

UI Analysis Report

INFO20005
User Interface Development

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1099 words (only including summary slides and client brief), counted using [Word Counter](#) by [Alex Wang](#)

Photo by [Jan Loyde Cabrera](#) on [Unsplash](#)
(cropped and edited)

Project details

Business domain

e-commerce sites selling consumer electronics,
specifically mechanical keyboards, parts, and accessories



Analysed websites

Good

- **Prestige Keys** <https://prestigekeys.com.au/>
- **KeyHub** <https://keyhub.com.au/>



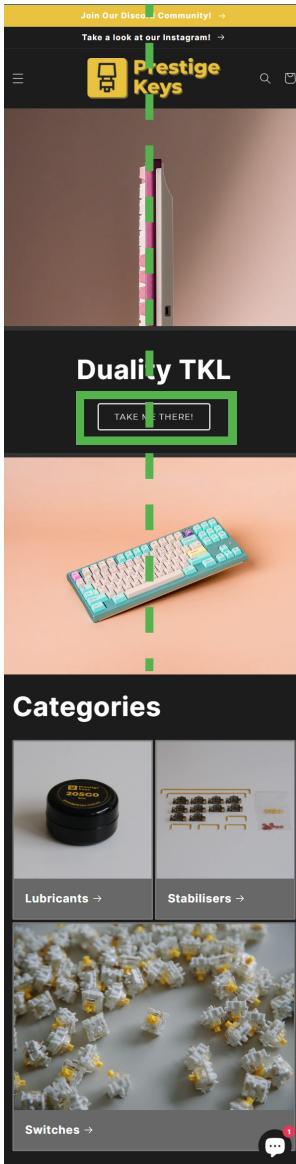
Bad

- **BeserKeys** <https://berserkeys.com.au/>
- **CLS Tech** <https://clstech.com.au/>

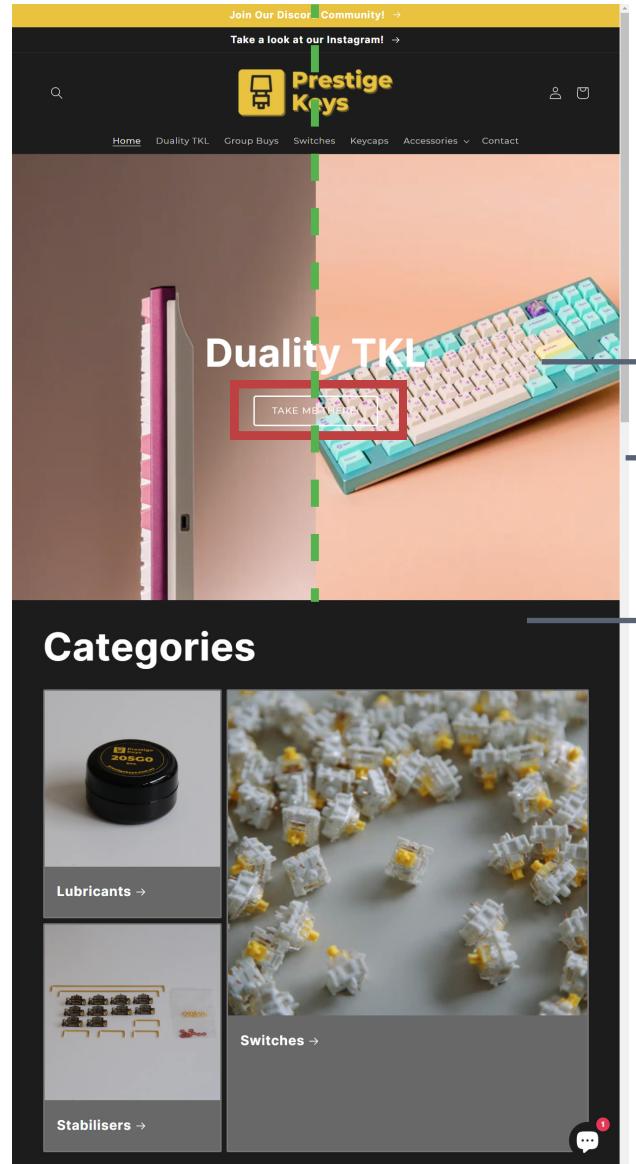


Prestige Keys

Home page (1)



Mobile



Desktop

Balance achieved through symmetry across the vertical axis.

Consistent central **alignment** in first segment of home page.

Information design/architecture could be improved due to inconsistencies in categories presented in navigation bar vs. home page segment. Reduces learnability and increases cognitive load.

Poor **contrast ratio** between text over image, albeit mobile version addresses this by placing in a separate segment.

Clear **visual hierarchy** using bolder, larger fonts for headings and lighter, smaller fonts for elements belonging to that heading.

Similarity of style and close **proximity** of category cards group them together.

Unequal *visual weight* of categories (by differing sizes) suggests a **hierarchy** despite being on the same level.

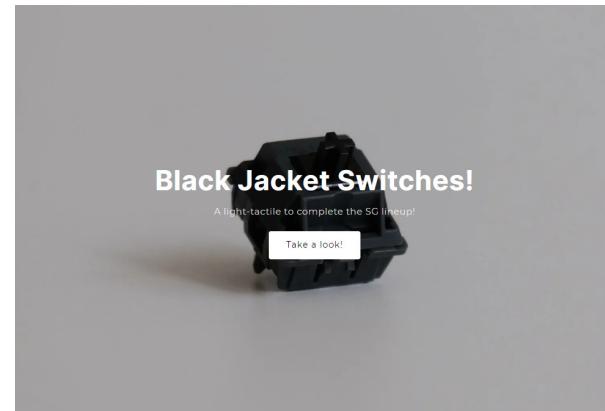
Segments generally unnecessarily large making for a lot of scrolling on smaller devices, diminishing usability.

Prestige Keys

The desktop website features a dark-themed layout. At the top right is a navigation bar with links for Home, Duality TKL, Group Buys, Switches, Keycaps, Accessories, and Contact. Below the navigation is a search bar and a user icon. A prominent yellow header bar at the top says "Join Our Discord Community! →" and "Take a look at our Instagram! →". The main content area includes a "Keeb Streamer Deskmat" section with a product image, a heading, a description, and a "Product Page" button. Another section below it is titled "Group Buys!" and shows three items: "Duality TKL [PCB]", "Duality TKL [Plate]", and "Duality TKL [Case Only]". Each item has a "Sold out" status, a price, and a "Choose options" button.

Desktop

Featured product segments breaks **internal consistency** with differing layout of elements. However it does have the same elements: a heading, description, and call-to-action button.



Instagram showcase breaks **internal consistency** with other segments with differing font size, heading alignment, and spacing between elements (images).

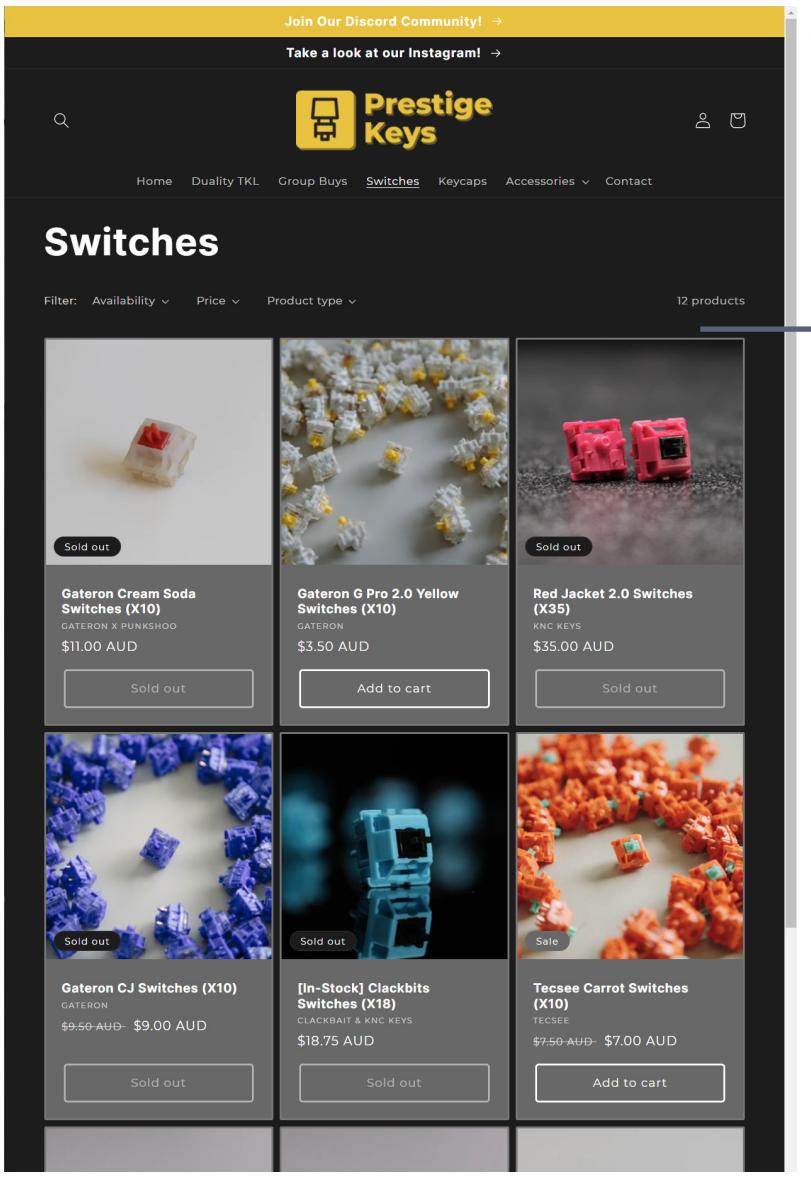
Mobile app experience is generally **internally consistent**, e.g. similar navigation bar layout.

Home page (2)

The mobile website has a dark theme. At the top is a yellow header bar with "Join Our Discord Community! →" and "Take a look at our Instagram! →". Below the header is a navigation bar with links for Home, Duality TKL, Group Buys, Switches, Keycaps, Accessories, and Contact. The main content area includes a "Log in" button, social media icons for Twitter, Instagram, and YouTube, and a notification badge showing "1".

Mobile

Prestige Keys



Desktop

Good and consistent **alignment**, but arguably lacks **balance** as the heading is left aligned with no *visual weight* on the right side to counterbalance.

The grid layout achieves **balance** as a mosaic.

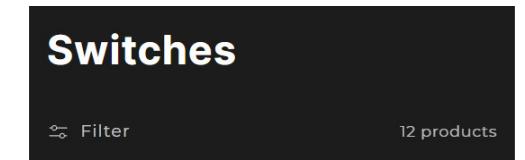
Good **visual hierarchy** in details of product with varying font weights, sizes, and capitalization.

Similarity of style and close **proximity** of product cards group them together. Good use of hierarchy of spacing between cards, and between the card grid and the heading and filters themselves.

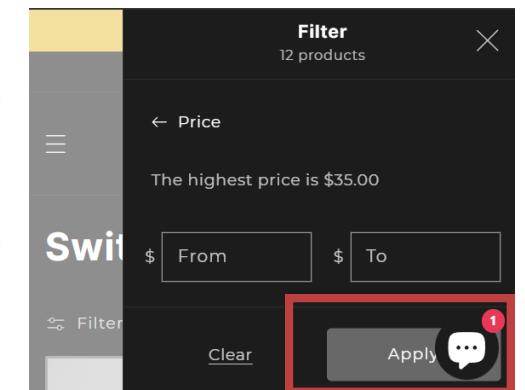
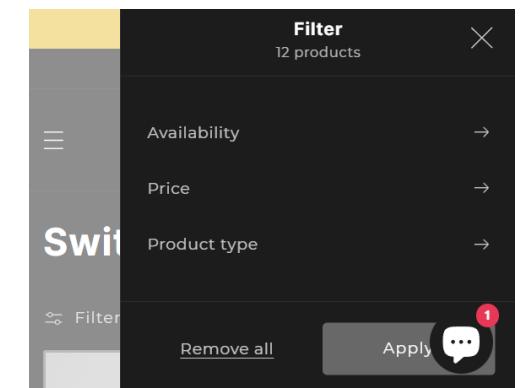
Good use of *constraining* to prevent users from adding to cart when sold out, albeit broken when there are multiple options on a product. Communicated via **externally consistent** faded out button.

“Apply” filter button is partially covered by the messaging button, making it more difficult to press in an already small screen.

List of products



Mobile



“Remove all” and “Apply” buttons normally appear at the bottom of the phone but window is shortened to fit the page.

Prestige Keys

The screenshot shows a desktop view of the Prestige Keys website. At the top, there's a navigation bar with links for Home, Duality TKL, Group Buys, Switches, Keycaps, Accessories, and Contact. The main content area features a large image of white and yellow Gateron switches. To the right, a product card for "Gateron G Pro 2.0 Yellow Switches (X10)" is displayed, showing a price of \$3.50 AUD and a quantity selector set to 1. Below the product card is a detailed description of the switches, including their specs and a picture credit to @Avi. A "You may also like" section at the bottom suggests other switch types like BBN Linear, Wikuo Harmony, Tecsse Carrot, and Black Jacket.

Desktop

Good **visual hierarchy** using similar techniques seen in lists of products (thus also internally consistent).

The description contains a well-written introductory paragraph and bullet points with bold font for important information, contributing to excellent **information design** by making it easier to parse.

Use of sticky positioning on product image and gallery segment, reducing need to scroll to see product images...

...But unused in mobile resulting in much scrolling needed.

Poor image-to-description **layout** ratio; too little space for text makes it feel tight to read and increases scrolling.

Responsiveness of “Add to cart” and “Buy with ...” button widths are not properly implemented.

Prevention of error, although attempted, could be better with e.g. showing actual number of switches bought.

Internally consistent “You may also like” banner segment with other recommendation banners (see Shopping Cart).

Product page

The screenshot shows a mobile view of the same product page. The layout is significantly different, with the product image and description being very close together, creating a poor image-to-description layout ratio. The "Add to cart" and "Buy with shopPay" buttons are visible at the bottom of the screen. A message bubble icon with a red dot is present in the bottom right corner.

Mobile

Prestige Keys

The screenshot shows a dark-themed shopping cart page. At the top, it says "Your cart". Below that is a table with two items: "KNC KEYS X KKB [GB] KKB Nori Keycaps" and "GATERON G Pro 2.0 Yellow Switches (X10)". Each item has quantity controls, a delete icon, and a total price. A red box highlights the "Order special instructions" input field. To the right, there's a "Subtotal \$165.50 AUD", a note about taxes and shipping, and a "Check out" button. Below the checkout are three payment method buttons: "shop Pay", "PayPal", and "G Pay". An arrow points from the "Order special instructions" field to a callout box about alignment.

Good *asymmetric balance* with:

- left side: less but visually heavier elements
- right side: more but visually lighter elements

Good item details **layout** by laying out details horizontally, allowing the eyes to scan information in one vertical line (see [Vox](#)).

Featured collection



Poor **alignment** between certain elements.

Good use of **proximity** to group payment methods.

Imbalance of visual weight due to no counterweight to buttons on the right in empty space on the left.

The mobile version of the shopping cart page is similar to the desktop one but with a different layout. It shows the same two items in the cart, the subtotal, and the payment method buttons. A modal window is open, showing a success message: "Item added to your cart" with an image of "Gateron G Pro 2.0 Yellow Switches (X10)". It also has "View my cart (3)" and "Check out" buttons. An arrow points from the modal window to a callout box about visual hierarchy.

Good **visual hierarchy** as noted in other pages

Good **visibility of status**, notifying which items are successfully added to cart. Also shows amount currently in cart.

Desktop

Shopping cart

The mobile shopping cart page has a different design. It shows the cart items and subtotal at the top. Below that is a "Continue shopping" link. The payment method buttons are grouped together. A "Featured collection" section is present at the bottom. An arrow points from the "Order special instructions" field to a callout box about visibility of status.

Mobile

Prestige Keys

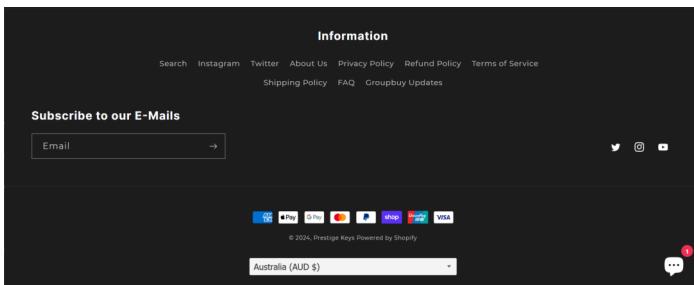
Summary

Positive highlights

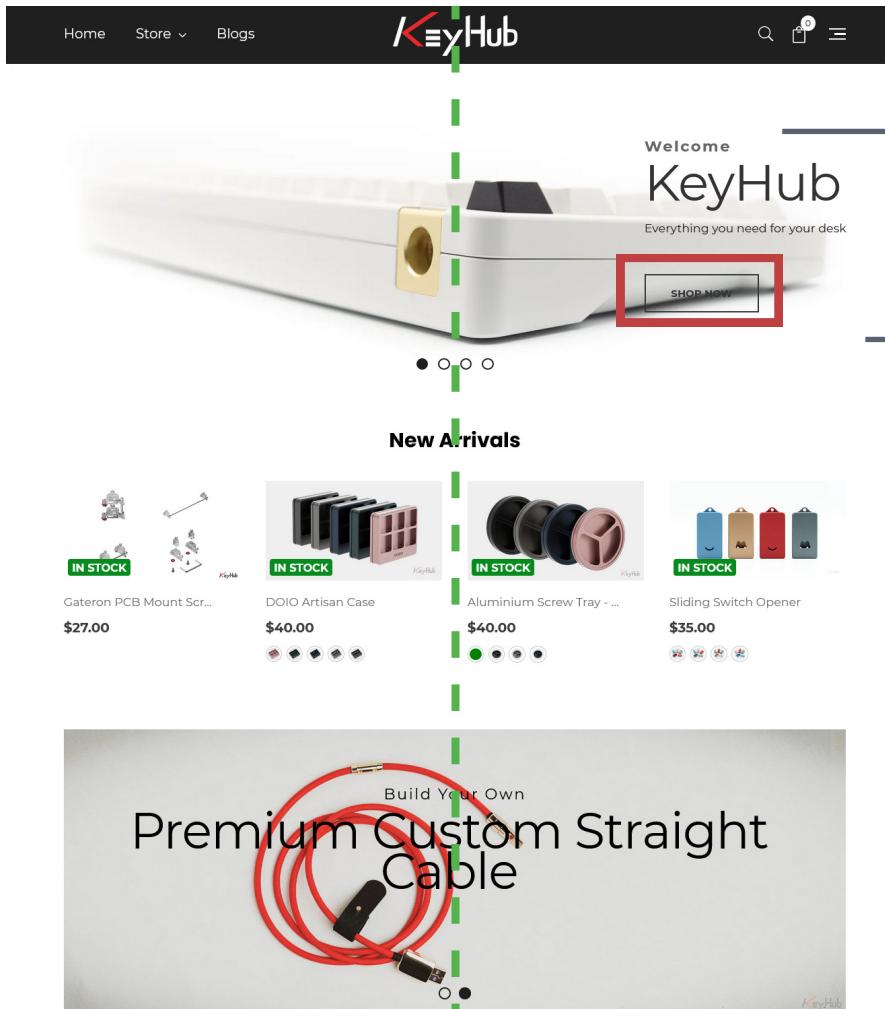
- **Internally consistent visual style** achieves **unity** by mostly consistent application of:
 - Heading and body text fonts
 - A flat and minimalist aesthetic with one accent colour.
 - Consistent page layout and experience on all devices.
- **Good visual hierarchy** using consistent techniques such as font size, weight, and capitalization.
- **Excellent information design** in product descriptions through well-written paragraphs and bullet points with bold text emphasizing important information.
- When used well, **good balance and alignment** creates pleasant layouts.
- **Good use of proximity** through consistent spacing hierarchies that effectively group elements.

Critical problems

- **Poor contrast ratio** on the button in the home page's first segment; critical as a first impression and call-to-action.
- **Poor balance in the size** of certain elements, in particular making images too big. Results in excessive scrolling and wasted screen space, increasing cognitive/memory load.
- **Poor alignment** of certain elements resulting in imbalance (see shopping cart page).
- **Poor button accessibility** on mobile devices, specifically a partially covered button.
- **Information design/architecture could be improved** by making categories present in the home page and navigation bar consistent.



KeyHub



Balance achieved through *symmetry* across the vertical axis (especially in the following page).

