

# **IT3060 Human Computer Interaction**

## **Assignment 02**

<b>Project Title</b>	Blinkee.com website
<b>Group Number</b>	2021-HCI-104
<b>Group Name</b>	CodeTalk

### **Group Member Details**

<b>Student ID</b>	<b>Name</b>	<b>Workload Distribution</b>
IT19154572	D.D.T.D. Dakshima	<ul style="list-style-type: none"><li>• Product</li><li>• Return policy</li><li>• Start return policy (CRUD)</li></ul>
IT19207582	R.M.S.J. Rathnayake	<ul style="list-style-type: none"><li>• Custom Blinkees</li><li>• Blinkee Blog</li><li>• Sample request (CRUD)</li></ul>
IT19210452	W.M.S.T. Wijekoon	<ul style="list-style-type: none"><li>• Home</li><li>• Privacy Policy</li><li>• Account (CRUD)</li></ul>
IT19209944	W.B.W.M.R.U.P.U. Aluvihare	<ul style="list-style-type: none"><li>• About</li><li>• View products</li><li>• Contact Us (CRUD)</li></ul>
IT18021462	D.K.B. Gunasena	<ul style="list-style-type: none"><li>• Cart</li><li>• Resellers and Dropshippers</li><li>• Checkout (CRUD)</li></ul>

## **Table of Content**

Table of Content .....	1
1. Video transcript .....	2
1.1. Unregistered Student (University Student) .....	2
1.2. Buyer (Event Designer).....	3
1.3. Reseller (Online Businessman) .....	6
2. Usability problems.....	8
3. Variants of the interfaces .....	9
4. Justification of the variants.....	10
5. Ideation techniques used.....	15
6. How the best design was selected.....	16
7. Time schedule (Gantt chart) .....	20
8. References .....	21
9. Appendix .....	22

## 1. Video transcript

### 1.1. Unregistered Student (University Student)

- [00:00:01] Sandali: Hi I'm going to ask you some questions about this website.
- [00:00:09] Giwantha: Okay.
- [00:00:10] Sandali: How often do you use this website?
- [00:00:13] Giwantha: Uh, (*Thinking....*) not regularly, uh, but I use this website to find some products.
- [00:00:20] Sandali: Oh Okay. Do you like the design of this website?
- [00:00:24] Giwantha: (*Scrolling..*) Oh, Not really (*Showing uninterested expression..*) Uh, I don't like it very much. Because even in this home page is very disturbing because of this animated image and those poorly selected color scheme and text are everywhere. So, I don't like very much.
- [00:00:52] Sandali: Okay, is it easy to get an idea about this website?
- [00:01:04] Giwantha: (*Searching confusingly..*) Uh, mmm there is a link to About Us page, (go to About us page) Uh, no, I don't think so, uh, there are lot of links in this About Us, so I have to go through each and every link separately. So that's very annoying. (*Showing annoying expression..*)
- [00:01:34] Sandali: Do you think the Blog of this website is better than other websites.
- [00:02:01] Giwantha: Mmmm, (*Searching confusingly to find the Blog page..*) there is a Blog. Uh actually no (*Showing uninterested expression..*). It's very hard to find the blog page, so there are some information. But I don't think any of them not very useful.
- [00:02:37] Sandali: Can you easily contact this organization when there is a problem?
- [00:03:08] Giwantha: (*Scrolling..*) Uh, (*Waiting for load the Contact us page..*) There is a link to Contact Us page, (*Eye rolling..*) but there are no any information to displayed.
- [00:03:22] Sandali: Is it easy to get to know about this website's privacy policy?
- [00:03:48] Giwantha: (*Eye rolling..*) Uh, there is a link to privacy policy (go to Privacy policy page), but there is too much of content on this page (*Showing annoying expression..*) and they are not well organized so it's very hard to get an idea about the privacy and policies in this website.
- [00:04:16] Sandali: Okay, thank you for joining the interview.
- [00:04:19] Giwantha: Right, Okay, thank you bye.

## **1.2. Buyer (Event Designer)**

[00:00:01] Deshani: Good Evening miss.

[00:00:02] Dureksha: Good Evening.

[00:00:03] Deshani: I am 3<sup>rd</sup> year student at SLIIT. And We have module called Human Computer

Interaction. So, in this module we have to find a less user interaction website and we have to develop it. So, we have chosen Binkee.com website as our website. So, Can I ask few questions related to this website?

[00:00:23] Dureksha: Yeah. Sure. No problem

[00:00:24] Deshani: Okay miss, can you visit this website by using URL?

[00:00:35] Dureksha: Okay sure. Wait [\[Enter URL\]](#) Is that the website?

[00:00:39] Deshani: Yes. Okay miss, you are an event designer, isn't it?

[00:00:43] Dureksha: Yeah [\[Happy expression\]](#)

[00:00:44]: Deshani: So, my first question is, are you familiar with this blinkee.com web site?

[00:00:50] Dureksha: No. [\[Happy expression\]](#) Actually, I have saw this site, but not I am not very familiar with this website.

[00:00:56] Deshani: Ok miss, so then normally which times do you visit this kind of sites?

[00:01:00] Dureksha: Actually, I party designer, so a when party is approaching, I am looking for this kind of website.

[00:01:07] Deshani: Okay. Then please tell me what are the products that you are searching mostly from this kind of websites?

[00:01:14] Dureksha: Party items. Actually, this site Halloween products are there. So, I think I can look Halloween products through that website. Which means bestselling Halloween products of the season.

[00:01:31] Deshani: Okay. Okay miss, my next question is, have you order online Halloween products on this website earlier?

[00:01:35] Dureksha: No, not this website.

[00:01:39] Deshani: Okay, my last question is, do you have any membership on this website?

00:01:41] Dureksha: No, not yet.

[00:01:43] Deshani: Okay miss thank you. Our Q &A session is almost over.

[00:01:47] Dureksha: [Happy expression] Okay.

[00:01:49] Deshani: Now I want to give you some tasks to perform related to this website. If you are okay with that miss?

[00:01:54] Dureksha: Yeah, sure no problem.

[00:01:56] Deshani: Okay miss thank you, so in this case we are using, think aloud protocol technique.

[00:01:59] Dureksha: [Seems like try to understand] Ahh haaa

[00:02:03] Deshani: So please show me your exact feeling and thought about this Website and tell it to me.

[00:02:06] Dureksha: Okay sure. No problem [Getting ready to perform tasks on laptop]

[00:02:10] Deshani: Okay miss can you please tell me what is your first Impression about this website?

[00:02:15] Dureksha: Aaaa... [Confuse expression] Actually, the first impression is images are too large [Awkward expression] And colorfulness is, very much colorful. But attractiveness is very much low. [Awkward expression]

[00:02:30] Deshani: okay. On our Q&A session you told me you don't have any account in this website. So, can you please register to the website by giving your details?

[00:02:40] Dureksha: Okay Sure. Aaaa... [Finding register] Where is the account, where I can login to the site...

[00:02:51] Deshani: You have to navigate an account.

[00:02:56] Dureksha: Ah wait. Ahh sorry [Filling details] Actually, white spaces are there, [Awkward expression] font size too small and font color is gray, and buttons are white as well as. [Awkward expression] When it comes to the other website, they provide another field to require the confirm password. Actually, there is a one field. [I don't know expression] Done I register. [Clicking on Register button]

[00:03:33] Deshani: Okay miss. Now could you please login into the website by using your given credentials.

[00:03:38] Dureksha: Okay sure wait [Click on the account page] I think, Now I am login into the account.

[00:03:50] Deshani: Okay now your first task is almost over.

[00:03:54] Dureksha: Okay.

[00:03:59] Deshani: Now, can you go to the product page to view all Halloween items as a second task.

[00:04:05] Dureksha: Ahh yes wait. [Seems like thinking about a product] Okay. Oh my god!

[Awkward expression] too much white spaces are there and very huge images  
[Awkward expression] and logo is very small and font sizes are very small, to many fonts size are there. [Showing the font sizes] And when it comes to the products actually it is very hard to find the prices of that product, and Oh my god! Sometimes when I move into the products images these are disappear. [I don't know expression] I think it's blinking, but I think it's blinking. But I feel it's disappeared.

[00:04:49] Deshani: Ahhh haaa. Okay miss. Can you please return item as your last task?

[00:04:55] Dureksha: Yeah, sure I can [Finding return policy] where is the return icon?

[00:05:02] Deshani: Oh, miss it is at the bottom of the page

[00:05:05] Dureksha: Ahh wait. Oh my god! [Confuse expression] It's too much page. [Tired expression] I think return policy page [Expression thinking]

[00:05:08] Deshani: Yes miss.

[00:05:09] Dureksha: Ahh. where is.... [Finding start return link] I think this is a link. Ahh Okay.

May I fill this form?

[00:05:12] Deshani: Yes of course miss.

[00:05:15] Dureksha: Okay. It's not very good manner. Here you can see the form is not in good, organized way. [Awkward expression] and button is not show in as a button as well as form is not in very organized manner. 3 fields are there, and next line one fields is there [Showing the fields]. I don't know why that is [I don't know expression]

[00:06:00] Deshani: Ahh haaa...

[00:06:03] Dureksha: Name... May I give my real name or? [Confusing expression]

[00:06:06] Deshani: It's your choice.

[00:06:42] Dureksha: Wait [Filling details] May I give fake name, Okay

[00:06:45] Deshani: Okay miss

[00:06:52] Dureksha: Order... I give one Okay. [Filling details] Is it okay to provide this?

[00:07:07] Deshani: It's okay miss

[00:07:19] Dureksha: Okay... wait [Filling email address again] Mmmm Okay. It's working.

[00:07:21] Deshani: Okay Alright. So we have come up to the end of this session miss. So, I would like to thank you very much for your contribution and support for this survey. I am very glad to have an interview with you.

[00:07:40] Dureksha: Okay [Happy expression] Actually, Thank you very much. I look at this website that's reason. Actually, thank you for interviewing me. This is very good opportunity for me and as a new experience. And finally, I wish you all the best for your assignment.

[00:07:54] Deshani: Okay Thank you miss.

[00:07:56] Dureksha: Okay. Thank you.

### **1.3. Reseller (Online Businessman)**

00:00:00 - Interviewer: Good Evening Sir.

00:00:01 - Reseller: Good Evening. [Happy expression]

00:00:02 - Interviewer: I am 3<sup>rd</sup> year student at SLIIT. We have module called Human Computer Interaction. In this module we have to find less user interaction website and develop it. So, we choose **Blinkee** as our website. Can I ask you some questions related to this website?

00:00:18 - Reseller: Yeah. Sure.

00:00:20 - Interviewer: Okay sir my first question is normally how often do you visit this website?

00:00:25 - Reseller: [Thinking] Mmmmm.... Twice a week.

00:00:27 - Interviewer: Yaaa... How long have you been this website?

00:00:30 - Reseller: As a reseller I visit this site around three years.

00:00:33 - Interviewer: Okay. Then please tell me what type of products that you are searching mostly from this website?

00:00:39 - Reseller: Usually I focus on every product.

00:00:43 - Interviewer: Have you order online products on this website earlier?

00:00:47 - Reseller: Yes

00:00:48 - Interviewer: Are your frequent visitor to this site?

00:00:49 - Reseller: Yes.

00:00:50 - Interviewer: Okay sir... can you please tell me what is your first Impression about this website?

00:00:57 - Reseller: Aaaa...The website is not much attractive and too much color has been used here. [Awkward expression]

00:01:01 - Interviewer: Now I want to give you some tasks to perform related to this website. If you are okay with that?

00:01:08 - Reseller: Yeah sure. [Happy expression]

00:01:09 – Interviewer: As a reseller... How to find out more about what to do on this site

00:01:14 - Reseller: Actually, I visit the reseller and drop shippers link in the footer.

00:01:21 - Interviewer: Can you go to this page?

00:01:23 - Reseller: Uh, Sure...[Finding page]

00:01:30 - Interviewer: What do you think about this page?

00:01:37 - Reseller: Umm.... This is too much messy page. Small fonts can't see properly and too much white space. [Terrible expression]

00:01:54 - Interviewer: Ok sir. can you go home page and add some products to cart?

00:01:58 - Reseller: Sure. [Adding items to cart]

00:02:15 - Interviewer: What do you think about this page?

00:02:17 - Reseller: Mmm... actually this looks so messy. Buttons are ever where and product picture, name and prices need to be more big or attractive. [Terrible expression]

00:02:39 - Interviewer: Yeah, sir we will consider about it. Now can you go to checkout and place the order.

00:03:03 - Reseller: Ok...Mm... yeah there is form to place the order but the interface is not user friendly and There is lot of white spaces and input fields texts cannot see properly. [Filling details and Tired expression]

00:03:17 - Interviewer: Okay sir. As a reseller you may need to get samples, right? Can you find the page to request a sample quickly?

00:03:39 - Reseller: It's somewhat difficult to find it. [Finding Page]

00:03:41 - Interviewer: You can find it under products category.

00:03:44 - Reseller: oh.. [Terrible expression]

00:03:52 - Interviewer: What do you think of this page?

00:04:00 - Reseller: Actually... I think it's a messy page. Too much small font size and hard to see properly. [Terrible expression]

00:04:11 - Interviewer: Well. Can you go to the custom blinkee page?

00:04:14 - Reseller: Okay. [Finding Page] Oh, it takes too much time to load? [Awkward expression]  
Not a very unattractive page, is it?

00:04:36 - Interviewer: yes sir. What do you think about this page?

00:04:41 - Reseller: Image size is too much big and font size is too much smaller. Look at that bottom. Too much white space.

