

Sri Lanka Institute of Information Technology



IT3060 - Human Computer Interaction

Assignment 1

User Research Techniques

2024-WE-S1-46

Tech Titans

Group Member Details

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Wanasekara W.A.O.H	IT22170934	Edit Account Pricing Page Resellers And Drop shippers
De Silva K.G.G.C.D	IT22034236	Login/Register Products Page Sample Request
Himasha Y.H.P.	IT22347480	Contact Blinky Builder Page Shipping Policy Page

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Project Description

Blinkee.com is an e-commerce platform specializing in a variety of fancy items, including party combos, birthday arrangement items, electrical gifts, and toys for children. Known for their illuminated accessories, Blinkee.com caters to both individual customers and resellers, aiming to enhance events and celebrations with unique and eye-catching products.

Despite its success and a strong reputation built over 15 years of service, [Blinkee.com](https://www.blinkee.com) faces several usability challenges that hinder user experience and operational efficiency. The current website design has more issues. Some of them are,

- **Excessive White Space:** Leading to a cluttered and inefficient use of the screen space.
- **Inconsistent Color Theme:** Lack of a cohesive color scheme affects visual appeal and brand identity.
- **Misaligned Elements:** Poor alignment of text and images disrupts the visual flow and readability.
- **Disorganized Footer:** The footer lacks structure and fails to provide essential navigation links effectively.
- **Messy Navigation Bar:** Overcrowded with links, making it difficult for users to find specific information.

After analyzing the Blinkee website, we are planning to redesign the website in an attractive and user-friendly manner. Our goal is to address these issues to enhance the overall user experience, making the site more intuitive, visually appealing, and efficient for both customers and staff.

Alternatives considered

Website	Reasons why we selected
http://www.mlesnateas.com/	<ul style="list-style-type: none">• The elements are not aligned correctly.• The color theme is not appropriate.• There is too much space.• The font used is not suitable for web design.
https://arngren.net/	<ul style="list-style-type: none">• The layout is disorganized.• The navigation bar is hard to locate.• The pages have inconsistent font sizes and colors.• The content is not well-categorized.
http://www.lingscars.com/	<ul style="list-style-type: none">• The homepage is confusing.• It exemplifies a poor user interface.• Click on the link to experience it for yourself.
https://theroommovie.com/	<ul style="list-style-type: none">• Confusing homepage and questionable UI.• Lack of navigation menu.• Long, unorganized homepage requiring endless scrolling.
https://www.zara.com/ww/	<ul style="list-style-type: none">• Fonts Style and color is not User friendly• Complex and Confusing Navigation• Cluttered Layout

User Groups Identify

- **Primary User Group:**

- **Regular Customer**

- Regular customers are individuals who frequently purchase products from Blinkee.com. They are familiar with the website's navigation, product offerings, and checkout process. These users are likely to be brand-loyal, often seeking new arrivals, discounts, or deals. Their experience with the site is generally positive, but they may have specific expectations regarding product quality, delivery speed, and customer service.

- **Secondary User Group:**

- **Novice Customer**

- Novice customers are first-time or infrequent visitors to Blinkee.com. They may be exploring the website for the first time, unfamiliar with its navigation and product categories. These users might require more guidance, such as detailed product descriptions, user reviews, or customer support, to make purchasing decisions. Their primary concerns include understanding the product offerings, ease of use, and trust in the website.

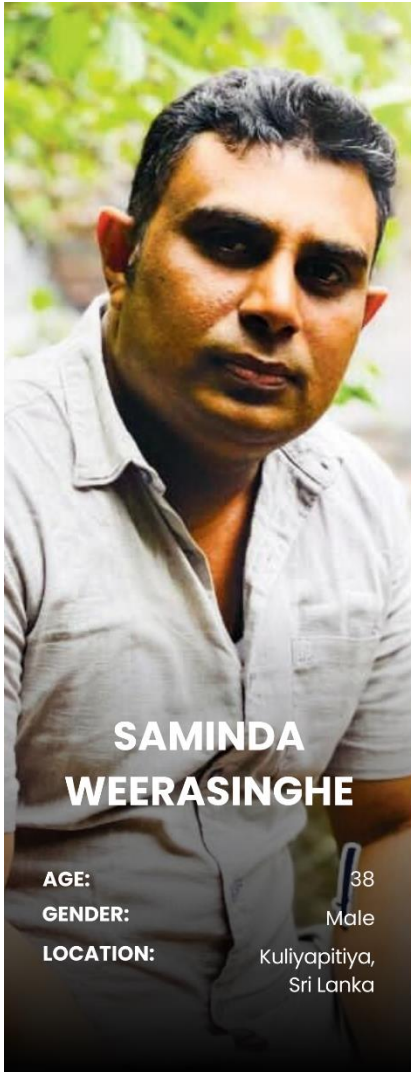
- **Tertiary User Group:**

- **Reseller**

- Resellers are customers who purchase products in bulk with the intent to resell them, either online or in physical stores. They are price-sensitive, often looking for bulk discounts, special deals, or wholesale options. These users have specific needs related to inventory management, shipping options, and customer support for large orders. Their interaction with the website may be more transactional, focused on efficiency and cost-effectiveness.