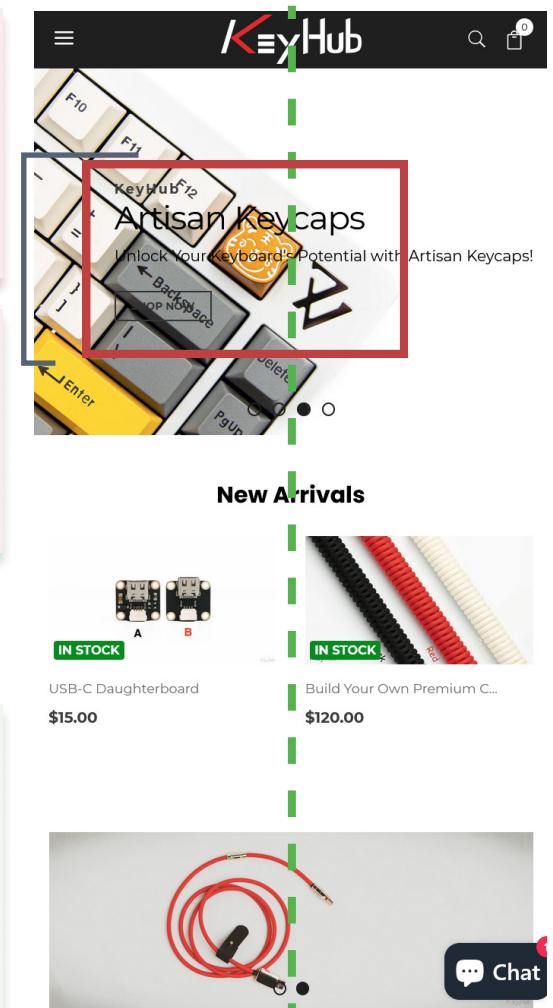
Desktop

Misuses Gestalt principle of **common fate** by having different text elements in the banner animate in at different times despite being grouped together.

Poor **contrast ratio** between text over image, albeit some slides in the gallery have good contrast ratios and layout. Also highly dependent on screen size.

Minimalist design (Nielsen's Usability Heuristics) through only including necessary elements, making the website easy to understand and comfortable (no overstimulation) to parse.

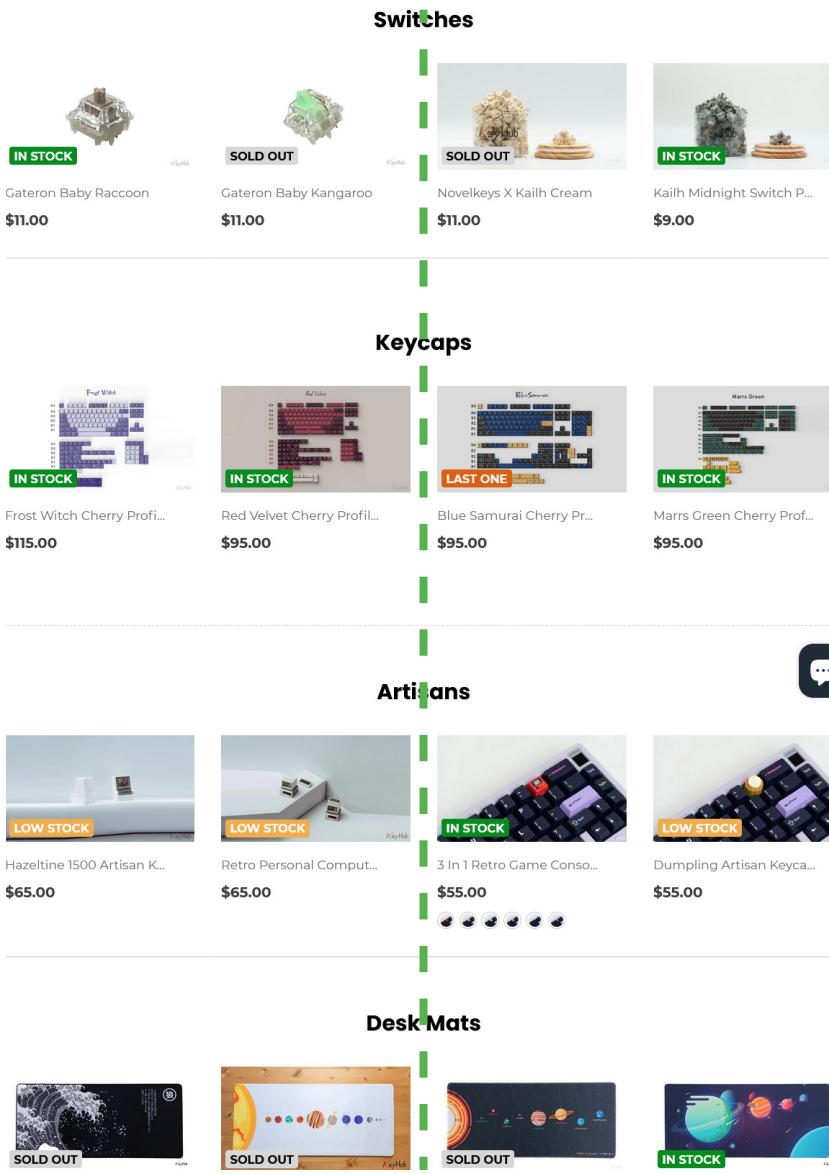
Home page (1)



Consistent central **alignment** throughout.

Mobile

KeyHub



Desktop

Please ignore the chat buttons that are out of place; this is due to screenshot issues in Firefox. They are normally fixed to the bottom right corner of the screen.

Home page (2)

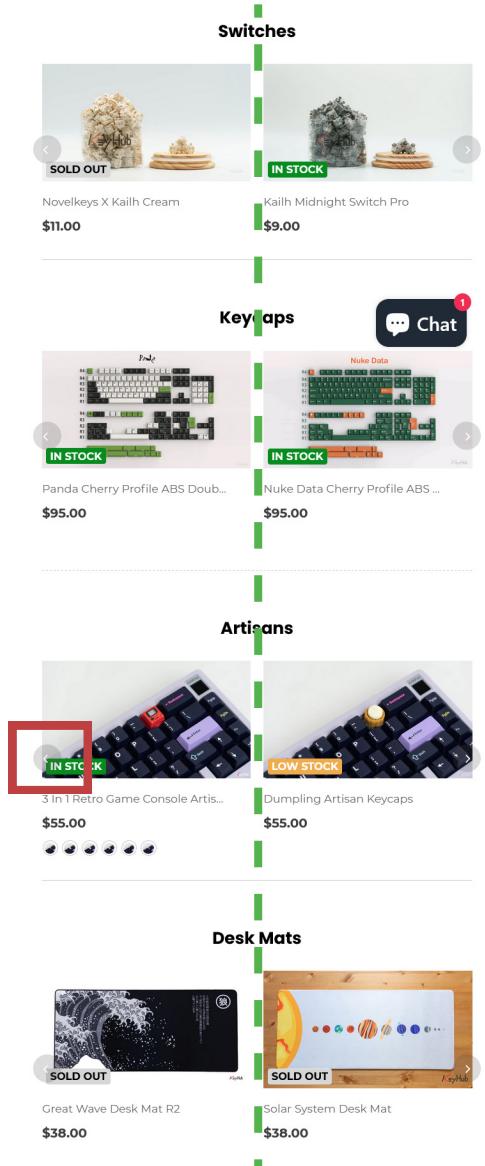
Excellent use of **similarity** to indicate these banners showcase products in the respective categories. This results in **continuity** and helps users understand the purpose of this segment.

Good use of **visual hierarchy** with the larger and bold headings against the smaller product details. Albeit headings can be more distinct through a e.g. different complementary font.

Poor contrast ratio between banner contents and buttons to cycle through the gallery, making it difficult to spot.

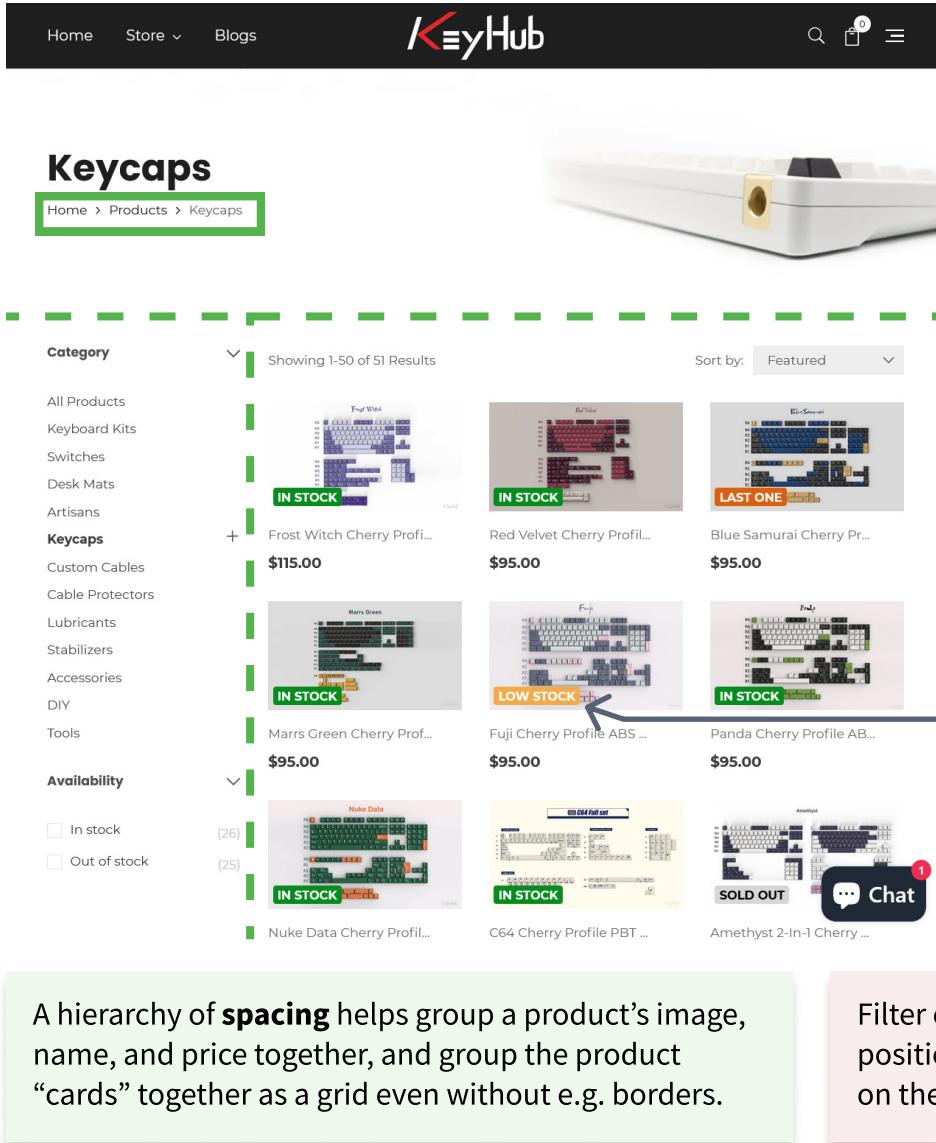
Button size too small, hampering accessibility for users with smaller phones, bigger hands, and/or other conditions.

Lack of user control and freedom (Nielsen's Heuristics), with gallery automatically cycling and no way to stop it.



Mobile

KeyHub



The screenshot shows a desktop view of the KeyHub website's product page for 'Keycaps'. At the top, there's a navigation bar with 'Home', 'Store' (with a dropdown menu), and 'Blogs'. The main title 'Keycaps' is displayed above a breadcrumb trail 'Home > Products > Keycaps'. A large image of a white keyboard case is centered at the top. Below it, a grid of keyboard keycap sets is shown, each with a small image, the name, price (\$115.00, \$95.00, etc.), and a 'Stock' status indicator (e.g., 'IN STOCK', 'LOW STOCK', 'SOLD OUT'). On the left, a sidebar lists categories like 'Category' (All Products, Keyboard Kits, Switches, Desk Mats, Artisans), 'Keycaps' (Custom Cables, Cable Protectors, Lubricants, Stabilizers, Accessories, DIY, Tools), and 'Availability' (In stock, Out of stock). A 'Sort by' dropdown is set to 'Featured'. A 'Chat' button is located in the bottom right corner of the grid area.

A hierarchy of **spacing** helps group a product's image, name, and price together, and group the product "cards" together as a grid even without e.g. borders.

Desktop

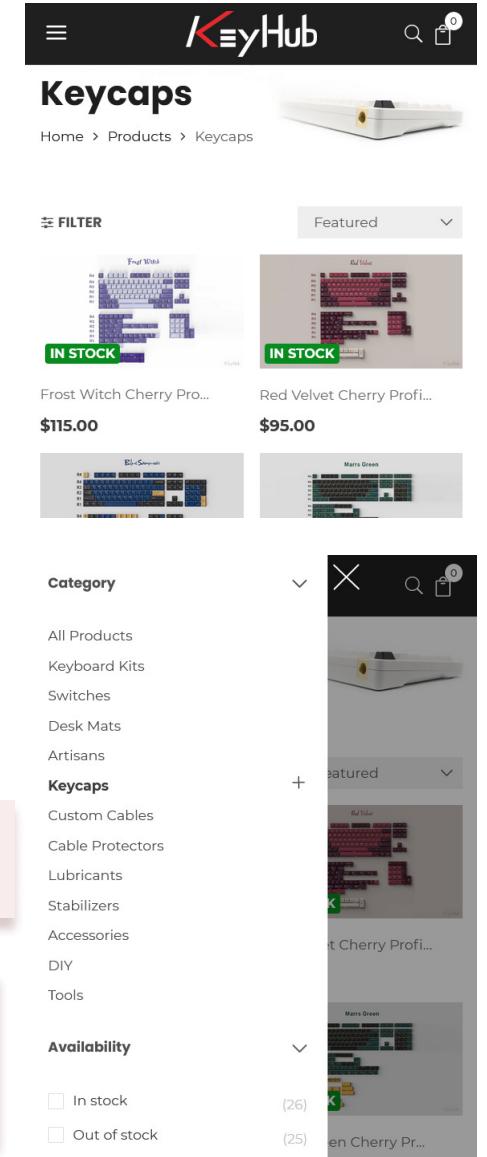
List of products

Alignment and whitespace
helps users perceive structure, grouping elements into different segments on the page.

Breadcrumbs help users keep track of where they are in the **website structure**, helping users understand the site's **information architecture**.

Poor contrast ratio between some stock indicators, e.g. white "LOW STOCK" text on light orange fails WCAG colour contrast guidelines

Filter buttons may be **too close** on mobile, potentially causing misclicks.



The screenshot shows a mobile view of the KeyHub website's product page for 'Keycaps'. The layout is similar to the desktop version but adapted for a smaller screen. The 'Keycaps' category is selected in the breadcrumb trail. A 'FILTER' button is visible on the left. The main content area displays a grid of keyboard keycap sets with their names, prices, and stock status. A 'Featured' filter is applied. A red arrow points from the text 'Poor contrast ratio between some stock indicators...' to the 'LOW STOCK' label on one of the mobile cards. The mobile interface includes a header with 'KeyHub', a search bar, and a shopping cart icon. A 'Chat' button is also present.

Filter column on desktop isn't in sticky position when scrolling, leaving whitespace on the left causing worse UX and **imbalance**.

Mobile

KeyHub

Home > Keycaps > Blue Samurai Cherry Profile ABS Double Shot Keycaps



Blue Samurai Cherry Profile ABS Double Shot Keycaps

\$95.00 Tax included.

SKU: KH-KCABS009

✓ Last one
✓ Ready to ship

— 1 + Add to Cart

Buy with shop Pay

Product type: Keycap

Tags: #abs, #cherry profile, #doubleshot, #keycaps, #red, #samurai

Share: f t w p

172 Keys Cherry Profile ABS Double Shot Blue Samurai Keycaps can fit almost standard layouts such as 61 84 87 96 104 108 layouts. These keycaps are made from two layers of plastic molded into each other, which means they never fade or chip off. The double-shot injection ABS provides a durable finish and prevents shiny grime buildup with continuous use.

- Keys: 172
- Material: ABS
- Profile: Cherry
- Compatibility: 61 84 87 96 104 108

Note: All photos were taken from the actual product.

Maybe You Like



Fuji Cherry Profile ABS ...

\$95.00



DMG Cherry Profile ABS...

\$95.00



Mizu Cherry Profile ABS ...

\$95.00



Red Velvet Cherry Profil...

\$95.00

Desktop

Product page

Home > Keycaps > Blue Samurai Cherry Profile ABS Double Shot Keycaps



Blue Samurai Cherry Profile ABS Double Shot Keycaps

\$95.00 Tax included.

SKU: KH-KCABS009
✓ Last one
✓ Ready to ship

— 1 + Add to Cart

Buy with shop Pay

More payment options

Product type: Keycap

Tags: #abs, #cherry profile, #doubleshot, #keycaps, #red, #samurai

Share: f t w p

Description Shipping & Return Pick Up

172 Keys Cherry Profile ABS Double Shot Blue Samurai Keycaps can fit almost standard layouts such as 61 84 87 96 104 108 layouts. These keycaps are made from two layers of plastic molded into each other, which means they never fade or chip off. The double-shot injection ABS provides a durable finish and prevents shiny grime buildup with continuous use.

- Keys: 172
- Material: ABS
- Profile: Cherry
- Compatibility: 61 84 87 96 104 108

Note: All photos were taken from the actual product.

Maybe You Like



Mobile

Similar comment on *breadcrumbs* and **visual hierarchy**.

Internally inconsistent arrow styles for cycling through a gallery (c.f. home page)

Unnecessary whitespace wastes screen space and creates **imbalance** as there is no counterweight to the other side.

Tabs reduce scrolling and help users find the information they need, improving UX.

Good use of **symmetry**; large product image as counterweight to much text and buttons on the right side. Arguably may be improved by centring the tabs.

Externally consistent suggestions banner at the bottom of the page like in Prestige Keys which customers expect. This position also makes it unintrusive.

KeyHub

The screenshot shows a desktop browser window. At the top, there's a navigation bar with 'Home', 'Store', and 'Blogs'. Below it is the KeyHub logo. The main content area shows a product page for 'Gateron Milky Yellow Pro' keycaps, featuring a large image, price (\$5.50), and a 'Buy Now' button. A 'Your cart' pop-up is overlaid on the page, listing two items: 'Gateron Milky Yellow Pro' (3 units) and 'Blue Samurai Cherry Profile ABS Double Shot Keycaps' (1 unit). Each item has quantity minus and plus buttons. Below the cart list is a section for 'Order special instructions' with a text input field. At the bottom of the pop-up, there's a 'Subtotal' of '\$111.50' and a note about tax and shipping. A 'View Cart' button is visible, followed by a 'Chat' button with a red notification badge containing the number '1'.

YOUR CART

This screenshot shows a 'YOUR CART' table with three rows. The first row contains 'KeyHub Australia' (3 units) and 'Gateron Milky Yellow Pro' (1 unit). The second row contains 'KeyHub Australia' (1 unit) and 'Blue Samurai Cherry Profile ABS Double Shot Keycaps' (1 unit). The third row is a summary: 'Subtotal: \$111.50' with a note 'Tax included. Shipping calculated at checkout.' Below the table are four payment buttons: 'Check out' (black), 'shop Pay' (purple), 'PayPal' (yellow), and 'G Pay' (black).

Product	Quantity	Total
KeyHub Australia	- 3 +	\$16.50
Gateron Milky Yellow Pro	- 1 +	\$5.50
Subtotal:		\$111.50
Tax included. Shipping calculated at checkout.		
Check out		
shop Pay		
PayPal		
G Pay		

Desktop

Good **visibility of status**: adding an item to the shopping cart opens the “Your cart” pop-up. May be irritating if visitors intend to continue browsing.

“Checkout” button is mostly covered by the messaging button, making it unreadable.

Poor **alignment** and grouping of information, e.g. “quantity” column contains product details too.

Using a tinted background to define a **common region** distinguishing the table header and contents

Minimized scrolling with an *asymmetric* layout: placing subtotal and payment options on the right column. Potentially problematic if too many items (c.f. filters in List of Products page)

Shopping cart

YOUR CART

This screenshot shows a 'YOUR CART' table on a mobile device. It lists two items: 'KeyHub Australia' (3 units) and 'Gateron Milky Yellow Pro' (1 unit). The total is '\$16.50'. Below the table is a note 'Total: \$16.50'.

Product	Quantity
KeyHub Australia	- 3 +
Gateron Milky Yellow Pro	- 1 +
Total:	\$16.50

This screenshot shows a 'YOUR CART' table on a mobile device, identical to the one above. Below it is a note 'Total: \$95.00'. Further down are four payment buttons: 'Check out' (black), 'shop Pay' (purple), 'PayPal' (yellow), and 'G Pay' (black).

Product	Quantity
KeyHub Australia	- 3 +
Blue Samurai Cherry Profile ABS Double Shot Keycaps	- 1 +
Total:	\$95.00

This screenshot shows a vertical stack of payment buttons on a mobile device. From top to bottom, they are: 'Check out' (black), 'shop Pay' (purple), 'PayPal' (yellow), and 'G Pay' (black). Above the buttons is a note 'Subtotal: \$111.50' and a note 'Tax included. Shipping calculated at checkout.'