00:04:55 - Interviewer: Ok sir. So, we have come up to the end of this session sir. So, I would like to thank you very much for your contribution and support for this survey. I am very glad to have an interview with you.

00:05:10 - Reseller: Thank you so much for interviewing me. And all the best with your assignment.  
[Happy expression]

00:05:16 - Interviewer: Okay thank you sir.

## 2. Usability problems

Problem Identified	Severity (High / Medium / Low)
• Home page is very disturbing and not attractive	High
• User cannot easily find a link to Register or login	Low
• Couldn't understand the table data in the view product page.	Medium
• Lots of links in the about us page	Low
• Take too much time to load custome blinkees page	High
• Checkout page is a messy page	Medium
• When move on the product item in product page, cannot see item very well	High
• Cannot find start return policy link	Medium

<ul style="list-style-type: none"> <li>In the custome blinkees page, the size of cards is too large in grid view</li> </ul>	Medium
<ul style="list-style-type: none"> <li>Poor navigation bar on the website</li> </ul>	High

### 3. Variants of the interfaces

IT Number	Interface name	Version 01	Version 02
IT19154572	Product	<a href="#">Version 01 – Product</a>	<a href="#">Version 02 – Product</a>
	Return Policy	<a href="#">Version 01 – Return Policy</a>	<a href="#">Version 02 – Return Policy</a>
	Start Return Item	<a href="#">Version 01 – Start Return Item</a>	<a href="#">Version 02 – Start Return Item</a>
IT19207582	Custom Blinkees	<a href="#">Version 01 – Custom Blinkees</a>	<a href="#">Version 02 – Custom Blinkees</a>
	Blinkee Blog	<a href="#">Version 01 – Blinkee Blog</a>	<a href="#">Version 02 – Blinkee Blog</a>
	Sample request	<a href="#">Version 01 – Sample request</a>	<a href="#">Version 02 – Sample request</a>
IT19210452	Home	<a href="#">Version 01 – Home</a>	<a href="#">Version 02 – Home</a>
	Privacy Policy	<a href="#">Version 01 – Privacy Policy</a>	<a href="#">Version 02 – Privacy Policy</a>
	Account	<a href="#">Version 01 – Account</a>	<a href="#">Version 02 – Account(CreateAccount)</a> <a href="#">Version 02 – Account(SignIn)</a>
IT19209944	About us	<a href="#">Version 01 – About us</a>	<a href="#">Version 02 – About us</a>
	Product Details	<a href="#">Version 01 – Product Details</a>	<a href="#">Version 02 – Product Details</a>
	Contact Us	<a href="#">Version 01 – Contact Us</a>	<a href="#">Version 02 – Contact Us</a>
IT18021462	Cart	<a href="#">Version 01 – Cart</a>	<a href="#">Version 02 – Cart</a>
	Resellers and Drop shippers	<a href="#">Version 01 – Resellers and Drop shippers</a>	<a href="#">Version 02 – Resellers and Drop shippers</a>
	Checkout	<a href="#">Version 01 – Checkout</a>	<a href="#">Version 02 – Checkout</a>

#### 4. Justification of the variants

IT Number	Interface name	Justification
IT19154572	Product	<p><b>In version 1,</b> I use banner for cover the half of the screen. Banner is changing. It is like slide show. I put selection boxes to select product category on the right-hand side of the banner. In that part, I use five selection boxes. Then I put a topic called Product category. By clicking one selection box, user can view related product items. Under the banner and selection boxes, I put images of the product items. I decide to put product item price in the bottom corner of the image. Below that I decided to put product item name and two buttons "Add to Cart" and "Qty Discount". In this way product item images and details can be seen on that page and, I put "Page navigation bar" under those. By clicking page navigation bar, user can view more product items.</p> <p><b>In version 2,</b> I use product categories as a topic. By clicking one topic, user can view related product items. Under that topic, I put product items with details. In this way product item and details can be seen on that page. I put "Page navigation bar" under those. By clicking page navigation bar, user can view more product items with details.</p>
	Return Policy	<p><b>In version 1,</b> I use topic as a "Return Policy". Under the topic, I decided put paragraph related to return item. After that paragraph, I put button "Return Item" for navigate to the return item. And also, I decided to put an image on the right-hand side to user attractive.</p> <p><b>In version 2,</b> I use image for cover the whole screen. Below that image, I decided to put return policy topic and related paragraph. And also, I put "Return Item" button to. By clicking that button, user can view return item form.</p>
	Start Return Item	<p><b>In version 1,</b> I put form to insert details related to the return items. I decided to put an image on the right-hand side of the form for user attractive. Below to the form, I put button as "Send message" to sending the return item details.</p> <p><b>In version 2,</b> I decided to put popup window to enter return product item details, and this will further increase the user attraction. I put topic and close button at the top of the popup window, and I decided to put the "Send Message" button below the form.</p>

IT19207582	Custom Blinkees	<p>In <b>Version 2</b>, there is a navigation icon in the right side of page to navigate other related pages, but in <b>Version 1</b> there is no such a navigation. There is search option on left bottom in the page in <b>Version 1</b>, but in <b>Version 2</b>, I used Search option is top of right side in the page. So that user can easily can-do search. Both versions have Banner image slider for the purpose of showing all the projects and other important details of the website. In <b>Version 2</b>, there is a banner section for the user to get a clear idea about Archives, Categories, Recent post, and Meta. There also in <b>Version 1</b> have that section but it not properly mentions. In <b>Version 2</b>, there are two segmentations of Recent projects and banner which include search option, so that it is easy to catch up section separately. But in <b>Version 1</b> It is not clearly identify for the user. In <b>Version 2</b>, user can view the more details of the projects on the website by clicking the ‘View projects’ button which is having under the project image, but <b>Version 1</b> doesn’t contain such option, its only have a small description about each project. Also, <b>Version 2</b> Cleary mention page title top of the page and user can easily see it. but <b>Version 1</b> it is not quickly identify page title. There is small paragraph about Custom Blinkee page in <b>Version 2</b>. But no description like that in <b>Version 1</b>.</p>
	Blinkee Blog	<p>In <b>version 1</b> there is “page title” on the top of the web page. Also, It Can clearly identify “what is the page is?”. But <b>version 2</b> “page title” also on the top of the page, cannot be quickly understand for users. In <b>version 1</b>, There is clearly mention categories in left side of the page but <b>version 2</b> it mentions in bottom of the page. Therefore, the user must find categories using next icon, but in <b>version 1</b> its clearly show. In <b>version 1</b>, I used image in the middle of the page and under the image I give description about blog. So that user can quickly get idea about Blinkee web site’s blog. In <b>version 2</b> I used image slider with Blinkee blog description. Because of the slider It cannot get quickly idea about Blinkee blog. In <b>version 1</b> I used icons for mention social media and <b>version 2</b> I didn’t use icon and just mention that in the right-side bottom. Using standard icons in the <b>version 1</b> it denotes more attractive for user. And I mentioned discount with icon in <b>version 1</b> and, I used button to navigate for more details about Discount. But in <b>version 2</b> discount show in the right-side bottom and it mention as a link. So that user cannot get idea about discount.</p>
	Sample request	In both version ( <b>version 1 and 2</b> ) I used form for fill the sample request

		<p>details. I used standard icon to denote form details more attractive in <b>version 1</b> form, but not use icons in <b>version 2</b>'s form. In <b>version 1</b> it clearly mentions title in the page but <b>version 2</b> there is no title in the page and have question title. So that <b>version 2</b> cannot understand what the page is. Before fill the fields there are instructions clearly given in <b>version 1</b>, but there is no instruction in <b>version 2</b>. The <b>version 1</b> has well organized, but <b>version 2</b> does not have good organized. Because <b>Version 2</b> does not clearly mention topic and it used image under the form. So that user cannot get idea what is the purpose having this page. Both versions are used button to submit the form.</p>
IT19210452	Home	<p>In version 2, to navigate to the Login and Register pages there is a dropdown button with options for Sign In and Create Account, but in version 1 there is only a normal Sign In button. And also in version 1, there are no icons used for the buttons but in version 2 I used user icon and cart icon for those buttons. In version 2, there is a 'Shop Now' button in the image slider which I used to navigate the user for discover all products on the website. In version 1 there is no such button in the image slider. Both versions have Banner image slider for the purpose of showing all the offers and other important details of the website. In version 2, there is a banner section for the user to get a clear idea about Shipping, Payment and Return details, but in version 1 doesn't have such section. In version 1, there is only two segmentations of products (New arrivals, On sale), but in version 2 there are various products segmentations which are based on Best Selling, New Arrivals, On Sale, All Products. And also in version 2, there is a section which shows recommended items for the user. In version 2, user can view all the products on the website by clicking the 'View All Products' button in the home page, but version 1 doesn't contain such option. In version 2, there is a section at the bottom of the home page which shows customer reviews on the website, but version 1 doesn't have it.</p>
	Privacy Policy	<p>In version 1, I used collapsible section to display the content of the Privacy policy on the website. In version 2, I used vertical sidebar to display the Privacy policy information. In version 2, I used visible color for the text links in the content of that page which helps to easily find the links. For both versions 1 and 2, contain clear text colors and font sizes. Main topics under Privacy Policy are included in the sidebar, so the user can easily click on the buttons in the side bar and that will show up all the relevant information under that topic.</p>

	Account	In version 1, both <b>Sign In</b> and <b>Register</b> parts are contain in a single page, but in version 2 <b>Sign In</b> and <b>Register</b> parts are contain in two different pages. In both versions 1 and 2, I used eye symbol icon to check the typed password. when user click on that icon, that will show up the typed password. In version 1, I used only placeholders for the input fields, but in version 2, I used placeholders to illustrate the example value of the expected format in the email input field on the Create Account page. Version 2 contains Labels for the input fields, but version 1 doesn't have labels for the input fields. In addition to that in version 2, I used hint text ('Must have at least 6 characters') for the Password input field. Version 2 contains a checkbox in the Create Account page to inform when the user creating an account user is going to agree for the website's privacy policy, but version 1 haven't such thing. In Version 2, users have the option to sign in with their social media accounts on the <b>sign in</b> page. Version 1 doesn't have that option. In Version 2, I used an option to easily switch between Create Account and Sign In pages.
IT19209944	About us	In Version 1, "page title" is in the middle of the page but version 2 "page title" is top of the page. It grabs the user's attention quicker than the version 1 page title. Both versions have images to give more attraction to the pages, version 1 image top of the page and version 2 image middle of the page. In the Version 1 there is a huge paragraph about the company products and services but version 2 there are 2 clear paragraphs about products and services separately. Version 1, there are review rating links in the bottom of the page (user go through one by one to get an idea) but version 2 use icons for each link to access for the review's pages. (it's easy to identify users quickly and user friendly)
	Product Details	In version 1, there is a simple and small product image in left corner of the page but version 2 there is a large product image in the top of the page. Version 1, clearly mention all the product details using separate titles using correct alignments.(price , product code , categories , availability, quantity)but version 2 , mention some of the product details bottom of the page.(price ,code , quantity).Version 1,give more product details using point form it's easy to understand and read for users but version 2 give more product details in a description so it is hard to read and understand. And also, Version 1, displayed related products according to the chosen product but in Version 2 does not display and related products.

	Contact Us	<p>In both versions (version 1 and version 2), there is a "page title" on the top of the web page, but in version 1 "page title" is very clear and can be understand quickly but version 2, "page title" is not clearly understand for users. (The purpose of the web page).</p> <p>In version 1, there is a Google Map top of the page, it can find location very easy and version 2, does not have any Google Map it contains only address. In Version 2 contact details shown in words only (such as phone, email, location) but version 1, use standard symbols to denote the contact details more attractively. Both versions have a simplest contact form with necessary input fields but in Version 1, contact form provide hints to fill the form easily and version 2, use la-bales only.</p>
IT18021464	Cart	<p>When we consider about the header part of cart interface, on my both versions (version 1 and version 2) cart interfaces cart button is on to right aligned on the top of the corner. But on my version 1 cart interface the button is use in an interesting way.</p> <p>When we consider about body part in version 1, the details are given in the form of a table. And shipping form and prices details are listed at the bottom of the page. In version 2 item details shows left side of the body and shipping details shows right side of the body. In both versions after the shows all details customer has two options to choose continue shopping or go to checkout action and both pages have item remove button, but version 1 remove button is use in an interesting way.</p>
	Resellers and Drop shippers	<p>In both versions (version 1 and version 2) the body begins with a small paragraph with a title and shows the image to the left of the paragraph. But in version 2 it is in a white space. In version 1 it has background. When we consider the middle of the page in version 2 give the information about how to become blinkee.com reseller. But version 1 shows the same details divided into categories as title.</p>
	Checkout	<p>When we consider about the version 1 interface, there is a form to fill out customer details. But it is divided into four parts as titles. That is as the User Information, Billing Information, Order Information and Card Details. User only need to fill Billing information part and card Details part. Other two sections show the details that the customer needs to know.</p> <p>When we consider about the version 2 interface, there have a simple form to fill about order. It is located on the left side of the body part. And right</p>

		side show a little table about order details. After filling form details customer can check the order details and simply click the place order button and it navigate to card detail page.
--	--	--

## 5. Ideation techniques used

IT number	Ideation technique
IT19154572	<ul style="list-style-type: none"> <li>• Brainstorming</li> <li>• Sketching</li> <li>• Movement</li> </ul>
IT19207582	<ul style="list-style-type: none"> <li>• Brainstorming</li> <li>• Sketching</li> </ul>
IT19210452	<ul style="list-style-type: none"> <li>• Brainstorming</li> <li>• Sketching</li> <li>• Movement</li> </ul>
IT19209944	<ul style="list-style-type: none"> <li>• Brainstorming</li> <li>• Sketching</li> <li>• SCAMPER</li> </ul>
IT18021462	<ul style="list-style-type: none"> <li>• Brainstorming</li> <li>• Sketching</li> </ul>