User Personas

User 1 – Novice Customer



PROFILE

Saminda Weerasinghe, a lecturer at a private institute in Sri Lanka, is well-versed in e-commerce but is exploring new platforms. He values a seamless shopping experience and relies on clear product information to make confident purchasing decisions.

EMOTIONS & ATTITUDES

- Calm and focused when navigating new platforms.
- Cautious but open-minded about trying new online shopping experiences.
- Appreciates efficiency and clarity in user interfaces.
- Attentive to detail, especially when reviewing product information.

SKILLS

Communication



Leadership experience



Computer proficiency



PERSONALITY

Extrovert



Problem-Solving



Public Speaking



Adaptable



FRUSTRATIONS

- Difficulty in navigating a cluttered or overly complex website.
- Difficulties in finding help or support when needed
- Overly complex checkout process with too many steps or confusing options.
- Lack of detailed descriptions, specifications, or images for products.

MOTIVATIONS

- Seeking a user-friendly, streamlined shopping experience with intuitive navigation.
- Desire for accurate and detailed product information that matches the real product.
- Easily accessible support options
- Motivation to find a platform that offers fast shipping

User 2 – Regular Customer



**SACHINTHA
HEWAWASAM**

AGE: 29
GENDER: Male
LOCATION: Galle,
Sri Lanka

PROFILE

Sachintha Hewawasam, an Associate Tech Lead, is a loyal Blinkee.com customer who values its diverse products and user-friendly design. His technical expertise and keen focus on usability make his feedback essential in enhancing the platform.

EMOTIONS & ATTITUDES

- Confident and proactive when navigating and using online platforms.
- Frustrated by inefficiency or poor user experiences, especially on websites.
- Appreciates responsive and attentive customer service.
- Feels satisfied and valued when his feedback leads to tangible improvements.

SKILLS

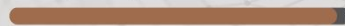
Communication



Leadership experience



Computer proficiency



PERSONALITY

Meticulous



Loyal



Tech-savvy



Introvert



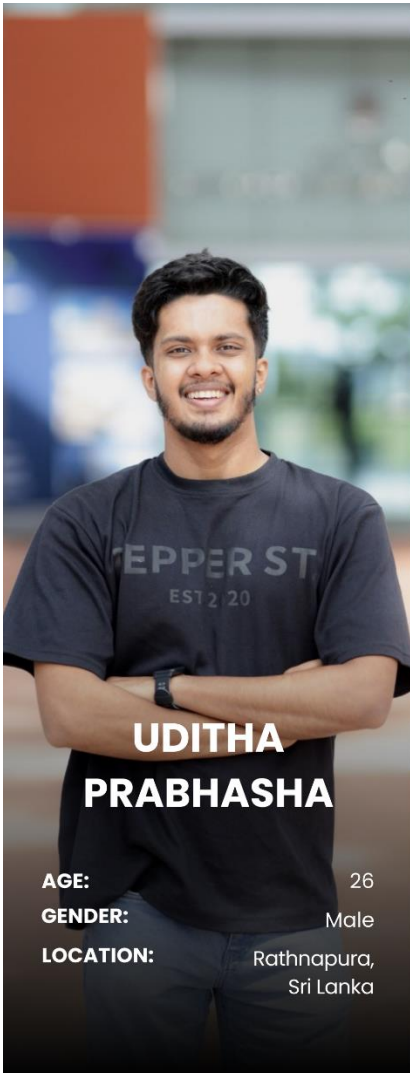
FRUSTRATIONS

- Encountering slow website performance or technical glitches during shopping.
- Difficulty in filtering and finding specific products quickly.
- Unresponsive customer service or delayed handling of inquiries.
- Inconsistent product descriptions or lack of detailed information.

MOTIVATION

- The desire for convenience and ease when shopping online.
- A preference for a reliable platform that consistently delivers on product quality and service.
- Satisfaction in knowing that his feedback contributes to a better shopping experience.
- Enjoyment of discovering new and interesting products that meet his personal needs.

User 3 – Reseller



**UDITHA
PRABHASHA**

AGE: 26
GENDER: Male
LOCATION: Rathnapura,
Sri Lanka

PROFILE

Uditha Prabhasha, a UI/UX engineer and online party items seller, is known for his reliability and excellent customer service. His expertise in design and e-commerce ensures high-quality products are delivered on time, reflecting his commitment to user experience and client satisfaction.

EMOTIONS & ATTITUDES

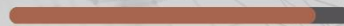
- Confident and driven when managing his business, especially in client interactions.
- Frustrated by inefficiencies in the ordering process that impact his business operations.
- Values reliability and consistency, both in suppliers and in his customer relationships.

SKILLS

Communication



Leadership experience



Computer proficiency



PERSONALITY

Extrovert



Problem-Solving



Public Speaking



Adaptable



FRUSTRATIONS

- Inconsistent availability of popular products, leading to missed sales opportunities.
- Complicated bulk ordering process that takes too much time to complete.
- Lack of reseller-specific discounts or promotions, making it harder to maintain profit margins.
- Difficulty in tracking inventory levels on the supplier's website, causing stock management issues.

