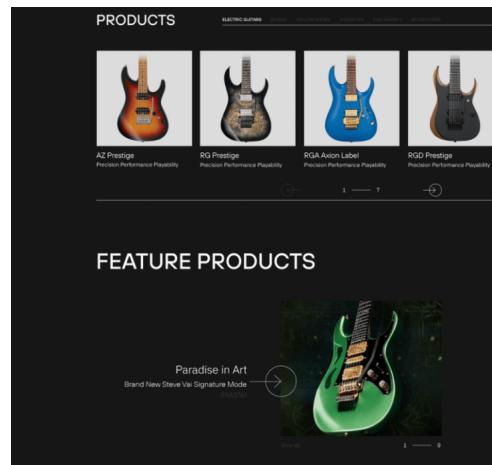
Brian May guitars deal in a niche of luxury guitars, which eliminates the average person learning guitar purchasing, BMG products. The silver lining is the brand sells a similar lifestyle of Brian May. This attracts enthusiasts / connoisseurs to collect these exclusive guitars.

INSPIRATION BOARD

A good design requires inspiration. Especially, researching analogous websites to the client provides an idea of modern UI/UX approaches. It also gives an insight towards currently trending design practices. Overall, some visual elements of the project are inspired from these concepts



GUITAR STORE CONCEPT ↗



IBANEZ REDESIGN CONCEPT ↗



SKERVESSEN REDESIGN CONCEPT ↗

VISUAL ELEMENTS

TYPEFACES

Outline & Filled Slabs + Sans serif Text

Rosewood Fill + Fira Sans

LOREM IPSUM

 Lorem Ipsum

Lore ipsum

Serif Display + Sans serif Text

Abril Fatface + Lato

LOREM IPSUM

 Lorem Ipsum

Lore ipsum

Sans Serif Display + Slab text

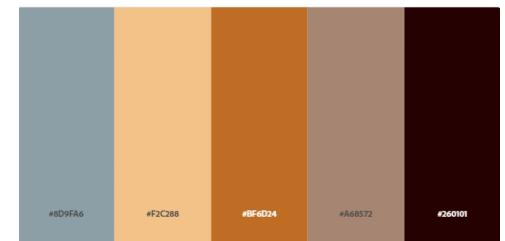
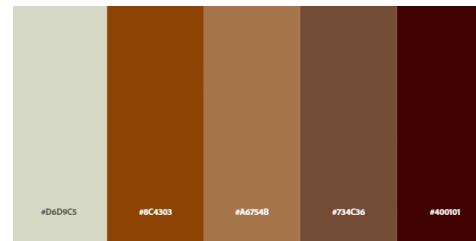
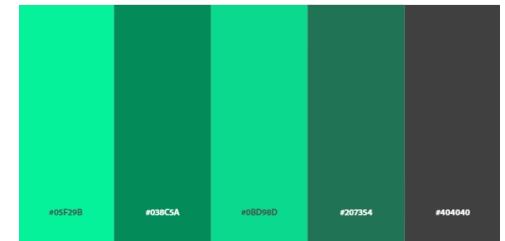
Bebas Neue + Roboto Slab

LOREM IPSUM

 Lorem Ipsum

Lore ipsum

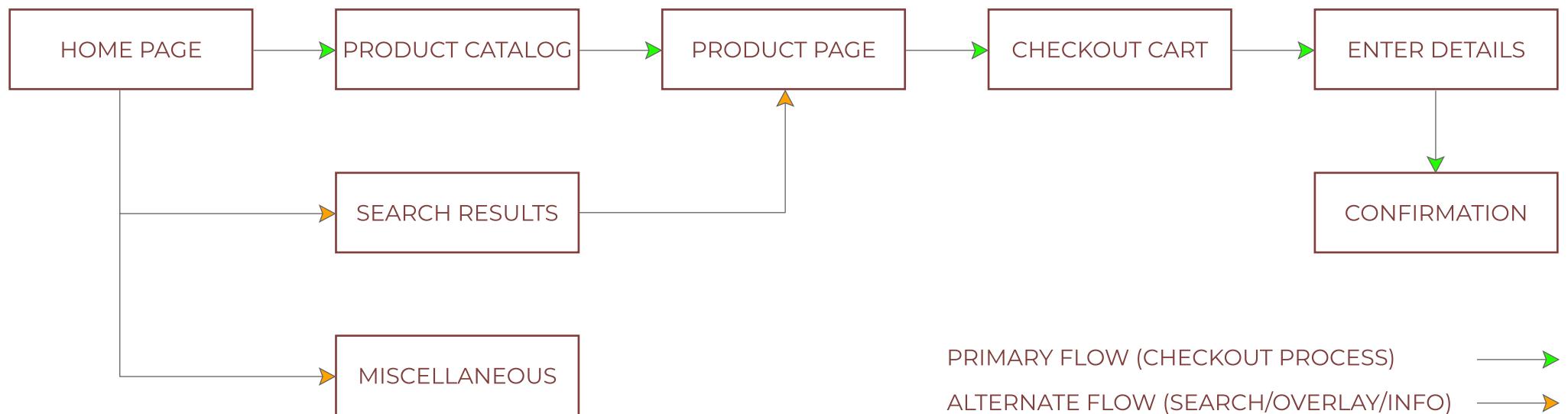
COLOUR COMBINATIONS



These visual elements are the backbone of the home page redesigns. They are extracted after extensive design research discussed earlier in this report. Finally, a single creative direction would be inspired from a combination of these elements.

INTERACTION FLOW

MOCKUP



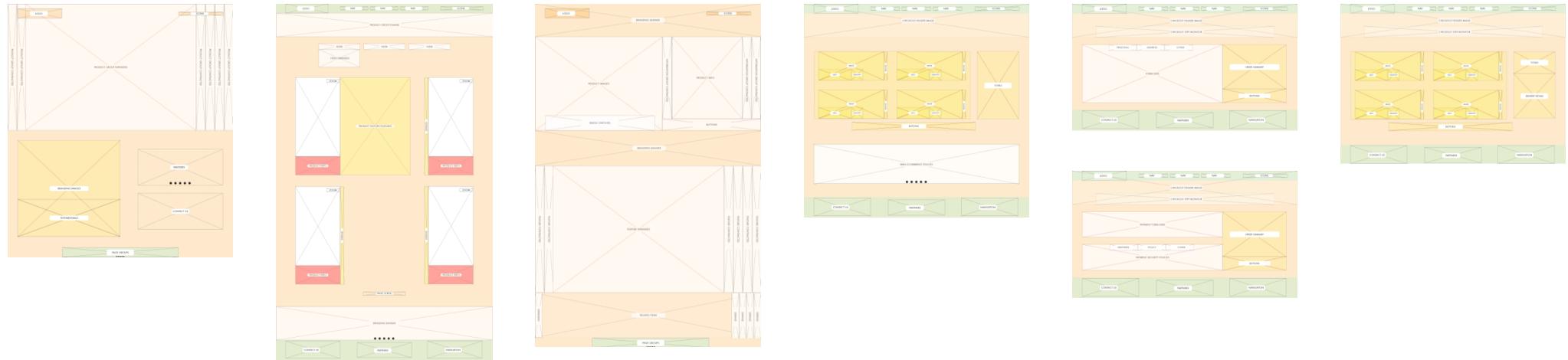
A well developed interaction flow is essential for a good user experience. The above mockup has been created for high usability and a streamlined method to check-out. After usability testing, alternate flows have been added for improving user experience. These flows utilise key functionalities in search page, overlays and other info pages to remove traditional restrictions. It is an easy-to-use navigation architecture.