## 6. How the best design was selected

IT Number	Interface name	Best Design
IT19154572	Product	<a href="#">Version 01 – Product</a> , I decided to choose version 1. Because according to my view, I think version 1 sketch is creative than version 2 sketchers. And it successfully overcome usability issues that users mentioned. Furthermore, I think version 1 can give better impression to user and can attract the user.
	Return Policy	<a href="#">Version 01 – Return Policy</a> , According to my opinion I think version 1 is the best user interface out of these 2 sketches. Because it is the most user understandable and simple sketch out of those two sketches. And also, in the body of the design also very attractive and user can view all with less time consuming.
	Start Return Item	<a href="#">Version 02 – Start Return Item</a> , According to my opinion, Version 2 is selected among the two sketches. It is a very eye catchy, and most convenient UI, and also it can easily enter product return details. This popup screen window also makes most effective, user friendly, and attractive. And it successfully overcome usability issues that users mentioned.
IT19207582	Custom Blinkees	<a href="#">Version 02 – Custom Blinkees</a> , Considering all pros and cons in the two versions, I chosen <b>Version 2</b> . In <b>Version 2</b> , to navigate to other related page there is a navigation icon in the right side of page. It is very attractive to the user and reduce page complex by using icon for navigation. Also, in <b>Version 2</b> there is Search option top of right side in the page so that user can easily search what they wish. It has an image slider for showing all the projects and other important details of the website. So that user can get better idea in single way. In <b>Version 2</b> , there is a banner section for the user to get a clear idea about Archives, Categories, Recent post and Meta. Also, it shows properly. In <b>Version 2</b> , there are two segmentations of Recent projects and banner with search option. In <b>Version 2</b> , user can view the more details of the projects clicking the ‘View projects’ button. Also, <b>Version 2</b> clearly mention page title top of the page and user can easily catch up what is about page. Considering those advantages, I think best interface is <b>Version 2</b> for Custom Blinkee page.
	Blinkee Blog	<a href="#">Version 01 – Blinkee Blog</a> , Considering all differences and similarities in the two versions of the Blinkee blog interface, I selected the <b>Version 1</b> .

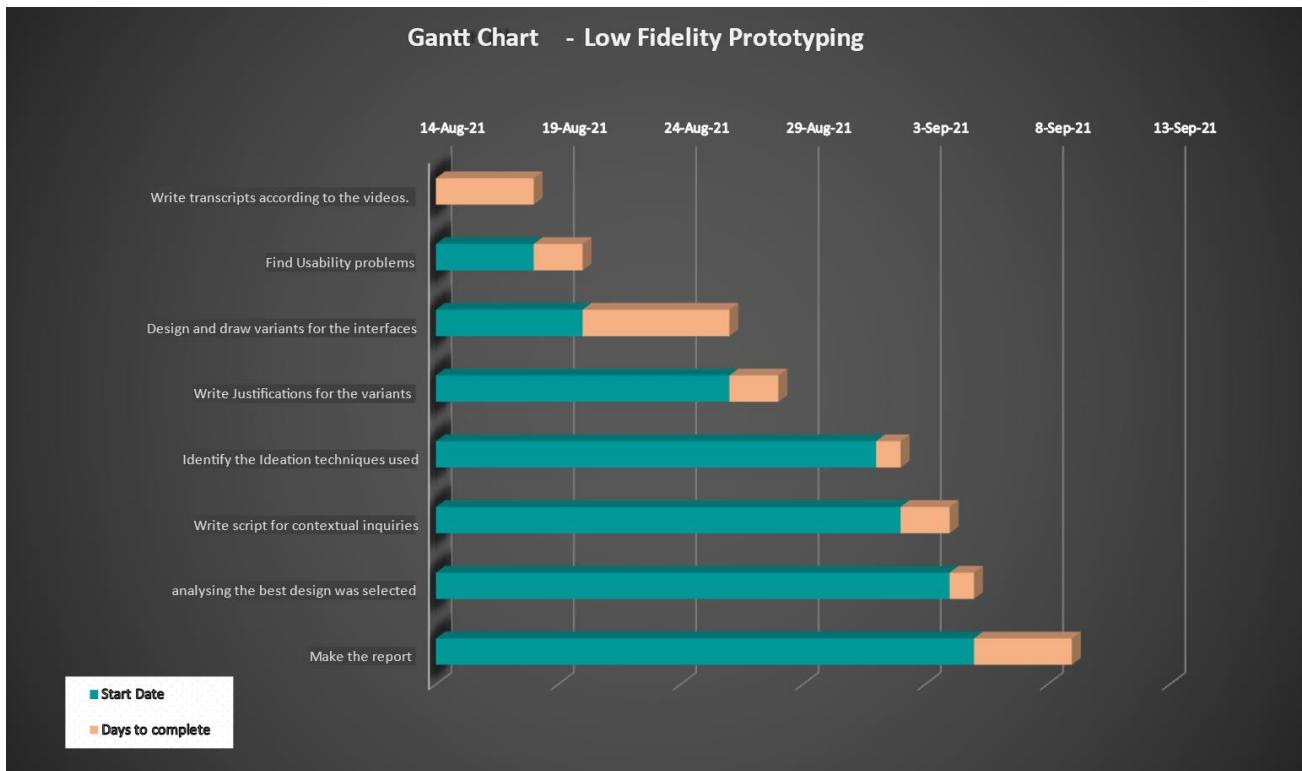
		Because it is an eye-catching and most user-friendly UI sketch, and it consists of the latest item section very clearly. And it contains a banner section for the user to get a clear idea about Following media, Recent Post and Categories. Apart from that Version 1 has better segmentation than <b>Version 2</b> . The <b>Version 1</b> , there is a section which shows Recent post for the user. That will help user to easily find the related Items which are based on the user's choices. User can quickly identify which categories have in the site for looking in Categories banner. In the <b>Version 1</b> , I designed an option to search. So, mainly user can get better understanding about Blinkee Blog after reading description about Blinkee. Also, it clearly mentions about discount. It is important to form a good impression on prospective customers. <b>Version 1</b> can give better impression to user and can attract the user. By considering all the above reasons, I think <b>Version 1</b> is the best design.
	Sample request	<a href="#"><u>Version 01 – Sample Request</u></a> , I have chosen <b>Version 1</b> as the best version of the sample request interface. Also, it has a clear "page title" so users can quickly understand the purpose of that page and what it is doing here. This interface uses standard icons to show the Request details. It is quite useful for people who find it difficult to read, and icons are incredibly user friendly and adds more appeal to the web page while also giving the users a clearer concept. Request form also simplest form and they give some instructions to fill it. And it gives all the necessary input fields to fill. So, for the reasons stated above, I selected <b>Version 1</b> is the best design.
IT19210452	Home	<a href="#"><u>Version 02 – Home</u></a> , Considering all differences and similarities in the two versions of the Home interface, I selected the <b>Version 2</b> . Because it is a eye-catching and most convenient UI sketch, and also it consists the login and cart avatar instead of having text button. It has a 'Shop Now' button in the banner image slider which helps user to discover all the products on the website easily. And also, it contains a banner section for the user to get a clear idea about Shipping, Payment and Return details. Apart from that Version 2 has better product segmentation than version 1. Version 2, there is a section which shows recommended items for the user. That will help user to easily find the related products which are based on the user's choices. In the version 2, I designed a section to display customer reviews on the website. Reviews not only have the power to influence consumer decisions but can strengthen a company's credibility. By showing customer reviews have power to gain customer trust, and also, they encourage people to interact with the company. Since

	<p>this is an E-commerce website, I think that is very important. Home page is the first thing the user can see when the user visits a website. So, it is important to form a good impression on prospective customers. Version 2 can give better impression to user and can attract the user. By considering all the above reasons, I think version 2 is the best design.</p>
Privacy Policy	<p><a href="#">Version 02 – Privacy Policy</a> , Considering all differences and similarities in the two versions of the Privacy Policy interface, I selected the <b>Version 2</b>. Because it is look much more tidy and cleaner to the eye. Font sizes and colors are also used in a proper way. In the contextual inquiry user said that content in the ‘Privacy Policy’ page is not well organized, but in the Version 2 we can see all the content is in well-structured design. In version 2, I used vertical sidebar to display the Privacy policy information. So, using a vertical side bar navigation option can make it easy for users to skim read the page options, as part of their natural eye movements. And anything that makes life easier for users, improves the user experience. In version 2 all the relevant text links included in the content are visible to the user because of the font color that I used. A privacy policy page is one of the important parts on any website. It details company's views and procedures on the information collected from visitors. So, it is important to design that page in a proper way. Therefore, I think the Version 2 has ability to do that.</p>
Account	<p><a href="#">Version 02 – Account(CreateAccount)</a> , <a href="#">Version 02 – Account(SignIn)</a> I have chosen <b>Version 2</b> as the best design considering all the differences and similarities between those two versions. Because in version 2, ‘Create Account’ and ‘Sign In’ pages are in 2 different pages. That is better than having those two in a single page, because when ‘Create Account’ and ‘Sign In’ pages are in one page user may confuse. In version 1, we can see only placeholders are used in the input fields, placeholder text disappears when the cursor is placed in a form field, and it is irritating for users navigating with the keyboard. So, in version 2 we can see those issues are solved. Version 2 contains Text Labels for the input fields, so that will be convenient for the user. And also, those hints which are included in placeholders are useful to get an idea about the value to be entered. One of the reasons for selecting the version 2 as the best design is, because it has an option to Sign In using social media account. It will increase the usability by ensuring that they will be able to navigate the login process easily and access the service. User can easily switch between ‘Create Account’ and ‘Sign In’ pages in the version 2. By considering all the above reasons, I think version 2 is the best design.</p>

IT19209944	About us	<p><u>Version 02-About us</u>, I have chosen version 2 as the best version because it clearly mentions page title on the top of the page so it's very easy to understand for users. The company details clearly mention using short paragraphs separately and clearly. There are "Our Products" and "Our Services" two main clear titles according to those 2 paragraphs. It's useful for users to get good idea about the company accurately, clearly and quickly. In this page use icons to access the review rating pages so user can quickly go through it and can get more idea. So according to the above reasons version 2 is the best design.</p>
	Product Details	<p><u>Version 01- Product Details</u>, I have chosen version 2 as the best version because it has simple small image so it's user friendly for users. All the product details mention clearly according to correct alignments, so it's quickly understood, read users about that product. That product descriptions details also in point form; user can identify accurately and quickly. And also, if user select a product and view product details some related products are also shown in the bottom of the page. So, users can select the best product among those products. So according to the above reasons version 1 is the best design.</p>
	Contact Us	<p><u>Version 01- Contact us</u>, I have chosen version 1 as the best version because it has a clear "page title" so users can quickly understand the purpose of that page and what it is doing here. There is a Google Map in this page so it's very useful for users to find the location quickly. This interface uses standard symbols to show the contact details. It is very useful for people are unable to read and using symbols are very user friendly and give more attraction to the web page as well as give more clear idea to the users. Contact form also simplest form and they give some hints to fill it. And it gives all the necessary input fields to fill. So according to the above reasons version 1 is the best design.</p>
IT18021462	Cart	<p><u>Version 01 – Cart</u>, I decided to choose version 1. Because according to my view, I think version 1 sketch is creative than version 2 sketchers. Because version 1 view is clearer than version 2. And it shows item details clearly and interestingly. And it successfully overcome usability issues that users mentioned in previous. Furthermore, I think, version 1 can give better impression to user and can attract the users.</p>
	Resellers and Drop Shippers	<p><u>Version 01 – Reseller &amp; Drop Shippers</u>, I decided to choose version 1. Because according to my view, I think version 1 sketch is creative than version 2 sketchers. When I am searching the usability issues users said</p>

	that font size is bit small, and it is difficult to read, and page is messy. So, I decide to reduce the paragraphs and I use to user friendly methods to make it more attractive. And it successfully overcome usability issues that users mentioned in previous. Furthermore, I think, version 1 can give better impression to user and can attract the users.
Checkout	<a href="#"><u>Version 01 – Checkout</u></a> , According to my opinion I think version 1 is the best user interface out of these 2 sketches. Because it is the most user understandable sketch out of those two versions. If we consider about the body of the design, it divided into categories. And it also gives user a clear path to all the information. And it successfully overcome usability issues that users mentioned in previous. Furthermore, I think, version 1 can give better impression to user and can attract the users.