MOTIVATION

- Driven by the success of his business and customer satisfaction.
- Aims to stay competitive by securing timely access to high-quality, innovative products.
- Motivated by efficiency; prefers streamlined ordering processes to focus more on other business aspects.

Usability issues identified by the students

Name/Reg.No	Usability Issues
IT22280138-Jayasooriya H.M.S.M	<p>Home page</p> <ul style="list-style-type: none"> • The user cannot recognize the current loading page in the navigation bar. • Overwhelming amount of information in the footer. • "Add to Cart" and "Qty Discount" buttons lack visual distinction. • Lack of clear visual hierarchy to guide user attention. • Contact information not prominently displayed. • Header design is cluttered • Users cannot easily return to the home page or restart navigation • There is only one image for one item, the customer cannot get a proper idea about the product. • The user can't identify the Logout button as a button. <p>Cart page</p> <ul style="list-style-type: none"> • There is a significant amount of white space on the page • Placeholder for ratings but no actual ratings. • Unclear shipping information. • The user cannot identify the Subtotal of the product in the Cart table. <p>Checkout page</p> <ul style="list-style-type: none"> • Lack of clear section separation: The billing, shipping, and payment sections blend together. • Important details don't stand out.(like total cost and payment options) • cluttered order bill • Displaying validation messages at the top of the page instead of near the input fields.
IT22032706-Dissanayaka R.M.L.R	<p>About page</p> <ul style="list-style-type: none"> • Elements are not properly aligned • Information is not presented clearly. • The page has a lot of unused white space • Various font sizes, styles, and colors are used • Not attractive <p>Address page</p> <ul style="list-style-type: none"> • The page lacks a clear visual hierarchy, making navigation difficult. • More white spaces • Various font sizes and styles used • The interface is not user-friendly • Small "Edit" links are hard to notice

	<p style="text-align: center;">Billing address form page</p> <ul style="list-style-type: none"> • No inline error feedback • No phone number format guidelines • Header design is cluttered • Form is not attractive • Form is too long
IT22170934- WANASEKARA W.A.O.H	<p style="text-align: center;">Edit my Account Page</p> <ul style="list-style-type: none"> • Boring color palette. • No clear indication of error handling for form inputs. • Difficult to quickly determine what's inside of the page. • Poorly structured content layout. <p style="text-align: center;">Resellers-and-drop shippers Page</p> <ul style="list-style-type: none"> • An unclear information architecture. • poor user interface design. • Many white Spaces. • Image is not satisfied. • Font sizes and styles do not match some locations. <p style="text-align: center;">Pricing page</p> <ul style="list-style-type: none"> • content layout is complex to understand • Page colors are not matching • Many White spaces • Finding the contents of the page quickly is difficult. • Font sizes and styles are not matching some locations.
IT22034236-De Silva K.G.G.C.D	<p style="text-align: center;">Login Page</p> <ul style="list-style-type: none"> • Show/hide password icon is not clear • No success message after registering • Hard to distinguish between login and registration sections • Possible low contrast and screen reader issues <p style="text-align: center;">Sample Request Page</p> <ul style="list-style-type: none"> • Page lacks details about how to request a sample • Text and image are not well-organized • Page title is not very descriptive • No clear call to action for users • The page is visually uninteresting

	<p style="text-align: center;">Products Page</p> <ul style="list-style-type: none"> • Products are not organized uniformly • Product names, descriptions, and prices are not clearly separated • Ratings and reviews are not prominent • No visible filtering options for products
IT22347480-Himasha Y.H.P	<p style="text-align: center;">Contact Page</p> <ul style="list-style-type: none"> • Page is not arranged properly • “Comments/Questions” section could be wider to encourage more detailed inquiries. • Map is not working . • There is a significant amount of whitespace around the form and contact information <p style="text-align: center;">Shipping Policy page</p> <ul style="list-style-type: none"> • This page has no user attraction • The footer has a comprehensive set of links. • The map is not user-friendly. The colors are not eye-catching. • The page lacks a clear visual hierarchy. • The search bar at the top is not clear what users can search for. <p style="text-align: center;">Blinky Builder page</p> <ul style="list-style-type: none"> • This page has more white spaces. • Font size is small. • The "Choose File" button for uploading artwork doesn't specify supported file formats or size limits • The buttons "Make it Flash," "Make it Fade," and "Reset" do not explain their effects

Scripts for contextual inquiry for 3 users

1. Contextual Inquiry for Novice Customer

Background description of the user	Questions to be asked from the user	Tasks to be given to the user
Saminda Weerasinghe, a lecturer at a private institute in Sri Lanka, is well-versed in e-commerce but is exploring new platforms. He values a seamless shopping experience and relies on clear product information to make confident purchasing decisions.	<ul style="list-style-type: none"> • Why are you using the Blinker.com website? • How long have you been using Blinker.com? • Can you explain your experience as a novice customer? • Did you find what you were looking for after you entered the homepage? • Have you faced any problems with the navigation bar? • What is your impression of the “FEEL THE BURN” image on the homepage? • What is your overall experience with the product section of the homepage? • Were you able to add a product item to the cart by clicking the “Add to Cart” button? • What is your impression of the footer section on the website? 	<ul style="list-style-type: none"> • navigate to Blinker.com. • Find and describe your experience with the homepage and its categories. • Test the navigation bar and its functionalities. • Review and provide feedback on the “FEEL THE BURN” image on the homepage. • Navigate to product section and interact with the “Add to Cart” and “Qty Discount” buttons. • Go to the cart page and test updating and deleting items. • Evaluate the footer section for usability and clarity. • Proceed to the checkout page, enter sample information in form section. • Navigate to the contact page and check the functionality of the map and contact information.