Subtotal:	\$111.50
Tax included. Shipping calculated at checkout.	
Check out	
shop Pay	
PayPal	
G Pay	

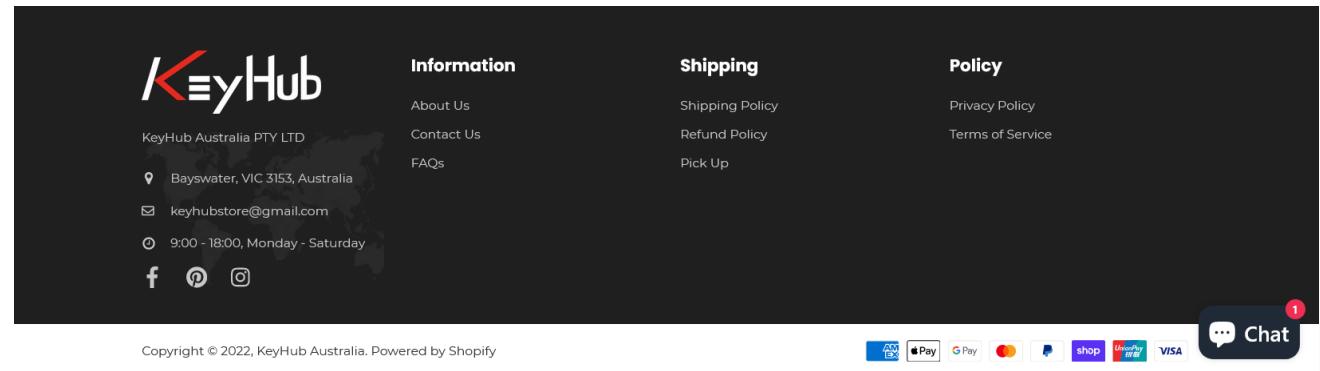
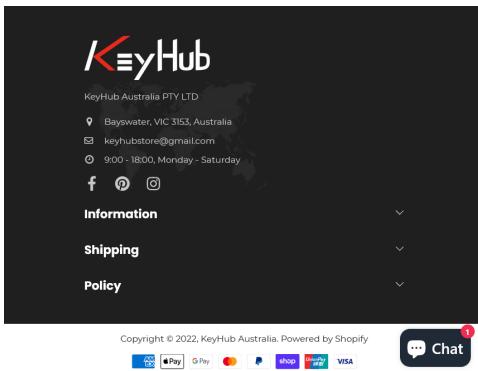
Mobile

Positive highlights

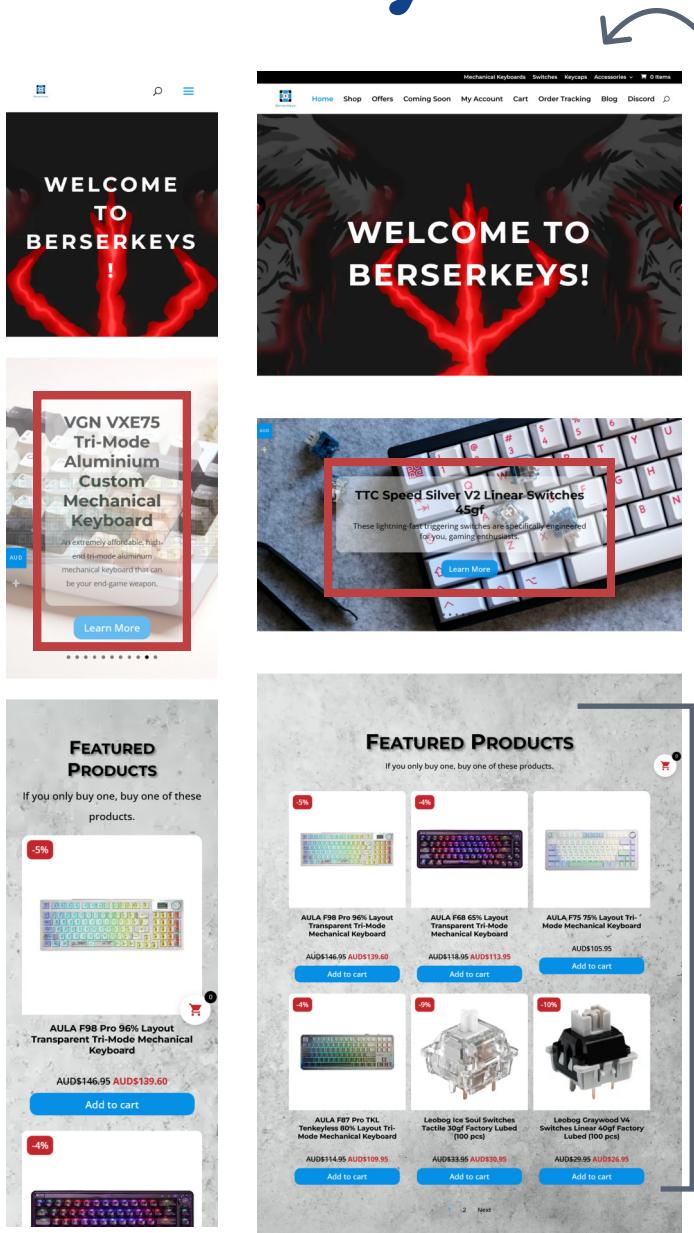
- The **minimalist aesthetic** helps users focus on the content on the webpage by reducing visual and information clutter and prevents overstimulation.
- Overall **excellent balance** through *symmetry* and *asymmetry* in e.g. the home and product pages respectively.
- Good use of **alignment and whitespace** helps users perceive page structure in a minimalist way.
- Good use of *breadcrumbs* throughout to help users understand the site's **information architecture**.
- Excellent use of **similarity** throughout the website to help users understand the purpose of different elements and recognize them.

Critical problems

- Poor contrast ratio** on various elements (e.g. buttons and labels), reducing accessibility.
- The **checkout** button is hidden behind the chat button in the shopping cart pop-up, which is fatal as it is the last key step before a purchase.
- Poor alignment and layout** of certain elements (see product page and shopping cart), especially noticeable on a website that heavily uses alignment and whitespace to structure elements.
- Some **inconsistent styles** throughout the website, e.g. icons to cycle through image galleries.
- The minimalist aesthetic may be too **bland** for some, using two popular and similar-looking sans-serif fonts.



BeserKeys



Mobile

Desktop

Please ignore the shopping cart buttons that are out of place; this is due to screenshot issues in Firefox. They are normally fixed to the bottom right corner of the screen.

Home page (1)

Fails the **5-second test**; unless users read the top navigation bar, it is unclear what the website's purpose is based on the main banner.

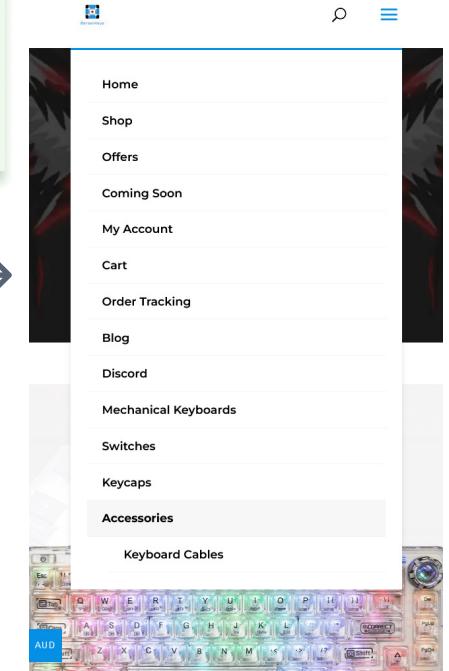
Poor contrast ratio between text over image; an attempt was made with the translucent overlay but is insufficient.

Good **visual hierarchy** with varying font family, size, and weight.

Poor separation of figure and ground; heading has shadows but not the rest of the elements, making them blend into the background.

Poor use of proximity between product cards; elements belonging to different products are closer than ones belonging to the same product. There are no e.g. borders to create common regions either.

Design has character with the Viking theme running throughout.



Internally inconsistent navigation bars between desktop and mobile experiences (the prior is separated while the latter is cumulated together).

Unclear information hierarchy with too many options on the navigation bar; unclear grouping between e.g. categories and account options.

BeserKeys

PRODUCT CATEGORIES
Shop conveniently by product category.

- Mechanical Keyboards**
Our range of mechanical keyboards.
- Switches**
Our collection of switches for mechanical keyboards.
- Keycaps**
Our range of keycaps for mechanical keyboards.
- Accessories**
Our collection of accessories for mechanical keyboards.

Shop All

Build more powerful weapons as you GO BERSERK.

In today's business environment of custom mechanical keyboards, we all need to keep learning and improving to stay competitive and create our edge. The motto to us too, our products are updated from time to time, reflect our motto: Creative, enthusiastic and versatile.

As mechanical keyboard enthusiasts, we strive to bring this passion and expertise to people like you. By working with us, you, our customer, we can build more powerful weapons for your requirements, whether it is gaming, working or anything else.

That way, you can easily GO BERSERK for the things you love when you need to.

Selectively Sourced. Personally Tested and Loved.

We understand that keyboard switches are probably the single most important factor that can have a big impact on the use, feel and acoustics of a keyboard.

We also understand that everyone has unique tastes and preferences, so we aim to source various types of switches made from different combinations of materials, whether linear or tactile.

Therefore, we pay great attention to the selection of keyboard switches. We work hard to ensure that all switches in our store are thoroughly tested and loved by ourselves.

Browse Keyboards

Browse Switches

Everyone is

Mobile

Desktop

Inconsistent heading size on mobile.

Excessively large product images results in excessive scrolling on mobile devices, reducing UX.

Home page (2)

BEST SELLERS
You can't go wrong with the most popular items.

- Royal Kludge RKG68 65% Layout Mechanical Keyboard**
AUD\$61.95 AUD\$69.95
Add to cart
- Affion Lübed Blue Sky Switches Linear 10g for Mechanical Keyboard (10 PCS)**
AUD\$5.95
Add to cart
- Affion Iceberg Switches Linear 4kg for Mechanical Keyboard (10 PCS)**
AUD\$6.95
Add to cart

OUR STORY
Build more powerful weapons as you GO BERSERK.
Creative, enthusiastic and versatile. Mechanical keyboards go berserk.

Inspired by the Viking warrior characters in some games, I came up with the brand name "BeserKeys" which is a combination of "Berserk" and "Keys", meaning we are die-hard enthusiasts of custom mechanical keyboards, and will strive to bring this passion and expertise to people like us.

Our vision is to bring endless fun and added value to our customers by providing creative and novel products and friendly services at reasonable prices.

We believe that by working with you, our customers, we can build more powerful weapons for your requirements, whether it is gaming, working or anything else.

That way, you can easily GO BERSERK for the things you love when you need to.

NEWS & EVENTS
Sign up to our newsletter and get all the latest news and offers!

Email

Subscribe

Keep me up to date on news and offers for more information on how we collect and use data for marketing communications see our Privacy Policy

Mobile

Desktop

BeserKeys

List of products

SWITCHES

Our collection of switches for mechanical keyboards.

-8%



Quickview

Leobog Nimbus V3 Switches Linear 34gf Factory Lubed (35 pcs)

3.5 stars

AUD\$25.95 AUD\$23.95

Add to cart

-8%



Quickview

Leobog Joggle V2 Switches Tactile 36gf Factory Lubed (35 pcs)

AUD\$25.95 AUD\$23.95

Add to cart

-9%



Quickview

Leobog Ink Crystal V3 Switches Tactile 50gf Factory Lubed (100 pcs)

3.5 stars

AUD\$33.95 AUD\$30.95

Add to cart

-9%



Quickview

Leobog Ice Soul Switches Tactile 30gf Factory Lubed (100 pcs)

AUD\$33.95 AUD\$30.95

Add to cart

SWITCHES

Our collection of switches for mechanical keyboards.

-8%



Quickview

Leobog Nimbus V3 Switches Linear 34gf Factory Lubed (35 pcs)

3.5 stars

AUD\$25.95 AUD\$23.95

Add to cart

-8%



Quickview

Leobog Joggle V2 Switches Tactile 36gf Factory Lubed (35 pcs)

AUD\$25.95 AUD\$23.95

Add to cart

-9%



Quickview

Leobog Ice Soul Switches Tactile 30gf Factory Lubed (100 pcs)

3.5 stars

AUD\$33.95 AUD\$30.95

Add to cart

-9%



Quickview

BerserKeys Wolf Warrior Switches Linear 45gf Hand Lubed (10 pcs)

4 stars

AUD\$7.49

Add to cart

-30%



Quickview

TTC Blush White Tactile Switches 42gf for Custom Mechanical Keyboards (10 pcs)

3.5 stars

AUD\$7.49 AUD\$5.25

Add to cart

-30%

Quickview

TTC Flaming Purple Linear Switches 42gf for Custom Mechanical Keyboards (10 pcs)

3.5 stars

AUD\$8.09 AUD\$5.69

Add to cart

-14%

Quickview

Leobog Ink Crystal V3 Switches Linear 34gf Factory Lubed (35 pcs)

3.5 stars

AUD\$25.95 AUD\$23.95

Add to cart

Mobile

Desktop

Poor visual hierarchy between the category name and its products with large product images overwhelming the composition.

Poor separation of figure and ground; many product images contain a white background, making it inseparable from the background.

Poor use of proximity between:

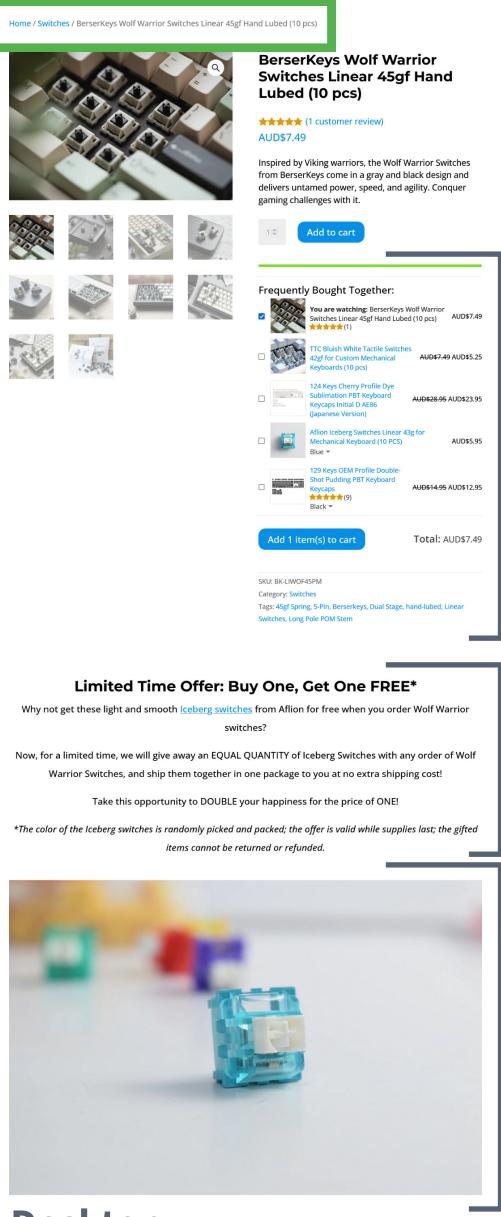
- Product cards (similar comment, see Home Page (1)).
- Discount on the top right corner and the price at the bottom.
- Product grid and heading, to differentiate them as two sections.

- No filters or search function available within a category, which is **externally inconsistent** as it is standard in e-commerce websites.
- This results in large numbers of products displayed at a time especially on mobile. Combined with large images this creates excessive scrolling.

The grid layout achieves **balance** as a mosaic, however the repetition of the too prominent “Add to cart” button is slightly distracting and unbalanced.

Page is missing that Viking theme without an image as in other pages, making it **internally inconsistent**.

BeserKeys



The screenshot shows a desktop product page for 'BeserKeys Wolf Warrior Switches Linear 45gf Hand Lubed (10 pcs)'. It includes a large image of the switches, a detailed product description, a star rating of 4.5 stars from 1 customer, and a price of AUD\$7.49. An 'Add to cart' button is present. Below the main product, there's a 'Frequently Bought Together' section listing various keyboard components like TTC White Tactile Switches and 124 Keys Cherry Profile Dye Sublimation PBT Keyboard. A 'Limited Time Offer: Buy One, Get One FREE*' is also displayed.

Desktop

Breadcrumbs help users keep track of where they are in the **website structure**, helping users understand the site's **information architecture**.

Balanced two-column layout (excluding “Frequently Bought Together” section), with large image and gallery on the left and much text on the right.

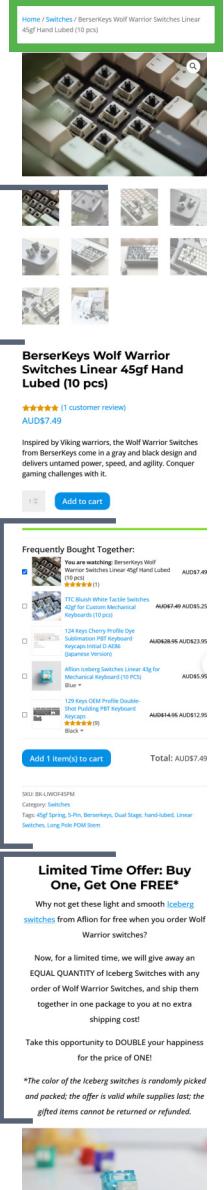
Imbalance due to empty space created from forcing in “Frequently Bought Together” segment into the right column.

Poor use of proximity with no e.g. common region to differentiate the product description and related offers.

Similar comment with many lines of centered text (see Home Page (2))

Excessively large image leading to more scrolling thus worse UX.

Page is missing that Viking theme without an image as in other pages, making it **internally inconsistent**. Albeit still uses consistent fonts.



The screenshot shows a mobile product page for the same product. The layout is similar to the desktop version but adapted for a smaller screen. The 'Frequently Bought Together' section is visible at the bottom of the page. The 'Limited Time Offer' is also present. The overall design follows the 'Viking' theme established on the desktop version.

Mobile

BeserKeys

Product page (2)



✓ **Legends Strength**
These switches, inspired by legendary berserkers, offer untamed strength through durable POM housing. They evoke the primal power of these historical legends in every keystroke.



✓ **Speed and Agility**
With a swift 1.15±0.1mm pre-travel distance, these switches ensure rapid responses, allowing you to move effortlessly through the gaming world with agility and precision.

✓ **Mesmerizing Design**
The gray colorway signifies valor, encapsulating the spirit of warriors.

Description
Additional information
Reviews (1)

BeserKeys Wolf Warrior Switches Linear 45gf Hand Lubed for Mechanical Keyboard (10 pcs)
#Linear Switches #Lightning-Fast Triggering #Full POM Materials #45gf Operating Force #Dual Stage 3mm Spring #5 Pin #Manufacturer Hand Lubed
OVERVIEW
Introducing the Wolf Warrior keyboard switch by BeserKeys, a masterpiece crafted for gaming enthusiasts. Inspired by the fearless Viking berserkers, it embodies untamed strength, speed, and agility like a warrior shaped into a wolf.

With each keystroke, feel the pulsing power beneath your fingertips. The mesmerizing gray and black design is a symbol of a valiant warrior, inviting you on thrilling gaming quests filled with passion and excitement.

The Wolf Warrior switch is more than a tool; it is a gateway to an epic saga of gaming excellence. Conquer challenges, leave your mark, and unlock your wolf warrior spirit, guided by Berserkers towards legendary victories, one keystroke at a time. Join us on this exhilarating journey through the legends.



You may also like...



Related products



Reasonably good **visual hierarchy** in detailed description, albeit lacking spacing to communicate grouping through proximity.

Harsh drop shadow of product information box distracts from main content.

Redundant sections through duplication:

1. Recommendations sections here with “Frequently Bought Together” section in the previous page
2. Repeated product images in the previous page
3. “Key Features” in descriptions box is repeated in an entire segment with images and description.

Horrible proximity of related information due to:

- Product details being split at the top and bottom of the page with a promotion segment in the middle.
- Brief product description split at the top and full description at the bottom with promotions and other product information in the middle.

Poor grouping of information in tabs (e.g. specifications not in “Additional information” segment), effectively rendering it useless and doesn’t reduce scrolling required.

Mobile

Desktop

BeserKeys



CART
Review your cart items before checkout.
Don't forget to use the coupon code below to get \$5 off your entire order (new buyers only)!
`bisctcsai`

Product: BerserKeys Wolf Warrior Switches Linear 45gf Hand Lubed (10 pcs)	Price: AUD\$7.49
Quantity: 3	Subtotal: AUD\$22.47
Product: 124 Keys XDA Profile Dye Sublimation PBT Keyboard Keycaps Matcha	Price: AUD\$23.95
Quantity: 1	Subtotal: AUD\$23.95

Coupon code **Apply coupon** **Update cart**

You may be interested in...