## 7. Time schedule (Gantt chart)



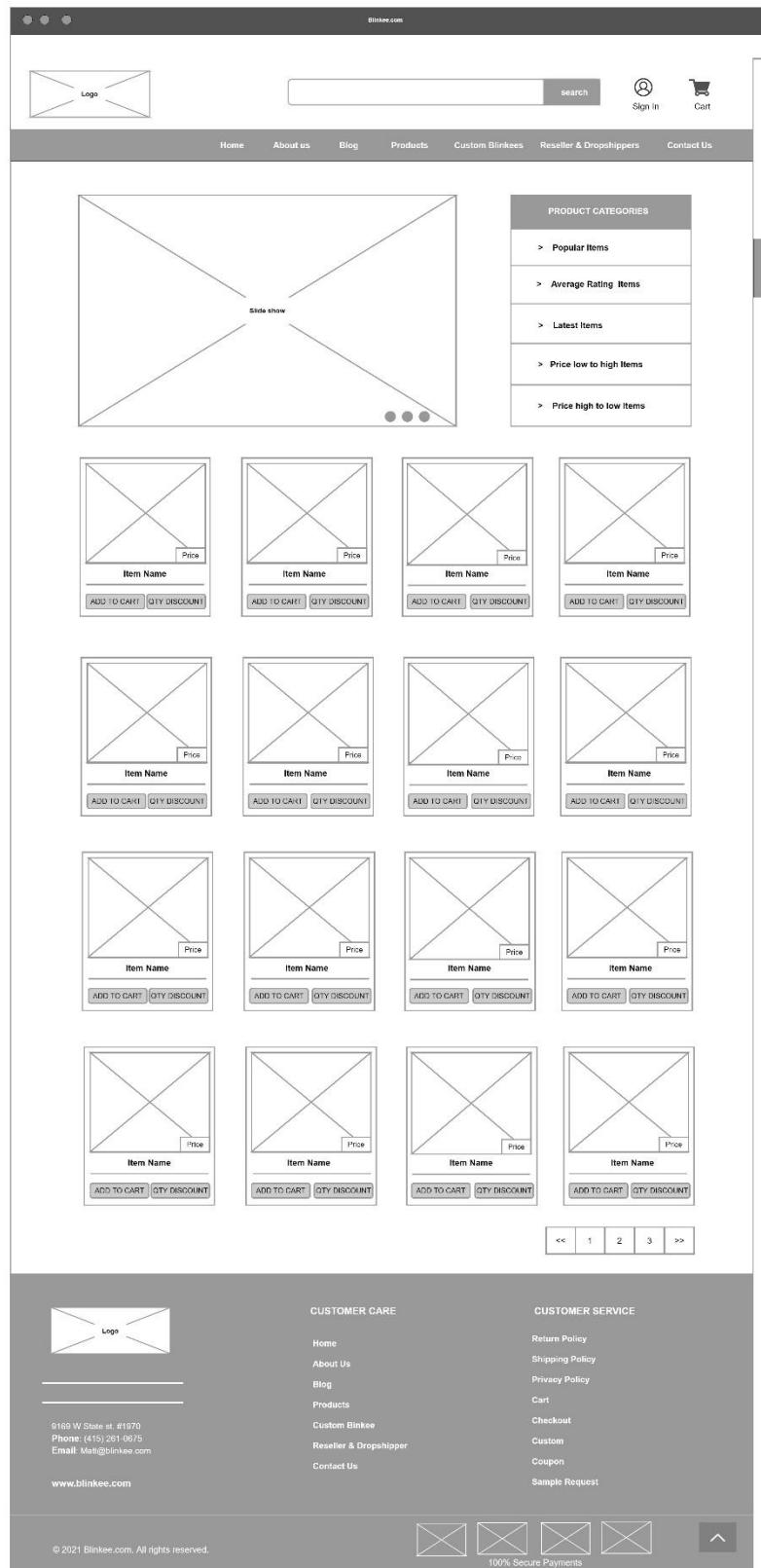
## 8. References

- [1] <https://support.microsoft.com/en-us/office/transcribe-your-recordings-7fc2efec-245e-45f0-b053-2a97531ecf57>
- [2] <https://www.nngroup.com/articles/draw-wireframe-even-if-you-can't-draw/>
- [3] <https://www.nngroup.com/articles/wireflows/>
- [4] <https://balsamiq.com/learn/articles/polished-wireframes/>
- [5] <https://mockflow.com/pricing/>
- [6] <https://app.diagrams.net/>
- [7] <https://www.youtube.com/watch?v=9wQkLthhHKA>

## 9. Appendix

IT19154572

Version 01 – Product



## Version 02 – Product

The wireframe illustrates the layout of the product page. At the top, there is a header bar with a logo, a search bar, and user account/cart icons. Below the header is a navigation menu with links to Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, and Contact Us. The main content area displays a grid of 15 product items, each represented by a placeholder box with a large 'X' through it. Each item box contains the following elements: 'Item Name' and 'Price' labels, an 'ADD TO CART' button, and a 'QTY DISCOUNT' button. Above the grid, there are five filter buttons: 'ALL PRODUCTS', 'POPULARITY', 'AVERAGE RATING', 'LATEST', and two sorting options: 'PRICE: LOW TO HIGH' and 'PRICE: HIGH TO LOW'. At the bottom of the page, there is a navigation bar with 'First Page', page numbers (1, 2, 3), and 'Last Page'.

**CUSTOMER CARE**

- Home
- About Us
- Blog
- Products
- Custom Blinkee
- Reseller & Dropshipper
- Contact Us

**CUSTOM SERVICE**

- Return Policy
- Shipping Policy
- Privacy Policy
- Cart
- Checkout
- Custom
- Coupon
- Sample Request

© 2021 Blinkee.com. All rights reserved.

100% Secure Payments

## Version 01 – Return Policy

The wireframe shows a website layout for a return policy page. At the top, there is a header with a logo, a search bar, and navigation links for Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, Contact Us, Sign In, and Cart. Below the header, the main content area has a title 'RETURN POLICY' followed by several horizontal lines for text input. A large rectangular placeholder labeled 'Image' is positioned to the right. A 'RETURN ITEM' button is located at the bottom left of the content area. The footer contains a logo, contact information (9169 W State st. #1970, Phone: (415) 261-0675, Email: Matt@blinkee.com), a website link (www.blinkee.com), and two columns of links under 'CUSTOMER CARE' and 'CUSTOMER SERVICE'. At the bottom, there is a copyright notice, four small icons representing secure payment methods, and an upward-pointing arrow.

Blinkee.com

Logo

search

Sign In

Cart

Home About us Blog Products Custom Blinkees Reseller & Dropshippers Contact Us

RETURN POLICY

Image

RETURN ITEM

Logo

CUSTOMER CARE

- Home
- About Us
- Blog
- Products
- Custom Binkee
- Reseller & Dropshipper
- Contact Us

CUSTOMER SERVICE

- Return Policy
- Shipping Policy
- Privacy Policy
- Cart
- Checkout
- Custom
- Coupon
- Sample Request

9169 W State st. #1970  
Phone: (415) 261-0675  
Email: Matt@blinkee.com

www.blinkee.com

© 2021 Blinkee.com. All rights reserved.

100% Secure Payments

## Version 02 – Return Policy

The wireframe illustrates the layout of the Blinkee.com website, specifically the Return Policy page. At the top, there is a header bar with a logo placeholder labeled "Logo", a search bar with a "search" button, and user account and cart icons. Below the header is a navigation menu with links to Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, and Contact Us. The main content area features a large placeholder for an "Image". Below this, the title "RETURN POLICY" is centered above a series of five horizontal lines for notes or text input. A "RETURN ITEM" button is positioned below these lines. In the footer, there is a "Customer Care" section with links to Home, About Us, Blog, Products, Custom Binkee, Reseller & Dropshipper, and Contact Us. There is also a "Customer Service" section with links to Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, and Sample Request. The footer includes a copyright notice ("© 2021 Blinkee.com. All rights reserved."), payment method icons for 100% Secure Payments, and a small navigation icon.

Blinkee.com

Logo

search

Sign In

Cart

Home About us Blog Products Custom Blinkees Reseller & Dropshippers Contact Us

Image

RETURN POLICY

RETURN ITEM

Customer Care

- Home
- About Us
- Blog
- Products
- Custom Binkee
- Reseller & Dropshipper
- Contact Us

Customer Service

- Return Policy
- Shipping Policy
- Privacy Policy
- Cart
- Checkout
- Custom
- Coupon
- Sample Request

9169 W State st. #1970  
Phone: (415) 261-0675  
Email: Matt@blinkee.com

www.blinkee.com

© 2021 Blinkee.com. All rights reserved.

100% Secure Payments

## Version 01 – Start Return Item

The wireframe illustrates the layout of the Blinkee.com website, specifically the 'Return Item' page. The top navigation bar includes the logo, search bar, sign-in, and cart icons. Below the navigation is a secondary menu with links to Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, and Contact Us. The main content area features a large placeholder for an 'Image' with a large 'X' drawn through it. To the left of this placeholder is a form for returning items, containing fields for First Name, Last Name, Email Address, Order Number, and Reason for Return, each with a placeholder text input. A 'SEND MESSAGE' button is located at the bottom of this form. The footer contains links for Customer Care (Home, About Us, Blog, Products, Custom Binkee, Reseller & Dropshipper, Contact Us) and Customer Service (Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request). It also includes contact information (9169 W State st. #1970, Phone: (415) 261-0675, Email: Matt@blinkee.com), the website URL (www.blinkee.com), and a note about secure payments (100% Secure Payments).

Blinkee.com

Logo

search

Sign In

Cart

Home About us Blog Products Custom Blinkees Reseller & Dropshippers Contact Us

RETURN BLINKEE.COM ITEMS

First Name:

Enter First Name

Last Name:

Enter last Name

Email Address:

Enter Email Address

Order Number:

Enter Order Number

Reason for Return:

Enter Reason for Return

SEND MESSAGE

Customer Care

Home

About Us

Blog

Products

Custom Binkee

Reseller & Dropshipper

Contact Us

Customer Service

Return Policy

Shipping Policy

Privacy Policy

Cart

Checkout

Custom

Coupon

Sample Request

9169 W State st. #1970  
Phone: (415) 261-0675  
Email: Matt@blinkee.com

www.blinkee.com

© 2021 Blinkee.com. All rights reserved.

100% Secure Payments

Version 02 – Start Return Item

RETURN BLINKEE.COM ITEMS X

**First Name:**

**Last Name:**

**Email Address:**

**Order Number:**

**Reason for Return:**

**SEND MESSAGE**

**IT19207582**

Version 01 – Custom Blinkees

The wireframe illustrates the homepage layout of Blinkee.com. At the top is a header bar with the logo "Blinkee.com" and three dots. Below the header is a navigation bar with links: Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, Contact Us, a search bar, and a "Sign In" button with a shopping cart icon.

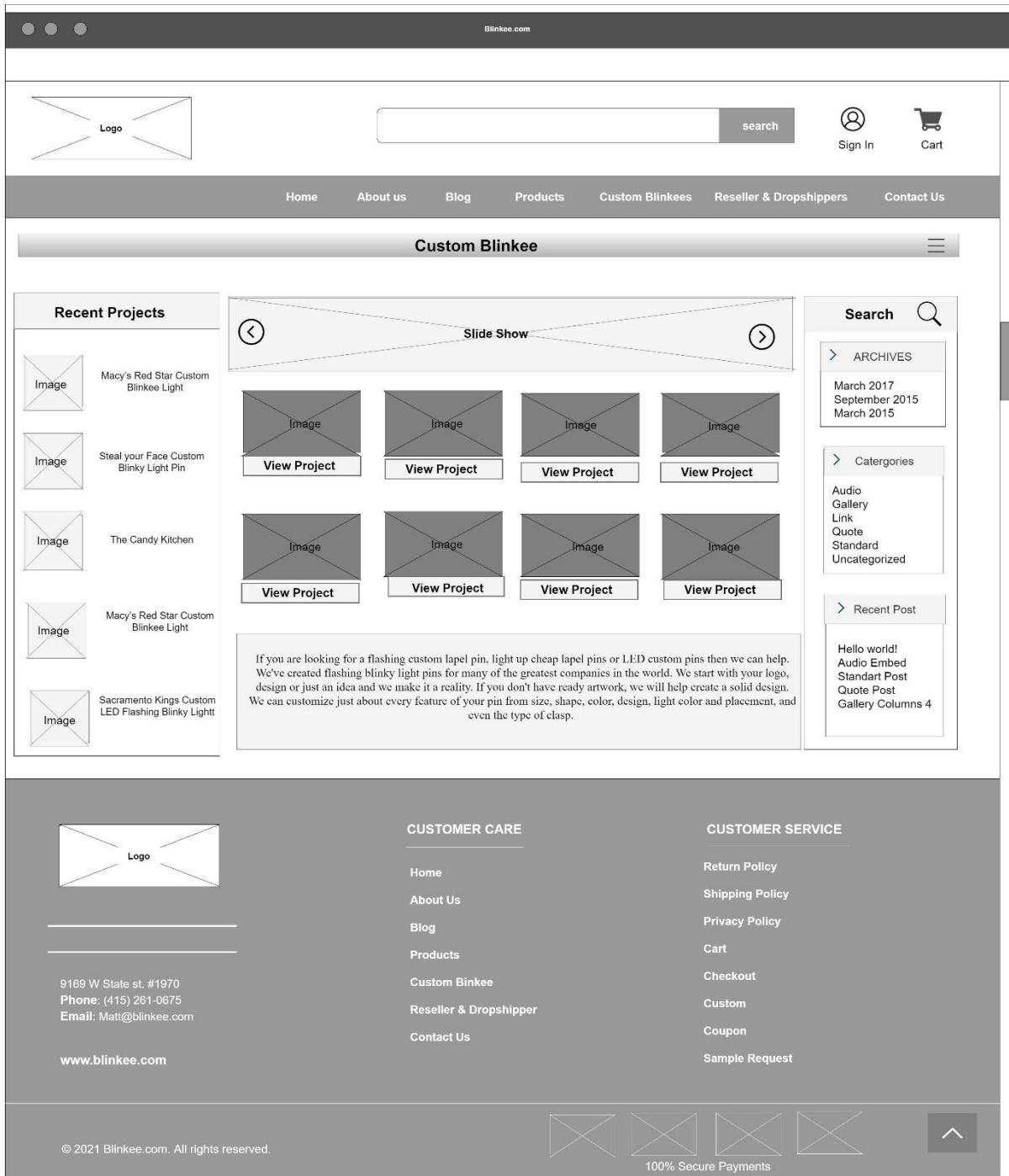
The main content area features a "Slide Show" with left and right arrows, followed by a section titled "Custom Blinkee" containing five items, each with an "Image" placeholder and a "Description" link. Below this is a "Search" bar with a magnifying glass icon and a sidebar with "ARCHIVES" (March 2017, September 2015, March 2015), "Categories" (Audio, Gallery, Link, Quote, Standard, Uncategorized), "Recent Post" (Hello world!, Audio Embed, Standart Post, Quote Post, Gallery Columns 4), and "Meta" (Log in, Entries feed, Comments feed, WordPress.org).