	<ul style="list-style-type: none"> • Did you find any issues with the subtotal of your selected products on the cart page? • What is your overall impression of the cart page? • What do you think about the checkout page? • Did you face any issues with the form section on the checkout page? • Can you share your overall experience with the contact page? 	
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2. Contextual Inquiry for Regular customer

Background description of the user	Questions to be asked from the user	Tasks to be given to the user
<p>Sachintha Hewawasam, an Associate Tech Lead, is a loyal Blinkee.com customer who values its diverse products and user-friendly design. His technical expertise and keen focus on usability make his feedback essential in enhancing the platform.</p>	<ul style="list-style-type: none"> • How effective is the “Remember Me” feature on the login page? • How would you rate the password reset process? Is it easy to use? • How convenient is it to access account settings after logging in? • How would you rate the clarity of the product descriptions? • How effective is the search functionality on the product pages? • Do you find the number of images or videos for each product sufficient? • How responsive is the “Add to Cart” button? • How easy is it to find product reviews or ratings? • How clear are the form fields for requesting samples? • How easy is it to request multiple samples at once? • Is there an immediate confirmation after you submit a sample request? • How would you rate the overall user experience of the sample request process? 	<ul style="list-style-type: none"> • Go to the login page. • Attempt to log in using the “Remember Me” feature. • Test the password reset process. • Try to access account settings after logging in. • Navigate to a product page. • Check and update the product description if possible. • Review the number of images and videos available for a product. • Test the “Add to Cart” button for responsiveness. • Look for and read user reviews or ratings for a product. • Go to the sample request page. • Fill out and submit a sample request form. • Attempt to request multiple samples. • Verify if you receive an immediate confirmation after submission. • Visit the About Blinkee.com page.

	<ul style="list-style-type: none"> • How would you describe the organization of the content on the About Blinkee.com page? • Is the information presented on the page clear and concise? • Do you find the visual layout of the page appealing? • Is there any information that seems repetitive or unnecessary? 	<ul style="list-style-type: none"> • Review the organization and layout of the content. • Check if the information is clear and concise. • Evaluate the visual appeal and note any areas of improvement.
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3. Contextual Inquiry for Reseller

Background description of the user	Questions to be asked from the user	Tasks to be given to the user
<p>Uditha Prabhasha, a UI/UX engineer and online party items seller, is known for his reliability and excellent customer service. His expertise in design and e-commerce ensures high-quality products are delivered on time, reflecting his commitment to user experience and client satisfaction.</p>	<ul style="list-style-type: none"> • Why do you use this site? • Can you easily find out information related to the reseller after you logging this web site? • Could you navigate to the Blinkee.com Resellers and Drop Shippers page? • Can you recognize what is the program for joining as a reseller? • Are you satisfied with the user interface on this web page? • Could you navigate to the Account page and login for it? • Did you find some usability issues on My Account web page? • Can you navigate to the addresses page and add shipping address? • Are you agree shipping address form section user experience is good? • Can you switch to the account details page and edit some details? • How about User interface and user experience in account details page? 	<ul style="list-style-type: none"> • Navigate to www.blinkee.com. • Navigate to the Resellers and Drop shippers page. • Navigate to the Account page and log in to My Account. • Add a shipping address by filling out the form on the Shipping Address page. • Navigate to the Edit Account page and update some details on this page. • Access Custom Blinkees from the navigation bar. • Navigate to the Custom Product Pricing page. • Upload custom artwork for your order. • Submit the order. • Try to navigate to the home page. • Navigate to the Testimonials page using the Blinkee navigation bar.

	<ul style="list-style-type: none"> • Can you navigate to the Custom blinke page? • Are you satisfied on the Custom blinke section? • How about the pricing page? • How about Artwork upload button? • Can you fill out the form section and submit an order? • Give me to explanation about user experience in this form section? • Can You navigate to the Home page and access the testimonial page? • Is testimonial page usable for reseller? 	
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User Interview Video Links

User 1- Novice Customer

<https://drive.google.com/file/d/1i2Qyr83QaRIYW-ZAo5c-j8lh0lvQ6Qm1/view?usp=sharing>

User 2-Regular Customer

<https://drive.google.com/file/d/1TVMZ33WJGqhr17AM1aIgdavpeDsHQ3d/view?usp=sharing>

User 3-Reseller

[https://drive.google.com/file/d/1Be4R_UKRUR4EKKynyJUIjQo4REYgsE/view?usp=drive link](https://drive.google.com/file/d/1Be4R_UKRUR4EKKynyJUIjQo4REYgsE/view?usp=drive_link)