- Sale! 120 Keys OEM Profile Double Shot Pudding PBT Keyboard Keycaps AUD\$12.95
- Sale! Alien iceberg Switches Linear 43gf Hand Lubed Mechanical Keyboard (10 PCS) AUD\$91.95
- Sale! 117 Keys OEM Profile Double Shot Pudding PBT Keyboard Keycaps AUD\$10.95

Cart totals
Subtotal: AUD\$46.42
Shipping: Calculate shipping
Total: AUD\$46.42 (includes AUD\$4.22 Tax)

Pay in 4 interest-free payments of \$11.61 with [PayPal Learn more](#)
Proceed to checkout **PayPal Buy Now** **Pay in 4** Two easy ways to pay

Shop All **Go Home** **My Account**

Mobile



CART
Review your cart items before checkout.
Don't forget to use the coupon code below to get \$5 off your entire order (new buyers only)!
`bisctcsai`

Product: BerserKeys Wolf Warrior Switches Linear 45gf Hand Lubed (10 pcs)	Price: AUD\$7.49
Product: 124 Keys XDA Profile Dye Sublimation PBT Keyboard Keycaps Matcha	Price: AUD\$23.95
Quantity: 1	Subtotal: AUD\$23.95

Coupon code **Apply coupon** **Update cart**

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Pay in 4 interest-free payments of \$11.61 with [PayPal Learn more](#)
Proceed to checkout **PayPal Buy Now** **Pay in 4** Two easy ways to pay

Shop All **Go Home** **My Account**

Hold on, check out these items we think you'll love!

- 124 Keys XDA Profile Dye Sublimation PBT Keyboard Keycaps Matcha **5★ (4)** AUD\$23.95
- Alien Shadow Switches Tactile Sdg for Mechanical Keyboard (10 PCS) **5★ (6)** AUD\$66.66 AUD\$53.48
- Royal Kludge RK608 60% Layout Mechanical Keyboard **5★ (10)** AUD\$94.66 AUD\$99.95

Add 1 item(s) to cart Total: AUD\$23.95

Desktop

Viking theme continued for **internal consistency** through similar banner in shopping cart page.

Poor contrast ratio
between banner title over the background image.

Poor alignment with coupon code and promotional message.

Excessively harsh drop shadow distracts from background

Aggressive marketing techniques can evoke unnecessary urgency and dissonance in users, worsening UX.

Good **visibility of status**, notifying which items are successfully added to cart. Also shows amount currently in cart.

Shopping cart

YOUR CART

Coupon code **Apply**

BerserKeys Wolf Warrior Switches Linear 45gf Hand Lubed (10 pcs)
3 + AUD\$22.47

124 Keys XDA Profile Dye Sublimation PBT Keyboard Keycaps Matcha
1 + AUD\$23.95

Checkout

Subtotal: AUD\$46.42

Some of our best sellers:

BerserKeys Wolf Warrior Switches Linear 45gf Hand Lubed (10 pcs) AUD\$7.49

Mechanical Keyboards **Switches** **Keycaps** **Accessories** **Cart** **Order Tracking**

Coming Soon My Account

Dye Sublimation PBT Keyboard Keycaps Matcha

124 Keys XDA Profile Dye Sublimation PBT

Royal Kludge RK84 80% Layout Mechanical Key...
6 people are viewing this product right now.

Shop conveniently by pr...

3 × BerserKeys Wolf Warrior Switches Linear 45gf Hand Lubed (10 pcs) have been added to your cart.

Royal Kludge RK84 80% Layout Mechanical Key...
6 people are viewing this product right now.

Shop conveniently by pr...

3 × BerserKeys Wolf Warrior Switches Linear 45gf Hand Lubed (10 pcs) have been added to your cart.

Positive highlights

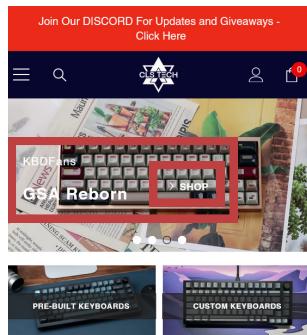
- The generally consistent Viking theme and font styles elicits **unity** and a unique **character**, making it memorable.
- Visually interesting and **balanced** layouts in some pages, e.g. home page.
- Good use of differing font families, weight, and size between heading and body text to help create a **visual hierarchy**.
- Good **visibility of system status** when adding items to the shopping cart.
- Consistent **color palette** of a primary blue color with mostly black or white text and background, with some occasional color highlights from Viking images.

Critical problems

- Severe issues in **proximity** throughout by not making related elements close enough and/or making unrelated elements too close.
- **Poor contrast ratio** in various locations, especially with text over images.
- **Poor separation of figure and ground** due to busy backgrounds (e.g. textured featured sections) or the foreground being too similar to the background.
- **Internal and external inconsistencies** with information architecture (e.g. two shopping carts, and navigation bars) and basic features (e.g. filter and search functions).
- **Excessive scrolling** due to large images and no measures to reduce amount of content presented at a time, especially on mobile.

The screenshot shows the footer of the BeserKeys website, which is dark-themed. At the top, there's a navigation bar with links: Mechanical Keyboards, Switches, Keycaps, Accessories, a shopping cart icon with '3 Items', Home, Shop, Offers, Coming Soon, My Account, Cart, Order Tracking, Blog, Discord, and a magnifying glass icon for search. Below this is a 'FOLLOW US' section with social media icons for Facebook, Instagram, YouTube, and Twitter. To the right is a 'QUICK LINKS' column with links to Affiliate Program, Affiliate Login, My Account, Discord, Blog, FAQs, About Us, Contact Us, and Sitemap. Further right is a 'PRODUCT CATEGORIES' column with links to Mechanical Keyboards, Switches, Keycaps, Accessories, and Keyboard Cables. On the far right is a 'BRANDS' column listing various keyboard manufacturers like Afilion, AULA, BerserKeys, Kzzi, Leobog, Pryzma, Royal Kludge, TTC, VGN, and Generic. At the bottom, there's a 'SECURED PAYMENTS' section with logos for Visa, Mastercard, American Express, PayPal, and Zippay. The very bottom of the footer contains small links for Limited Warranty, Payment and Shipping Policy, Return Policy, Privacy Policy, Terms and Conditions, and a copyright notice: 'Copyright © BerserKeys 2024. Made with ❤️ by BerserKeys. Build more powerful weapons as you GO BERSERK. ABN: 93631456301'.

CLS Tech



SHOP BY COLLECTION



KEYBOARDS [View All](#)



Choice65 Keyboard Kit
★★★★★ 2 reviews
\$269.00 AUD
From \$249.00 AUD

GMK67 Mechanical Keyboard Kit
★★★★★ 1 review
\$139.00 AUD | \$109.00 AUD

• ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

SWITCHES



SWITCHES [View All](#)



Choice65 Keyboard Kit
★★★★★ 2 reviews
\$269.00 AUD
From \$249.00 AUD

GMK67 Mechanical Keyboard Kit
★★★★★ 1 review
\$139.00 AUD | \$109.00 AUD

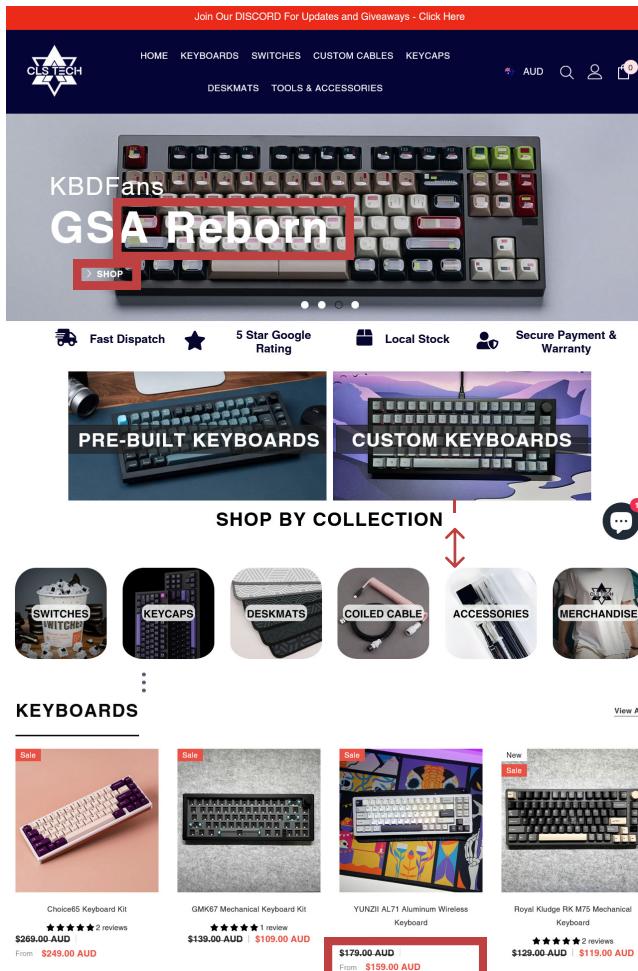
\$179.00 AUD |
From \$159.00 AUD

[View All](#)

Mobile

Desktop

Please ignore the messaging buttons that are out of place; this is due to screenshot issues in Firefox. They are normally fixed to the bottom right corner of the screen.



Slightly **unbalanced** navigation bar, heavier to the left.

Poor alignment of "> Shop" text in banners.

Poor contrast ratio between text over image

Insufficient whitespace around text backgrounds. Also feels like it takes away from the image (conflicting).

Poor proximity between "Shop by collection" title and collection buttons; unsure if it is associated with sections above or below, or both.

Similarity used to group collection buttons

Unnecessary border between title and products, reducing strength of grouping.

Poor visual hierarchy with overuse of uppercase text and similar font styles, weights, and sizes.

Poor alignment of prices when it gets too long.

CLS Tech

Home page (2)

INSTAGRAM FEED

Explore Our Products in Action and Get Featured on Our Instagram Showcase!



[FOLLOW US](#)

Excellent

Based on 58 Reviews
Google



Balanced
Instagram feed grid as a mosaic.



[FOLLOW US](#)

Excellent

Based on 58 Reviews
Google



Mobile

Desktop

Internally inconsistent style:

- Border radius, and
- Gallery circular controls (in style and functionality: these below can't be clicked)
- General style between social media and Google reviews and product sections above.

Menu

HOME

KEYBOARDS

SWITCHES

CUSTOM CABLES

KEYCAPS

DESKMATS

TOOLS & ACCESSORIES

 Sign In

 Create an Account

CURRENCY

 AUD  USD

Alignment here is consistently centered, but on a previous segment they were left-aligned.

Good mobile-friendly navigation layout, **externally consistent** with the hamburger menu.

CLS Tech

List of products

The image shows two versions of the CLS Tech website side-by-side: a mobile version on the left and a desktop version on the right. Both pages feature a red header with the text "Join Our DISCORD For Updates and Giveaways - Click Here". The desktop header includes a logo with three stars and navigation links for HOME, KEYBOARDS, SWITCHES, CUSTOM CABLES, KEYCAPS, DESKMATs, and TOOLS & ACCESSORIES. The mobile header has a search icon and a user profile icon.

The main content area displays a grid of product cards. Each card includes a small image, the product name, a "CHOOSE OPTIONS" button, price, and reviews. On the desktop version, there are additional filter and availability controls on the left side of the grid.

Category	Product	Image	Price	Reviews
SWITCHES	Switch Tester Sample - New Ultimate Pack		\$15.00 AUD	18 reviews
	TAHO Linear Switches - Hand Lubed		From \$7.85 AUD	4 reviews
Gateron Milky Yellow Pro (Lubed)	Gateron Milky Yellow Pro (Lubed)		\$5.00 AUD	19 reviews
	KTT Kang White V3		\$5.00 AUD	4 reviews
Gateron Black Inks V2 (X10)	Gateron Milky Yellow		\$4.00 AUD	3 reviews
	Gateron Black Inks V2 (X10)		\$12.00 AUD	\$10.99 AUD
Gateron CJ Switches	Gateron CJ Switches		\$10.00 AUD	1 review
	KTT Darling		\$7.95 AUD	
KTT Mint	KTT Mint		\$4.00 AUD	1 review

Mobile

Desktop

Breadcrumbs help users keep track of where they are in the **website structure**, helping users understand the site's **information architecture**.

Category is unclear from lack of heading; only seen in breadcrumb.

Poor price slider design; lower end circle overlapping with range bar below.

Filter column on desktop isn't in sticky position when scrolling, leaving whitespace on the left causing worse UX and **imbalance**.

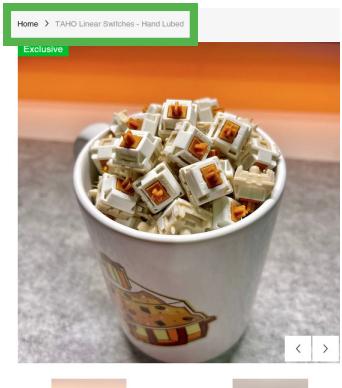
Unbalanced product card design with images too large and text too small.

Poor proximity between tag on the top left corner and price on the bottom.

Lack of visual difference between in-stock and sold out products.

Poor proximity between filter titles and corresponding filters; title nearly equally spaced.

CLS Tech



TAHO Linear Switches - Hand Lubed

★★★★★ 4 reviews

Vendor: CLS Tech

SKU: SW-Taho-Untested

Availability: In Stock

Product Type: SWITCHES

\$7.85 AUD

Type: Unlubed

Unlubed

Hand-Lubed

Quantity:

Subtotal: \$7.85

ADD TO CART

Buy with Pay

More payment options

PAIRS WELL WITH



Taho Mug

\$17.00 AUD



CLS Keyboard Lubing Mod Kit Pro

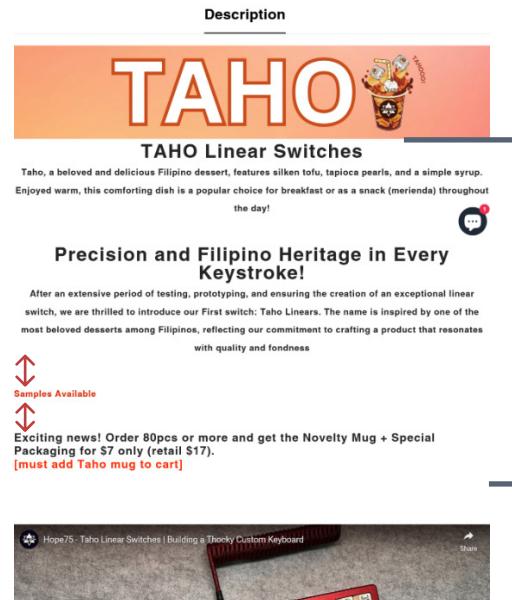
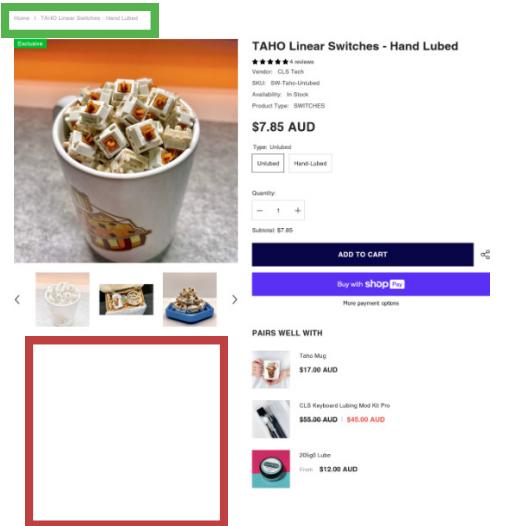
\$55.00 AUD | \$45.00 AUD



205g0 Lube

From \$12.00 AUD

Mobile



Desktop

Product page (1)

Poor visual hierarchy due to text not being sufficiently different in size, and inconsistent sizes at different levels of hierarchy.

Insufficient layout to group different elements on right column, e.g. details, price, options, etc.

Imbalance due to empty space created from forcing in "Pairs well with" segment into the right column.

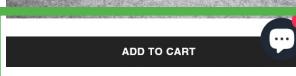
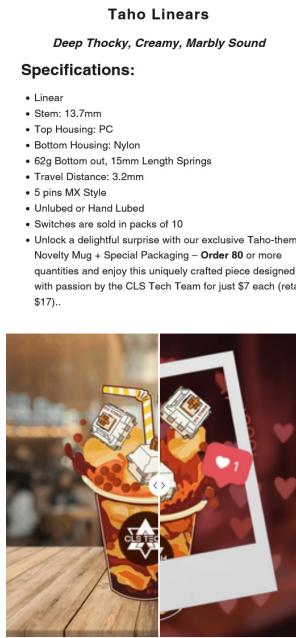
Despite inconsistent weights, at least there are **consistent** font families.

Many lines of text center-aligned, making it difficult to read due to **misalignment** of start of new lines.

Inconsistent **alignment** of text with some also being left-aligned

CLS Tech

Product page (2)



Mobile



Desktop

Similar comments on visual hierarchy, spacing, and proximity.

Image too large and text too small, creating **imbalance**.

Similarity of highlighted features to buttons in the home page despite not being buttons; misleads users to thinking they're buttons.

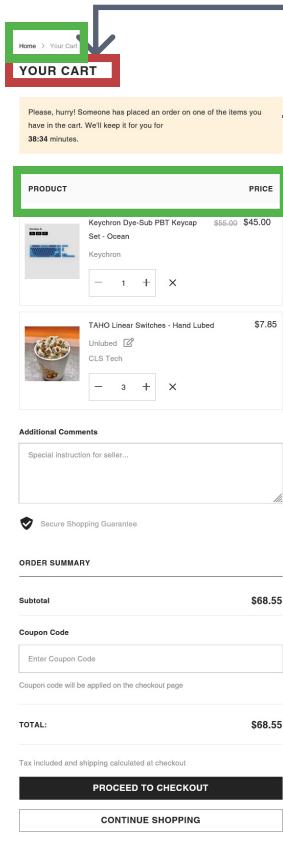
Poor alignment between image and text box.

Again we see **inconsistent border radius** for product images; there was none in the previous page.

"Add to cart" button fixed at the bottom on mobile devices, making it easier to add to cart after deciding to do so after reading the description without scrolling back up.

Horrible proximity
similar to BeserKeys where there is repeated product information that are spaced far apart: brief descriptions on the top and detailed descriptions on the bottom with a whole showcase.

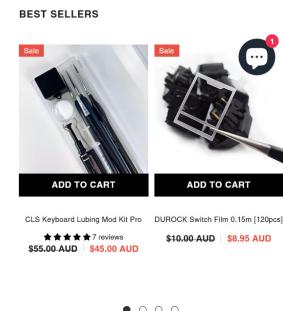
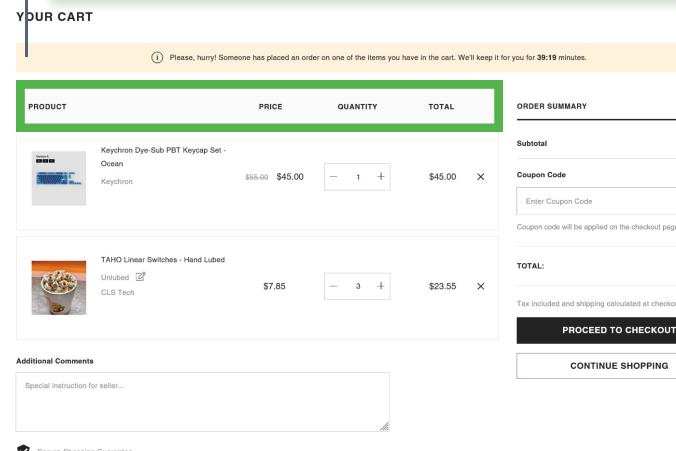
CLS Tech



Desktop

Aggressive marketing techniques can evoke unnecessary urgency and dissonance in users, worsening UX.

Good item details **layout** by laying out details horizontally, allowing the eyes to scan information in one vertical line (see [Vox](#)).

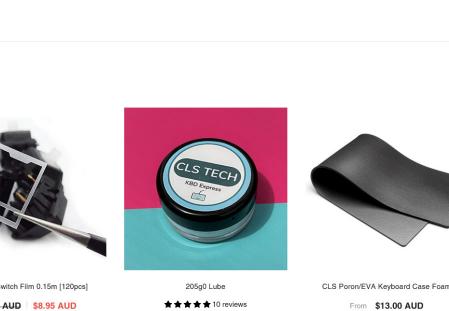


Mobile

Poor **visual hierarchy** with insufficiently different font sizes and weights.

Inconsistent **alignment** in table headings; some left-aligned while others centered.

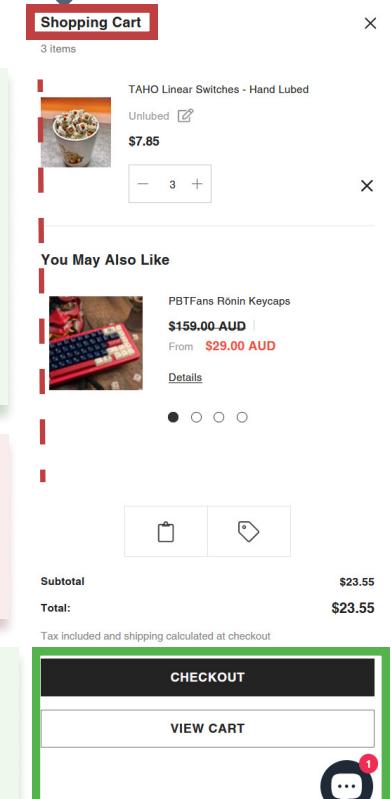
Minimizes scrolling and **preserves balance** (little empty space) with an *asymmetric* layout: placing subtotal and payment options on the right column. Potentially problematic if too many items (c.f. filters in List of Products page)



Shopping cart

Internally inconsistent headings and capitalization.

