

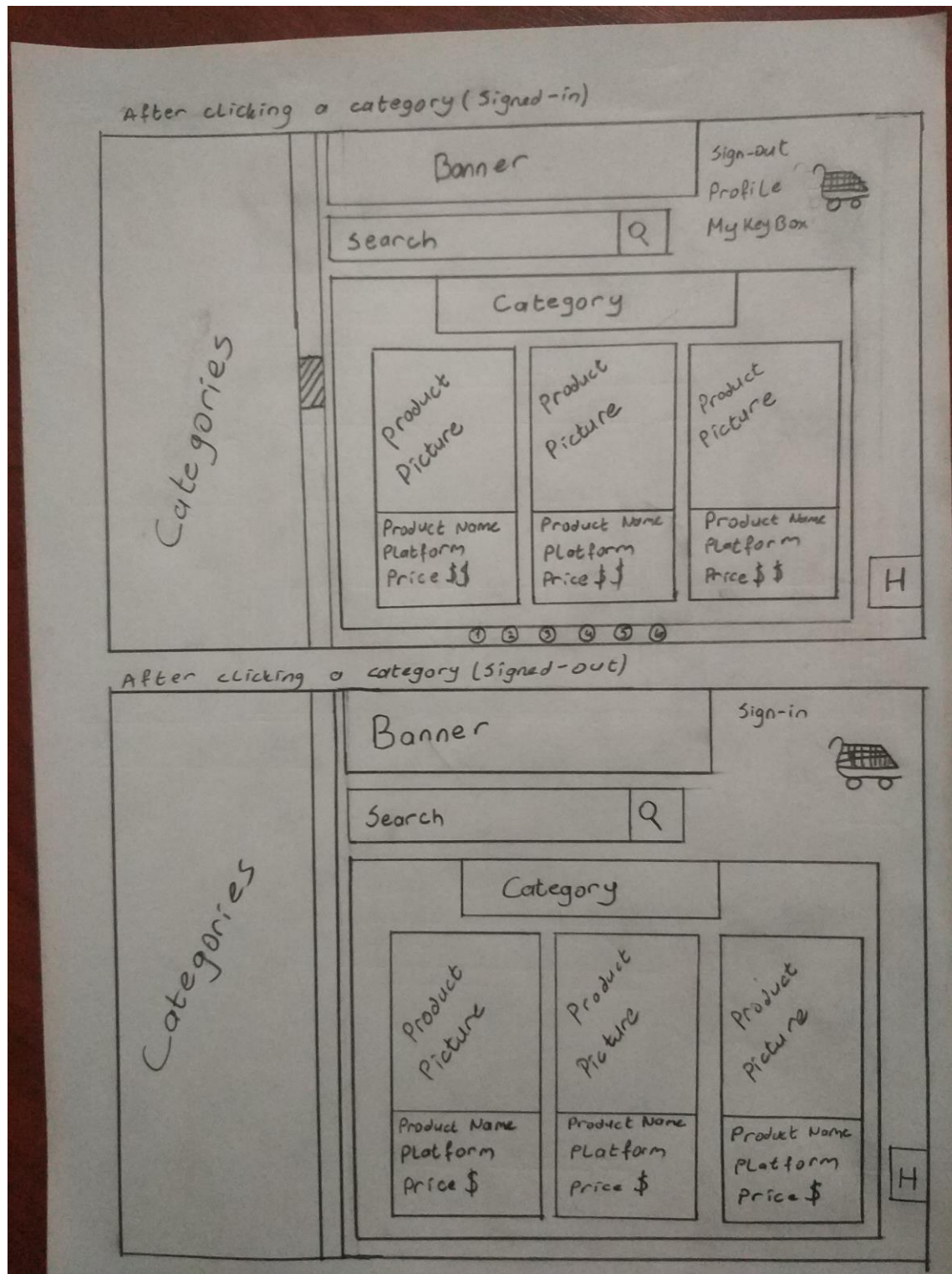


UI DESIGN FINAL REPORT


KEYBOX

BERKCAN ALTUNGÖZ – 20170808014
CANBERK ATBİNİCİ – 20160808016
MELİH SİNAN AÇIKGÖZ - 20160808021


Low Fidelity Prototypes



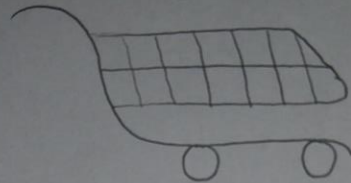
After clicking on a product (Signed In)

Categories	Banner		My Key Box Profile Sign-Out 
	Search <input type="text"/>		
	Product Name	Price:	
	Product Picture	Platform:	
		<u>Description</u>	
		Add To Cart	
		Buy Now H	

After clicking on product (Signed-Out)

Categories	Banner		Signed-Out 
	Search <input type="text"/>		
	Product Name	Price:	
	Product Picture	Platform:	
		<u>Description</u>	
		Add To Cart	
		Buy Now H	

If cart is empty



Cart is empty!