Usability issues identified based on contextual inquiry

User	Interface Name	Usability Issue
Novice Customer	Home page	<ul style="list-style-type: none"> • Difficult to identify active page in navigation bar. • The absence of profile and logout options in the navigation bar. • Header design is cluttered and there are two search bars on the header.
	Cart page	<ul style="list-style-type: none"> • causing difficulty in quickly finding the total cost. • Delete and update buttons are confusing to identify.
	Checkout page	<ul style="list-style-type: none"> • The checkout page was cluttered, with sections blending together. • Validation messages for incorrect information appeared at the top of the page instead of near the input fields.
	Contact page	<ul style="list-style-type: none"> • The map on the contact page did not work and when click on map navigate to google.com. • So many white spaces in the page.
Regular Customer	Login Page	<ul style="list-style-type: none"> • difficult and time-consuming to regain access since the Password Reset process has too many steps. • The "Remember Me" feature fails to save the username consistently.
	Product Page	<ul style="list-style-type: none"> • The "Add to Cart" button is sometimes unresponsive, requiring multiple clicks. • There is only one image for one item, the customer cannot get a proper idea about the product.
	Sample Request Page	<ul style="list-style-type: none"> • After submitting the form, users don't get immediate feedback.

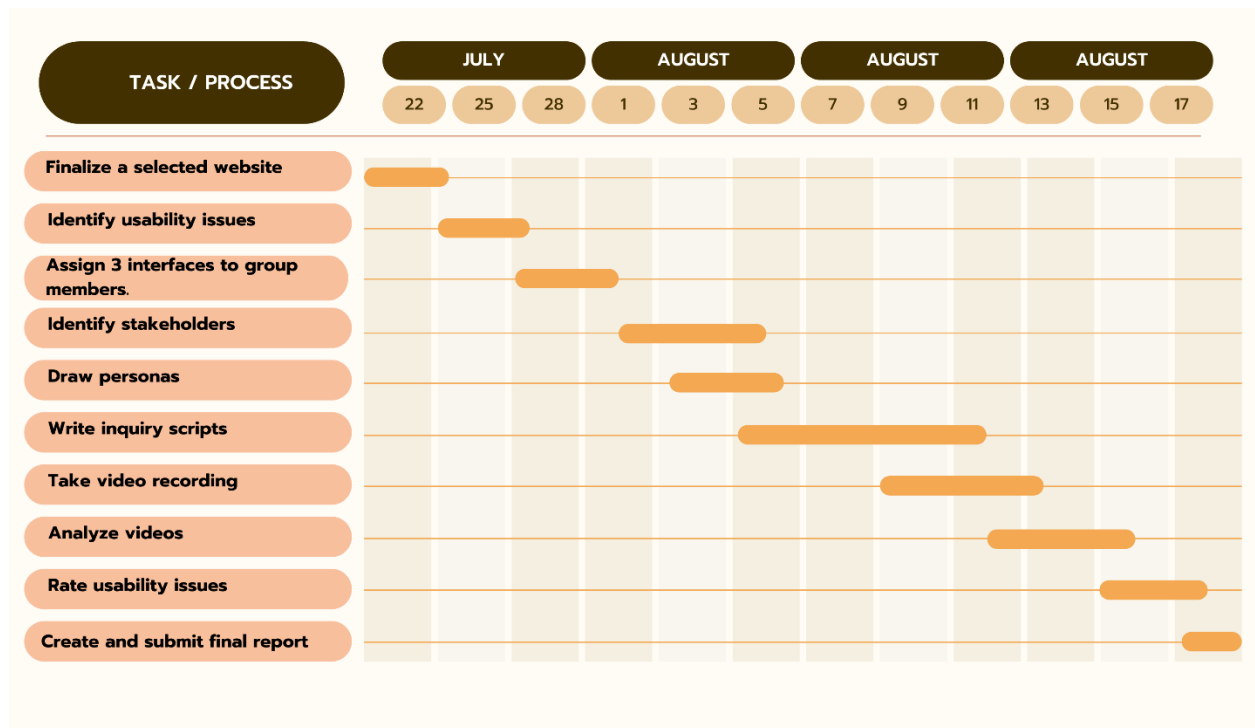
		<ul style="list-style-type: none"> • struggle to fill out the form correctly because some fields aren't clearly explained.
	About Blinke Page	<ul style="list-style-type: none"> • Poor organization of content results in a disjointed experience. • The cluttered layout of the page overwhelms users.
Reseller	Reseller and Drop Shippers Page	<ul style="list-style-type: none"> • the sections need to be separated for better clarity.
	My Account Page	<ul style="list-style-type: none"> • There's a lot of blank space on the page, making it look empty. • The font color is too similar to the white background.
	Pricing Page	<ul style="list-style-type: none"> • The sections of information are not easily recognizable, and characters appear scattered all over. • The light pink background with light, small-sized text makes it tough to read.
	Testimonial Page	<ul style="list-style-type: none"> • The feedbacks are difficult to read, and there are no filters to help make it more understandable.