Inconsistent **alignment** in images



Similarity of “You May Also Like” to the shopping cart section may spark confusion of what’s in the cart.

Unlike previous websites, prevents overlap between messaging and cart buttons through a lower margin.

Positive highlights

- **Good shopping cart layout;** it is balanced and information in the table is easy to parse.
- **Good shopping cart / add to cart button accessibility;** care was taken buttons aren't obstructed by other elements and is easily accessible even on small mobile devices.
- **Consistent font family** used throughout website.
- Good use of *breadcrumbs* throughout to help users understand where they are in the **website structure**, thus helping them understand the site's **information architecture**.
- Despite inconsistencies in design, the overall visual impression is **somewhat harmonious/unified** throughout the website.

Critical problems

- **Poor visual hierarchy**, especially among textual elements due to insufficiently different font sizes, and weights and the overuse of the same font family and uppercase text.
- **Severe proximity issues** caused by poor use of **whitespace**: unrelated elements being too close together and related elements being too far apart.
- **Poor and inconsistent alignment** on the same page and different pages.
- **Visual similarity between unrelated elements** suggests that elements have similar functionality and purpose when that isn't the case.
- **Imbalance of text and image** sizes causing excessive scrolling, unbalanced designs, and/or difficult to read text.

Client brief

Website name: **BerserKeys**

Homepage URL: <https://berserkeys.com.au/>

Date: 22 March 2024

Student name: **Bryan (Octavianthe) Susanto**

Student ID: 1369838



Project overview, goals, deliverables

This project aims to improve the user interface (UI) design and user experience (UX) of the BerserKeys mechanical keyboard e-commerce site by:

- Analysing strengths and weaknesses of the existing website and its competitors: 30-page PDF report (due 22 March 2024).
- Creating three sketches of redesign ideas and one high-fidelity prototype: Figma file and prototype (due 19 March 2024)
- Implementing website's front-end of prototype: .zip of source code (due in examination period)

Target audience, insights

Mechanical keyboard enthusiasts who enjoy minimalistic designs with character.

User goals and workflows

- Goal: Purchase keyboards and accessories that fulfil their needs and style preferences.
- Workflow: Browse through catalogue in appropriate category, view details, add to cart, and checkout.

Out of scope

Back-end website implementation

Competitive landscape and Creative direction

Competitors include the other 3 websites analysed, and generally aim for a modern and simplistic look. Berserkeys aims for a more homely and personalized atmosphere, differentiating it from the corporate feel of simply attempting to sell to you. So the redesign will aim to keep this character while reducing clutter.

Brand keywords, attributes, promise, mission

Hobby and passion for custom mechanical keyboards, warmth and welcome in niche community, great service and prices.

Risks

Assumptions of users preferring a more minimalistic look may be incorrect. Thus BerserKeys may lose its unique Viking theme/character and brand image in consumer's eyes.

Project timeline

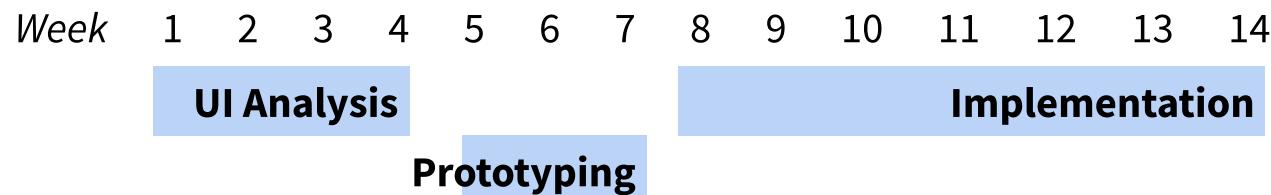
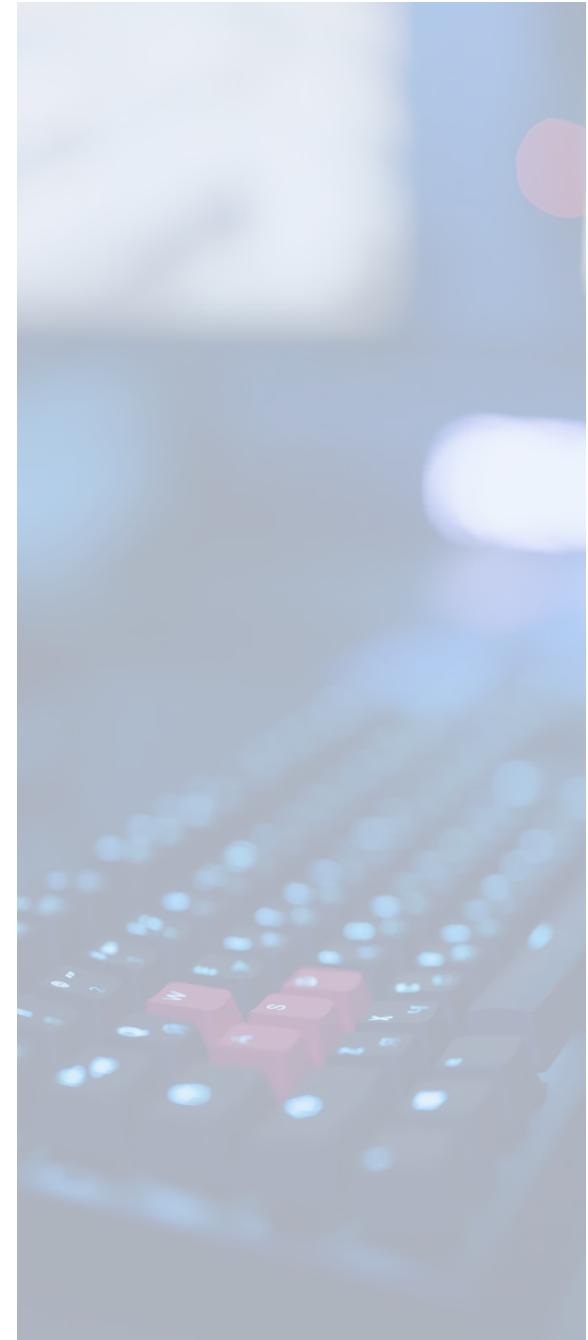


Photo from the [BerserKeys home page](#)
(cropped and edited)



UI Design Report

INFO20005

User Interface Development

Bryan (Octavianthe) Susanto

e-mail: b.susanto@student.unimelb.edu.au

Student ID: 1369838

Tutor: Emma Baillie

Tutorial time: Mondays, 4:15-6:15pm

Prototype links:

[Mobile prototype](#) | [Desktop prototype](#)



Photo by [Michelle Ding](#) on [Unsplash](#)
(cropped and edited)

Project goals

Address critical UI/UX problems from the analysis report, while maintaining the website's character

Proximity issues: Related elements aren't close enough and unrelated elements are too close.

Solution: Utilize a spacing hierarchy to group elements (same as the type scale used for text)

Poor contrast ratios: Especially with text over image, making it difficult or impossible to read.

Solution: Use a colour palette designed in consideration of contrast ratios, and use techniques to increase contrast between image and text.

Poor separation of figure and ground: Caused by busy backgrounds (e.g. textured) or the foreground being too similar to the background

Solution: Make backgrounds less busy while maintaining character by adding more subtle hints to the Viking theme.

Internal and external inconsistencies: Especially with information architecture and website features.

Solution: Consider previously designed pages and components to ensure consistency and employ a mobile-first approach of enhancing desktop designs from mobile designs (to avoid space constraints forcing radical redesigns). Simplify site architecture to make it easier to ensure consistency.

Excessive scrolling: Caused by large images and no measures to reduce the amount of content on the screen at a time, especially on mobile devices.

Solution: Use measures to reduce amount of displayed content at a time, e.g. horizontal scrolling, buttons to scroll to different sections.

Design process

1. Finding and compiling inspiration

The work of others in similar fields can inform of standard features and solutions to problems to increase external consistency. Sources include the other websites in the analysis report and designs from inspiration websites like [Dribbble](#) (includes e-commerce and Viking-themed websites)

2. Exploring the solution space

a. Divergence

It is known that the best way to have good ideas is to have lots of them. Hence, with reference to the compiled inspiration, I explored as many ideas as I could for different website components. Initially it was easy with the generic designs, but it became increasingly difficult to produce new ideas. However, it is by forcing myself to continue that the most original ideas came, including ways to preserve the Viking character while maintaining minimalism ([Nielsen's Heuristic 8](#)).

b. Convergence

After exploring many possibilities, I assembled these components into wireframes of complete pages. Set A aimed to be as minimalistic as possible, while set B aimed to be as full of Viking character as possible. By going to the extremes of amount of character, I produced set C that aims to strike the best balance between character, practicality, and good design. This set of wireframes represent a complete mobile user flow.

3. Prototyping a solution

a. Mobile

After being relatively confident that set C represents a good solution out of the possible solutions, I explored 3 different art styles to ensure I find an optimal one. Then I implemented a high-fidelity (hi-fi) prototype for it. Changes were made due to practicality (space constraints) and feedback from usability testing.

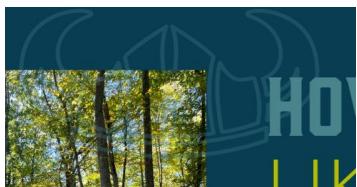
b. Desktop

Using the hi-fi mobile prototype I used [progressive enhancement](#) to make the hi-fi desktop prototype, such as by adding multiple columns to save on scrolling and having an entire navigation bar.

1. Inspiration



Subtle (low-contrast) and decorative Nordic patterns as a background to add texture without detracting from the main content (source 1).



Use of icon to add interest while keeping simplicity and character (source 1).



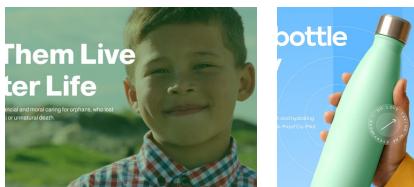
Rectangle of low-contrast icons adds to the theme without distracting and also sections off / groups this product image page nicely (source 2)



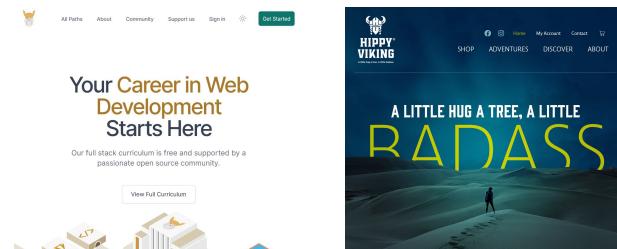
Mild gradient from some desaturated and low brightness colour to black/grey adds a bit of interest, alongside that smoke texture (source 3).



Various aspects of (source 5) for the product page and Prestige Keys; really like the way they lay everything out (grids, button placements, filters, etc.)



(source 7) use of image colour overlay to increase contrast, or (source 6) with background removal.



Good home page layouts: standard (source 4) and impactful (source 1); address 5-second test issue

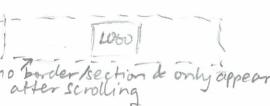
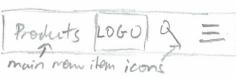
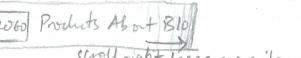
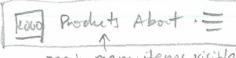
When searching Viking-related typefaces, some fonts that come up include “Norse” typefaces that mimic their runestone inscriptions (see [Wikipedia](#)). These tend to have sharp edges and many straight lines (see [HipFonts](#) and [Font Space](#)). Some typefaces are highly textured to mimic such inscriptions directly, but as advised in lecture it’s better to find more subtle typefaces that exhibit these characteristics to avoid stereotypes. Thus I found **Platypí** (serif) and **Overpass** (sans-serif).

Sources outside the analysis report: 1. [Hippy Viking Website](#), 2. [Odinsholt](#), 3. [Web Design | Viking Fitness](#), 4. [The Odin Project](#), 5. [Valkyrie Shop Mobile](#), 6. [RIVERIO - Bottle Landing Page](#), 7. [Charity website - Home page](#)

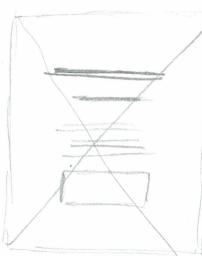
2. Exploring the solution space

a. Divergence

NAVIGATION BAR



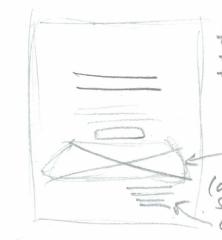
LANDING SECTION



text over image w/ colored overlay to ensure contrast



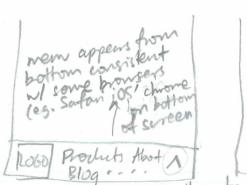
talking Viking character giving the welcome!



tool/weapon rock w/ keyboard & e.g. bag of switches (an accessory)

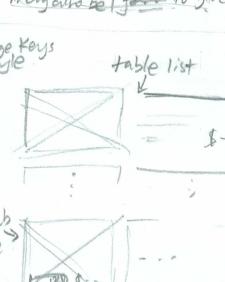
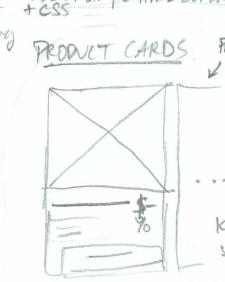
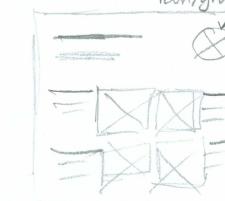
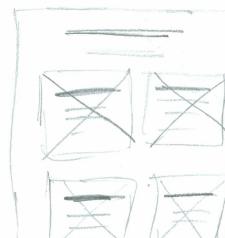
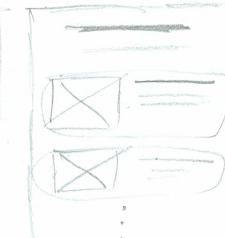
NAV. BAR. (CONTINUED)

make the menu the easiest to reach element

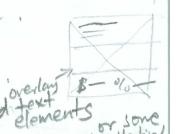


①

PRODUCT CATEGORIES / PRODUCT SHOWCASES

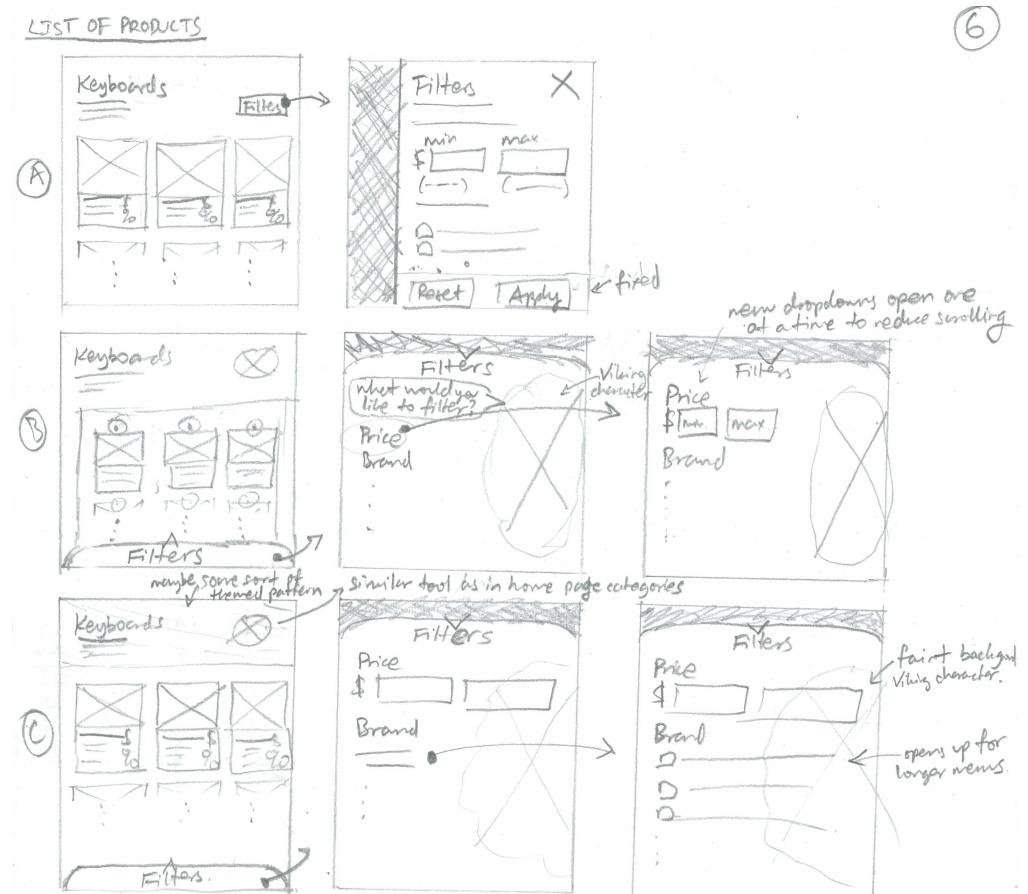
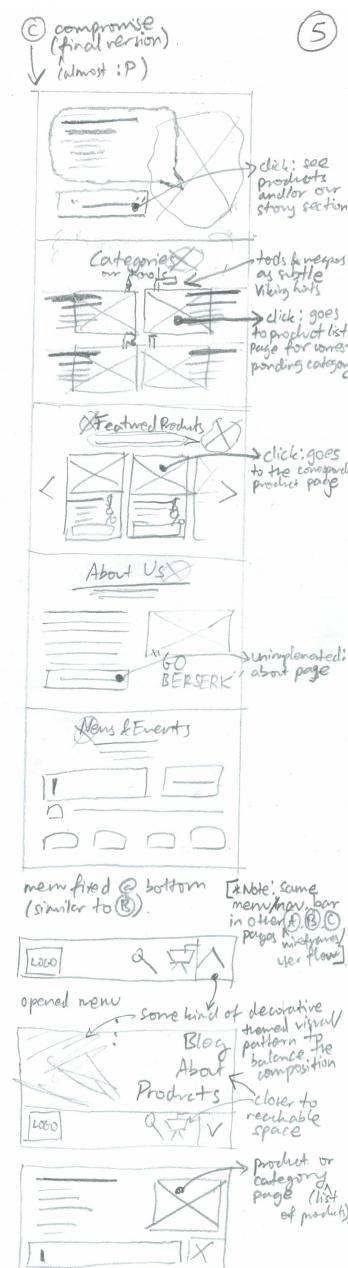
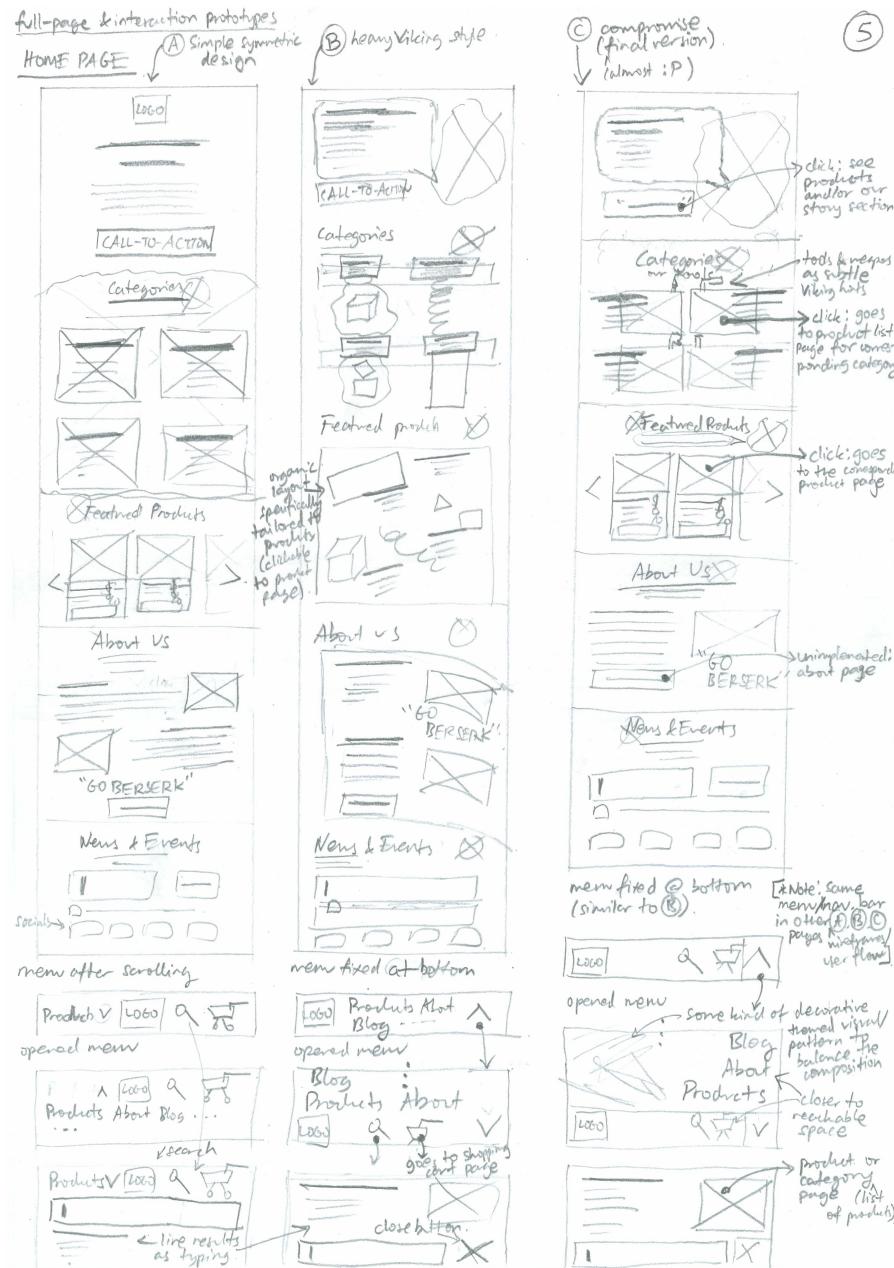