**PRIMARY
FLOW WITH
WIREFRAMES**



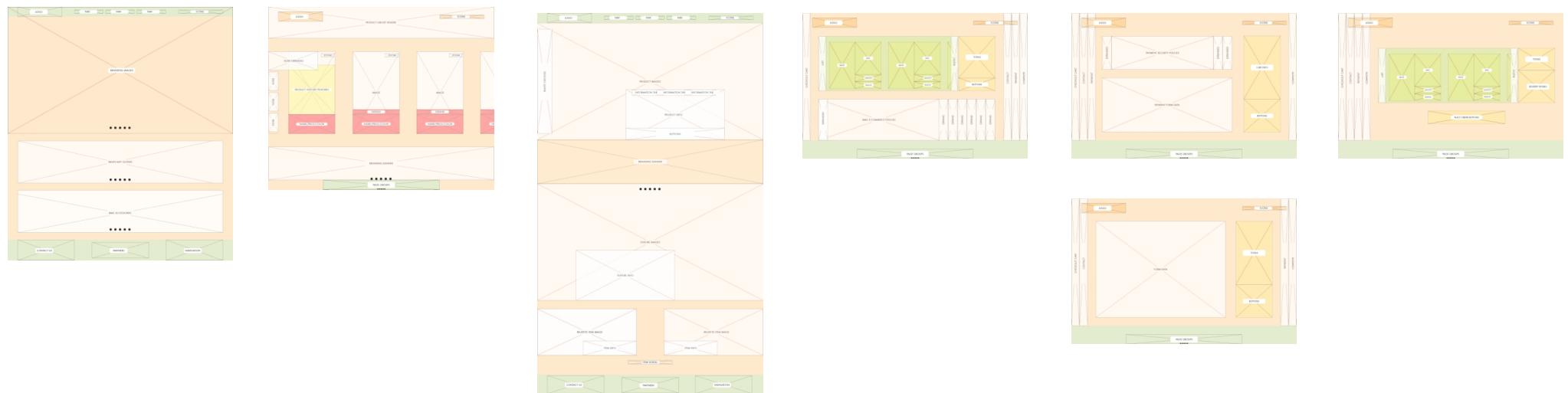
WIREFRAMES

WIREFRAME 1



HOME PAGE → PRODUCT CATALOG → PRODUCT → CHECKOUT CART → ENTER DETAILS → CONFIRMATION

WIREFRAME 2

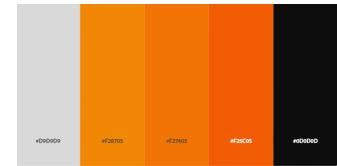


HOME PAGE REDESIGN

REDESIGN 1



The first design invokes a dark Rockstar vibe (inspired from multiple websites). Moreover, utilises an alternating pattern and background blur for focus. It also incorporates the current trend off outline & filled design. Captures 90's Brian May.

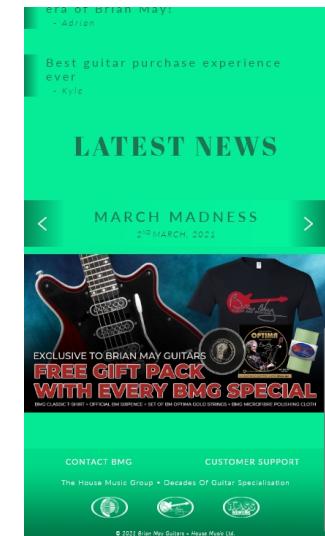
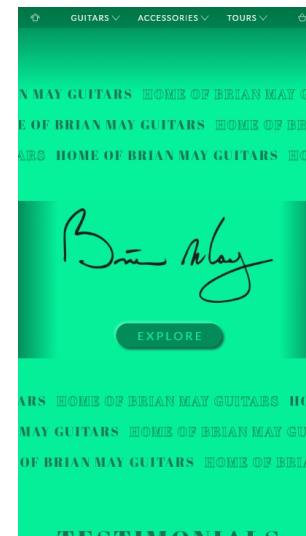


Rosewood Fill + Fira Sans

REDESIGN 2

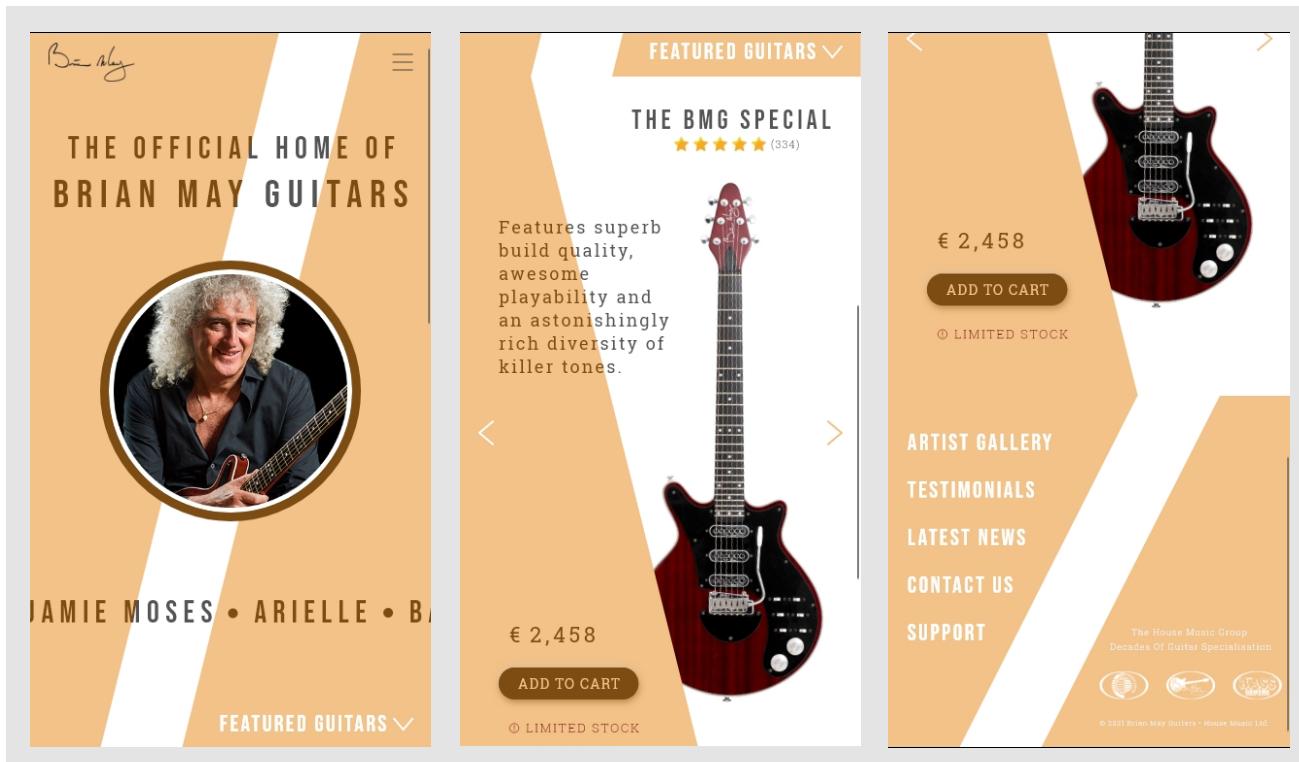
The second design drifts away from the traditional dark vibe and towards a retro 80's. It utilises gradient patterns for focus. It also replaces the image with a modern typeface design on the first view. More Focus on visual appeal than brand.

Abril Fatface + Lato



HOME PAGE REDESIGN

CREATIVE DIRECTION



Bebas Neue + Roboto Slab

This design features an elegant brand centric remodel to the BMG home page, using guitar wood shades. The symmetrical trapeziums, in the background, are utilising figure/ground to separate images and texts, continuity to show scroll indications (which act like headers), and finally common fate through the diagonal indicating direction of content. The figure/ground rule is intentionally broken to provide focus to certain aspects (through a luminosity blend). The home page also has a animated right scrolling lists of other artists. Overall, sophisticated yet simple

HI-FIDELITY PROTOTYPE

After analysing and creating designs iteratively, a creative direction was chosen. This design laid the groundwork for the interaction mobile prototype of the BMG website. Utilising material discussed in the design approach, the developed final prototype is discussed in the following pages

DEVELOPMENT PROCESS

Prototyping such a large project is essential. It was developed using Adobe XD for a mobile and a desktop version. After undertaking immense design analysis the design process was quicker. Finally, the element wise interaction flow was created and tested for usability.