Ratings of the Usability Problems as High Medium and Low

Page	Usability issues	Rating
Home page	Difficult to identify active page in navigation bar.	High
	The absence of profile and logout options in the navigation bar.	Medium
	Header design is cluttered and there are two search bars on the header.	Low
Cart page	causing difficulty in quickly finding the total cost.	High
	Delete and update buttons are confusing to identify.	Low
Checkout page	The checkout page was cluttered, with sections blending together.	Medium
	Validation messages for incorrect information appeared at the top of the page instead of near the input fields.	Medium
Contact page	The map on the contact page did not work and when click on map navigate to google.com.	High
	So many white spaces in the page.	Low
Login Page	difficult and time-consuming to regain access since the Password Reset process has too many steps.	Medium
	The "Remember Me" feature fails to save the username consistently.	High
Product Page	The "Add to Cart" button is sometimes unresponsive, requiring multiple clicks.	High
	There is only one image for one item, the customer cannot get a proper idea about the product.	High

Sample Request Page	After submitting the form, users don't get immediate feedback.	High
	struggle to fill out the form correctly because some fields aren't clearly explained.	Medium
About Blinkee Page	Poor organization of content results in a disjointed experience.	Medium
	The cluttered layout of the page overwhelms users.	Medium
Reseller and Drop Shippers Page	the sections need to be separated for better clarity.	Medium
My Account Page	There's a lot of blank space on the page, making it look empty.	Low
	The font color is too similar to the white background	Medium
Pricing Page	The sections of information are not easily recognizable, and characters appear scattered all over.	Medium
	The light pink background with light, small-sized text makes it tough to read.	Low
Testimonial Page	The feedbacks are difficult to read, and there are no filters to help make it more understandable.	Medium

Schedule (Gantt chart)



References

- [1] PlaybookUX. [Online]. Available: <https://www.youtube.com/watch?v=u44pBnAn7cM>.
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- [4] J. Sauro, 17 September 2013. [Online]. Available: <https://measuringu.com/six-steps-usability-problems/>.
- [5] L. E. [Online]. Available: <https://usabilitygeek.com/5-signs-that-indicate-website-usability-problems/>.
- [6] D. Fadeyev, 19 February 2009. [Online]. Available: <https://www.smashingmagazine.com/2009/02/9-common-usability-blunders/>.

Bulk Pricing

Pay over time for orders over \$50 with affi

Magic Matt Here
How can we help you?

You Are Here: [blinke.com](#) > Checkout

Checkout



Billing details

 Have an Amazon account?
 

Have a coupon? [Click here to enter your code](#)

First name * Last name *

prabodhi himasha

Company name (optional)

Country / Region *

United States (US)

Street address *

194/11

pathum uyana pamburana

Town / City *

matara

State

ZIP Code *

81000

Phone *

0762394047

Email address *




yhprabodhi2000@gmail.com


☐ Ship to a different address?

Order notes (optional)


Notes about your order, e.g. special notes for delivery.


Your order


Product	Subtotal
 x Viking Helmet with Light Up Horns	\$5.99
 x Light Up Feather Masquerade Ball Assorted Mask for Mardi Gras	\$3.99
 x Flashing Crazy Hair Puffer Duck Pack of 6	\$9.99
Subtotal	\$18.97
Shipping	Shipping: \$16.63
Total	\$35.60




Credit card









Pay with your credit card.

Card Number *

**** * * * *


Expiry (MM/YY) *

MM / YY


Card Code *

CVC

- ☐ Amazon Payments 
- ☐ PayPal     What is PayPal?
- ☐ Money Order Payment

Captcha 

☐ I'm not a robot


reCAPTCHA
[Privacy](#) [Terms](#)

Refresh Captcha

Place order

Magic Matt's Brilliant Blinkys provides exciting glow in the dark toys, flashing jewelry, blinking pins, flashy blinkys and accessories for the twenty-first century.

Magic Matt is always on the lookout for the best glowing party supplies, fiber optic toys, and glow lights for parties.

We specialize in battery operated lights toys, and our selection is unmatched, but because we constantly improve our sources and suppliers we also have some of the cheapest glow sticks and glow in the dark toys around.

- [Home](#)
- [About](#)
- [Return Policy](#)
- [Shipping Policy](#)
- [Contact](#)
- [Cart](#)
- [Checkout](#)
- [Account](#)
- [Wholesale Resellers and Dropshippers](#)

Blinkee.com Resellers and Dropshippers

415.261.0675
Matt@Blinkee.com
Logout
My Account
Checkout
Coupon

You Are Here: [blinke.com](#) > **My Account**

Welcome to the New Blinke.com!

Dashboard Orders Downloads **Addresses** Account details Log out

✔ Address changed successfully.

The following addresses will be used on the checkout page by default.

Edit

prabodhi himasha
194/11
pathum uyana pamburana
matara
81000
Sri Lanka

Edit

vishwa shdjdkdkl
123
malabe
colombo
00100
Sri Lanka

Magic Matt's Brilliant Blinkys provides exciting glow in the dark toys, flashing jewelry, blinking pins, flashy blinkys and accessories for the twenty-first century.