②



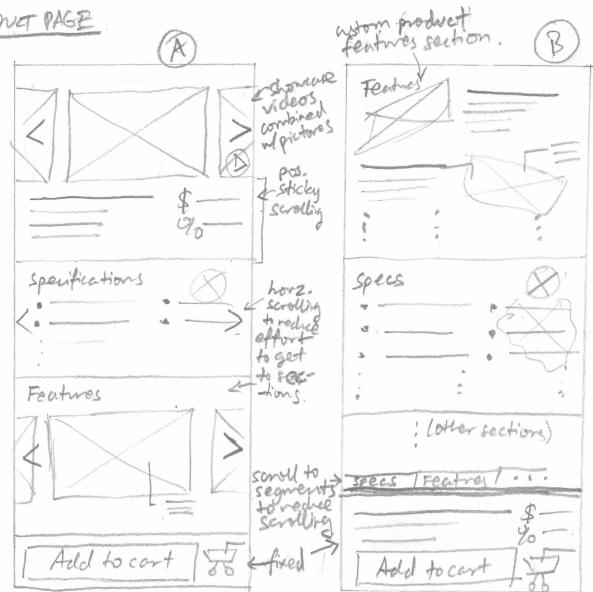
2. Exploring the solution space

b. Convergence

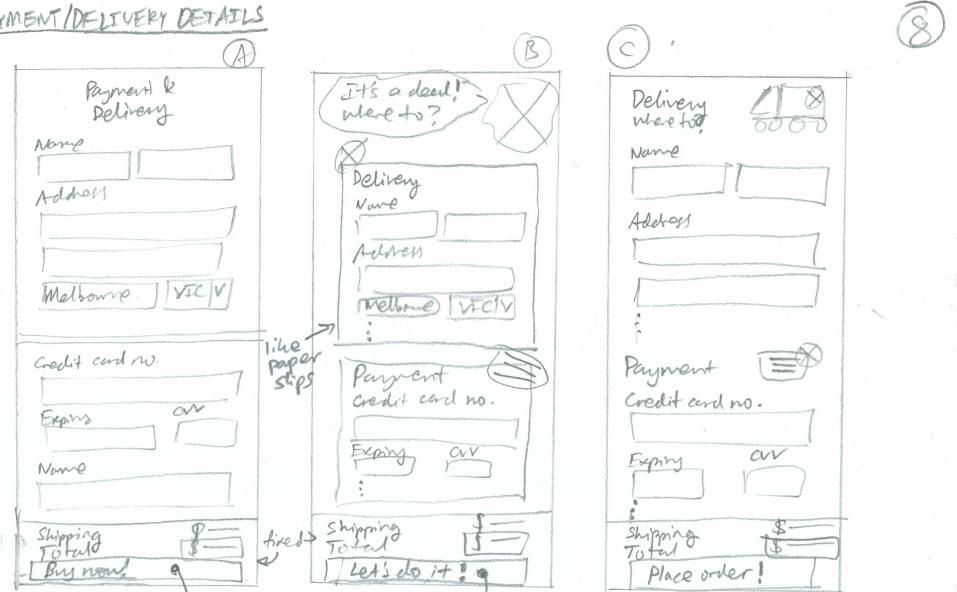


Further justification of choices and comments/descriptions can be found in the hand-written annotations! General choice of set C also justified in the "Design process" page.

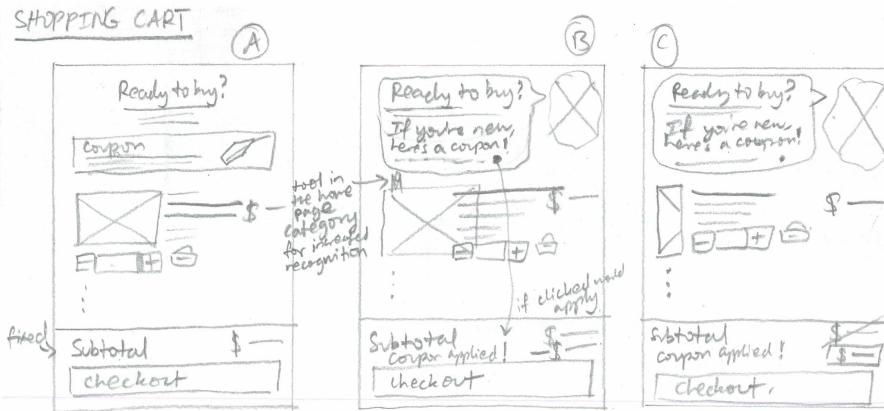
PRODUCT PAGE



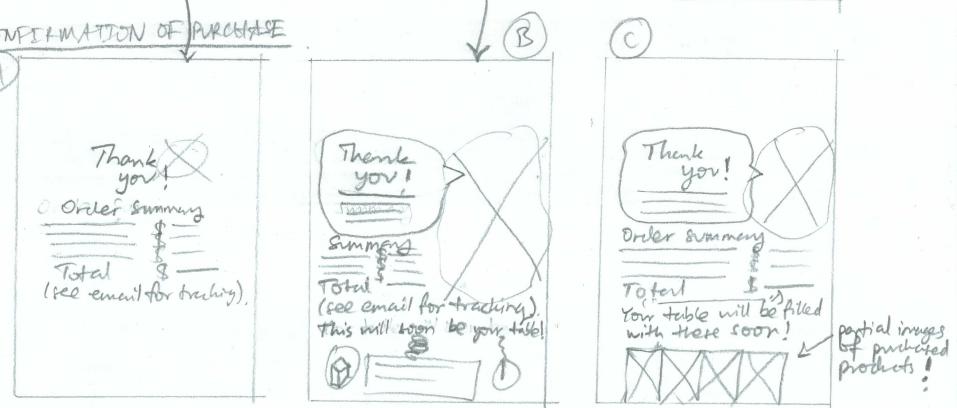
PAYMENT/DELIVERY DETAILS



SHOPPING CART

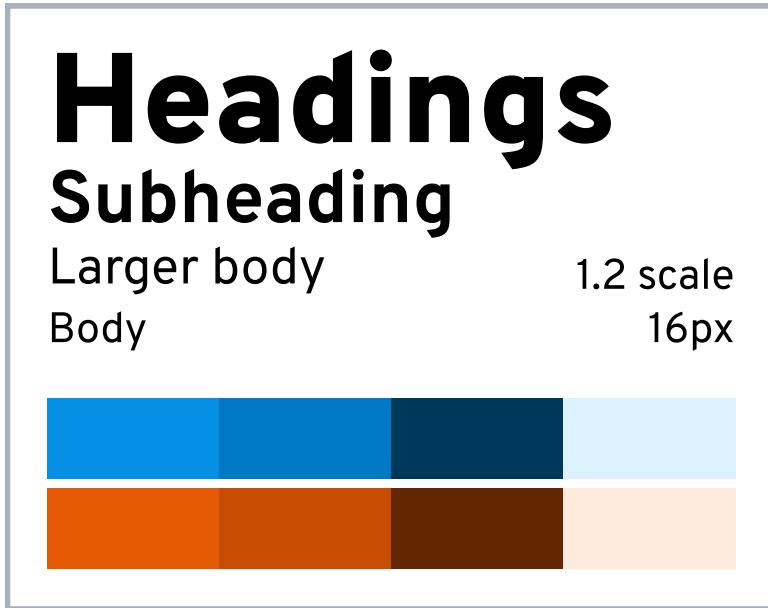


CONFIRMATION OF PURCHASE



3. Solution prototyping

a. Mobile
Art Directions



Direction 1: Minimalistic

This uses a complementary colour scheme with the website's primary colour, and aims to be minimalistic with one sharp sans-serif typeface Overpass. The high-contrasting orange is used to bring attention to important elements such as buttons and discounts. A basic gradient is used to increase text-to-image contrast. A darker version of the colours are produced to provide sufficient contrast with the white text on them.

The screenshots illustrate a minimalist design approach:

- Welcome:** Features a dark blue background with white text. It includes a stylized black wolf illustration and a 'Welcome!' message.
- Categories:** Shows four categories: Mechanical Keyboards, Switches, Keycaps, and Accessories, each with a small image and a brief description.
- Featured:** Displays a keyboard product with a discount of -8% off AU\$109.95. It includes a 'Featured' heading and a 'About us' section.
- News & Events:** Includes a newsletter sign-up form, social media links, and a 'Coming Soon' sidebar.

Appropriate off-white and off-black colours are used throughout to have a more natural, less jarring look.

Headings

Subheading

Body



1.2 scale
16px

Direction 2: Bold

This uses an analogous colour scheme including the website's primary colour, and aims to be the most Viking-like with all text using the sharp serif typeface Platypi. Also tried a different feel by inverting the light and dark backgrounds compared to the first direction. For a bolder design, I used a sharp colour "gradient" to increase contrast for text over images.

Notice the subtle pattern to add interest and character to the website and to provide visual balance. Used this instead of Viking-related icons which are difficult to find in SVG.

Welcome!
Creative, enthusiastic and versatile **mechanical keyboards** and accessories.

About us

Categories

Shop conveniently by category.

- Mechanical Keyboards**
Our range of mechanical keyboards.
- Switches**
Our collection of switches for mechanical keyboards.
- Keycaps**
Our range of keycaps for mechanical keyboards.
- Accessories**
Our collection of accessories for mechanical keyboards.

About us

Inspired by the Viking warrior characters in some games, I came up with the brand name "BerserKeys" which is a combination of "Berserk" and "Keys", meaning we are die-hard enthusiasts of custom mechanical keyboards, and will strive to bring this passion and expertise to people like us.

Our vision is to bring endless fun and added value to our customers by providing creative and novel products and friendly services at reasonable prices.

We believe that by working with you, our customers, we can build more powerful **GO BERSERK** weapons for your requirements, whether it is gaming, working or anything else.

That way, you can easily **GO BERSERK** for the things you love when you need to.

Featured

If you only buy one, buy one of these products.

AULA F87 Pro -8%
AUD\$ 100.95
TKL 80% Layout Tri-Mode Mechanical Keyboard AUD\$ 109.95

About us

Inspired by the Viking warrior characters in some games, I came up with the brand name "BerserKeys" which is a combination of "Berserk" and "Keys", meaning we are die-hard enthusiasts of custom mechanical keyboards, and will strive to bring this passion and expertise to people like us.

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News & Events

Sign up to our newsletter and get all the latest news and offers!

Email

Enter your email

Subscribe!

Keep me up to date on news and offers

For more information on how we process your data for marketing communication, check our [Privacy policy](#).

BerserKeys

Notice the significant colour overlay in the "News & Events" section compared to the original to increase the contrast ratio.

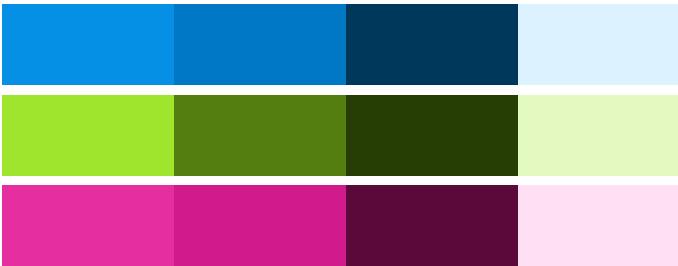
Coming Soon
Offers
Blog
About
Products

Headings

Subheading

Body

1.2 scale
16px



Direction 2: Muted/Playful

This uses a triadic colour scheme including the website's primary colour, with the green as secondary and red as tertiary. Green is reserved for clickable items, and red (being the most eye-catching due to it being the only warm colour) is used sparingly to attract attention to discounts. A subtle gradient is used for dark backgrounds to add interest without detracting from the foreground. A sharp gradient is still used to add contrast for text over images, albeit more subtle as it is a translucent version of the white background colour.

Categories

Shop conveniently by category.



About us

Inspired by the Viking warrior characters in some games, I came up with the brand name "BerserKeys" which is a combination of "Berserk" and "Keys", meaning we are die-hard enthusiasts of custom mechanical keyboards, and will strive to bring this passion and expertise to people like us.

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That way, you can easily GO BERSERK for the things you love when you need to.

Coming Soon

Offers

Blog

About

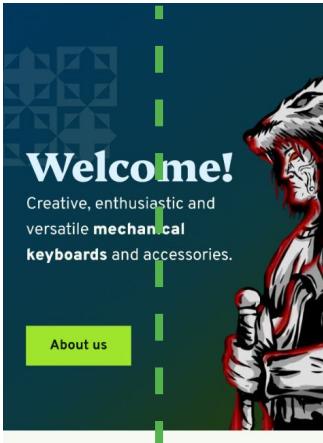
Products

Notice the use of the sans-serif typeface for the body text to reduce clutter in smaller text.

Decision: Use this art direction as it is the most aesthetically pleasing and interesting to me (and others when asked for feedback) while keeping the Viking character.

3. Solution prototyping

Mobile



Passes the **5-second test**; bolded text quickly communicates what the website is about. Although could be clearer with the Viking character being potentially confusing.

Good use of **visual hierarchy** with varying font size, weight, and typefaces to quickly communicate the page structure and contents.

Consistent use of colour (**similarity**) to indicate what is clickable; green for clickable and blue for not. Albeit arguably insufficient redundant channels of information for colourblind users; clickable elements may not look distinct enough to non-clickable elements.

Collapsed various elements into one column due to insufficient space for layouts sketched in wireframes.

Design has character with the Viking theme running throughout.

Good **contrast ratio** between text over image in category cards with a significantly opaque colour overlay.

Reasonably **balanced** layout with centred elements or elements on the left counterbalanced by elements on the right.

Good use of **closure** to see cards as single objects with overlaying segments

Prototype walkthrough & critique Home page (1)

Desktop



Categories

Shop conveniently by category.



Mechanical Keyboards

Our range of mechanical keyboards.



Switches

Our range of switches for mechanical keyboards.



Keycaps

Our range of keycaps for mechanical keyboards.



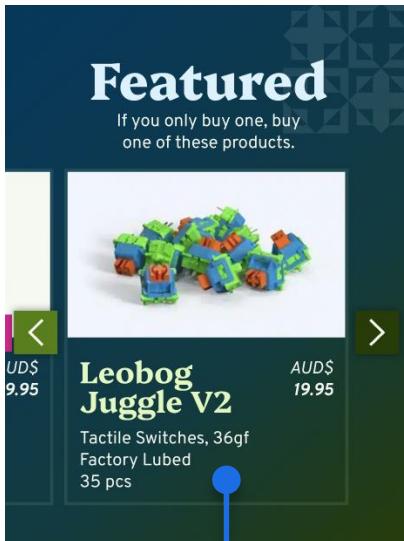
Accessories

Our collection of accessories for mechanical keyboards.

Good use of **proximity** and **similarity** to group elements, although grouping in banner is inconsistent between desktop and mobile.

Good separation of **figure and ground** in the landing section by good contrast and a simple background.

Mobile



Product card opens the corresponding product page

Tester found the carousel buttons to be too small and accidentally pressed on a product card when attempting to go right. Thus should make hitbox bigger in code and cover up those areas to avoid accidental clicking.

Tester also expected being able to drag to horizontally scroll, so it is also implemented as an alternative.

About us

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Our vision is to bring endless fun and added value to our customers by providing creative and novel products and friendly services at reasonable prices.

We believe that by working with you, our customers, we can build more powerful weapons for your requirements, whether it is gaming, working or anything else.

That way, you can easily **GO BERSERK** for the things you love when you need to.

Excluded about page button since already included in landing banner, which is arguably poor **proximity**.

Generally **balanced** about us section with much text on the left counterbalancing images and decorative text on the right, although desktop version is arguably more right-heavy.

News & Events

Sign up to our newsletter and get all the latest news and offers!

Email

Enter your email

Subscribe!

Keep me up to date on news and offers

For more information on how we process your data for marketing communication, check our [Privacy policy](#).

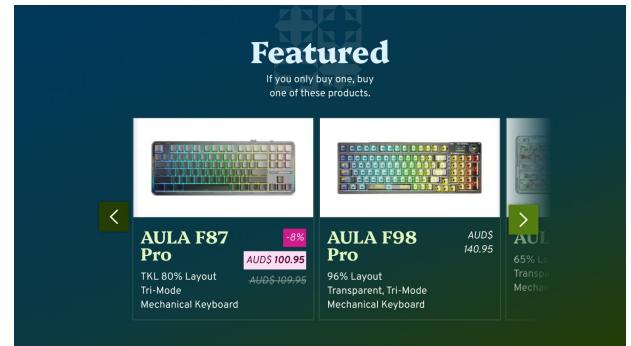


Search icon opens the search window, while the cart icon leads to the shopping cart page.

Logo is clickable to return to the home page, which although is **externally consistent**, some users might still miss it.

Product cards are **reasonably sized** and are in a carousel to reduce vertical scrolling for users interested in other sections.

Desktop



Featured

If you only buy one, buy one of these products.



AULA F87 Pro
TKL, 80% Layout
Tri-Mode Mechanical Keyboard
-8%
AUD\$ 109.95



AULA F98 Pro
96% Layout
Transparent, Tri-Mode Mechanical Keyboard
AUD\$ 140.95



AUL
65% Layout
Transparant, Mechanic

About us

Inspired by the Viking warrior characters in some games, I came up with the brand name "BerserKeys" which is a combination of "Berserk" and "Keys", meaning we are die-hard enthusiasts of custom mechanical keyboards, and will strive to bring this passion and expertise to people like us.

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Enter your email

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Good use of a subtle gradient in the dark sections to add interest without being distracting. Also used well to ensure a good **contrast ratio** in the "News & Events" section.

Good use of **constraining** by darkening left/right carousel buttons when out of products. Faded/overflowed cards also communicate if there are still cards left.

Tester thought the search examples were unnecessary and would rather see examples in the input field's default text. I disagree and think it may be helpful for some, so I still kept them while implementing her suggestion.