CONTENT

MOBILE VERSION ANALYSIS

RESPONSIVE DESIGN - DESKTOP

ANALYSIS SUMMARY



MOBILE VERSION ANALYSIS

ZOOM-IN REQUIRED

HOME PAGE



Condensed burger icon with clear navigation architecture and relevant icons

Right scrolling Animation to add appeal

Relevant prompts for scrolling

Background pattern Accenting Icons, maintain figure/ground and providing continuity through direction of diagonal (common fate)

Background colors alternating In figure/ground and are intentionally broken to provide focus to certain elements

Hover animations for better usability

Footer Navigation to explore website concise and effective

BURGER OVERLAY



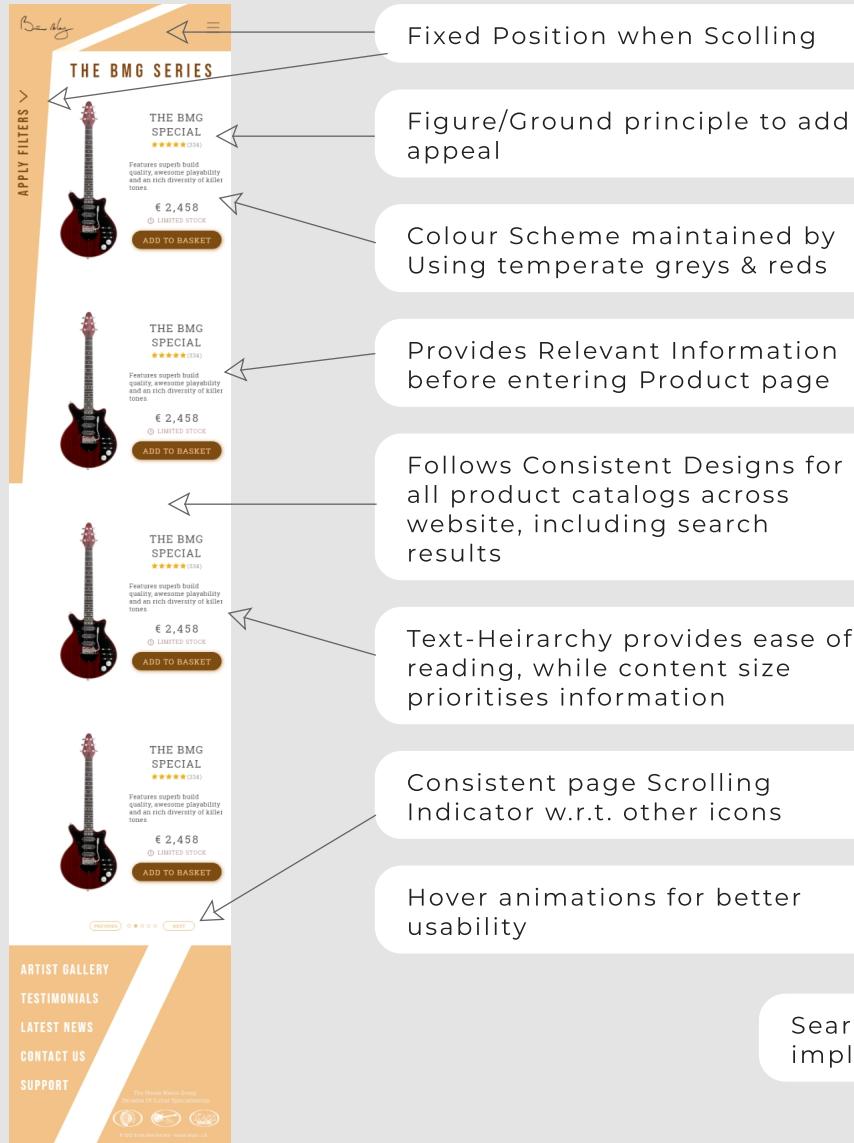
Consistent Iconography

SEARCH OVERLAY

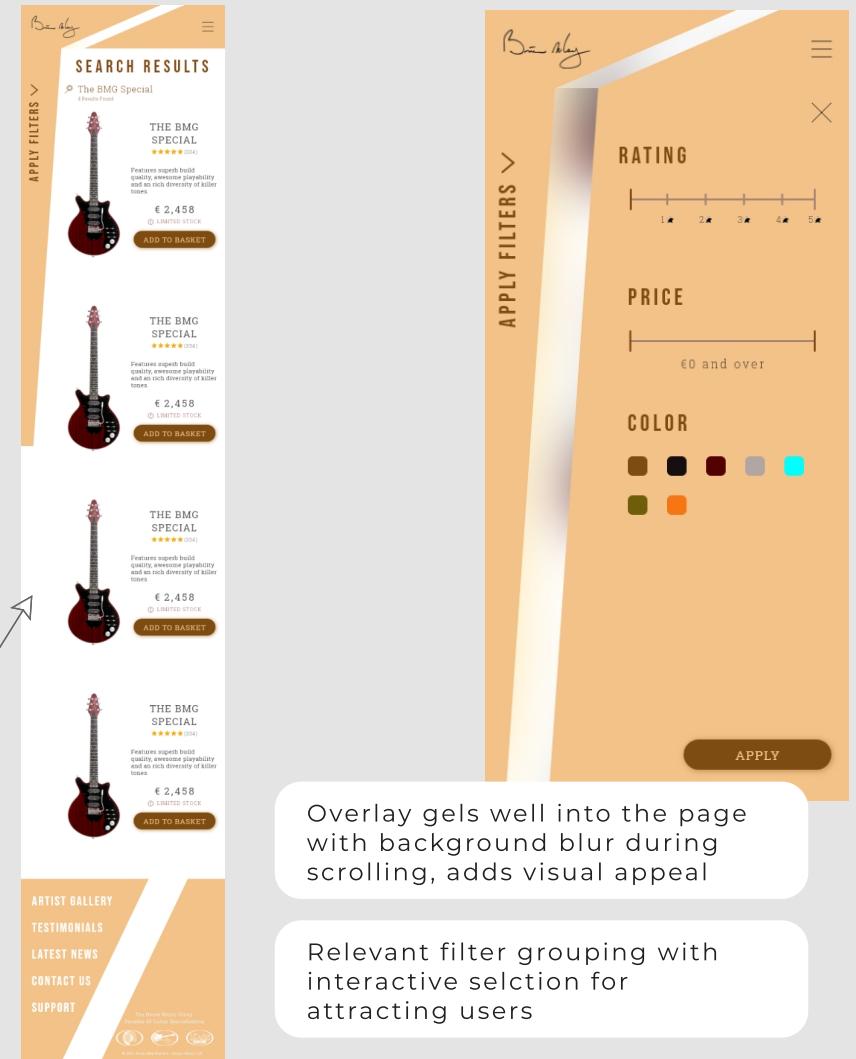


Overlays gel well into the page

PRODUCT CATALOG



SEARCH RESULTS FILTER OVERLAY



PRODUCT PAGE



- Colour Scheme maintained by Using temperate greys & reds
- Text-Hierarchy provides ease of reading, while content size prioritises information
- Consistent product imagery
- Relevant prompts for scrolling
- Figure/Ground principle rule broken to add appeal
- Background colors alternating In figure/ground and are intentionally broken to provide focus to certain elements
- Condensed information approach. Most text when clicked, open text overlays to provide ease of reading
- Continuity and common fate
- Similar Items are consistently grouped
- Follows Consistent Designs for all product pages across website, including search results
- Hover animations for better usability
- Consistent Iconography