Magic Matt is always on the lookout for the best glowing party supplies, fiber optic toys, and glow lights for parties.

We specialize in battery operated lights toys, and our selection is unmatched, but because we constantly improve our sources and suppliers we also have some of the cheapest glow sticks and glow in the dark toys around.

- [Home](#)
- [About](#)
- [Return Policy](#)
- [Shipping Policy](#)
- [Contact](#)
- [Cart](#)
- [Checkout](#)
- [Account](#)

Blinkee.com Resellers and Dropshippers


415.261.0675
Matt@Blinkee.com
Logout
My Account
Checkout
Coupon

0.0 ★★★★★
No rating available

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All rights reserved.

Magic Matt Here
How can we help you?





ACCOUNT

CART

CHECKOUT

PRODUCTS

CUSTOM BLINKEES

CONTACT

ABOUT

MENU ITEM

You Are Here: [blinkee.com](#) > [My Account](#)

My Account

Welcome to the New Blinkee.com!

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Billing address

First name *

Last name *

Company name (optional)

Country / Region *

Select a country / region...

Street address *

House number and street name

Apartment, suite, unit, etc. (optional)

Town / City *

State *

Select an option...

ZIP Code *

Phone *

Email address *

Save address

Magic Matt's Brilliant Blinkys provides exciting glow in the dark toys, flashing jewelry, blinking pins, flashy blinkys and accessories for the twenty-first century.

Magic Matt is always on the lookout for the best glowing party supplies, fiber optic toys, and glow lights for parties.

We specialize in battery operated lights toys, and our selection is unmatched, but because we constantly improve our sources and suppliers we also have some of the cheapest glow sticks and glow in the dark toys around.

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About Blinkee.com



About Blinkee.com

Magic Matt's Brilliant Blinkys provides exciting glow in the dark toys, flashing jewelry, blinking pins, flashy Blinkys and accessories for the twenty-first 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. Here are some references:



[-Facebook 4.5 Stars](#)

[-BBB A+](#)

[-Amazon 95% Positive Lifetime Feedback](#)

[-Yelp 5 Stars](#)

[-Trustpilot Five Stars](#)

[-Google 4.5 Stars](#)

Battery operated light up earrings, flashing rings, and Blinky light necklaces make a bold statement and make any outfit high fashion. These illuminated accoutrements are not just for parties, concerts, and clubs. In our modern world, everyone wants to be noticed. **Magic Matt's Brilliant Blinkys** let you stand out from the crowd and amaze your friends on special occasions or any day of the week. Boldly decorate yourself at night, or even during the day. Our flashing jewelry is so bright it even shines indoors under most artificial lighting.

When making your purchase it is important to remember not all body lights are created equally. When pricing flashing jewelry, make sure you are not comparing apples to oranges. Don't get stuck with inferior products. Some lights have such short threads that you won't be able to turn them off without the cap popping off and the batteries falling out. Others have defects where the threads are too tight to turn on and the batteries are so small they run out in no time. **Magic Matt's Brilliant Blinkys** only carries the highest quality products. Your satisfaction is guaranteed.

Flashing led jewelry is great for wedding lights, neon party lights, and it makes great rave equipment. With a flashing pin you can have a light flashing on every part of your body. **Magic Matt's** is the place for wholesale light up body jewelry.

Blinkee.com is owned and operated by Matt Jacobs.

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First name ★

Last name *

Display name ★

yhprabodhi2000

This will be how your name will be displayed in the account section and in reviews

Email address ★

yhprabodhi2000@gmail.com

Password change

Current password (leave blank to leave unchanged)

New password (leave blank to leave unchanged)

Confirm new password

Save changes



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Free Artwork and Shipping

Custom Blinky Quote in 1 Hour

The entire custom order process is easy. It all starts with your free quote in just one hour.

Free Quote

Step 1

Just enter a few order details, and we'll get back to you fast with a free quote.

Free Artwork

Step 2

No design sketch has problem. Let our team of designers help for FREE.

En Route!

Step 3

We handle the rest and deliver your order in 5-10 business days or less, or you can express and improve.

Custom Blinky Quote

Most custom blinky lights fall under our standard custom blinkee lights category, which includes the following features:

- Size: Up to 1.5 inches square
- LEDs: Standard configuration includes 5 LEDs
- Colors: Available in red, green, orange, and yellow LEDs
- Clasp: Equipped with a military clutch butterfly pinback or safety pin clasp

Standard Custom Blinky Pricing


100 pcs


Price per Unit: **\$3.99 ea.**


Shipping Cost: **Included**


[Contact us](#) to get started or please complete the form below for a personalized quote for your custom blinkee, as not all blinkees fit into our standard options.


Choose a Light Up Style:


☐ Chasing Lights



☐ Steady Lights



☐ Slow Changing Lights



☐ Random Lights



☐ I don't know yet

Choose a Clasp Type:


☐ Magnet Clasp 1-\$0.20 each - Less secure, but does not pierce clothing.


☐ Safety pin Clasp - Lowest profile for thinnest pin, prevents pin spinning, and no pin-in loss.


☐ Military Clutch Pin Clasp


☐ I don't know yet.