To the right is a "Recent Projects" sidebar listing eight projects with images and titles:

- The Candy Kitchen
- Macy's Red Star Custom Blinkee Light
- Steal your Face Custom Blinky Light Pin
- The Candy Kitchen
- Macy's Red Star Custom Blinkee Light
- Sacramento Kings Custom LED Flashing Blinky Light

The footer contains a "Logo" section with two horizontal lines, contact information (9169 W State st. #1970, Phone: (415) 261-0675, Email: Matt@blinkee.com), a website link (www.blinkee.com), and two sections: "CUSTOMER CARE" (Home, About Us, Blog, Products, Custom Blinkee, Reseller & Dropshipper, Contact Us) and "CUSTOMER SERVICE" (Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request). The footer also includes a copyright notice (© 2021 Blinkee.com. All rights reserved.), payment method icons (four credit card icons), and a "100% Secure Payments" message.

## Version 02 – Custom Blinkees



The wireframe illustrates the layout of the Custom Blinkee website. At the top, there's a header bar with three dots, the domain 'Blinkee.com', a search bar, and icons for 'Sign In' and 'Cart'. Below the header is a navigation bar with links to Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, Contact Us, and a menu icon.

The main content area features a 'Recent Projects' sidebar on the left listing five projects with preview images and titles: 'Macy's Red Star Custom Blinkee Light', 'Steal your Face Custom Blinky Light Pin', 'The Candy Kitchen', 'Macy's Red Star Custom Blinkee Light', and 'Sacramento Kings Custom LED Flashing Blinky Light'. To the right of this is a 'Slide Show' section with four preview images and 'View Project' buttons. A central text box contains a promotional message about custom lapel pins.

On the far right, there's a 'Search' sidebar with sections for 'ARCHIVES' (March 2017, September 2015, March 2015), 'Categories' (Audio, Gallery, Link, Quote, Standard, Uncategorized), and 'Recent Post' (Hello world!, Audio Embed, Standart Post, Quote Post, Gallery Columns 4).

The footer section includes a 'CUSTOMER CARE' sidebar with links to Home, About Us, Blog, Products, Custom Blinkee, Reseller & Dropshipper, and Contact Us. It also lists 'CUSTOMER SERVICE' links: Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, and Sample Request. The footer also contains contact information (9169 W State st. #1970, Phone: (415) 261-0675, Email: Matt@blinkee.com), the website URL (www.blinkee.com), and a copyright notice (© 2021 Blinkee.com. All rights reserved.).

At the bottom right, there are four small icons representing secure payment methods, followed by the text '100% Secure Payments'.

## Version 01 – Blinkee Blog

The wireframe illustrates the layout of the Blinkee Blog website. At the top, there's a header bar with a logo placeholder, a search bar, and user account links for 'Sign In' and 'Cart'. Below the header is a navigation menu with links to Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, and Contact Us. The main content area features a title 'Blinkee Blog' and a search bar. To the left is a sidebar titled 'Categories' listing various product types like 'Blinkee blog center', 'Blinkee Recommends', and 'Christmas flashing lights'. The central content area displays a welcome message 'Welecome to Blinkee Blog' with a placeholder image. Below it are three blog post snippets: 'The value of fake money' (August 19, 2021), 'Getting start with ight golf' (August 18, 2021), and 'The history of the mystrey of the mood ring'. To the right, there's a social media section for 'Foolow @Blinkee' with icons for Facebook, Twitter, Email, and Pinterest. A 'Recent Post' sidebar lists recent articles. At the bottom, there's a footer section with contact information (9169 W State st. #1970, Phone: (415) 261-0675, Email: Matt@blinkee.com), a link to the website (www.blinkee.com), and customer service links for Home, About Us, Blog, Products, Custom Binkee, Reseller & Dropshipper, and Contact Us. The footer also includes links for Customer Care (Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request) and Customer Service (Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request). The footer ends with a copyright notice (© 2021 Blinkee.com. All rights reserved.) and a secure payment badge.

## Version 02 – Blinkee Blog

The wireframe shows the layout of the Blinkee Blog website:

- Header:** Includes a logo placeholder, a search bar, and navigation links for Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, and Contact Us.
- Left Sidebar:** A large area for a "Slide Show" featuring three placeholder images with arrows for navigation.
- Content Area:** A "Blinkee Blog" section with a title "Welecome to Blinkee Blog" and a "Description" placeholder.
- Right Sidebar:** A "Recent Post" section listing three blog posts: "The Value of Fake Money" (repeated twice) and "Introducing Flashing Stars Stars and Stripes LED Cowboy".
- Bottom Left:** A "Latest" section showing three blog post cards with titles and dates: "The value of fake money" (August 19, 2021), "Getting start with light golf" (August 18, 2021), and "The history of the mystrey of the mood ring".
- Bottom Center:** A "Categories" section with four categories: "Blinkee blog center", "Blinkee Recommends", "Chirsmas flashing lights", and "Mardi Gras Flashing Lights".
- Bottom Right:** A "Follow Us On:" section with links for Facebook, Twitter, Pinterest, and Email.
- Footer:** Includes a logo placeholder, contact information (9169 W State st. #1970, Phone: (415) 261-0675, Email: Matt@blinkee.com), a website link ([www.blinkee.com](http://www.blinkee.com)), a copyright notice ("© 2021 Blinkee.com. All rights reserved."), and a "100% Secure Payments" section with four placeholder icons.

## Version 01 – Sample request

The screenshot shows the Blinkee.com website interface. At the top, there is a header with a logo, a search bar, and navigation links for Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, Contact Us, Sign In, and Cart. Below the header, a large central box is titled "Sample Request". On the left side of this box, there is a placeholder image area labeled "Image" and a list of instructions:

1. Please Register on our site at the "account" link above
2. Add your shipping address to your account
3. input your information and Return to this form

On the right side of the "Sample Request" box, there are several input fields with icons:

- User Name (person icon)
- Email (envelope icon)
- Phone Number (telephone icon)
- Hand of DeadLine (calendar icon)
- UPS or FedEx Account Number (truck icon)
- Name of Sample Request
- What's this for? Tell us about your upcoming event

Below these fields is a checkbox with the text: "By requesting a sample I consent to receive occasional emails from Blinkee.com". At the bottom right of the "Sample Request" box is a "Submit Request" button.

At the bottom of the page, there is a footer section with the Blinkee logo, contact information (9169 W State st. #1970, Phone: (415) 261-0675, Email: Matt@blinkee.com), and a website link ([www.blinkee.com](http://www.blinkee.com)). To the right of the footer, there are sections for "CUSTOMER CARE" (Home, About Us, Blog, Products, Custom Binkee, Reseller & Dropshipper, Contact Us) and "CUSTOMER SERVICE" (Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request). At the very bottom, there is a copyright notice ("© 2021 Blinkee.com. All rights reserved."), four small icons representing payment methods, and a "100% Secure Payments" message.

## Version 02 – Sample request

The screenshot shows a sample request form integrated into a website layout. At the top, there's a header with a logo, search bar, sign-in, and cart icons. Below the header is a navigation menu with links to Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, and Contact Us. The main content area features a large gray box containing the text "Do You Like To Have A Sample?" with a thumbs-up icon. To the right of this box is a form with fields for User Name, Email, Phone Number, Hand of DeadLine, UPS or FedEx Account Number, Name of Sample Request, and a text area for "What's this for? Tell us about your upcoming event". There's also a checkbox for accepting emails and a "Submit Request" button.

The screenshot shows the footer section of the website. It includes a logo, contact information (9169 W State st. #1970, Phone: (415) 261-0675, Email: Matt@blinkee.com), a website link (www.blinkee.com), and links to Customer Care (Home, About Us, Blog, Products, Custom Binkee, Reseller & Dropshipper, Contact Us) and Customer Service (Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request). At the bottom, there's a copyright notice (© 2021 Blinkee.com. All rights reserved.), payment method icons (four credit card icons), and a "100% Secure Payments" message.

**IT19210452**

Version 01 – Home

The wireframe illustrates the structure of the Blinkee.com homepage. At the top, there is a header bar with three dots on the left and the URL "Blinkee.com" on the right. Below the header is a navigation bar with links: Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, and Contact Us. A search bar with a placeholder "Search here" and a "search" button is positioned above the navigation bar. To the right of the search bar are "Sign In" and "Cart" buttons. A large "Slider" section follows, featuring a horizontal navigation bar with arrows and a central area labeled "Slider". Below the slider is a "New Arrivals" section containing five product cards, each with a "Product name" and "price" and an "ADD TO CART" button. Another "On Sale" section follows, also containing five product cards with similar details. The footer is divided into three main sections: "CUSTOMER CARE" (Home, About Us, Blog, Products, Custom Binkee, Reseller & Dropshipper, Contact Us), "CUSTOMER SERVICE" (Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request), and a contact block with address, phone number, email, and website information. The footer also includes a copyright notice, payment method icons, and a feedback arrow icon.

Blinkee.com

Logo

Search here

search

Sign In

Cart

Home About us Blog Products Custom Blinkees Reseller & Dropshippers Contact Us

< Slider >

New Arrivals

Product name price ADD TO CART

On Sale

Product name price ADD TO CART

CUSTOMER CARE

Home

About Us

Blog

Products

Custom Binkee

Reseller & Dropshipper

Contact Us

CUSTOMER SERVICE

Return Policy

Shipping Policy

Privacy Policy

Cart

Checkout

Custom

Coupon

Sample Request

9169 W State st. #1970  
Phone: (415) 261-0675  
Email: Matt@blinkee.com

www.blinkee.com

© 2021 Blinkee.com. All rights reserved.

100% Secure Payments

## Version 02 – Home

The wireframe illustrates the layout of the Version 02 - Home page:

- Header:** Features a logo, a search bar with a "search" button, and user account options (Sign In, Create Account) next to a shopping cart icon.
- Navigation Bar:** Includes links for Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, and Contact Us.
- Slider Section:** A large banner area labeled "Slider" containing a "Shop Now" button, arrows for navigation, and three promotional icons: FREE SHIPPING (Free shipping on direct order), SECURE PAYMENT (100% secure payment), and FREE RETURN (Within 30 days return).
- Product Grid:** A section displaying five products in a grid. Each product card includes an "ADD TO CART" button, the product name, and price. Navigation arrows are present on both sides of the grid. A "VIEW ALL PRODUCTS >" button is located at the bottom of the grid.
- Recommended Items:** A section titled "RECOMMENDED ITEMS" showing five recommended products, each with an "ADD TO CART" button, product name, and price. Navigation arrows are present on both sides.
- Customer Reviews:** A section titled "CUSTOMER REVIEWS" showing three customer reviews, each featuring a profile icon and a five-star rating.
- Footer:** Contains the company logo, address (9169 W State st. #1970), phone number (415) 261-0675, email (Matt@blinkee.com), website (www.blinkee.com), and links for Customer Care (Home, About Us, Blog, Products, Custom Blinkee, Reseller & Dropshipper, Contact Us) and Customer Service (Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request).
- Page Bottom:** Includes copyright information ("© 2021 Blinkee.com. All rights reserved."), payment security icons, and a "100% Secure Payments" message.

## Version 01 – Privacy Policy

The screenshot shows the Blinkee.com website interface. At the top, there is a navigation bar with a logo, a search bar, and links for Sign In and Cart. Below the navigation bar is a secondary menu with links for Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, and Contact Us. The main content area features a title "Privacy Policy" and a section titled "Blinkee Privacy Notice" with a lock icon. Below this are six numbered items, each with a dropdown arrow. Item 6 is currently expanded, showing text about data sharing and processing partners. A large "Up" arrow is located on the right side of this section. At the bottom, there is a footer with links for Customer Care (Home, About Us, Blog, Products, Custom Binkee, Reseller & Dropshipper, Contact Us) and Customer Service (Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request). There is also contact information (9169 W State st. #1970, Phone: (415) 261-0675, Email: Matt@blinkee.com) and a link to the website (www.blinkee.com). The footer also includes a copyright notice (© 2021 Blinkee.com. All rights reserved.), payment method icons (four squares with X's), and a "100% Secure Payments" message.

Blinkee.com

Logo

search

Sign In

Cart

Home About us Blog Products Custom Blinkees Reseller & Dropshippers Contact Us

## Privacy Policy

**Blinkee Privacy Notice**

1. Definitions used in this policy

2. Data protection principles we follow

3. What rights do you have regarding your Personal Data

4. What Personal Data we gather about you

5. How we use your Personal Data

6. Who else has access to your Personal data

We do not share your Personal Data with strangers. Personal Data about you is in some cases provided to our trusted partners in order to either make providing the service to you possible or to enhance your customer experience. We only work with Processing partners who are able to ensure adequate level of protection to your Personal Data. We disclose your Personal Data to third parties or public officials when we are legally obliged to do so. We might disclose your Personal Data to third parties if you have consented to it or if

Up

Logo

**CUSTOMER CARE**

Home  
About Us  
Blog  
Products  
Custom Binkee  
Reseller & Dropshipper  
Contact Us

**CUSTOMER SERVICE**

Return Policy  
Shipping Policy  
Privacy Policy  
Cart  
Checkout  
Custom  
Coupon  
Sample Request

9169 W State st. #1970  
Phone: (415) 261-0675  
Email: Matt@blinkee.com

[www.blinkee.com](http://www.blinkee.com)

© 2021 Blinkee.com. All rights reserved.