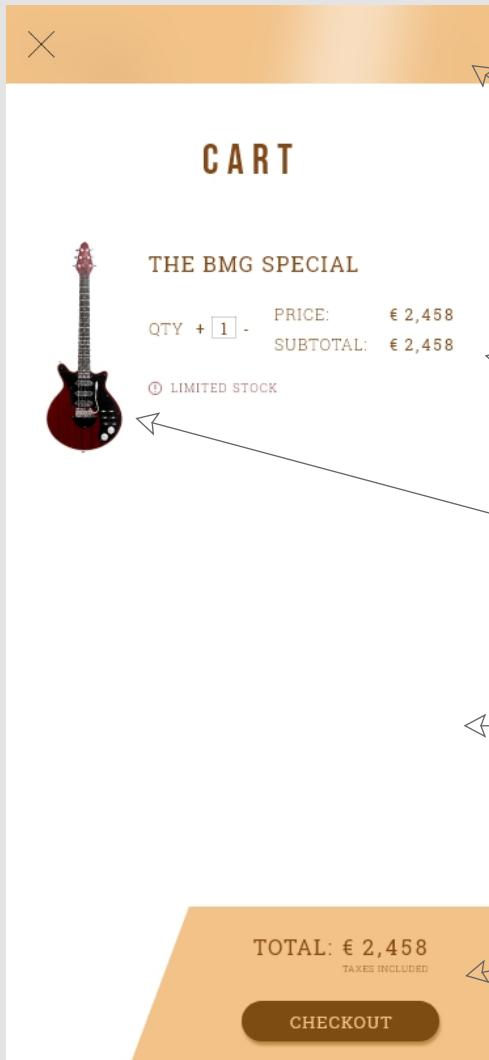
TEXT OVERLAY

 The result of a unique collaboration between Dr Brian May, his long-standing guitar tech Pete Malandrone, and House Music, the best-selling BMG Special combines the distinctive aesthetics and sound of the legendary Red Special with a wealth of modern appointments and superb quality, production-line craftsmanship.

All the foundations of the trademark BM sound are present and correct, with construction, pickups and electronics faithfully reproducing the original's unique character and tonal versatility. But this is so much more than just a replica... with a price-tag and a range of new colours driven by Brian's concept of a guitar "for the people", the Special is designed to provide modern players of all musical persuasions with an affordable pro-grade instrument that is the perfect "go-to" guitar for any performance environment.

G A R T

CART OVERLAY



Cart overlay allows on the go functionality without losing current page

Left scrolling Animation of checkout steps (beads on a string) to add appeal

Background blur with fixed position to imply overlay

Text-Hierarchy provides ease of reading, while content size prioritises information

Consistent product imagery

Provides Relevant Information before entering checkout process

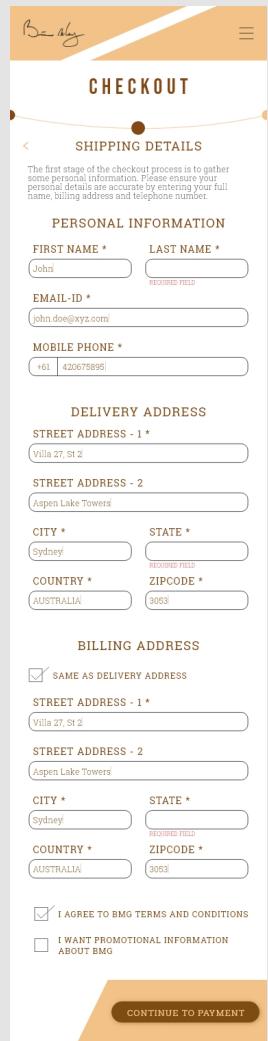
Figure/Ground principle to highlight elements for checkout process and adding appeal

Hover animations for better usability



CHECKOUT

SHIPPING DETAILS



CHECKOUT

SHIPPING DETAILS

The first stage of the checkout process is to gather all personal information. Please ensure your personal details are accurate by entering your full name, billing address and telephone number.

PERSONAL INFORMATION

- FIRST NAME * REQUIRED FIELD
- LAST NAME *
- EMAIL-ID *
- MOBILE PHONE *

DELIVERY ADDRESS

- STREET ADDRESS - 1 *
- STREET ADDRESS - 2
- CITY * REQUIRED FIELD
- STATE *
- COUNTRY * REQUIRED FIELD
- ZIPCODE *

BILLING ADDRESS

- SAME AS DELIVERY ADDRESS
- STREET ADDRESS - 1 *
- STREET ADDRESS - 2
- CITY * REQUIRED FIELD
- STATE *
- COUNTRY * REQUIRED FIELD
- ZIPCODE *

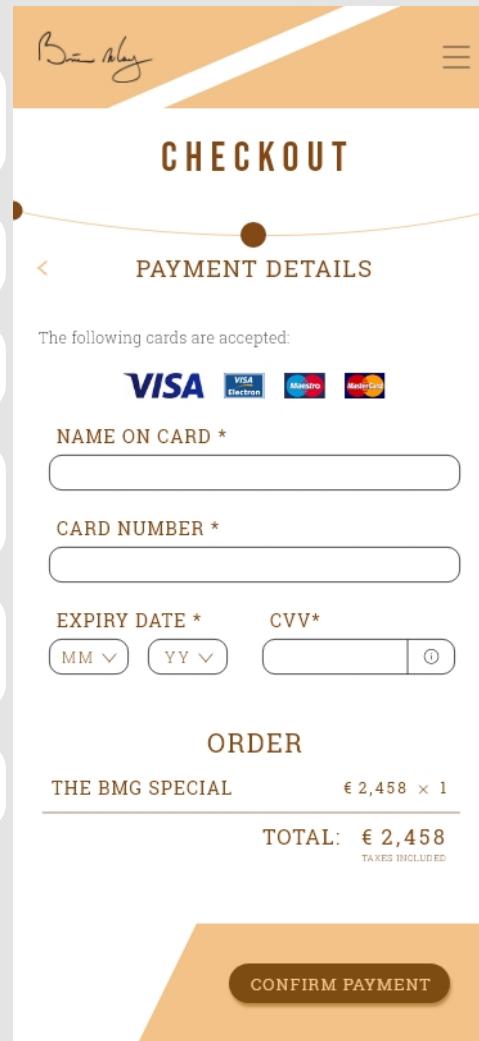
I AGREE TO BMG TERMS AND CONDITIONS

I WANT PROMOTIONAL INFORMATION

ABOUT BMG

CONTINUE TO PAYMENT

PAYMENT DETAILS



CHECKOUT

PAYMENT DETAILS

The following cards are accepted:

VISA    

NAME ON CARD *

CARD NUMBER *

EXPIRY DATE * MM YY CVV*

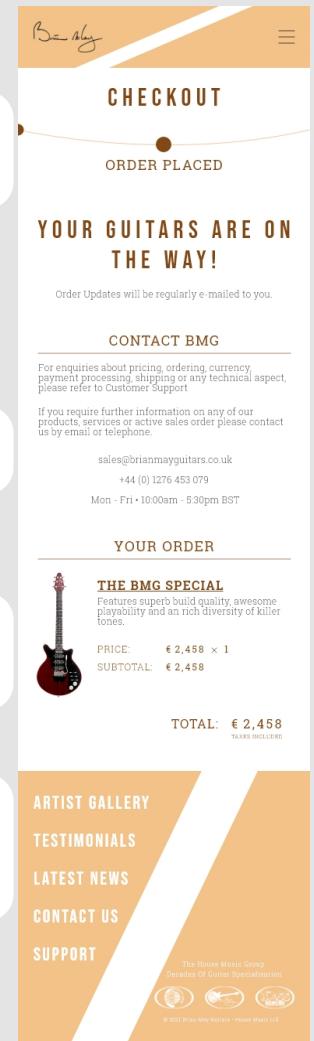
ORDER

THE BMG SPECIAL € 2,458 × 1

TOTAL: € 2,458 TAXES INCLUDED

CONFIRM PAYMENT

ORDER PLACED



CHECKOUT

ORDER PLACED

YOUR GUITARS ARE ON THE WAY!