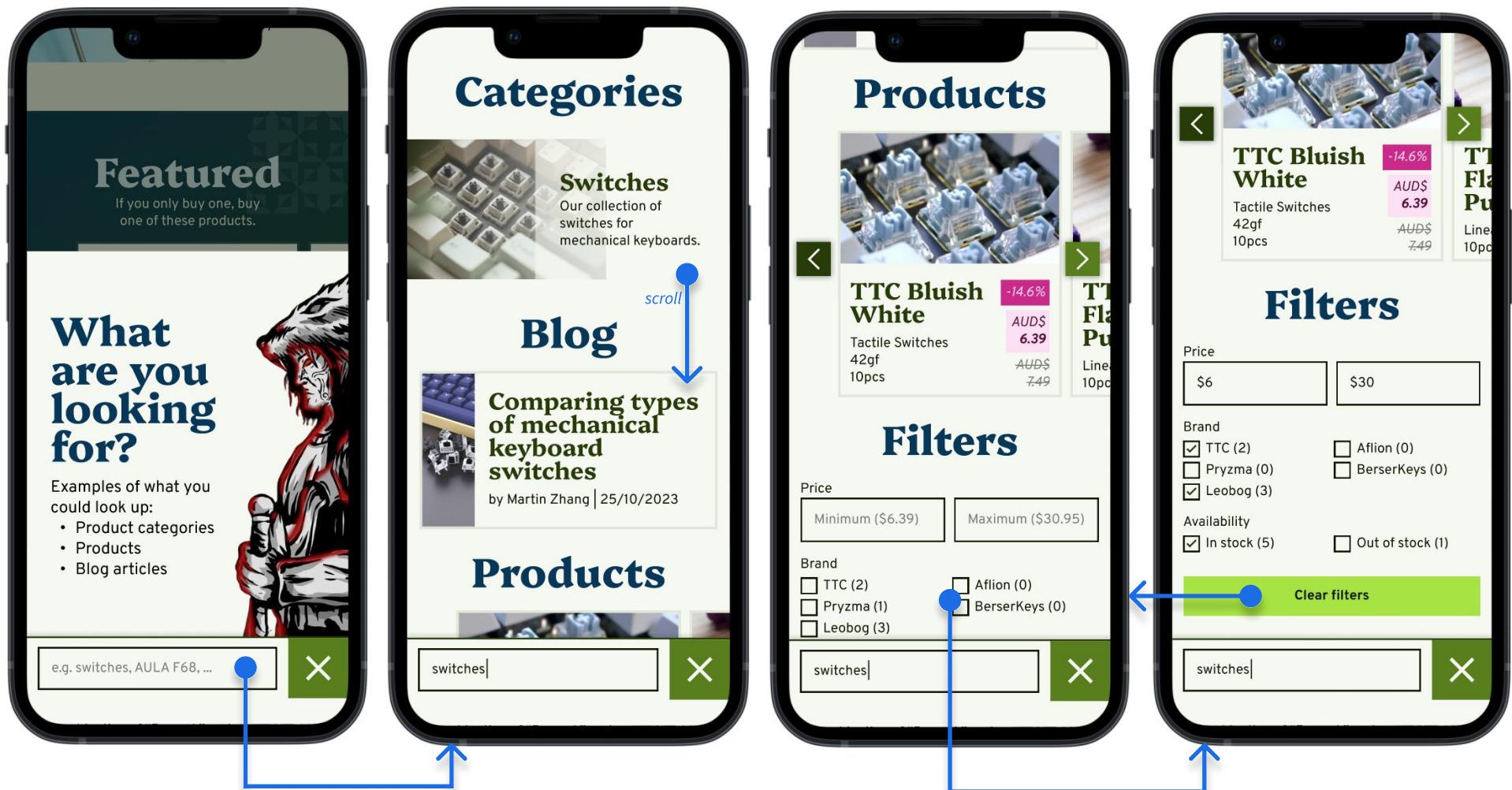
Proximity could be better with a more distinct spacing hierarchy as it is the only tool in this context for grouping.

Internally consistent category and product cards help users recognize them.

Search page (1) Mobile

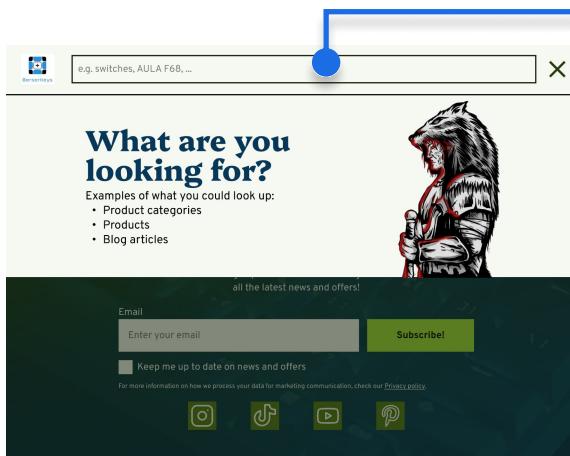
Users interested in products still have to scroll past the categories and blog sections. Implementing a carousel for them would help reduce scrolling.

Menus and other clickable elements located near the bottom of the page for easier thumb reachability, making for better UX



Search page (2)

Desktop



Good use of a dark overlay over the current page when the search page is opened to separate **figure and ground**.

The layout suggests the Viking character is asking the user the question to assist them, furthering that warm welcoming feeling.

Viking character only present in initial step to avoid excessive repetition

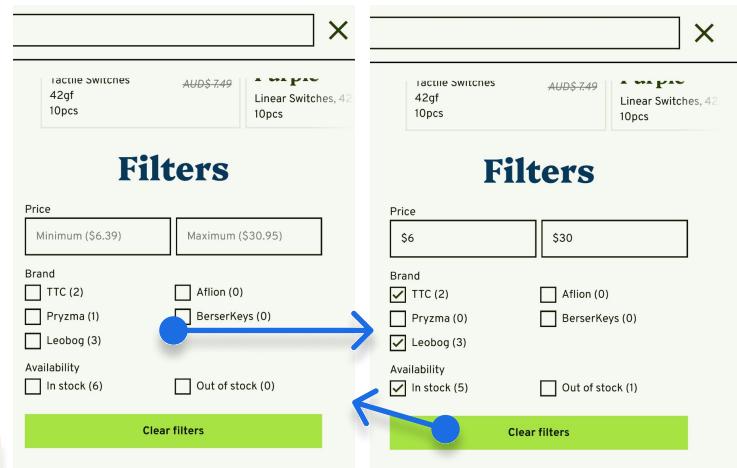
Arguably a slightly bland design with similar-looking sections and not much colour.



Good use of desktop space to **reduce scrolling**, although this relatively small space to explore products may be undesirable for users interested in browsing products only.

The existence of a filters feature is **externally consistent** and helps with finding what users want.

Good use of layout to help group the categories, blog, and products sections.



Indicators for minimum and maximum price in the default text of fields saves some guessing for users.
(aside: filters highly inspired by Prestige Keys' filters!)

Filters are added as another section instead of a pop-up menu since search is implemented as a pop-up page.

Consistent style (typefaces, colours, etc.) promotes **unity**.

Product page (1)

Mobile

The mobile product page features a navigation bar with 'Overview', 'Key features', and 'Specification'. Below this is a breadcrumb trail: 'Home / Products / TTC Bluish White'. A large image of a keyboard showing the internal switch assembly is centered. To the left is a green 'TTC Bluish White' button and to the right is a purple 'AUD\$ 6.39' button. Below the image, a pink box displays a 14.6% discount from 'AUD\$ 7.49'. A detailed description follows: 'TTC Bluish White Tactile Switches offer strong 58gf tactile force, durability, and smooth keystrokes, perfect for precision and comfort.' At the bottom, a dark blue 'Overview' section contains text about the product's design for keyboard enthusiasts and its superior performance.

Reduced scrolling by adding buttons to scroll to corresponding sections. Fixed on the top instead of the bottom (as originally planned) as the tester suggests that is where she expects them to be (**external consistency**).

Included breadcrumbs present in original site to help users keep track of the website's **information architecture**. Also notice the information architecture is consistent on mobile and desktop.

Tester expected carousel images to be zoomable or clickable for larger viewing as they are relatively small. Their size has been increased from the original plan, and a pop-up zoom in feature is planned for the code.

Good use of **visual hierarchy** in the first segment with layout and varying font sizes, styles, colours, and weights to quickly communicate product information.

Had trouble implementing the sticky scrolling of the product information in the prototype; to be considered in the code implementation.

Desktop

The desktop product page includes a navigation bar with 'Products', 'About', 'Blog', 'Offers', and 'Coming Soon', along with user icons for account and search. A breadcrumb trail 'Home / Products / TTC Bluish White' is at the top. A large image of a keyboard is shown, with a green 'TTC Bluish White' button and a purple 'AUD\$ 6.39' button to its sides. A pink box indicates a 14.6% discount from 'AUD\$ 7.49'. Below the image, a detailed description states: 'TTC Bluish White Tactile Switches offer strong 58gf tactile force, durability, and smooth keystrokes, perfect for precision and comfort.' To the right, a dark blue 'Overview' section contains descriptive text about the product's design and performance.

TTC Bluish White
Tactile Switches, 42gf, 10pcs

-14.6% AUD\$ 6.39
AUD\$ 7.49

TTC Bluish White Tactile Switches offer strong 58gf tactile force, durability, and smooth keystrokes, perfect for precision and comfort.

Overview

Introducing TTC Bluish White Tactile Switches, designed for keyboard enthusiasts seeking exceptional typing experiences. These switches offer dynamic tactility with a robust 58gf tactile force, delivering pronounced keystroke feedback. Enjoy responsive and precise typing, thanks to the strong tactile sensation. With a 22mm dual-stage spring, these switches ensure smooth and quiet keystrokes, maintaining stability and rapid rebound. Durability is unmatched, with a 100 million keystroke lifespan. Additionally, the switches feature noise reduction for a quieter typing experience. Elevate your mechanical keyboard with TTC Bluish White Tactile Switches, a perfect blend of precision, comfort, and style.

Long paragraph without bullet points nor emphasis is bad information design as it's hard to parse, although it is sourced from the original website. Is somewhat boring to look at too.

Mobile

Key features



- Balanced Performance:** The 42gf operating force strikes a perfect balance between gaming speed and typing comfort, offering a seamless transition between tasks.
- Dynamic Tactility:** These switches offer remarkable tactile feedback with a strong 58gf tactile force, providing a pronounced bump with each keypress. Enjoy the perfect balance between responsiveness and typing comfort, making each keystroke feel satisfyingly tactile and precise.
- Smooth and Silent:** With a 22mm dual-stage spring, these switches ensure smooth and silent keystrokes. Experience stability and balanced pressure as you type, accompanied by quick rebound after bottoming out.
- Noise Reduction:** The elastic body of the base device significantly reduces impact noise, offering a quieter typing experience.
- Exceptional Durability:** Built to withstand the test of time, TTC Blush White Tactile Switches boast a remarkable 100 million keystroke lifespan, ensuring long-lasting reliability for both work and play.



Fixed “add to cart” and number of products button at the bottom to reduce scrolling when users decide to buy the product at any point of reading the information.

Specification

- Brand:** TTC
- Name:** Blush White Tactile Switches
- Model:** BK-TCBLW42PM
- Product Type:** Keyboard Switches
- Colour:** Light Blue
- Switch Type:** Tactile
- Top Housing:** PC
- Bottom Housing:** PA66
- Stem:** POM, Long Pole
- Number of Pins:** 3
- Spring:** 22mm Dual-Stage
- Tactile Position:** $0.5 \pm 0.3\text{mm}$
- Pre-Travel:** $2.0 \pm 0.3\text{mm}$
- Bottom-Out Travel:** $3.5 \pm 0.3\text{mm}$
- Tactile Force:** $58 \pm 5\text{gf}$
- Operating Force:** $42 \pm 5\text{gf}$
- Package Weight:** 20.0g
- Package Dimension (LxWxH):** 220x145x40mm
- Package includes:** 1 x TTC Blush White Tactile Switches 42gf for Custom Mechanical Keyboards (10 pcs)

Add to cart - 0 +



“Add to cart” buttons adds the user-specified number of items into the cart.

Replaced the cart button with an element to control the number of items added to cart to reduce repetition and increase user control. This cart button leads to the shopping cart.

Good information design by:

- Proximity** of related images and text, in this case about key features and charts.
- Reduced redundancy of information through such proximity; no repeating these images in the image carousel which is reserved for showcasing the product.
- The use of bullet points to break up information.
- Breaking up long bullet points into multiple “paragraphs” to group related information into easier to parse chunks.
- Use of bold text to help users scan through the topics discussed to get an overview of the content and go to the segments they’re interested in.

Desktop

Product page (2)

Key features



- Balanced Performance:** The 42gf operating force strikes a perfect balance between gaming speed and typing comfort, offering a seamless transition between tasks.
- Dynamic Tactility:** These switches offer remarkable tactile feedback with a strong 58gf tactile force, providing a pronounced bump with each keypress. Enjoy the perfect balance between responsiveness and typing comfort, making each keystroke feel satisfyingly tactile and precise.
- Smooth and Silent:** With a 22mm dual-stage spring, these switches ensure smooth and silent keystrokes. Experience stability and balanced pressure as you type, accompanied by quick rebound after bottoming out.
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Specification

- Brand:** TTC
- Name:** Blush White Tactile Switches
- Model:** BK-TCBLW42PM
- Product Type:** Keyboard Switches
- Colour:** Light Blue
- Switch Type:** Tactile
- Top Housing:** PC
- Bottom Housing:** PA66
- Stem:** POM, Long Pole
- Number of Pins:** 3
- Spring:** 22mm Dual-Stage
- Tactile Position:** $0.5 \pm 0.3\text{mm}$
- Pre-Travel:** $2.0 \pm 0.3\text{mm}$
- Bottom-Out Travel:** $3.5 \pm 0.3\text{mm}$
- Tactile Force:** $58 \pm 5\text{gf}$
- Operating Force:** $42 \pm 5\text{gf}$
- Package Weight:** 20.0g
- Package Dimension (LxWxH):** 220x145x40mm
- Package includes:** 1 x TTC Blush White Tactile Switches 42gf for Custom Mechanical Keyboards (10 pcs)

Add to cart - 0 +



Up arrow button opens more menu items hidden away in the mobile version. Arguably externally inconsistent as users may think it is a “back to top” button as hamburger menu icons are more common for this purpose.



Also aligned right to be more reachable using the thumb.

Aside: Information about menu included here as I ran out of space in the home page sections.

Mobile

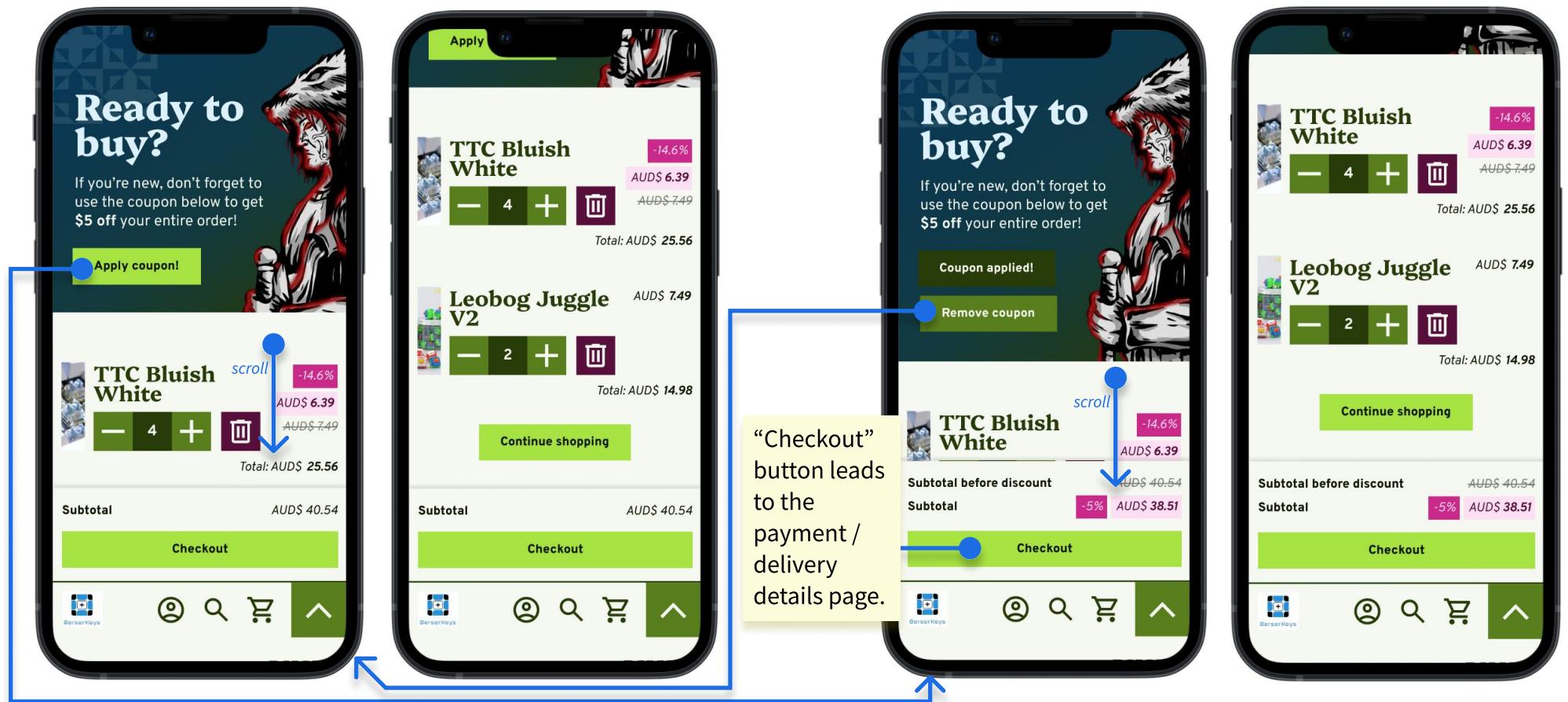
Shopping cart (1)

Good use of **alignment** to group the item cards to the subtotal section; distinct from the introduction section above. Although this is arguably insufficient whitespace to fit everything into one line.

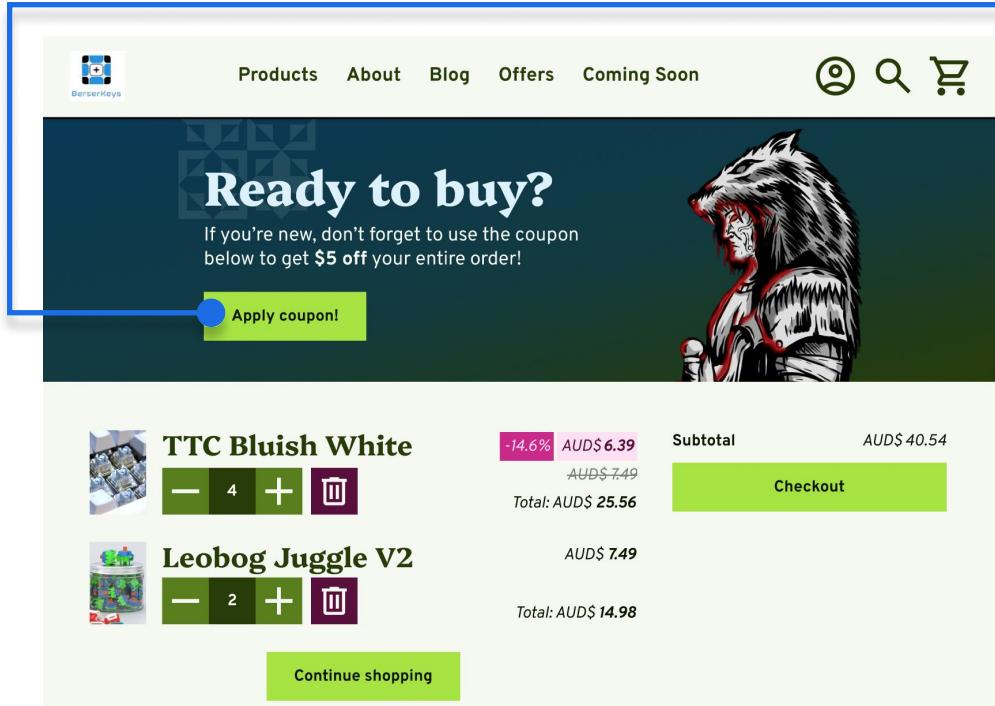
Good **alignment** of all the prices to the right; makes scanning and totalling them up easier. Although due to restricted space the total segment is misaligned with the rest of the card and there isn't enough hints for closure as a single rectangular product card.

Again, **consistent** use of this Viking character dialogue of assisting the user through the customer journey, making it feel like a consistent warm and welcoming feel. Although those not into it may feel like they're scary and dangerous characters.

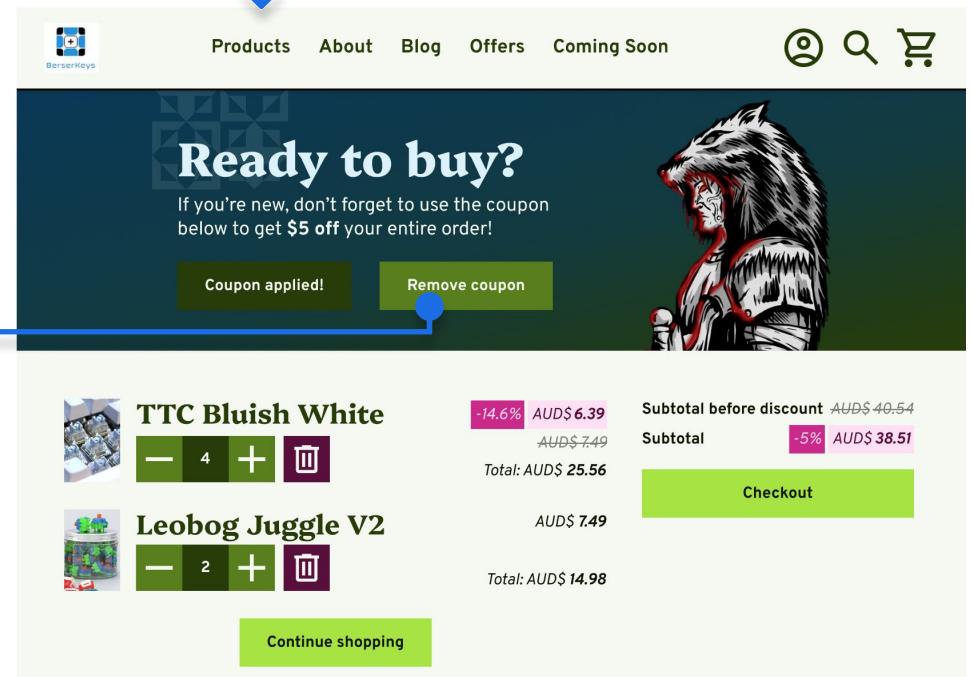
Consistent use of discount style (applied to the coupon discount) with the red box, pink box, and strikethrough grey text to indicate the amount of discount, the new price, and the original price respectively.