H

Payment Recieved Page

Payment Received!

Key has been sent to your email.

Go to MyKeyBox

H

Signed-in Main Page


Categories

Banner

Search

Sign-out

Profile

MyKeyBox

Bestsellers

Product Picture

Product Name
Platform
Price \$\$

Product Picture

Product Name
Platform
Price \$\$

Product Picture

Product Name
Platform
Price

H

Forgot Password

X

Reset Password


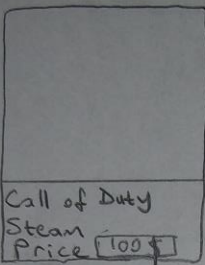
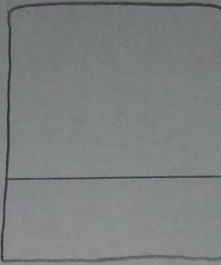
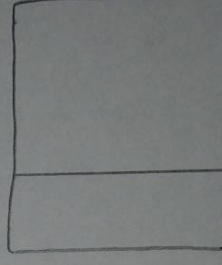
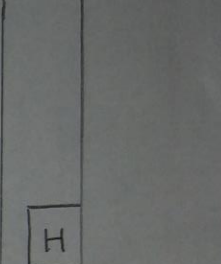

E-Mail

Re-captcha Picture


Re-captcha☐

H

Signed-out Main Page


Action	BANNER	Sign-in 
	Search	
	BESTSELLERS	
	 Call of Duty Steam Price 100\$	
		
		

Log-in Page




or Create New Account

Forgot password?



Profile Page



X

H

Cart Page

CART

⊗

Product Picture

Product Name
Platform
Price

⊗

Product Picture

Product Name
Platform
Price

⊗

Product Picture

Product Name
Platform
Price

⊗

Product Picture

Product Name
Platform
Price

● ○ ○ ○ ○

Total

Price

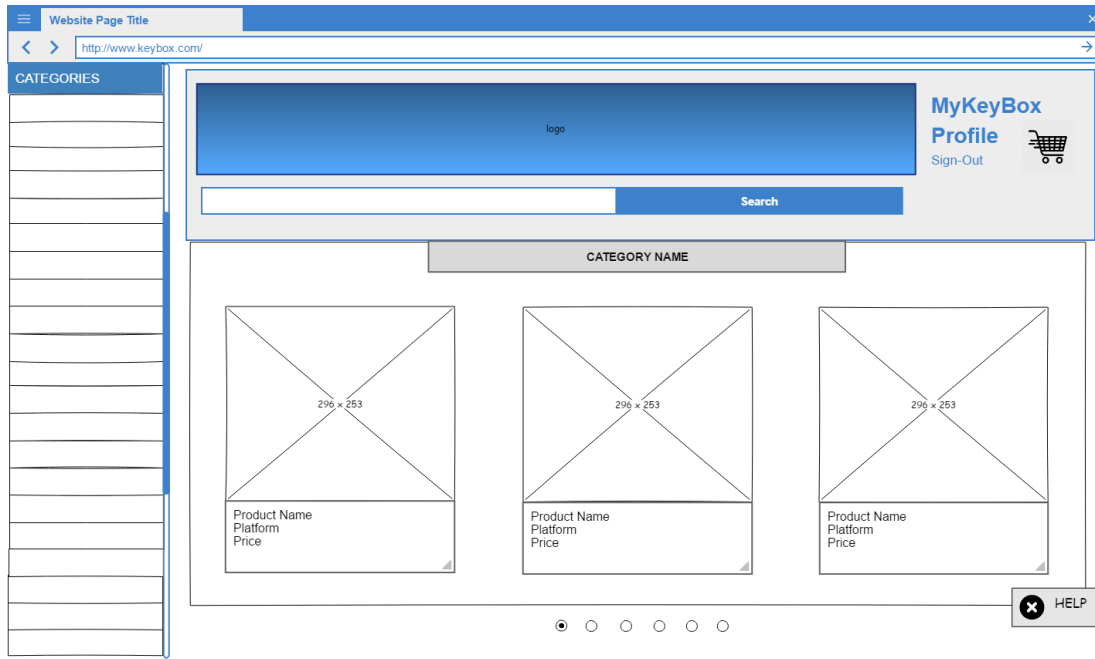
H

Check out!

