

Ben Finkelstein  
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pre-production

My objective with the final project is to create a fake store for gaming peripherals, including keyboards, mice and controllers. The design of the store is meant to be minimalistic. With the color in the image links being used to draw in the viewer's eyes, combined with the near solid black background to give the feel of being in a dark room with your gear providing the light. The vertical layout of the site makes navigation easier, as the viewer is not searching through endless pixels trying to find the button for the controllers page. In order to make the site feel "alive" I made the buttons animate when you hover over them.

At the moment, I am only going to add 3 items for "purchase" with one from each category, however an add to cart option will not be available due to time constraints. Essentially, my process was to block out the basic layout of the site, then make it look nice and add everything in, for this, i used CodePen.io. Once I had the basic setup, I utilized Figma to create logos and images to use as buttons.



This image is from prior to adding the current background.

# Pitchboard

## COMFORTRGB GAMING

COMFORT RGB STRIVES TO CREATE THE BEST FEELING AND LOOKING PERIPHERALS FOR ANY GAMER. GET THAT COOL GAMER RGB LOOK TO YOUR SETUP WHILE AVOIDING CARPAL TUNNEL!

COMFORT RGB STRIVES TO CREATE THE BEST FEELING AND LOOKING PERIPHERALS FOR ANY GAMER. GET THAT COOL GAMER RGB LOOK TO YOUR SETUP WHILE AVOIDING CARPAL TUNNEL! OUR TEAM IS COMPRISED OF PHYSICAL THERAPISTS, AND DOCTORS WHO WILL HELP YOU TO GAME COMFORTABLY AT AN AFFORDABLE COST. MANY PEOPLE SIT AND PLAY VIDEO GAMES FOR HOURS, GETTING BLOOD CLOTS IN THEIR LEGS, DEVELOPING CARPAL TUNNEL FROM USING KEYBOARDS AND BACK PAIN FROM UNCOMFORTABLE CHAIRS. AT COMFORTRGB WE WANT TO TAKE THE BODILY HARM OUT OF THE EQUATION.

LAURA  
PHYSICAL THERAPIST



LAURA IS TIRED OF SEEING PEOPLE DISMANTLE THEIR LIMBS JUST BY ENGAGING IN A HOBBY. SHE WANTS TO SEE PEOPLE USING PERIPHERALS THAT ARE GOING TO BE EASY ON THE HUMAN BODY NOT DAMAGE IT. SHE JOINED UP WITH COMFORTRGB TO HELP DESIGN CONTROLLERS, KEYBOARDS AND MORE THAT FEEL NATURAL AND RELAXED, WHILE STILL PROVIDING OPTIMAL CONTROL.

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GARY  
CUSTOMER/TWITCH STREAMER



GARY DEVELOPED CARPAL TUNNEL DURING HIS CAREER AS A TWITCH STREAMER. HE HADN'T BEEN WORKING TERRIBLY AFTER EVERY STREAM AND EVEN WHEN HE WOULD HAVE TO DO COURSEWORK. USING A KEYBOARD JUST COULDN'T RUN. IN ORDER TO CONTINUE HIS CAREER WITHOUT THE PHYSICAL THERAPY AND AT THE ADVICE OF HIS PT, HE BEGAN USING ERGONOMIC PRODUCTS. HIS BACK PAIN, HAND PAIN AND WRIST PAIN IS NOW GARELY NOTICABLE!

## COMPS