Desktop



Shopping Cart (2)



Although buttons are grouped by **similarity** in colour, shape, and font, they do vastly different things and hence shouldn't be similar, especially with the checkout button doing a significant action.

Their bright appearance is slightly distracting and breaks **visual** hierarchy by there being multiple spread all over the page, also making them seem **misaligned**.

Consistent button **constraining** colour scheme (dark colours for being unclickable), although I have forgotten to use the appropriate colour for the delete button (that dark red is the constraining version of that colour).

Better **alignment** of prices on the right on desktop with more space, but now the rectangle has gotten so wide that it has more **proximity** with the subtotal section rather than the products, thus failing to create **closure** to form a rectangular product card.

Reasonably **balanced** desktop navigation bar.

Good use of desktop space by using a two-column layout to reduce scrolling and keep important information on the page.
Aside: For code, right side would be fixed to avoid visual imbalance with long shopping carts.

Mobile

A screenshot of a mobile delivery form. At the top, it says "Delivery" and "Where to?". Below that is a "Name *" section with "First name" and "Last name" fields. A "Country / Region *" dropdown is set to "Australia". The "Street address *" section contains "221 St Kilda Road". At the bottom are two optional checkboxes: "Email me with news and offers (optional)" and "Create an account (optional)".

A screenshot of a mobile screen showing both delivery and payment sections. The delivery section has "Name *" with "John" and "Doe", "Country / Region *" with "Australia", and "Street address *" with "221 St Kilda Road". The payment section has "Card number *" with "5678 5678 5678 5678", "Expiry Date *" with "01/2024", and "Card Code (CVC) *" with "1234". A blue arrow points from the "Country / Region" field in the delivery section to the "Expiry Date" field in the payment section.

Form elements are consistently designed with the rest of the website, with a consistent font and asterisk colour (the same red seen elsewhere).

Good use of **proximity** by having form input labels closer to their respective input boxes compared to other form elements. Applies for the street address and name sections too with the two input boxes closer to each other than the other input boxes.

A screenshot of a mobile payment screen. It shows "Card number *" with "5678 5678 5678 5678", "Expiry Date *" with "01/2024", and "Card Code (CVC) *" with "1234". A blue arrow points from the "Expiry Date" field in the previous screen to the "Expiry Date" field here.

Good **grouping** of the delivery and payment sections with the clear and distinct headers.

Balanced headers with the translucent icon on the right counterbalancing the text on the left.

Scrolling between sections could be reduced using similar techniques as in the product page, although most of the mobile screen is already taken up by the fixed price totals.

Payment/delivery details (1)

A screenshot of a mobile payment screen. It shows "Card number *" with "1234 1234 1234 1234", "Expiry Date *" with "MM / YY", and "Card Code (CVC) *" with "CVC". There is also an optional checkbox "Email me with news and offers (optional)" and a terms and conditions checkbox "I have read and agree to the website terms and conditions *".

Subtotal before discount	AUD\$ 40.54
Subtotal	-5% AUD\$ 38.51
Shipping	AUD\$ 20
Total	AUD\$ 58.51
Place order!	

Good information design with aligned prices and separation of the total price with a line and different colours to help users find the final sum.

Desktop

The screenshot shows two side-by-side forms. On the left, the 'Delivery' form has fields for Name (First name and Last name), Country / Region (Australia), Street address (House number and street name), Apartment, suite, unit, etc. (optional), and Town / City. On the right, the 'Payment' form has fields for Card number (1234 1234 1234 1234), Expiry Date (MM / YY), Card Code (CVC) (CVC), and Email me with news and offers (optional). Below these are order totals: Subtotal before discount (AUD\$ 40.54), Subtotal (-5% AUD\$ 38.51), Shipping (TBC), and Total (AUD\$ 38.51). A green button at the bottom says 'Please fill in all details!'. Blue arrows point from the 'Country / Region' dropdown in the delivery form to the 'Country / Region' dropdown in the payment form, and from the 'Street address' field in the delivery form to the 'Street address' field in the payment form.

Good use of a two-column layout to save on scrolling.

- Good use of **constraining** to prevent users from placing order before items are filled.
- **Prevention and recovery of error** (*Nielsen's Heuristic 9*) by indicating the constraint using a darker colour and suggesting the user the course of action to fix the problem.

Good separation of figure and ground with the order totals segment with a drop shadow.

Drop shadows on the website also follow a consistent mental light source, with it being straight on top of the screen at the middle, hence why it is cast down in the menu and cast up with the order totals section.

Payment/delivery details (2)

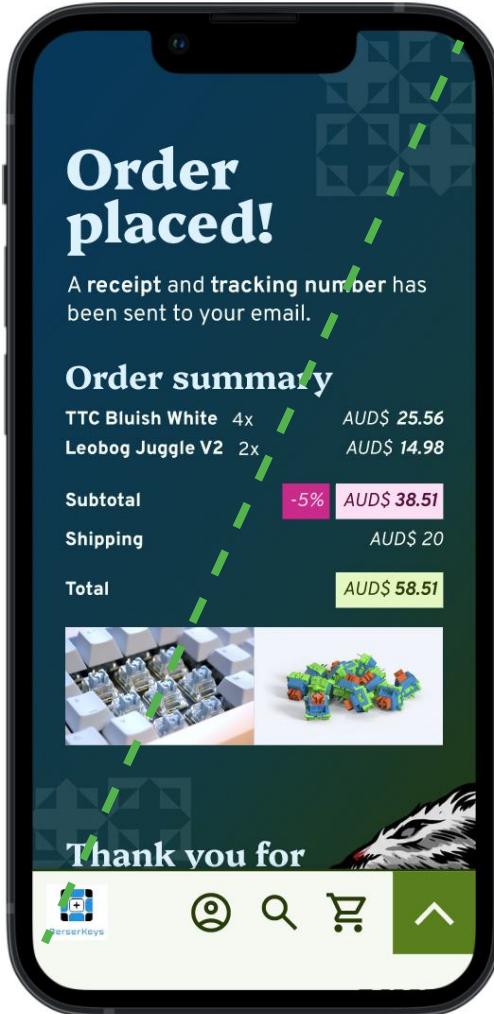
The screenshot shows the same two forms. The 'Delivery' form now has 'John Doe' in the Name field, 'Australia' in the Country / Region dropdown, '234 St. Kilda Road' in the Street address field, 'Unit 314' in the Apartment field, and 'Southbank' in the Town / City field. The 'Payment' form now has '3456 3456 3456 3456' in the Card number field, '01 / 29' in the Expiry Date field, '314' in the CVC field, and the 'Email me with news and offers (optional)' checkbox checked. Below these are updated order totals: Subtotal before discount (AUD\$ 40.54), Subtotal (-5% AUD\$ 38.51), Shipping (AUD\$ 20), and Total (AUD\$ 58.51). A green button at the bottom says 'Place order!'. A blue arrow points from the 'Place order!' button back to the 'Please fill in all details!' button in the first screenshot.

Prevention of a dark pattern of hidden costs by showing that shipping costs will be part of the final total even before delivery details are filled.

"Place order" button leads to the confirmation of purchase page.

Payment section may be too cramped with the order totals, especially on smaller desktop screens.

Mobile



Grouping also done well by **proximity** of related elements, in particular notice the grouping of the rows in the order totals.

Desktop

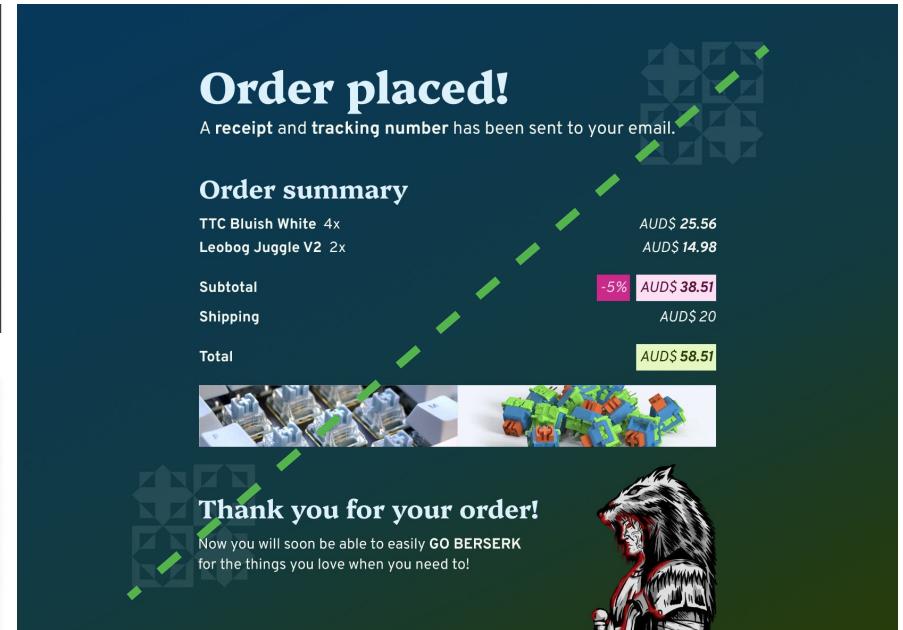


Good **visual hierarchy** and **proximity** achieved through a spacing hierarchy and decreasing visual weight with varying font typeface, size, and weight.

Tester thought the “your table will be filled with these soon!” is weird and unusual. So the images of the products bought are now placed as part of the order summary as suggested by the tester to assure buyers of what they purchased. This suggestion also promotes better **proximity** as these are related to the items bought.

Good **balance** achieved through *diagonal symmetry* across the translucent patterns across the pages. In particular, notice the heaviest elements at the opposite corners (main heading and Viking character) counterbalancing each other.

Confirmation of purchase



Also replaced “Thank you...” with “Order placed!” as the header, since the tester thought that the whole process was done when she read the words “thank you”. This caused her to miss the fact that the receipt and tracking number are sent to her email.

The thank you note is now placed below, closing the interaction between the user and the Viking character and enforcing the website’s character of going berserk.

UI Implementation Report

INFO20005

User Interface Development

Bryan (Octavianthe) Susanto

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Student ID: 1369838

Tutor: Emma Baillie

Tutorial time: Mondays, 4:15-6:15pm

Implementation links:

[GitHub repo](#) | [Live site](#)



Photo by [Peppy Toad](#) on [Unsplash](#)
(cropped and edited)

Project overview

Website name: **BerserKeys**

Homepage URL: <https://berserkeys.com.au/>

Date: 3 June 2024



Project goal

This project aims to improve the user interface (UI) design and user experience (UX) of the BerserKeys mechanical keyboard e-commerce site while keeping its homely atmosphere. This combines the strengths of BerserKeys' competitors of a minimal clutter modern UI with the strength of BerserKeys' distinct enthusiast vibe.

This is achieved through keeping essential elements of BerserKey's Viking vibe while removing unnecessary elements and reducing redundancy. For example, Viking characters, patterns, and a sharp font style similar to Nordic script are used to suggest this vibe, while unnecessary textures and information redundancy is removed or reduced to give it a more modern feel and a better UX.

Implementation workflow

- Starts at the home page, where there are clickable featured products. The header also contains a dummy site search feature, including product categories, blog articles, and products themselves.
- Two product pages were implemented, namely for the TTC Bluish White switches and the Leobog Juggle V2. Products can be added to cart from here.
- The shopping cart is accessible through the site-wide header, allowing the user to modify the quantity of items in their cart and remove them too.
- This then leads to the checkout page for delivery and payment details and finally the summary page (confirmation of purchase).

Design changes from prototype

Desktop search page

The main criticism of the prototype design from the tutor is the search page's two-column layout on desktop. Since it was slightly unconventional, scrolling wasn't expected and the elements initially appeared misaligned and mis-grouped without visual separation.

An initial idea was just to add a border to separate these sections (prototyped on the right), but I ended up continuing the overall one-column layout from mobile and using the additional space to potentially fit in more search results for product categories and blog articles. To prevent excessive scrolling, results are initially collapsed for these sections with a button to expand it if the user is interested.

A maximum width was also imposed on the search bar to avoid it being too far from the button that closes the search page. I ended up adapting the mobile design because it made more sense to do so in code and is more consistent to the mobile design.

The screenshots illustrate the desktop search interface. The top one shows a standard two-column layout where the search bar is positioned above the 'Categories' and 'Blog' sections. The bottom one shows a refined design where the search bar is integrated into the desktop header, and the sections are expanded to provide more visual context and interactivity.

Miscellaneous improvements

Other comments that were addressed include:

- the number of items starting from 0 instead of 1
- padding issues with fixed elements covering up content, e.g. the mobile add to cart segment covering up some elements at the bottom of the product page when scrolled down.

Various other minor issues and inconsistencies that I realized as I implemented the website were also addressed, including the following.

- The disabled button style on the shopping cart and checkout pages for the forms weren't consistent with the discount button ones, and were the same style as some other buttons. Thus the dark secondary colour is used to indicate disabled buttons.
- Adding labels to all inputs inside of a fieldset instead of adding it as placeholder text which disappears when the user starts inputting data.
- Added hover and focus styles for links a more responsive feel and better accessibility. Hover usually involves a box shadow and a slight vertical translate (and underline if a link), while a focus usually involves a thick high-contrast blue border.

The screenshot shows a product page for 'Leobog Juggle V2 Switches'. At the top, there's a navigation bar with 'Products', 'About', 'Blog', 'Offers', 'Coming Soon', a user icon, a search icon, and a shopping cart icon. Below the navigation, there are three tabs: 'Overview' (selected), 'Key features', and 'Specification'. The main content area has a dark background with a geometric pattern. The 'Overview' section contains a heading 'Overview' and a paragraph: 'Elevate your keyboarding with Leobog Juggle V2 Switches, designed for tactile excellence. Featuring a robust...'. It lists several specifications: '• Stem: POM', '• Number of Pins: 5', '• Actuation Travel: 1.9±0.3mm', '• Bottom-Out Travel: 3.6±0.3mm', and '• Each package contains 35 original switches and a clear plastic bottle.' Below this is a green 'Add to cart' button with a quantity selector showing '1'. To the right, there are two images of keyboards with pink and purple keys. One image has a caption 'Mechanical Keyboards Our range of mechanical keyboards.'

The screenshot shows a shopping cart page. It displays a message 'Coupon applied!' over a green button labeled 'Remove coupon'. Below this, it shows 'Subtotal after discount -5% AU\$0.00' and a large green 'Checkout' button. At the bottom, there's a message 'Please fill in all required details!' above a form field. The overall design uses dark backgrounds and green buttons for primary actions.

The screenshot shows a contact form. It includes fields for 'Name', 'First name *' (with input 'John'), 'Last name *' (with input 'Doe'), and 'Street address' with a placeholder 'House number and street name *'. There are also fields for 'Apartment, suite, unit, etc.' and 'Suite 744'. The form uses a light gray background with green and blue accents for buttons and required fields.

List of code files

HTML

- `index.html`: The home page of the website, including the hero, product categories, featured products, about us, and news and events newsletter sign-up.
- Product pages for two selected products, whose name appear in the filename. Includes product images, details, and price.
 - `TTCBluishWhite.html`
 - `LeobogJuggleV2.html`
- `shopping-cart.html`: The shopping cart of the website, including a hero and the cart itself.
- `checkout.html`: The checkout page including forms to fill in delivery and payment details.
- `summary.html`: The order confirmation page including a summary of the order.

CSS

- `reset.css`: Reset stylesheet sourced from meyerweb.com.
- `colours.css`: Defines colours and gradients.
- `typography.css`: Defines styles for type.
- `layout.css`: Defines common layout utility classes. Mostly taken from lectures.
- `misc.css`: Defines miscellaneous styles, including spacing, borders, shadows, links, buttons, checkboxes, and other form elements.
- `header.css`: Defines styles for the header, including the search.
- `carousel.css`: Defines styles for the image/card carousels.
- `home.css`: Defines styles mostly pertaining to the home page.
- `product-page.css`: Defines styles mostly pertaining to the the product pages.
- `cart.css`: Defines styles mostly pertaining to the the shopping cart.
- `checkout.css`: Defines styles mostly pertaining to the checkout page.
- `summary.css`: Defines styles mostly pertaining to the order confirmation page.
- Images are stored in the `images` folder, with subfolders for raster and `svg` images (the latter being mostly used for icons).
- Fonts are stored in the `fonts` folder.

JS

- `lengths.js`: Utility script containing useful lengths used in other scripts.
- `resize.js`: Script containing calls to functions that should be called when the window resizes, e.g. closing menus when switching between mobile to desktop and updating bottom margins to allow for enough scroll to not obscure elements.
- `paddingTop.js`: Script responsible for updating the `scrollPaddingTop` property for the breadcrumb links in the product page.
- `header.js`: Script responsible for the menu interactions of the header, including the search page.
- `filter.js`: Script responsible for specifically handling the dummy filter functionality for the products on the search page.
- `carousel.js`: Script responsible for the carousel interactivity, achieved by translating the content wrapper inside when the buttons are clicked.
- `cart.js`: Script responsible for handling the number of products in cart and order totals in the checkout and summary product pages. Session storage is used as a dummy back-end.

▼ INFO20005ASSIGNMENT3

- > fonts
- ▼ images
 - > raster
 - > svg
- ▼ products
 - ↳ LeobogJuggleV2.html
 - ↳ TTCBluishWhite.html
- ▼ scripts
 - JS carousel.js
 - JS cart.js
 - JS filter.js
 - JS header.js
 - JS lengths.js
 - JS paddingTop.js
 - JS resize.js

- ▼ styles
 - # carousel.css
 - # cart.css
 - # checkout.css
 - # colours.css
 - # header.css
 - # home.css
 - # layout.css
 - # misc.css
 - # product-page.css
 - # reset.css
 - # summary.css
 - # typography.css
- ↳ checkout.html
- ↳ index.html
- ⓘ README.md
- ↳ shopping-cart.html
- ↳ summary.html

Reflection on the project's success

Against project goals

I would say that this project has been reasonably successful in achieving the project goal described previously and in the Client Brief of the UI Analysis Report. The design is minimalist and much less cluttered than the original website, while still retaining the Viking theme, and even arguably enhancing it, as suggested by feedback from a person I showed the website to. He commented that the Viking character prominent in the home page hero banner really gives the gaming vibe. He also thinks it highly correlates with the spirit of the BerserKeys brand when he read the about me section after being intrigued by the brand name. Not only that, but he also thinks that the design does a better job at communicating that character than the original website design.

Against design goals

(green for success)

Address proximity issues:

A spacing hierarchy has been used carefully to group elements with each other, their parents, and their children.

Address poor separation of figure and ground:

Simple backgrounds including solid colours and gradients and patterns as subtle hints to the Viking theme has increased separation of figure and ground while keeping the theme.

Reduce scrolling:

Images are made smaller, and measures such as openable segments/ menus and product image/card carousels have been implemented.

Improve contrast ratios:

Colour palette used considers contrast with light and dark backgrounds, and techniques such as gradient overlays are used to increase text on image contrast ratios.

Improving internal and external consistency: A simpler and more traditional site structure has been used to make it more externally consistent, and a mobile-first and responsive approach to both design and code increases consistency across all viewport widths.

Difficulties

Some difficulties I faced include:

- Matching some layouts of the prototype design with HTML and CSS, especially with changing between mobile and desktop. It took a lot of experimentation to implement them.
- Solving some UI design problems, e.g. a solution for the desktop search page that is more intuitive and makes use of the larger desktop screen.
- Implementing the functionality of some of the interactive elements, including the carousel and filters. A lot of debugging with selecting the correct elements.
- Dealing with fixed and absolutely-positioned elements with the spacing and stacking contexts involved.
- Time management: I did not start the project early and there were many unexpected bugs and difficulties (as listed above) since this is the first time I have used JavaScript this extensively and GitHub Pages. I should allocate double (or more!) the time I think it will take for these projects, especially when working with new tools.

Areas for future improvement

Although I did test the usability of the website prototype, I ran out of time to test the usability of the implemented website, which is slightly different to the prototype. It would be more ideal to have tested especially the new layout with the desktop search page. Despite this, I have tried my best to implement all suggestions and feedback received from that prototype, so hopefully the UI design and user experience is sufficient.

There could've also been more elements that suggest the Viking theme, such as Viking-related icons like tools and weapons as well as some texture, though I ran out of time to experiment with those too. However, one could argue that this could make the website too cluttered.

Design-implementation differences

Some features present in the Figma prototype (or that was planned to be implemented) ended up being unimplemented due to time constraints, including scrolling carousels by swiping/dragging as well as a larger image modal in the product pages when clicked (these are for external consistency since these are standard features in other websites).