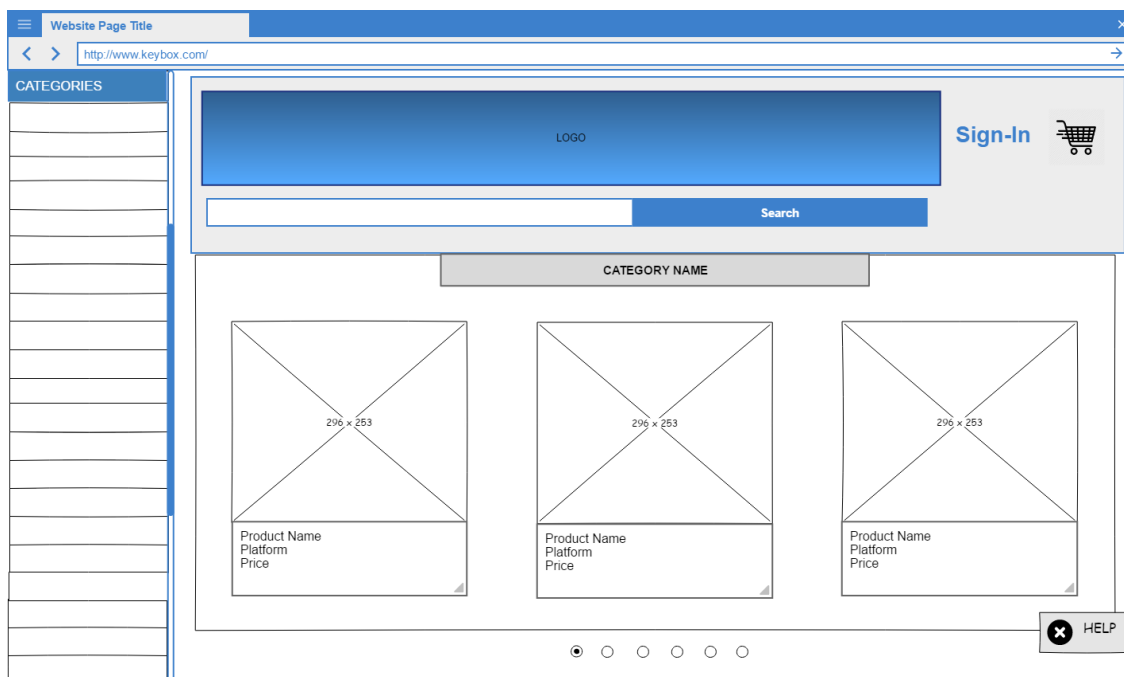
Hand-drawn sketch of a website layout for a game store. The layout includes a top navigation bar with 'Action' and 'BANNER' sections. A search bar is located below the banner. On the right, there are links for 'Sign-out', 'Profile', and 'MyKeyBox', along with a shopping cart icon. The main content area is divided into three columns: 'Boughts', 'Pre-Ordered', and 'Gift'. Each column contains a placeholder for a game item. The first item in the 'Boughts' column is 'Call of Duty platform price 50\$'. A heart icon is positioned to the right of the 'Gift' column. At the bottom, there is a row of ten small circles, likely representing a progress bar or pagination.

High Fidelity Prototypes

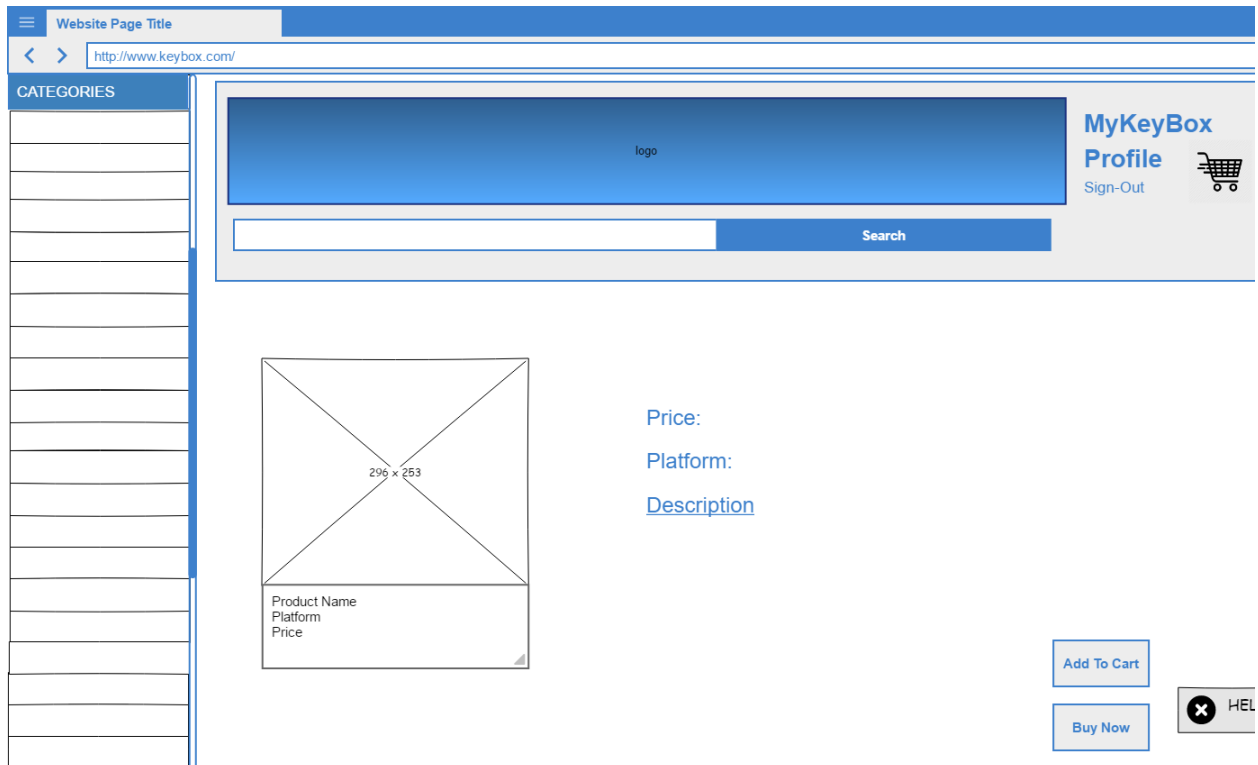
After Clicking A Category (Signed-In)



