

RESPONSIVE DESIGN ASSIGNMENT: FINAL

Desktop



Clean, simple design with a clear path to Products (right next to the company logo) and the Shopping Cart, which are both pain points for current users. Type size of Products is slightly larger

Most recent blog posts and tweets are kept directly under the logo in a pullout drawer. When drawer is closed, there are small icons near the handle as indicators

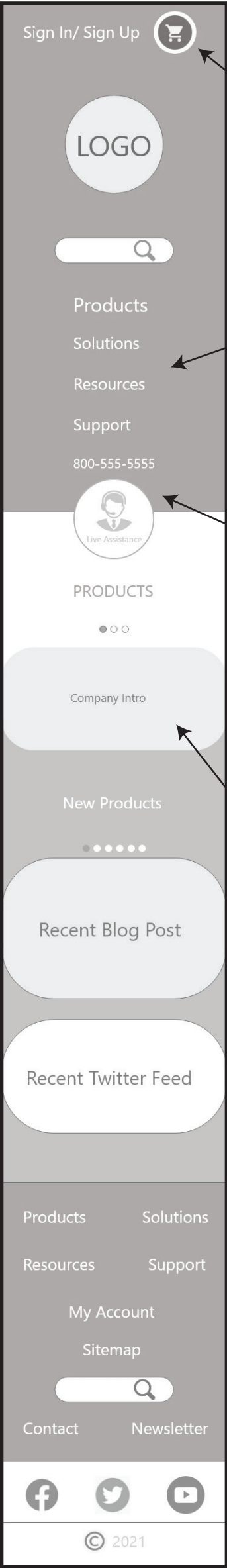
Large carousel to display new products. This will get users excited about clicking on Products and making new purchases

A Cart is large and a nice distinct color that will help guide the user's eyes here after discovering products

B Live Assistance: Pop-out chat box will open after user has been on the home page for a specified time without a click

C Featured Content in 3D revolving carousel, gives Products center stage

Phone (3-column grid)



Shopping cart is up front and bold. This helps the user find their items and checkout as easily as possible

Primary navigation is much better viewed down the center column in this view, and creates a feeling of flow, provoking the user to scroll down through the site

Toll free number is in close proximity to tech support. This is the clearest example, and with each different view these are both relatively close to each other. In mobile and tablet screens, the pop-up chat box converts to a clickable button that can open a chat screen

Company intro for all screens is a relatively small content box. This is not a button, just a short blurb from and/or about the company. If necessary, a more... button can be included that can take the user to an about us page

Addressing the primary usage goal of getting the user to products, size of Products link is subtly increased in each version (5pts for tablet and mobile, 10 pts for desktop)

Revolving Featured Content and New Products Carousel convert to swimlanes for the tablet and phone layouts. Swimlanes are smoother and more viewable on smaller screens

Current tweets and blog posts are kept center stage in tablet view, as with the mobile view. This allows for the most readable content while scrolling. They are also clickable buttons that take you to a dedicated page

Contact and Newsletter links are smaller in size than all other navigation in tablet and desktop view because they are not primary pain points. Mobile viewport maintains the same size type in order to allow easier access and more clickable links

Tablet (3-column grid)