Order Updates will be regularly e-mailed to you.

CONTACT BMG

For enquiries about pricing, ordering, currency, payment processing, shipping or any technical aspect, please refer to Customer Support

If you require further information on any of our products, services or active sales order please contact us by email or telephone.

sales@brianmayguitars.co.uk
+44 (0) 1276 453 079
Mon - Fri • 10:00am - 9:30pm BST

YOUR ORDER

THE BMG SPECIAL
Features superb build quality, awesome playability and an rich diversity of killer tones.
PRICE: € 2,458 × 1
SUBTOTAL: € 2,458

TOTAL: € 2,458 TAXES INCLUDED

ARTIST GALLERY
TESTIMONIALS
LATEST NEWS
CONTACT US
SUPPORT

The House Music Group
Decades Of Musical Specialisation

© 2023 Brian May Guitars - House Music Ltd

RESPONSIVE DESIGN - DESKTOP

ZOOM-IN REQUIRED

HOME PAGE

Brian May

THE OFFICIAL HOME OF
BRIAN MAY GUITARS

FEATURED GUITARS

THE BMG SPECIAL

★★★★★ (334)

€ 2,458

ADD TO BASKET

Features superb build quality, awesome playability and an astonishingly rich diversity of killer tones.

MIE MOSES • ARIELLE • BARRY MOOREHOUSE • KERRY ELLIS • NEIL FAIRCLOUGH • ADAM LAI

ARTIST GALLERY TESTIMONIALS LATEST NEWS

CONTACT US SUPPORT

The House Music Group
Decades Of Guitar Specialisation

© 2019 Brian May Guitars • Brian May Ltd

Footer Navigation to explore website concise and effective

Overlays gel well into the page

Diagonally maintaining visual balance for harmonious design

Restructured layout inspired from symmetrically rotated Typography designs

Increasing Scale to maximise on viewport

Text-Heirarchy provides ease of reading, while content size prioritises information

Hover animations for better usability

SEARCH OVERLAY

Brian May

X

SEARCH BMG

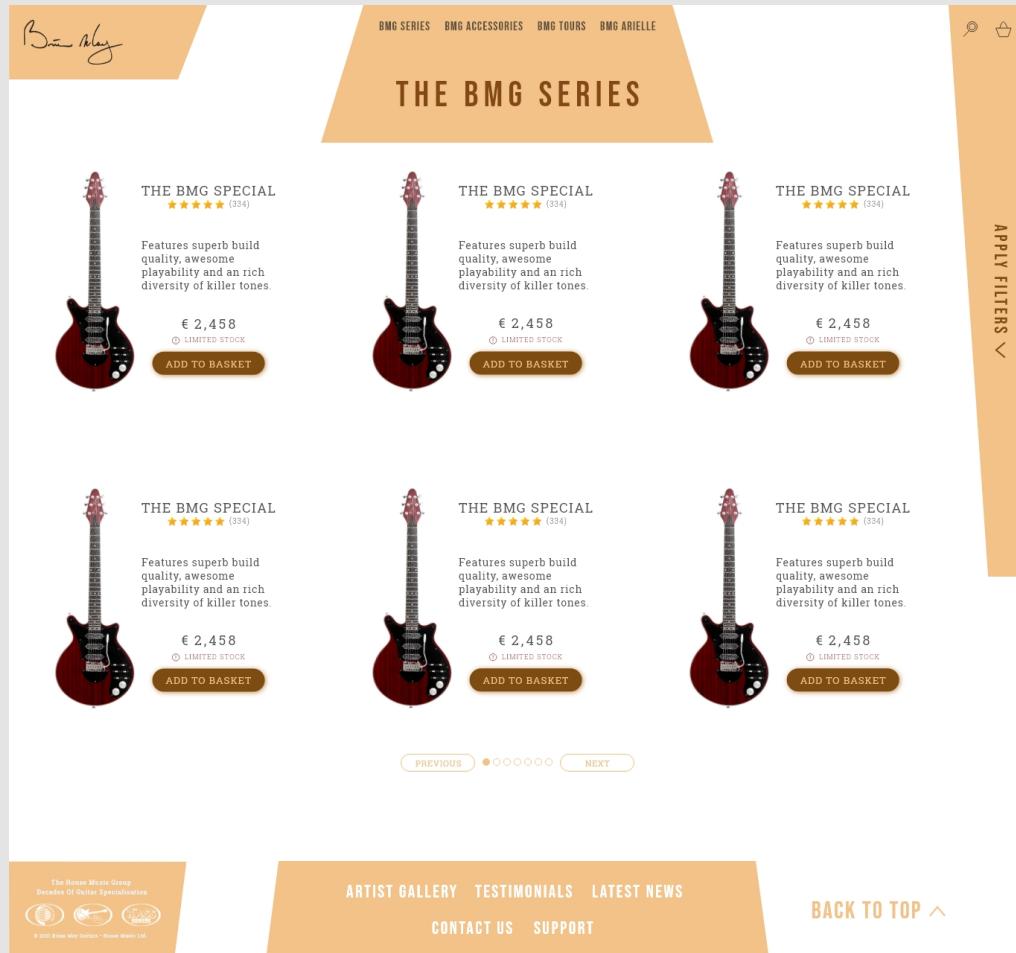
THE OFFICIAL HOME OF
BRIAN MAY GUITARS

THE BMG SPECIAL

★★★★★ (334)

€ 2,458

PRODUCT CATALOG



The page displays a grid of guitars under the heading "THE BMG SERIES". Each guitar listing includes a thumbnail, the model name "THE BMG SPECIAL", a 5-star rating with "(334)" reviews, the price "€ 2,458", a "LIMITED STOCK" badge, and an "ADD TO BASKET" button. Below the grid are navigation buttons for "PREVIOUS" and "NEXT". At the bottom, there's a footer with links for "ARTIST GALLERY", "TESTIMONIALS", "LATEST NEWS", "CONTACT US", and "SUPPORT". A "BACK TO TOP" button is also present.

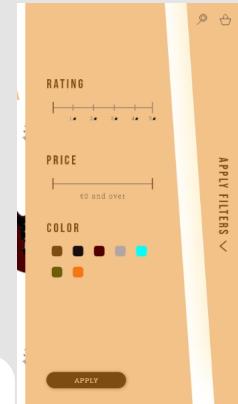
Restructuring layout and
Increasing Scale to maximise
on viewport

Figure/Ground principle rule
highlight elements on page to
add appeal

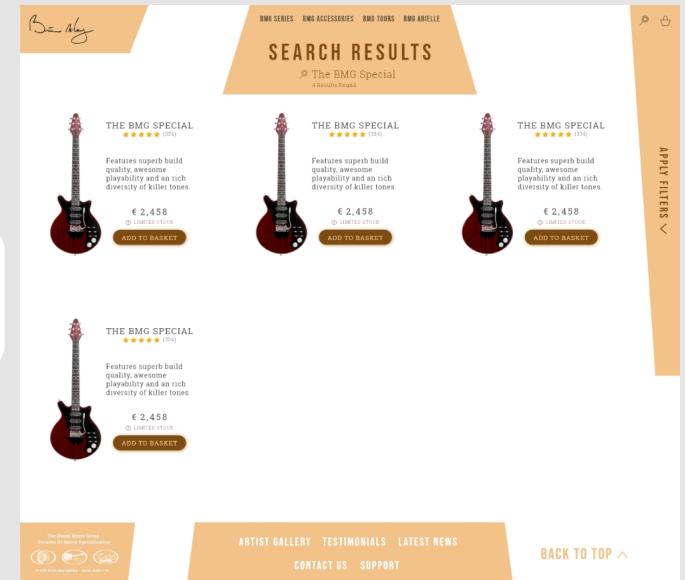
Text-Hierarchy provides ease of
reading, while content size
prioritises information