100% Secure Payments

## Version 02 – Privacy Policy

The screenshot shows the Blinkee.com website's Privacy Policy page. At the top, there is a navigation bar with a logo, a search bar, and links for Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, Contact Us, Sign In, and Cart. The main content area has a dark header with the title "Privacy Policy". On the left, a sidebar contains a table of contents with 8 items: 1. Definitions used in this policy, 2. Data protection principles we follow, 3. What rights do you have regarding your Personal Data (which is highlighted), 4. What Personal Data we gather about you, 5. How we use your Personal Data, 6. Who else has access to your Personal data, 7. How we secure your data, and 8. Cookies. To the right of the sidebar, the main content area starts with a section titled "3. What rights do you have regarding your Personal Data ?" which includes a sub-section "3.1 Data Subject's rights" and a list of rights. A small upward arrow icon is located in the bottom right corner of the main content area.

<b>Blinkee Privacy Notice</b>
1. Definitions used in this policy
2. Data protection principles we follow
<b>3. What rights do you have regarding your Personal Data</b>
4. What Personal Data we gather about you
5. How we use your Personal Data
6. Who else has access to your Personal data
7. How we secure your data
8. Cookies

**3. What rights do you have regarding your Personal Data ?**

**3.1 Data Subject's rights**

The Data Subject has following rights.

- Right for the help of [supervisory authority](#) - meaning you have the right for the help of a supervisory authority and the right for other legal remedies such as claiming damages.
- Please use our [privacy tools](#) page to control or review your data.

The screenshot shows the Blinkee.com website's footer. It features a logo, contact information (9169 W State st. #1970, Phone: (415) 261-0675, Email: Matt@blinkee.com), and a link to the website ([www.blinkee.com](http://www.blinkee.com)). The footer is divided into two main sections: "CUSTOMER CARE" and "CUSTOMER SERVICE". The "CUSTOMER CARE" section includes links to Home, About Us, Blog, Products, Custom Binkee, Reseller & Dropshipper, and Contact Us. The "CUSTOMER SERVICE" section includes links to Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, and Sample Request. At the bottom, there are four icons representing secure payment methods, followed by the text "100% Secure Payments". A small upward arrow icon is located in the bottom right corner of the footer.

9169 W State st. #1970  
Phone: (415) 261-0675  
Email: Matt@blinkee.com

[www.blinkee.com](http://www.blinkee.com)

**CUSTOMER CARE**

Home  
About Us  
Blog  
Products  
Custom Binkee  
Reseller & Dropshipper  
Contact Us

**CUSTOMER SERVICE**

Return Policy  
Shipping Policy  
Privacy Policy  
Cart  
Checkout  
Custom  
Coupon  
Sample Request

© 2021 Blinkee.com. All rights reserved.

100% Secure Payments

## Version 01 – Account

The screenshot shows the account section of the Blinkee.com website. At the top, there is a navigation bar with links for Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, Contact Us, Sign In, and Cart. The main content area is divided into two sections: 'Sign In' on the left and 'Register' on the right. Both sections feature input fields for Username or E-mail and Password, with a 'Forgot Your Password?' link. The 'Sign In' section includes a 'Remember me' checkbox and a 'Sign In' button. The 'Register' section includes a 'Re-enter password' field and a 'Register' button. At the bottom, there is a footer with links for Customer Care (Home, About Us, Blog, Products, Custom Binkee, Reseller & Dropshipper, Contact Us) and Customer Service (Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request). The footer also contains contact information (9169 W State st. #1970, Phone: (415) 261-0675, Email: Matt@blinkee.com), the website URL (www.blinkee.com), and a secure payment badge.

Blinkee.com

Logo

search

Sign In

Cart

Home About us Blog Products Custom Blinkees Reseller & Dropshippers Contact Us

Sign In

Register

Username or E-mail

Password

Remember me [Forgot Your Password?](#)

Sign In

Username

E-mail

Password

Re-enter password

Register

Customer Care

Home  
About Us  
Blog  
Products  
Custom Binkee  
Reseller & Dropshipper  
Contact Us

Customer Service

Return Policy  
Shipping Policy  
Privacy Policy  
Cart  
Checkout  
Custom  
Coupon  
Sample Request

9169 W State st. #1970  
Phone: (415) 261-0675  
Email: Matt@blinkee.com

[www.blinkee.com](http://www.blinkee.com)

© 2021 Blinkee.com. All rights reserved.

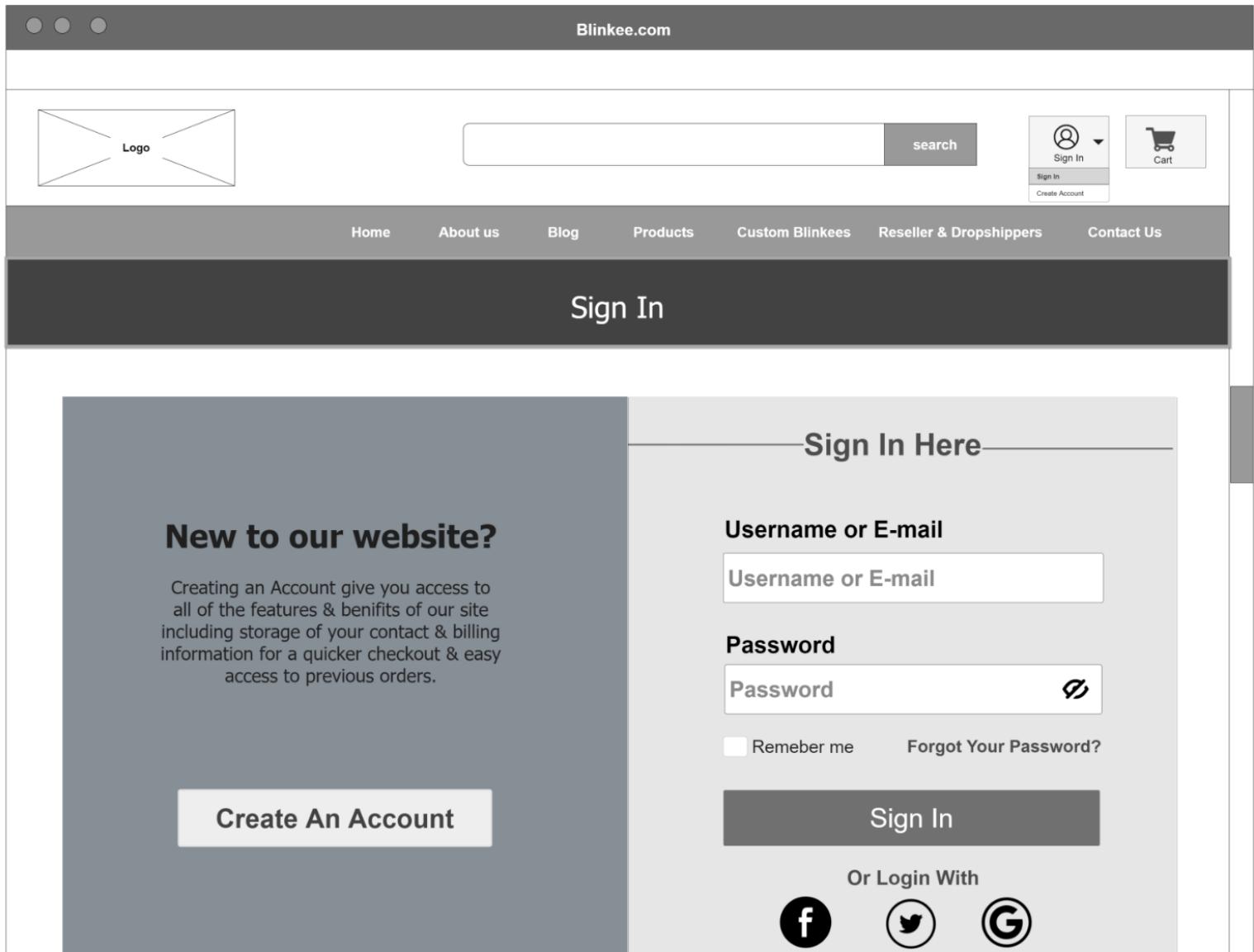
100% Secure Payments

## Version 02 – Account (Create Account)

The screenshot shows the 'Create Account' page of the Blinkee.com website. At the top, there is a navigation bar with links for Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, Contact Us, Sign In, and Create Account. Below the navigation is a search bar. The main content area has a dark header with the text 'Create Account'. On the left side, there is a section for existing users with the heading 'Already a member ?' and a 'Sign In' button. The right side contains fields for creating a new account: 'Username' (input field), 'E-mail' (input field with placeholder 'e.g. example@gmail.com'), 'Password' (input field with placeholder 'Must have at least 6 characters'), 'Re-enter Password' (input field with eye icon), and a checkbox for accepting the Privacy policy. A large 'Create Account' button is located at the bottom right of the form.

The footer of the Blinkee.com website includes a logo, contact information (9169 W State st. #1970, Phone: (415) 261-0675, Email: Matt@blinkee.com), and a link to the website ([www.blinkee.com](http://www.blinkee.com)). It also features sections for Customer Care (Home, About Us, Blog, Products, Custom Binkee, Reseller & Dropshipper, Contact Us) and Customer Service (Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request). At the bottom, there is a copyright notice ('© 2021 Blinkee.com. All rights reserved.'), payment method icons ('100% Secure Payments'), and a feedback icon.

## Version 02 – Account (Sign In)



The image shows the Blinkee.com sign-in page. At the top, there is a navigation bar with links for Home, About us, Blog, Products, Custom Blinkies, Reseller & Dropshippers, Contact Us, and a search bar. On the right side of the header is a user account dropdown menu showing 'Sign In' and 'Create Account' options, along with a shopping cart icon. Below the header, a large dark banner displays the word 'Sign In'. The main content area is divided into two sections. On the left, a grey sidebar contains the text 'New to our website?' followed by a paragraph about the benefits of creating an account, and a 'Create An Account' button. On the right, a light grey form area is titled 'Sign In Here'. It includes fields for 'Username or E-mail' and 'Password', both with placeholder text. There are also 'Remember me' and 'Forgot Your Password?' links, and a 'Sign In' button. Below the sign-in form is a section titled 'Or Login With' featuring social media icons for Facebook, Twitter, and Google.

Blinkee.com

Logo

search

Sign In

Create Account

Cart

Home About us Blog Products Custom Blinkies Reseller & Dropshippers Contact Us

## Sign In

New to our website?

Creating an Account give you access to all of the features & benifits of our site including storage of your contact & billing information for a quicker checkout & easy access to previous orders.

Create An Account

Sign In Here

Username or E-mail

Username or E-mail

Password

Password

Remeber me

Forgot Your Password?

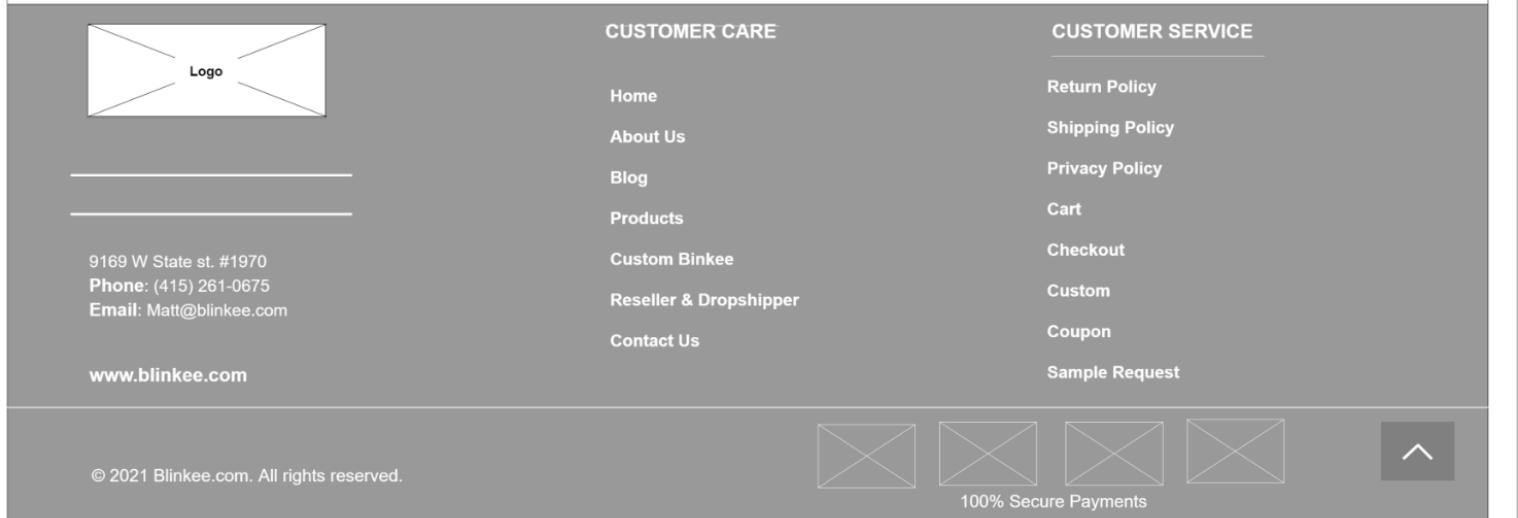
Sign In

Or Login With

f

Twitter

G



The footer of the Blinkee.com website. It features a logo at the top left, followed by a horizontal line and a list of contact details: address (9169 W State st. #1970), phone number (415) 261-0675, and email (Matt@blinkee.com). Below this is a link to the website (www.blinkee.com). The footer is divided into three main sections: 'CUSTOMER CARE' (links to Home, About Us, Blog, Products, Custom Binkee, Reseller & Dropshipper, and Contact Us), 'CUSTOMER SERVICE' (links to Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, and Sample Request), and a series of payment method icons (Mastercard, Visa, American Express, Discover, and a generic payment icon) followed by a statement '100% Secure Payments'.