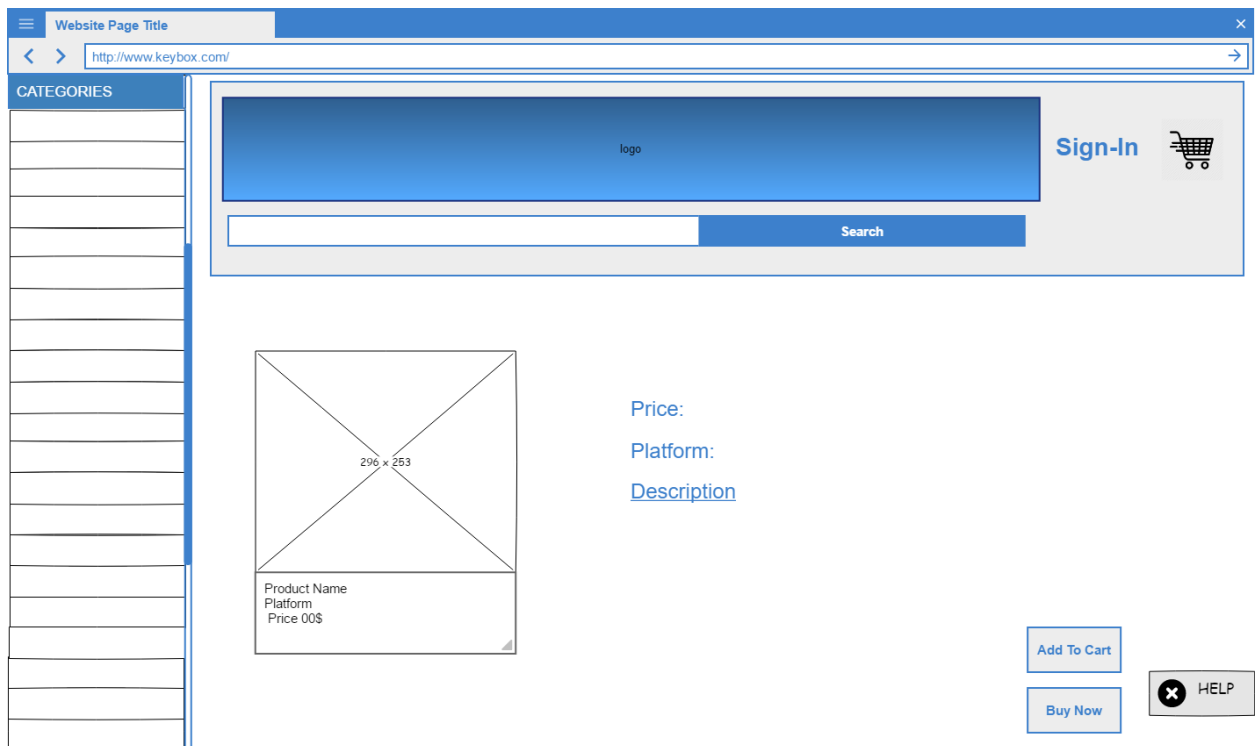
After Clicking A Category (Signed-Out)



After Clicking A Product (Signed-In)



After Clicking On A Product (Signed-Out)



Cart Page

Website Page Title

http://www.keybox.com/

CART

220 x 174

Product Name
Platform
Price

220 x 174

Product Name
Platform
Price

220 x 174

Product Name
Platform
Price

220 x 174

Product Name
Platform
Price

Total

00000\$

Checkout!