Overlay flipped to fit well into
the page, adds visual appeal

FILTER OVERLAY



SEARCH RESULTS



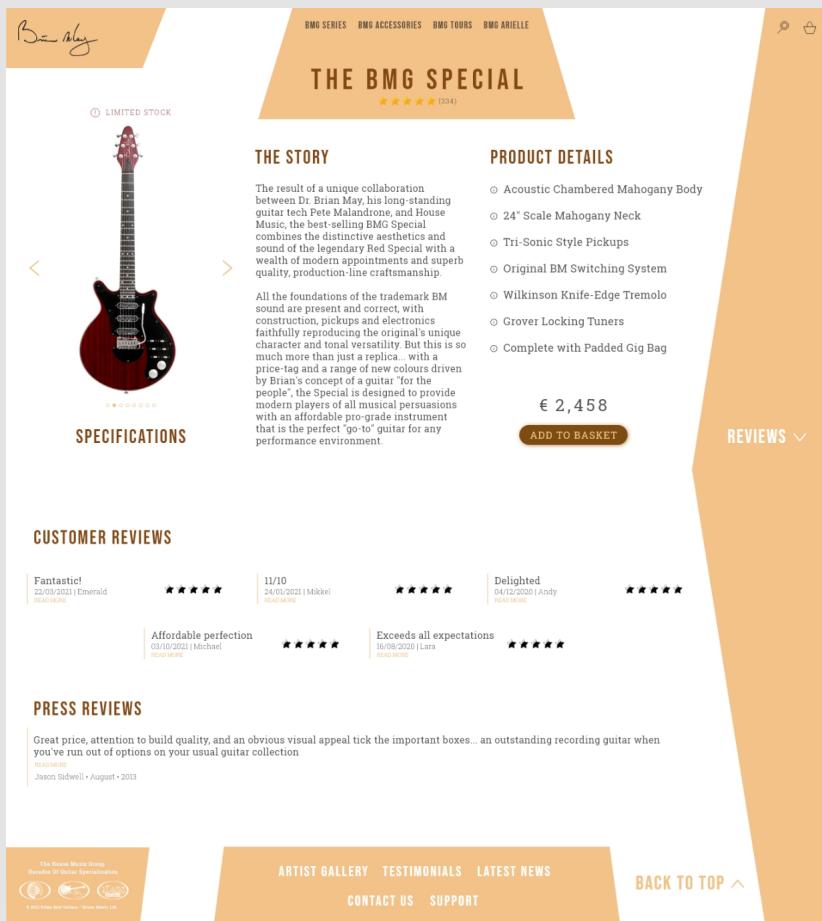
The search results page shows a grid of three guitars for "The BMG Special". Each result includes a thumbnail, the model name, a 5-star rating, the price "€ 2,458", a "LIMITED STOCK" badge, and an "ADD TO BASKET" button. The page header "SEARCH RESULTS" and "The BMG Special" are visible, along with a "4 Results Found" message. The footer is identical to the main catalog page.

Flexbox + Grid
implementation to
achieve effective
responsiveness

Follows Consistent
Designs for all product
catalogs across website,
including search results

Relevant prompts for scrolling

PRODUCT PAGE



The screenshot shows a product page for the BMG Special guitar. At the top, there's a navigation bar with links to BMG SERIES, BMG ACCESSORIES, BMG TOURS, and BMG ARIELLE. Below the navigation is a large orange header section with the text "THE BMG SPECIAL" and a 5-star rating of "(534)". To the left of the main content area is a large image of the guitar. The main content area is divided into several sections: "THE STORY" (describing the collaboration between Dr. Brian May and Pete Malandon), "PRODUCT DETAILS" (listing components like Acoustic Chambered Mahogany Body, 24" Scale Mahogany Neck, etc.), "SPECIFICATIONS" (showing price at € 2,458 and an "ADD TO BASKET" button), "CUSTOMER REVIEWS" (listing reviews from users like Jason Sidwell, Michael, and Lars), and "PRESS REVIEWS" (quoting Jason Sidwell). At the bottom, there's a footer with links to ARTIST GALLERY, TESTIMONIALS, LATEST NEWS, CONTACT US, and SUPPORT, along with a "BACK TO TOP" button.

Restructured Footer Navigation
to explore website concise and
effective

HORIZONTALLY maintaining visual balance for harmonious design

Figure/Ground principle rule highlight elements on page to add appeal

Condensed information approach. Most text when clicked, open text overlays to provide ease of reading

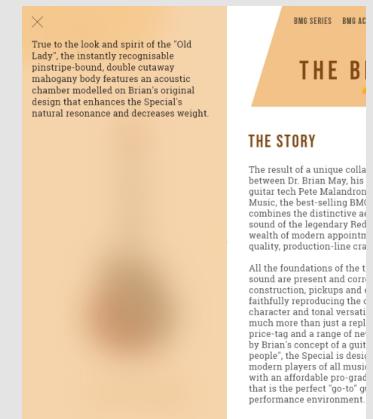
Relevant prompts for scrolling

Restructuring layout and Increasing Scale to maximise on viewport

Hover animations for better usability

Relevant prompts for scrolling

TEXT OVERLAY

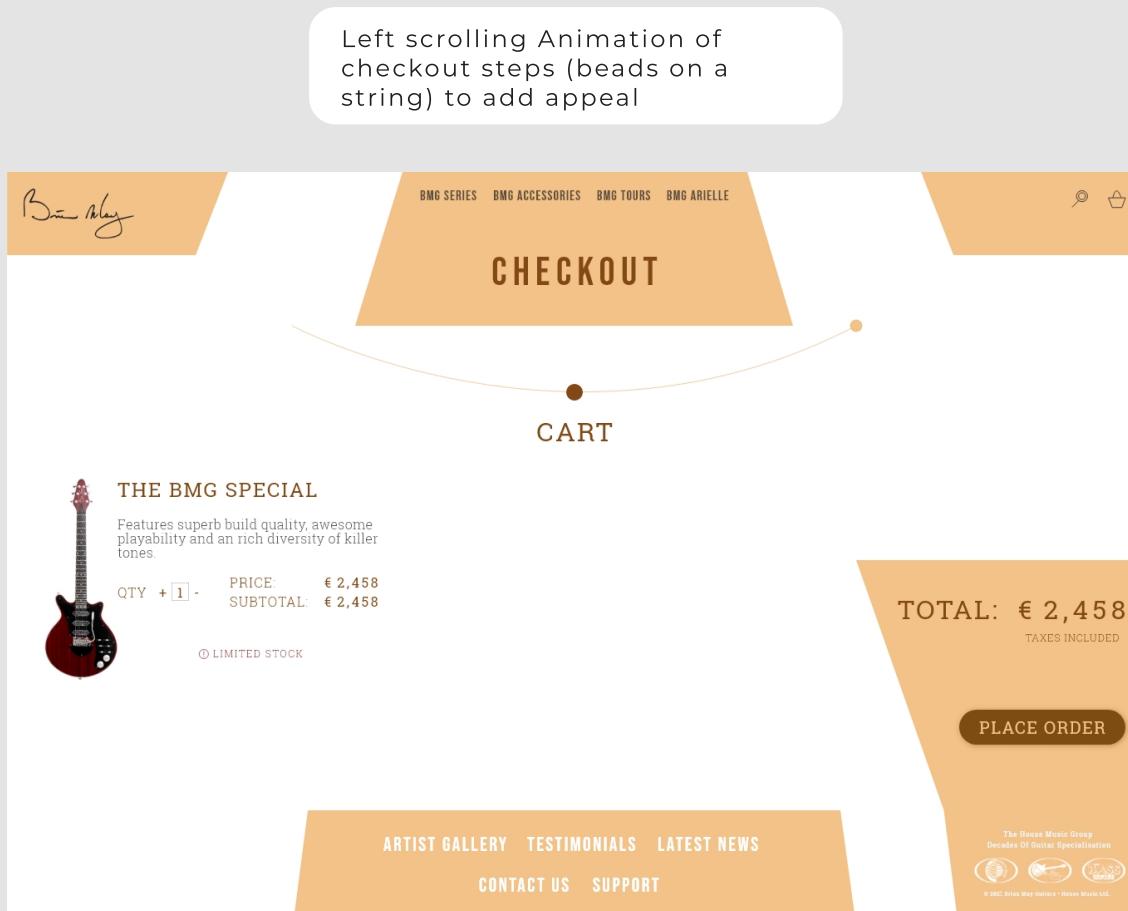


THE STORY

The result of a unique collaboration between Dr. Brian May, his long-standing guitar tech Pete Malandon, and House Music, the best-selling BMG Special combines the distinctive aesthetics and sound of the legendary Red Special with a wealth of modern appointments and superb quality, production-line craftsmanship.