Logo

CUSTOMER CARE

Home

About Us

Blog

Products

Custom Binkee

Reseller & Dropshipper

Contact Us

CUSTOMER SERVICE

Return Policy

Shipping Policy

Privacy Policy

Cart

Checkout

Custom

Coupon

Sample Request

9169 W State st. #1970

Phone: (415) 261-0675

Email: Matt@blinkee.com

www.blinkee.com

© 2021 Blinkee.com. All rights reserved.

100% Secure Payments

**IT19209944**

Version 01 – About us

The wireframe shows the layout of the About Us page. At the top, there is a header bar with three dots on the left, the website name 'Blinkee.com' in the center, and a search bar with a magnifying glass icon and a 'search' button on the right. Below the header is a navigation menu with links to Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, and Contact Us. The main content area features a large placeholder for an image labeled 'Image'. Below the image is a grey button with the text 'ABOUT US' in bold capital letters. To the left of the 'ABOUT US' button, there is a list of service ratings: Facebook 4.5 stars Rating, BBB A+ Rating, Amazon 95% Positive Lifetimes Feedback Rating. To the right, there is a list of service ratings: Yelp five stars, Trustpilot Five Stars, Google four stars. At the bottom of the page is a footer section containing the company logo, address (9169 W State st. #1970), phone number (415) 261-0675, email (Matt@blinkee.com), and website link (www.blinkee.com). The footer also includes sections for Customer Care (Home, About Us, Blog, Products, Custom Binkee, Reseller & Dropshipper, Contact Us) and Customer Service (Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request). The footer ends with a copyright notice (© 2021 Blinkee.com. All rights reserved.), a secure payment badge (100% Secure Payments), and a small upward-pointing arrow icon.

## Version 02 – About us

The wireframe shows the layout of the About Us page. At the top, there is a header bar with a logo placeholder, a search bar, and user account/cart icons. Below the header is a navigation menu with links to Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, and Contact Us. The main content area features a large title "ABOUT US". Below the title is a text block about Magic Matt's history. A large rectangular placeholder labeled "Image" is positioned below the text. The page is divided into two sections: "Our Products" and "Our Services". The "Our Products" section contains a text block about battery-operated light-up accessories and a "Read more" link. The "Our Services" section contains a text block about quality products and a "Read more" link. Below these sections is a "Awards and Reviews" section with six rating icons: Facebook, BBB A+, Amazon, Yelp 5 stars, Truspilot 5 stars, and Google 4 stars. The footer contains a logo placeholder, customer care links (Home, About Us, Blog, Products, Custom Binkee, Reseller & Dropshipper, Contact Us), customer service links (Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request), and footer text (address: 9169 W State st. #1970, phone: (415) 261-0675, email: Matt@blinkee.com, website: www.blinkee.com). The footer also includes a secure payment badge and a copyright notice: "© 2021 Blinkee.com. All rights reserved." and "100% Secure Payments".

Blinkee.com

Logo

search

Sign In

Cart

Home About us Blog Products Custom Blinkees Reseller & Dropshippers Contact Us

## ABOUT US

Magic Matt's Brilliant Blinkys provides exciting glow in the dark toys, flashing jewelry, blinking pinsflashy Blinkys and accessories for the 21st century Magic Matt has been a vendor of light up novelties, and flashing toys online and in person for over 15 years. Over the years we've built up a great reputation of quality and service.

Image

**Our Products**

Battery operated light up earrings, flashing rings, and Blinky light necklaces make a bold statement and make any outfit high fashion.

[Read more](#)

**Our Services**

Magic Matt's Brilliant Blinkys only carries the highest quality products. Your satisfaction is guaranteed.

[Read more](#)

**Awards and Reviews**

Logo

CUSTOMER CARE

Home  
About Us  
Blog  
Products  
Custom Binkee  
Reseller & Dropshipper  
Contact Us

CUSTOMER SERVICE

Return Policy  
Shipping Policy  
Privacy Policy  
Cart  
Checkout  
Custom  
Coupon  
Sample Request

9169 W State st. #1970  
Phone: (415) 261-0675  
Email: Matt@blinkee.com

[www.blinkee.com](http://www.blinkee.com)

© 2021 Blinkee.com. All rights reserved.

100% Secure Payments

## Version 01 – Product Details

The wireframe shows the layout of the product details page. At the top, there's a header with a logo, search bar, sign in, and cart icons. Below the header is a navigation bar with links to Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, Contact Us. The main content area features a large placeholder for a product image labeled "Product Image". To its right, the product details are listed: "Product Name" (placeholder), "LKR 2500.00", "Product Code : 10003566", "Categories : Products", and "Availability : In stock". Below these are quantity controls (Qty 1) and an "Add to cart" button. A "Description :" section contains a bulleted list of product features. Below this is a "Related Products" section with three items, each with a placeholder image, price (e.g., LKR 2800.00, LKR 1000.00, LKR 800.00), and an "Add to cart" button. The footer includes a "Customer Care" menu with links to Home, About Us, Blog, Products, Custom Binkee, Reseller & Dropshipper, and Contact Us. It also includes a "Customer Service" menu with links to Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, and Sample Request. The footer also contains contact information (9169 W State st. #1970, Phone: (415) 261-0675, Email: Matt@blinkee.com), the website URL (www.blinkee.com), and a note about secure payments (100% Secure Payments). There are also decorative icons for the logo and a back arrow.

Blinkee.com

Logo

search

Sign In

Cart

Home About us Blog Products Custom Blinkees Reseller & Dropshippers Contact Us

Product Image

Product Name  
LKR 2500.00

Product Code : 10003566

Categories : Products

Availability : In stock

Qty 1 Add to cart

Description :

- To activate: Press the button on the handle.
- With each push of the button,
- change the light from a fast flash,
- Dimensions: Length: 14 in. Width: .75 in.
- LED Colors: Orange Includes 4 replaceable AG13 Batteries.
- Includes 4 replaceable AG13 Batteries.
- Add more batteries in your cart here AG13 Batteries
- colors :Pink , White, Red, Blue, Green, Yellow, Multicolor

Related Products

Product Image

LKR 2800.00

Add to cart

Product Image

LKR 1000.00

Add to cart

Product Image

LKR 800.00

Add to cart

Logo

CUSTOMER CARE

Home

About Us

Blog

Products

Custom Binkee

Reseller & Dropshipper

Contact Us

CUSTOMER SERVICE

Return Policy

Shipping Policy

Privacy Policy

Cart

Checkout

Custom

Coupon

Sample Request

9169 W State st. #1970

Phone: (415) 261-0675

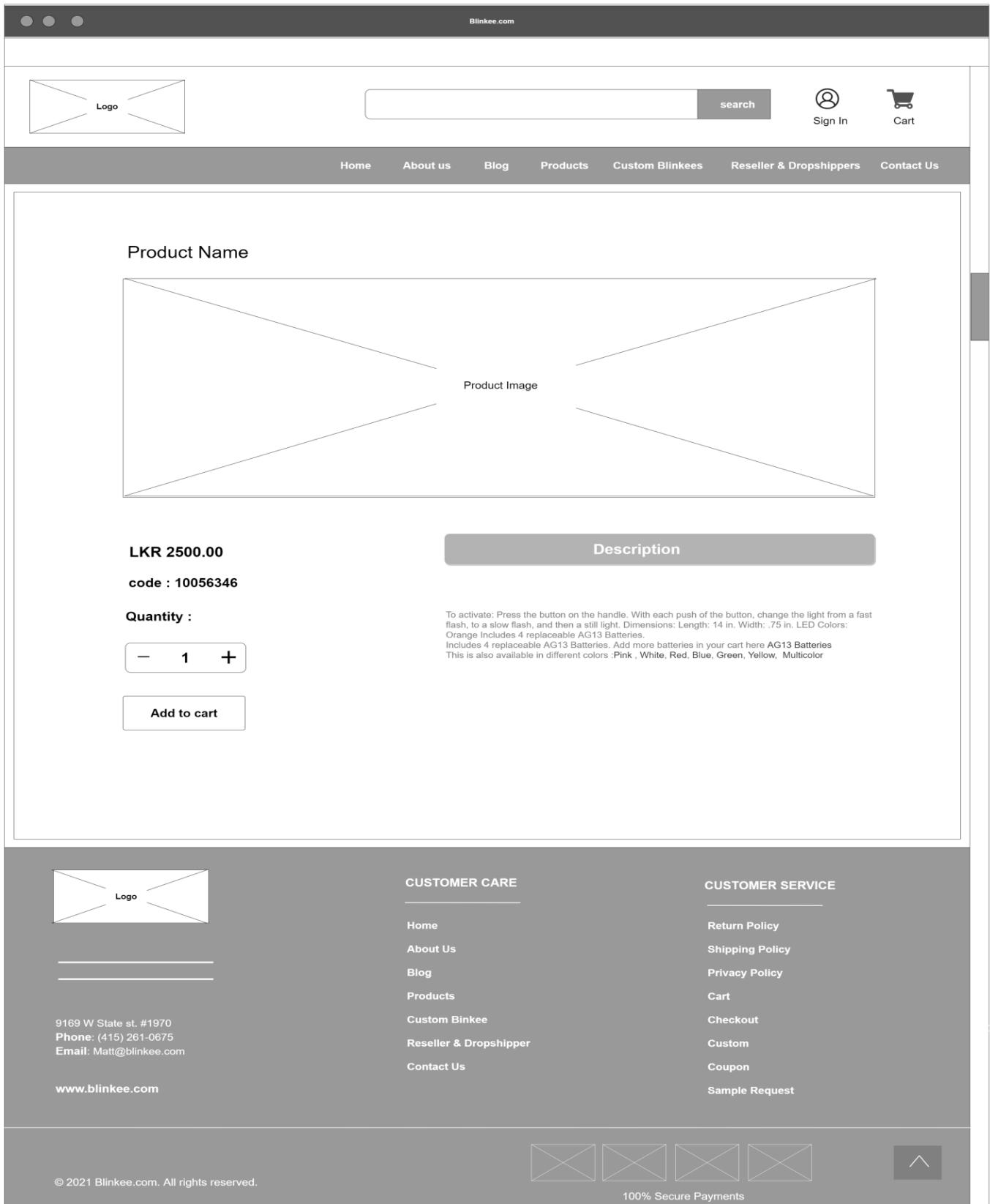
Email: Matt@blinkee.com

www.blinkee.com

© 2021 Blinkee.com. All rights reserved.

100% Secure Payments

## Version 02 – Product Details



The wireframe shows a product detail page for 'Blinkee.com'. At the top, there's a header with a logo, search bar, sign-in, and cart icons. Below the header is a navigation bar with links: Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, Contact Us. The main content area features a placeholder for 'Product Name' above a large 'Product Image' placeholder. To the left of the image, price information (LKR 2500.00) and a code (code : 10056346) are listed. A quantity selector shows '1'. Below the image, a 'Description' button leads to a detailed product description: 'To activate: Press the button on the handle. With each push of the button, change the light from a fast flash, to a slow flash, and then a still light. Dimensions: Length: 14 in. Width: .75 in. LED Colors: Orange Includes 4 replaceable AG13 Batteries. Includes 4 replaceable AG13 Batteries. Add more batteries in your cart here AG13 Batteries This is also available in different colors -Pink , White, Red, Blue, Green, Yellow, Multicolor'. An 'Add to cart' button is located below the description. At the bottom, there's a footer with a logo, address (9169 W State st. #1970), phone number (415) 261-0675, email (Matt@blinkee.com), and website (www.blinkee.com). The footer also contains sections for Customer Care (Home, About Us, Blog, Products, Custom Binkee, Reseller & Dropshipper, Contact Us) and Customer Service (Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request). It includes payment security icons and a copyright notice (© 2021 Blinkee.com). A small upward arrow icon is in the bottom right corner.

**Product Name**

LKR 2500.00

code : 10056346

**Quantity :**

- 1 +

**Add to cart**

**Description**

To activate: Press the button on the handle. With each push of the button, change the light from a fast flash, to a slow flash, and then a still light. Dimensions: Length: 14 in. Width: .75 in. LED Colors: Orange Includes 4 replaceable AG13 Batteries. Includes 4 replaceable AG13 Batteries. Add more batteries in your cart here AG13 Batteries This is also available in different colors -Pink , White, Red, Blue, Green, Yellow, Multicolor

**CUSTOMER CARE**

Home  
About Us  
Blog  
Products  
Custom Binkee  
Reseller & Dropshipper  
Contact Us

**CUSTOMER SERVICE**

Return Policy  
Shipping Policy  
Privacy Policy  
Cart  
Checkout  
Custom  
Coupon  
Sample Request

9169 W State st. #1970  
Phone: (415) 261-0675  
Email: Matt@blinkee.com  
[www.blinkee.com](http://www.blinkee.com)

© 2021 Blinkee.com. All rights reserved.