HELP

Forgot Password Page

Website Page Title

http://www.keybox.com/

Reset Password

E-mail

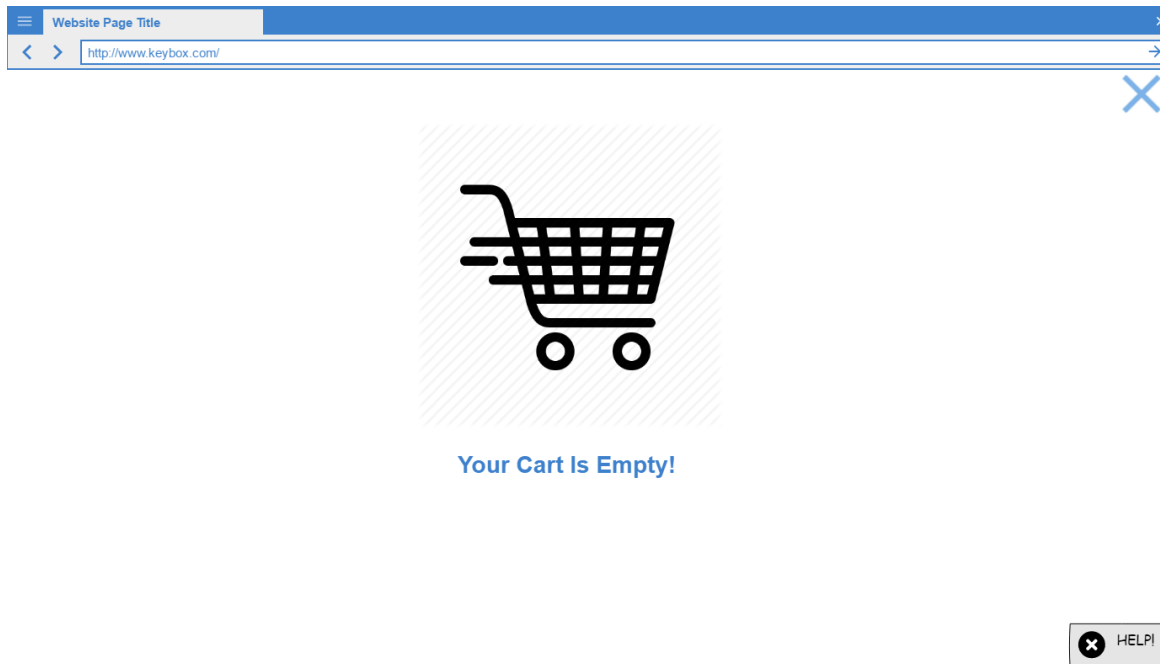
292 x 146

Re-Captcha

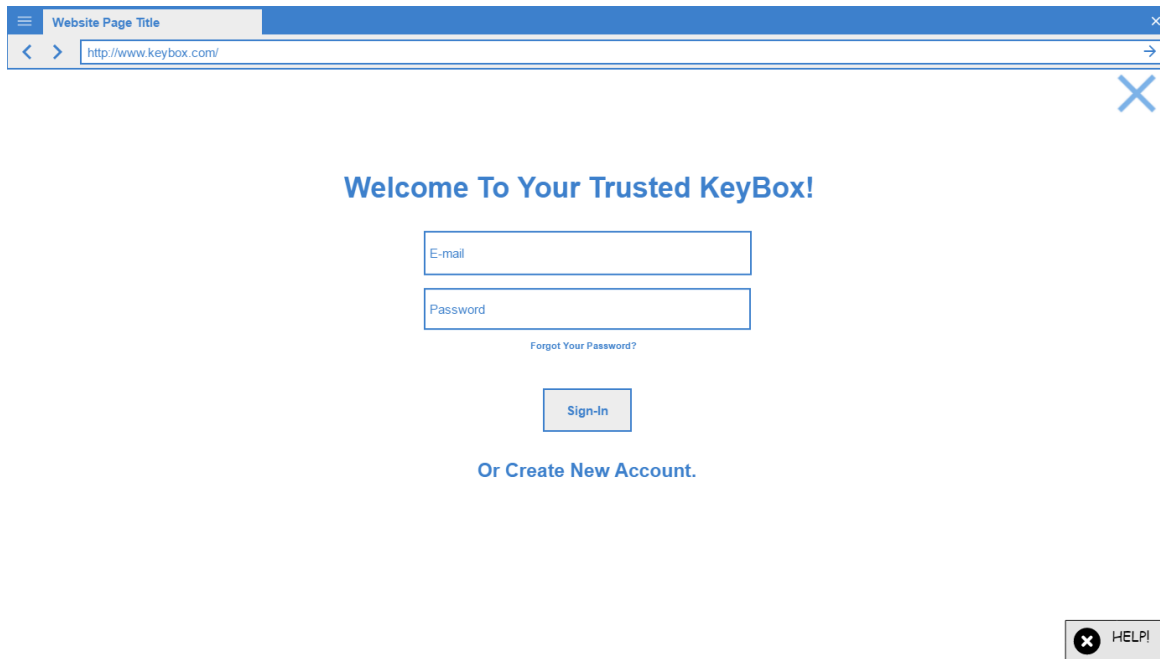
Confirm

HELP

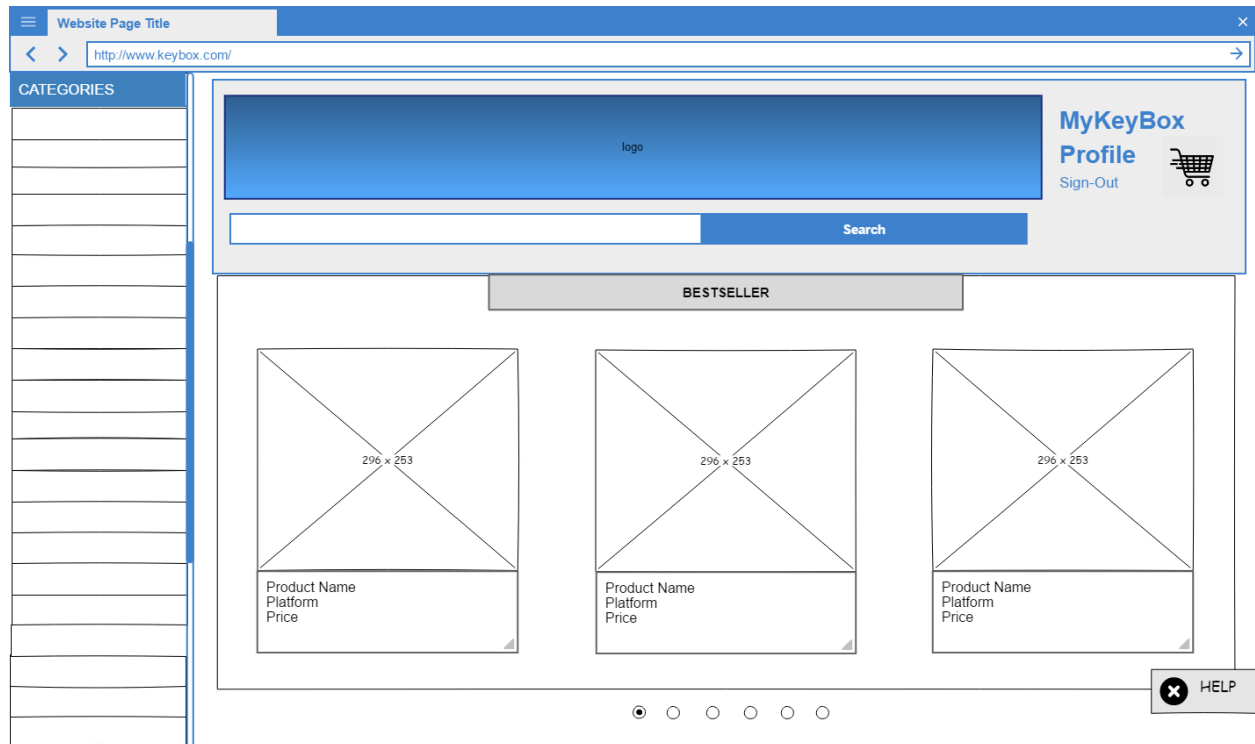
If Cart Is Empty Page



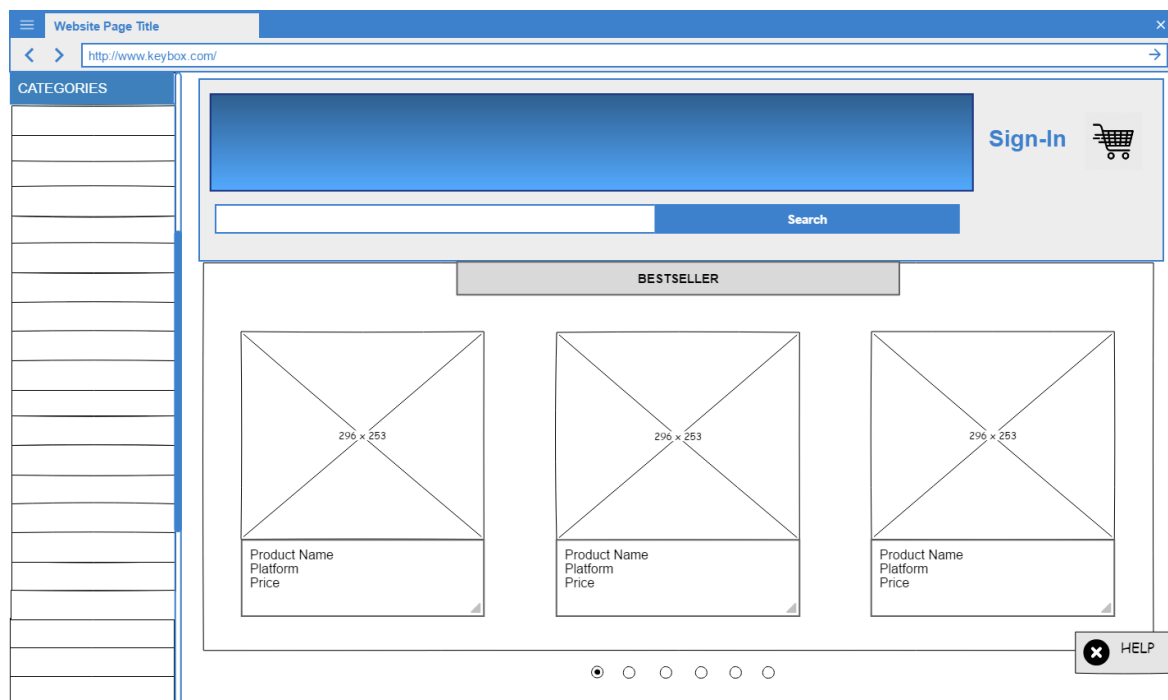
Log-In Page



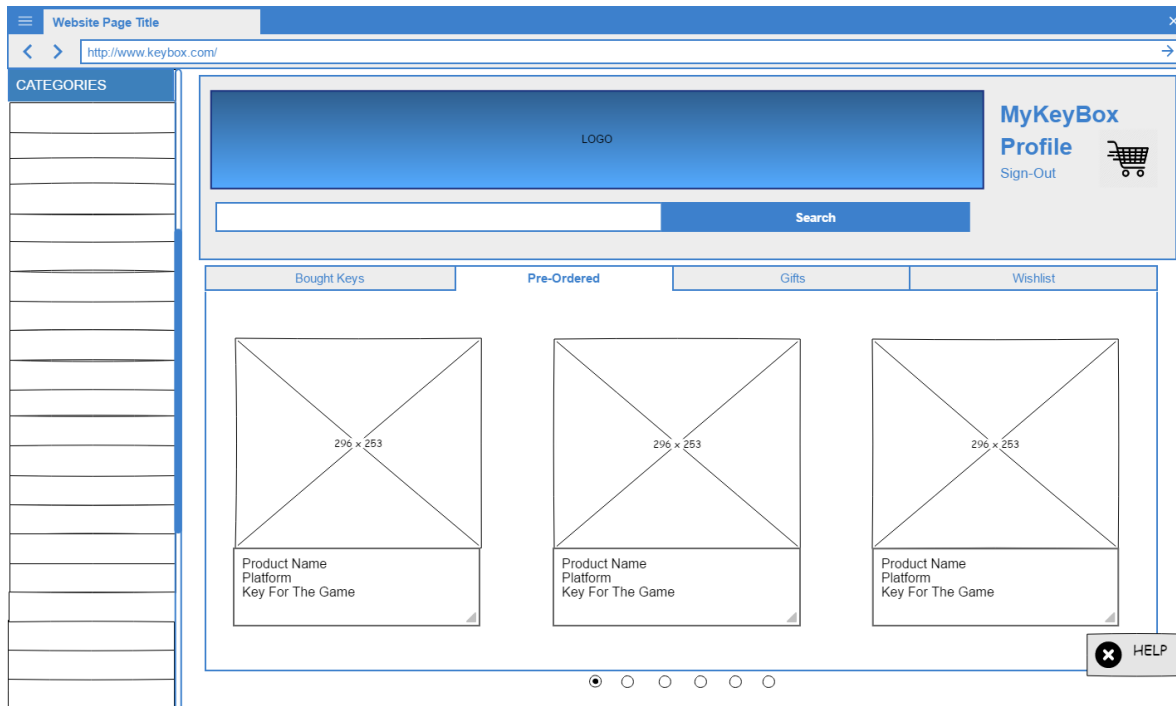
Main Page (Signed-In)



Main Page (Signed-Out)



MyKeyBox Page



Payment Received Page



Payment Received!

Your Keys Have Been Sent To Your E-mail

[Go To MyKeyBox!](#)




Profile Page

Website Page Title

http://www.keybox.com/