All the character and tonal versatility of the original guitar is present and correct, with construction, pickups and electronics faithfully reproducing the original's unique character and tonal versatility more than just a replica... with a price-tag and a range of new colours drawn by Brian's concept of a guitar 'for the people', the Special is designed to provide modern players of all musical persuasions with an affordable pro-grade instrument that is the perfect 'go-to' guitar for any performance environment.

GART



The screenshot shows a left-to-right scrollable interface for a guitar purchase. At the top, there's a navigation bar with links: BMG SERIES, BMG ACCESSORIES, BMG TOURS, and BMG ARIELLE. On the right side of the header is a search icon and a shopping cart icon.

The main area has a large orange header with the word "CHECKOUT" in white. Below it, the word "CART" is centered. To the left, there's a product card for "THE BMG SPECIAL" guitar, featuring an image, a brief description, quantity selector (+1), price (€ 2,458), subtotal (€ 2,458), and a note about limited stock.

The bottom section contains links: ARTIST GALLERY, TESTIMONIALS, LATEST NEWS, CONTACT US, and SUPPORT. At the very bottom, there's a footer with logos for The House Music Group, Decades Of Guitar Specialisation, and House Music Ltd., along with a copyright notice: © 2022 Belas Musica Unica • House Music Ltd.

Flexbox + Grid implementation to achieve effective responsiveness

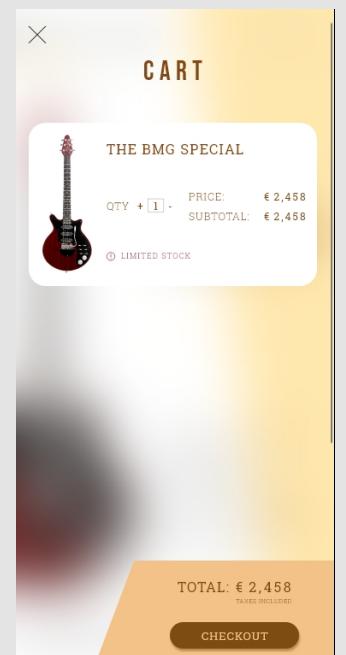
Cart overlay allows on the go functionality without losing current page

Text-Heirarchy provides ease of reading, while content size prioritises information

Consistent product imagery with varying scales

Figure/Ground principle to highlight elements for checkout process and adding appeal

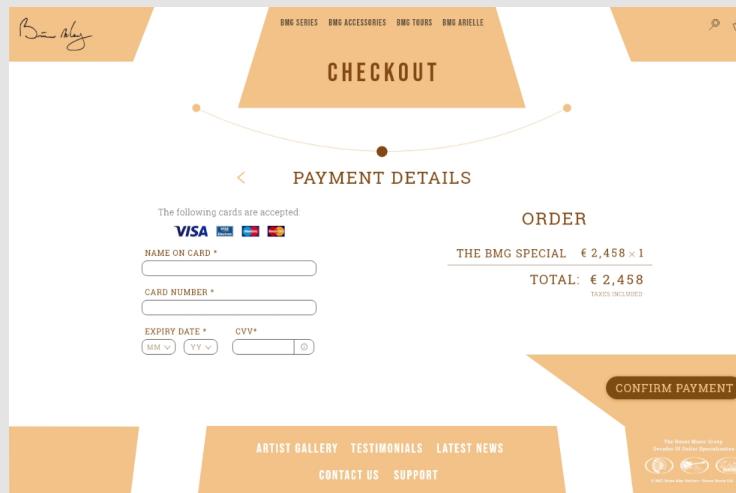
CART OVERLAY



Background blur with fixed position to imply overlay

CHECKOUT

PAYMENT DETAILS



The following cards are accepted:

VISA   

NAME ON CARD *	<input type="text"/>
CARD NUMBER *	<input type="text"/>
EXPIRY DATE *	<input type="text"/> MM <input type="text"/> YY
CVV *	<input type="text"/>

ORDER

THE BMG SPECIAL € 2,458 × 1
TOTAL: € 2,458
TAXES INCLUDED

CONFIRM PAYMENT

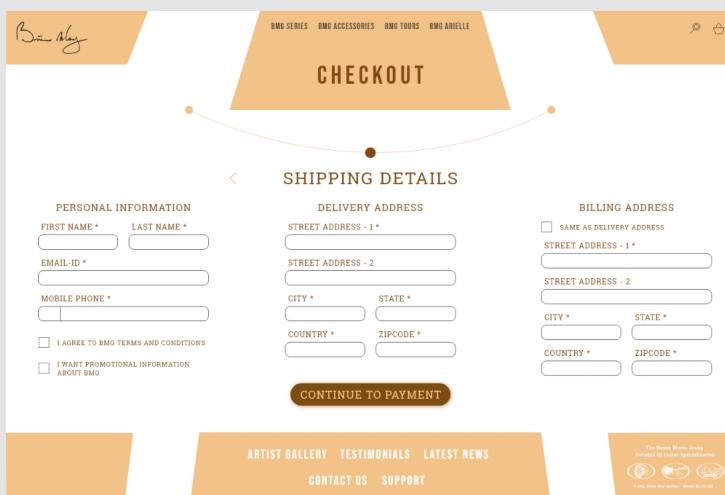
The Brian May Guitars Of Distinction Special Edition
© 2002 Brian May Guitars Of Distinction Ltd.

[ARTIST GALLERY](#) [TESTIMONIALS](#) [LATEST NEWS](#)
[CONTACT US](#) [SUPPORT](#)

Figure/Ground principle to highlight elements for checkout process and adding appeal

HORIZONTALLY maintaining visual balance for harmonious design

SHIPPING DETAILS



PERSONAL INFORMATION

FIRST NAME *	LAST NAME *
<input type="text"/>	<input type="text"/>
EMAIL ID *	<input type="text"/>
MOBILE PHONE *	<input type="text"/>

I AGREE TO BMG TERMS AND CONDITIONS
 I WANT PROMOTIONAL INFORMATION ABOUT BMG

DELIVERY ADDRESS

STREET ADDRESS - 1 *	<input type="text"/>
STREET ADDRESS - 2	<input type="text"/>
CITY *	<input type="text"/>
STATE *	<input type="text"/>
COUNTRY *	<input type="text"/>
ZIPCODE *	<input type="text"/>