100% Secure Payments

## Version 01 – Contact Us

The wireframe shows the layout of the Contact Us page. At the top, there is a header with a logo, a search bar, and navigation links for Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, and Contact Us. Below the header is a large "CONTACT US" button. The main content area contains three contact methods (Phone, Email, Location) on the left and a large form on the right for sending messages. At the bottom, there is a footer with links to Customer Care and Customer Service, along with payment and copyright information.

Blinkee.com

Logo

search

Sign In

Cart

Home About us Blog Products Custom Blinkees Reseller & Dropshippers Contact Us

## CONTACT US

Google Map

(415) 261-0675  
Monday - Saturday: 6AM - Midnight

Matt@blinkee.com

Blinkee.com, LLC  
9169 W State st. #1970  
Garden city ID 83714

Enter Full Name

Enter Email

Enter Phone

Enter Subject

Enter Message

Send

CUSTOMER CARE

Home

About Us

Blog

Products

Custom Binkee

Reseller & Dropshipper

Contact Us

CUSTOMER SERVICE

Return Policy

Shipping Policy

Privacy Policy

Cart

Checkout

Custom

Coupon

Sample Request

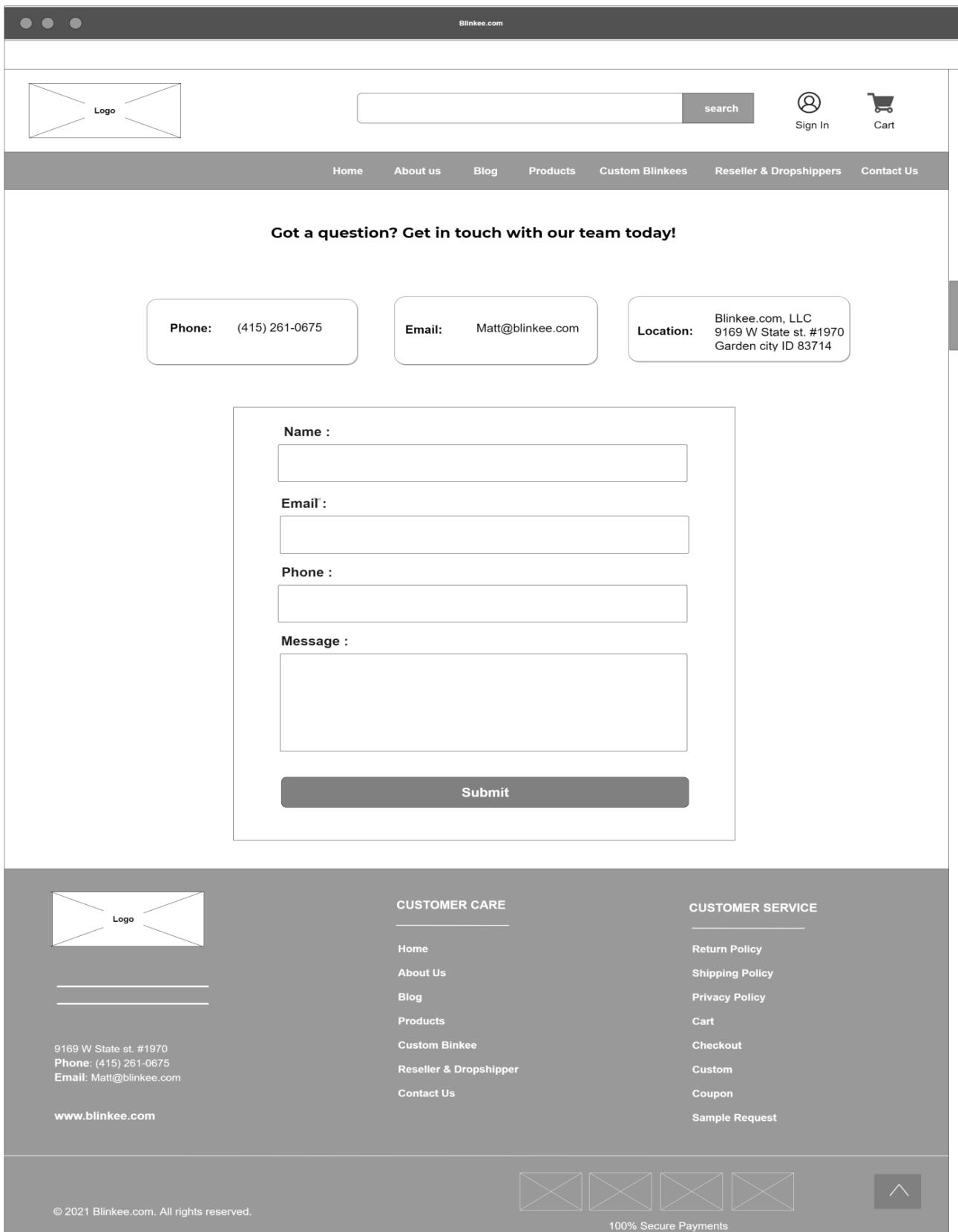
9169 W State st. #1970  
Phone: (415) 261-0675  
Email: Matt@blinkee.com

[www.blinkee.com](http://www.blinkee.com)

© 2021 Blinkee.com. All rights reserved.

100% Secure Payments

## Version 02 – Contact Us



The wireframe shows the layout of the Version 02 Contact Us page. At the top, there is a header with a logo, a search bar, and navigation links for Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, Contact Us, Sign In, and Cart. Below the header, a main section encourages users to contact the team. Three contact details are provided: Phone: (415) 261-0675, Email: Matt@blinkee.com, and Location: Blinkee.com, LLC, 9169 W State st. #1970, Garden city ID 83714. A large form for sending messages follows, containing fields for Name, Email, Phone, and Message, along with a Submit button. The footer contains links for Customer Care (Home, About Us, Blog, Products, Custom Binkee, Reseller & Dropshipper, Contact Us) and Customer Service (Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request). It also includes the company address (9169 W State st. #1970), phone number (415) 261-0675, email (Matt@blinkee.com), website (www.blinkee.com), and a note about secure payments.

Blinkee.com

Logo

search

Sign In

Cart

Home About us Blog Products Custom Blinkees Reseller & Dropshippers Contact Us

Got a question? Get in touch with our team today!

Phone: (415) 261-0675

Email: Matt@blinkee.com

Location: Blinkee.com, LLC  
9169 W State st. #1970  
Garden city ID 83714

Name :

Email :

Phone :

Message :

Submit

Logo

CUSTOMER CARE

Home

About Us

Blog

Products

Custom Binkee

Reseller & Dropshipper

Contact Us

CUSTOMER SERVICE

Return Policy

Shipping Policy

Privacy Policy

Cart

Checkout

Custom

Coupon

Sample Request

9169 W State st. #1970

Phone: (415) 261-0675

Email: Matt@blinkee.com

www.blinkee.com

© 2021 Blinkee.com. All rights reserved.

100% Secure Payments

**IT18021462**

Version 01 – Cart

The wireframe shows the layout of the Blinkee.com shopping cart page. At the top, there is a header with a logo, a search bar, and navigation links for Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, and Contact Us. The main content area displays a table of items in the cart:

PRODUCT	UNIT PRICE	QUANTITY	SUBTOTAL
	\$1.59	⊖ \$1.59 ⊕	\$1.59 <span style="color:red">X</span>
	\$1.59	⊖ \$1.59 ⊕	\$1.59 <span style="color:red">X</span>
	\$1.59	⊖ \$1.59 ⊕	\$1.59 <span style="color:red">X</span>

Below the cart table, there are sections for Shipping & Taxes, Discount Code, and Gift Voucher. The Shipping & Taxes section includes fields for Country, Region/State, and Post Code, along with a "Get Quotes" button. The Discount Code and Gift Voucher sections are currently empty.

On the right side of the page, there is a summary table showing the Subtotal, Shipping, Tax (%), and Total amounts, all listed as \$1.59.

At the bottom of the page, there are links for Continue Shopping and Checkout. The footer contains the Blinkee logo, address (9169 W State st. #1970), phone number (415) 261-0675, email (Matt@blinkee.com), and website (www.blinkee.com). It also features sections for Customer Care (Home, About Us, Blog, Products, Custom Blinkee, Reseller & Dropshipper, Contact Us) and Customer Service (Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request). The footer also includes a note about secure payments and a copyright notice (© 2021 Blinkee.com. All rights reserved.).

## Version 02 – Cart

The wireframe illustrates the layout of the Version 02 Cart page. At the top, there is a header with a logo, search bar, sign in, and cart buttons. Below the header is a navigation menu with links to Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, and Contact Us. The main content area displays three items in the cart:

Product	Price	Total
Light Up Devil Horn Blue	\$1.59	\$1.59
Light Up Devil Horn Blue	\$1.59	\$1.59
Light Up Devil Horn Blue	\$1.59	\$1.59

Each item row includes a remove button. To the right of the cart items is a sidebar for shipping and taxes, featuring fields for destination entry, country selection, region/state selection, and post code input. A "Get Quotes" button is also present. Below the shipping sidebar is a summary table of the cart's total cost:

Subtotal:	\$1.59
Shipping:	\$1.59
Tax (%):	\$0.00
Total:	\$1.59

At the bottom of the page, there is a footer with a logo, customer care links (Home, About Us, Blog, Products, Custom Binkee, Reseller & Dropshipper, Contact Us), customer service links (Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request), and payment information (100% Secure Payments).

## Version 01 – Resellers and Drop shippers

The wireframe illustrates the layout of the Blinkee.com website across different sections:

- Header:** Features a logo with a dotted line graphic, a search bar, and navigation links for Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, Contact Us, Sign In, and Cart.
- Reseller Pages:** Includes "Become Our Reseller", "Returns", "Reseller FAQ", and "Privacy Policy" sections, each with descriptive text and a "Learn More" button.
- Welcome Page:** Shows a "Welcome To Blinkee" message, a "Create Seller Account" button, and a large "Image" placeholder.
- Footer:** Contains a logo, contact information (9169 W State st. #1970, Phone: (415) 261-0675, Email: Matt@blinkee.com), a website link (www.blinkee.com), and a copyright notice (© 2021 Blinkee.com. All rights reserved.).
- Customer Care and Service:** Organized into two columns: Customer Care (Home, About Us, Blog, Products, Custom Blinkee, Reseller & Dropshipper, Contact Us) and Customer Service (Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request).
- Secure Payments:** Displays a series of payment method icons and a "100% Secure Payments" badge.

## Version 02 – Resellers and Drop shippers

The wireframe shows a web browser window with the following structure:

- Header:** Includes a logo placeholder labeled "Logo", a search bar, a sign-in button, and a shopping cart icon.
- Navigation Bar:** Contains links for Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers (which is the active page), and Contact Us.
- Main Content Area:**
  - Become Our Reseller:** A section with placeholder text about the history of Lorem Ipsum and a large empty rectangular box labeled "Image".
  - How To Become A Reselles:** A section with a series of nine horizontal black bars of varying lengths.
  - How To Become A Reselles:** Another section with a video camera icon.
- Footer:** Includes the logo, contact information (9169 W State st. #1970, Phone: (415) 261-0675, Email: Matt@blinkee.com), a website link ([www.blinkee.com](http://www.blinkee.com)), and two columns of links:
  - CUSTOMER CARE:** Home, About Us, Blog, Products, Custom Blinkee, Reseller & Dropshipper, Contact Us.
  - CUSTOMER SERVICE:** Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request.
- Payment Security:** Four small icons representing secure payment methods, followed by the text "100% Secure Payments".

## Version 01 – Checkout

The wireframe illustrates the checkout process flow:

- 1. INFORMATIONS**: Contains fields for First Name, Last Name, Email, Phone Number, Company Name, Address, Town/City, Post Code, Country, and Region/State. A checkbox for Privacy Policy and a 'Confirm Details' button are also present.
- 2. BILLING INFORMATIONS**: This section is currently empty.
- 3. ORDER INFORMATIONS**: This section is currently empty.
- 4. CARD DETAILS**: This section is currently empty.

At the bottom, the footer includes the company logo, address (9169 W State st. #1970), phone number (415) 261-0675, email (Matt@blinkee.com), website (www.blinkee.com), copyright notice (© 2021 Blinkee.com All rights reserved.), and payment security information (100% Secure Payments).

## Version 02 – Checkout

The wireframe illustrates the layout of the Version 02 Checkout page. At the top, there is a header bar with the Blinkee.com logo, a search bar, and navigation links for Home, About us, Blog, Products, Custom Blinkees, Reseller & Dropshippers, and Contact Us. The main content area is divided into two columns: 'Billing Details' on the left and 'Your Order' on the right.

**Billing Details:**

- First Name \*
- Last Name \*
- Company Name
- Email \*
- Phone No. \*
- Enter Your Address \*
- Enter Your Town/City \*
- Enter Your Post Code \*
- Select Your Country \*
- Select Your Region/State \*

**Your Order:**

SUBTOTAL:	\$1.59
SHIPPING:	\$1.59
TAX (%):	\$0.00
<b>TOTAL:</b>	<b>\$1.59</b>

I have read and agree to the Privacy Policy.  
**Place Order**

**Footer:**

- Logo
- CUSTOMER CARE: Home, About Us, Blog, Products, Custom Binkee, Reseller & Dropshipper, Contact Us
- CUSTOMER SERVICE: Return Policy, Shipping Policy, Privacy Policy, Cart, Checkout, Custom, Coupon, Sample Request
- Address: 9169 W State st. #1970  
Phone: (415) 261-0675  
Email: Matt@blinkee.com
- www.blinkee.com
- © 2021 Blinkee.com. All rights reserved.
- Secure Payments: 100% Secure Payments