Choose or Upload a Profile Picture



Change Your Nickname

Change Your E-Mail

Change Your Password

Save Changes

HELP!

Registration Page

Website Page Title

http://www.keybox.com/

Create Your Brand New Box!

☐ I Agree To The Terms of Service and Conditions

Register

or Log-In

HELP!

Predictive Evaluation

Main Actions and KLM for The Main Page

- Log-In: M -> P -> B -> P -> B -> H -> M -> Kxn -> H -> P -> B -> H -> M -> Kxn -> H -> P -> B
- Search a Product: M -> P -> B -> H -> M -> Kxn -> H -> P -> B
- Click a Category or a Game That Is On The Main Page: M -> P -> B

Main Actions and KLM for The Category Page

- Log-In: M -> P -> B -> P -> B -> H -> M -> Kxn -> H -> P -> B -> H -> M -> Kxn -> H -> P -> B
- Search a Product: M -> P -> B -> H -> M -> Kxn -> H -> P -> B
- Click a Category or a Game That Is On That Category Page: M -> P -> B

Main Actions and KLM for The Cart Page

- Remove a Product From The Cart: M -> P -> B
- Click Checkout: M -> P -> B

Main Actions and KLM for The MyKeyBox Page

- Search a Product: M -> P -> B -> H -> M -> Kxn -> H -> P -> B
- Click a Category or a Game That Is On Your MyKeyBox Page: M -> P -> B
- Click The Tabs: M -> P -> B
- Copy A Game Key: M -> P -> B -> M -> D -> H -> M -> 2K(Ctrl+C)