SAME AS DELIVERY ADDRESS
BILLING ADDRESS

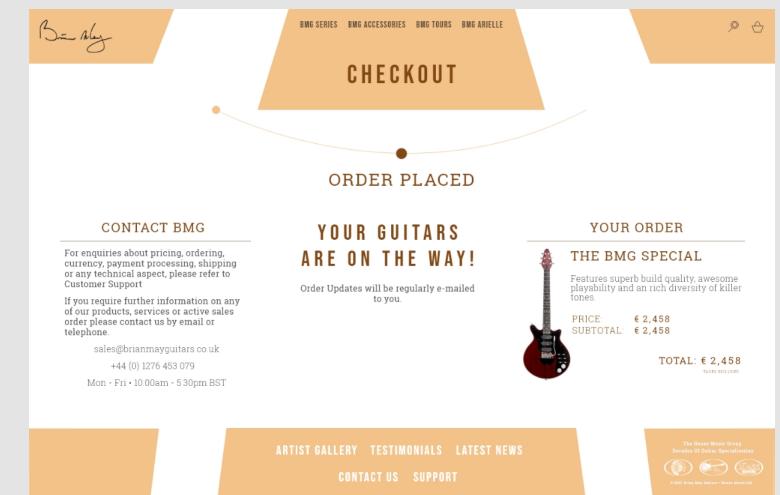
STREET ADDRESS - 1 *	<input type="text"/>
STREET ADDRESS - 2	<input type="text"/>
CITY *	<input type="text"/>
STATE *	<input type="text"/>
COUNTRY *	<input type="text"/>
ZIPCODE *	<input type="text"/>

CONTINUE TO PAYMENT

[ARTIST GALLERY](#) [TESTIMONIALS](#) [LATEST NEWS](#)
[CONTACT US](#) [SUPPORT](#)

Restructuring layout and Increasing Scale to maximise on viewport

ORDER PLACED



CONTACT BMG

For inquiries about pricing, ordering, currency, payment processing, shipping or any technical aspect, please refer to Customer Support.
If you require further information on any of our products, services or active sales order please contact us by email or telephone.

sales@brianmayguitars.co.uk
+44 (0) 1276 453 079
Mon - Fri 10:00am - 5:30pm BST

YOUR GUITARS ARE ON THE WAY!

Order Updates will be regularly e-mailed to you.

THE BMG SPECIAL

Features superb build quality, awesome playability and an rich diversity of killer tones
PRICE: € 2,458
SUBTOTAL: € 2,458
TOTAL: € 2,458

ARTIST GALLERY [TESTIMONIALS](#) [LATEST NEWS](#)
[CONTACT US](#) [SUPPORT](#)

ANALYSIS SUMMARY

A good user interface design requires a meticulous approach in balancing creativity with usability. This prototype was developed keeping both of these aspects in mind. First, creating a brand-centric theme which was elegant and sharp by using monochromatic themes. Shades of brown paired well with the theme and also resonated with guitar colors. Balancing these colours with figure/ground principle, increased usability and creativity. Second, Imagery and iconography played a strong role in the design. Consistency and uniform repetition of these visual elements provide a neat look. Third, text is the primary agent of conveying information to user, hence typographical of using sans and slab serifs balanced the elegant and sharp theme with flattened and highly readable text. This usability was further enhanced by using temperate greys for large text material. Fourth, layout of already discussed elements plays a huge role in aesthetics as well user experience. Moving away from the ordinary layouts, the prototype uses a visually abstract design which, when focused upon, shows surprising symmetries. This effect is from utilising figure/ground, common fate, continuity, similarity and closure in every background design. Fifth, creativity is paired with humanistic interaction flows which are easy to comprehend and naturally make the website easier to use. Finally, responsive design takes the whole prototype to another level. The main goal of restructuring layout and altering scale is working simultaneous to maintaining visual balance for a an overall harmonious design.

APPENDIX

INFO20005 Assignment 1 – Creative Brief

Use this sheet to organise your client's needs and set the goals for the rest of the assignments you will complete in the rest of the semester.

Website Name:	Brian May Guitars
Homepage URL:	https://shop.brianmayguitars.co.uk/
Date:	22/03/2021
Student name:	Abhilash Misra
Student Id:	1018969

Item	Response
Project overview	<i>This multistage project undertakes the redesign of Brian May Guitars, a renowned guitar e-commerce website. the design approach involving analysis of various analogous user interfaces and other trending designs, aims to converge upon an innovative remodel of the website.</i>
Project goals	<i>Utilise Animations Create Layout Responsiveness Incorporate Design Principles Maintain Consistency in Visual Elements</i>
Key deliverables	<i>Design Critique Report 2 Redesign Wireframes UI Redesign approach report 3 Home Page Designs A high fidelity Prototype. Final Website UI</i>
Out of scope	<i>Backend and Database management Financial Services API Designing Marketing/Promotional Graphics Designing News/Gallery/Customer support pages (tentative)</i>
Target audience	<i>The expected audience of the website would be:</i> <ol style="list-style-type: none"> 1. Professional Guitar Players purchasing products for quality. Age Range – 21+, due to affordability of products 2. Guitar enthusiasts / connoisseurs Age Range – 30 + with sole purpose of obtaining a luxury collector item. 3. Brian May Fans Visiting the website for information/offers (not interested in purchasing)
Audience insights	<i>Guitars are a well-funded market and with the onset of e-commerce, the sales for the same has risen.</i> <i>However, Brian may guitars deal in a niche of luxury guitars, which eliminates the average person learning guitar purchasing BMG products. Moreover, durability and uniqueness of guitars lowers the chances of customer loyalty/re-purchase.</i> <i>The silver lining is the brand (Brian May himself) is a world-famous Rockstar and this website sells a similar lifestyle. This attracts enthusiasts / connoisseurs to collect these exclusive guitars.</i>

User goals and workflows	<p><i>The user is trying to purchase a guitar. Alternatively, browsing about news around Brian May.</i></p> <p><i>The user can follow these steps to purchase a guitar:</i> <i>HOME -> PRODUCT CATALOG (BROWSE) -> PRODUCT -> CHECKOUT CART -> ENTER DETAILS -> CONFIRM ORDER</i></p> <p><i>Alternatively, can explore the websites ABOUT BMG and SUPPORT for extra information</i></p>
Brand keywords, attributes, promise, mission	<p><i>Brian May a world-famous Rockstar and the co-founder of the band Queen, has travelled the globe serenading people with his tunes.</i></p> <p><i>The website utilises his experiences with guitars over the past 20 years to sell Brian May designed and tested guitars to their audience.</i></p> <p>KEYWORDS: Brian May, Perfection, High-quality, meticulous, luxury</p> <p>MISSION: to make the absolute best products at an affordable price, so that all may enjoy the special sound and feel of a Brian May designed guitar.</p> <p>PROMISE: to provide absolute perfection in products and 100% customer satisfaction</p>
Creative direction	<p><i>The website should have:</i></p> <p><i>Elegant Layouts, Neat Typefaces, Consistent Visual Elements, Wooden Accents, Luxurious Ambience</i></p>
Competitive landscape	<p><i>A primary competitor are companies like Yamaha and Ibanez. They can compete based on price, providing economical options for beginner and amateur guitarists. They also boast an e-commerce world-wide presence with quick and cheap delivery. They have polished website designs.</i></p> <p><i>A secondary competitor is a company like Gibson having a wide price range for their vast collection of products. Their higher ranges (Les Paul) compete with the differentiation factor provided by BMG guitars. They have a polished website design.</i></p>
Risks	<p><i>Removing focus from branding pages is a risk.</i></p> <p><i>Assuming, highlighting the brand characteristics through products (telling a story) can replace the focus given solely to brand pages</i></p>
Project timeline	<p><i>WEEK 1 - 2: Learn about Design Principles, Analysis and Software</i></p> <p><i>WEEK 3: Critique guitar e-commerce websites and choose a client.</i></p> <p><i>WEEK 4: Compile Design critiques and design wireframes for client website</i></p> <p><i>WEEK 5: Find Design Inspiration and define project goals.</i></p> <p><i>WEEK 6: Compile visual choices and multiple home pages. Continue design an interactive prototype for a selected page.</i></p> <p><i>WEEK 7: Complete Interactive prototype in mobile and resize for desktop version. Critically analyse the created designs</i></p>