Main Actions and KLM for The Registration Page

- Register to The Site: M -> P -> B -> H -> M -> Kxn -> H -> P -> B -> H -> M -> Kxn -> H -> P -> B -> H -> Kxn -> H -> P -> B -> P -> B

Main Actions and KLM for The Profile Page

- Change Profile Picture: M -> P -> B
- Change Nickname/E-mail : M -> P -> B -> H -> M -> Kxn -> H -> P -> B
- Change Password : M -> P -> B -> H -> M -> Kxn -> H -> P -> B -> H -> M -> Kxn -> H -> P -> B -> H -> Kxn -> H -> P -> B

Usability Inspection

If I were to objectively inspect our UI I would say our most pages look very similar. It may improve efficiency and be simple but it can be a bit boring or maybe cause a bit confusion if we wont differentiate them well enough with colors and designs.

The fullscreen pop-up idea is nice but it has a little too much free space on most of them. We should think to use those free space greatly maybe with advertisements or good looking backgrounds/banners.

Generally our UI has too much free space generally and we should look into using that the best way possible. We need to find or draw good backgrounds, banners, change the texts into pictures maybe?

Usability Testing

We showed our UI design to a friend of ours and in this section we will add his feedbacks.

- Categories should be collapsible
- “Help” is not clear. It should be “live helpline”
- Some pages are too similar
- The page notation should be numbers not circles
- The website is simple and easy to understand
- Transition between pages is easy
- Registration is quick

The feedback of another friend is listed below

- Categories section in the main page takes too much space. Maybe you could shrink down the size and make the scroll bar more dominant
- You should remove the “platform” section under the game info shown and put it in the description section after clicking the game, so it keeps the attention on the game itself.
- The banner section should be at the same level as the search bar. It is important for it to feel familiar to other sites.
- The site is constructed easy to understand and use. So it can be effortlessly used by many people
- After logging-in the metaphor on the file-like design is very good.

Heuristic Evaluation

Match the Real World

Good: The shopping cart metaphor is helpful and eye catching with it's 3-D representation.

Good: The images of the games look like the front covers of physical game DVD's and they are clear pictures.

Some icons on the clickable tabs doesn't make sense. Like the products tab that has a gear icon, MyKeyBox tab that has a star icon and the help tab that isn't even clear what it's icon is.(Severity 1)

Consistency & Standards

"My Account" and "Sign up" have the same icon. (Severity 2)

There is a typo on the "%50 Off of The Day" advertisement. (Severity 1)

The logo doesn't fit with the background color. (Severity 3)

Good/Bad: The layout rarely changes between pages. Confusing for some, ease of use for some.

Good: The categorized lists have the same tick icon before them.

Good: The color scheme is pretty consistent.

Help & Documentation

Good: The help page has a FAQ and live chat options that cover the most important help a user can need. (Not Yet Implemented)

User Control & Freedom

There is no continue shopping button at the details page after clicking a product. (Severity 3)

The design principle of making a pop-up like page for clarity and ease of use takes away all the other clickable options except for the “X”(Exit → Takes to the main page) takes away the freedom and control of the user. (Severity 3)

There are advertisements of games on both sides of the page that are very clickable by mistake.(Severity 2)

Visibility of System Status

Good: There is always a navigation status displayed on the pages.

Good: It shows the stock status of the game on the details page not after going to the cart.

The total price and the items in the cart is displayed too little.(Severity 1)

Flexibility & Efficiency

Good: You can add items to your wishlist, favorites, change your profile picture and passwords easily.

Good: Signing up is pretty quick.

Good: The pop-up like design is very quick and efficient.

Good: The contents of the site can be changed pretty easily by the admins and the highlighted items are flexible to change.

The layout of the site is very similar, it can be confusing to actually know you clicked something and if it loaded. This can be efficient for experienced users of the site but can be harmful for newcomers. (Severity 2)

There are no scroll bars so adding new categories and companies might prove troublesome later on. (Severity 3)

Error Prevention

The advertisements are very close to frequently clicked items so it can cause some unwanted clicks. (Severity 3)

The layout is very similar so it can cause some trouble to newcomers to the site and probably confuse the users. (Severity 2)

The checkout button is actually the cart itself so it can be very confusing. (Severity 4)

Good: It tells you if an item is in stock on the details page.

Recognition not Recall

The checkout button is the cart image itself that requires recognition as it is not seen very often and can be confusing for unexperienced users.

(Severity 4)

MyKeyBox tab shows you your keys, wishlist etc. Those things are important and the metaphor cannot be recalled it must be recognized. (Severity 2)

Aesthetic and Minimalist Design

Good: The site is very easy to understand and use because of it's simplistic and minimalist design principles.

Good: The pop-up like pages remove every object that is not related to your current task and it's very minimalist and a innovative aesthetic design.

The placement of the ads and the clickable categories & companies are placed in weird positions. (Severity 1)

Key-Box logo is not blending in with it's background. (Severity 3)