Upload Artwork

Choose File

No file chosen

Designate Pantone Colors of Artwork:

E.g. PMS 779 C for Red, PMS White C for White, PMS 2768 C for Dark Blue, and PMS 7508 C for Tan.

Choose a Custom Blinky Pin Size

3/4"

How Many Pins Do You Need? (Minimum 100)

How Many LED Lights? What colors?

When do you need the pins in hand?

8

Choose Date

Anything Else We Should Know?

My dog ate my homework...

First Name *

E.g. John

Last Name *

E.g. Doe

Email Address *

E.g. john@doe.com

Phone Number *

E.g. +1.800.405.6000

Company Name


The Daring Company

Request Quote

Additional Options & Pricing



- Premium Colors:** White, Blue, Purple, Orange, Silver, or Gold. \$0.05 per LED. Add \$0.07 per LED.
- 4-FLLEDs:** Add \$0.07 per blinkie plus \$0.05 per standard LED and \$0.07 per premium LED.
- 8-10 LED:** Add \$0.07 per blinkie plus \$0.07 per standard LED and \$0.07 per premium LED.
- Magnet Clasp:** Add \$0.20 per Blinkie.
- Express Ship:** Timeline target: From 7-10 business days to 4-5 business days. \$100.

Resellers And Drop shippers




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BECOME OUR RESELLER

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How can we help you?



Blinkee.com Reseller Program.

We stand behind our products and we will always cover any product defects or other problems that are our fault. Please see our return policy and other company policies:

- [Returns](#)
- [Reseller FAQ](#)
- [Privacy Policy](#)
- Please use help@blinkee.com for customer service.

Please complete the following steps to participate in our reseller / dropship program:

1. [Register](#) on Blinkee.com.
2. Add your billing address and phone number to your account.
3. [Email us your username to help@blinkee.com](#), and we will designate your account as reseller. Once we do so, you'll be able to download a csv file with your custom pricing tier from your [blinkee.com](#) account home.
4. [Tier 5 Pricing in stock product spreadsheet download](#).

- When you are ready to place a drop ship order please login to your account on [blinkee.com](#) and order using your billing address and the customer's shipping address. If you are placing orders for dropshipping, then please add this product to your shopping cart so we know to ship the order blind with no promotional material or [blinkee.com](#) invoice. You may also email us your own packing slip or invoice to include with the order if you like. We will send the order according to our standard shipping policies. We will provide tracking for orders over \$10.00.

**Please note we do not ship to Amazon FBA or FBA prep centers.

For API access to Blinkee.com please sign up with Inventory Source.

Thanks again. If you have further questions please let us know.

Magic Matt's Brilliant Blinks provides exciting glow in the dark toys, flashing jewelry, blinking pins, flashy blinkys and accessories for the twenty-first century.


Magic Matt is always on the lookout for the best glowing party supplies, fiber optic toys, and glow lights for parties.

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Password *



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Email address *

Password *



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As low as \$ Bulk


Custom LED Flashing Blinky Light Pins – LogoBlink.com

\$1.44

1

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QTY DISCOUNT



As low as \$0.00 Bulk

★★★★★ 1 review


Black Light LED Light Keychain Flashlight

\$0.99

1

ADD TO CART

QTY DISCOUNT



As low as \$0.34 Bulk


Slingshot Flying Helicopter with Multicolor LED

\$0.49

1

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QTY DISCOUNT



As low as \$1.39 Bulk

★★★★★ 1 review


Light Up Devil Horns Blue

\$1.69

1

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QTY DISCOUNT



As low as \$1.39 Bulk

★★★★★ 2 reviews


White Fiber Optic Wand with White LEDs

\$1.69

1

ADD TO CART

QTY DISCOUNT



As low as \$23.99 Bulk

Light Up Soft Bubble Novelty Flashing Rings Pack of 24

\$28.44

1

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QTY DISCOUNT

3
free

★★★★★ 1 review


3 Free Blinkies of Magic Matt's Choice

\$0.00

1

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QTY DISCOUNT



As low as \$3.49 Bulk

★★★★★ 2 reviews


White LED Switch Activated Bottle Base Light Display Drink Coaster

\$4.19

1

ADD TO CART

QTY DISCOUNT



As low as \$6.29 Bulk

★★★★★ 1 review


Light Up LED Flashing Cowboy Hat with White Sequins

\$7.39

1

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QTY DISCOUNT



As low as \$1.14 Bulk


Groovy Disco Mirror Ball Earrings

\$1.49

1

ADD TO CART

QTY DISCOUNT



As low as \$1.44 Bulk

★★★★★ 3 reviews


Red Heart Flashing Battery Operated Body Light Lapel Pins

\$1.79

1

ADD TO CART

QTY DISCOUNT



As low as \$2.19 Bulk

★★★★★ 3 reviews

Non Light Up Jacko Thriller Beat It Billie Jean Right Hand Sequin Glove

\$2.49

1

ADD TO CART

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Magic Matt's Brilliant Blinkies provides exciting glow in the dark toys, flashing jewelry, blinking pins, flashy blinkies and accessories for the twenty-first century.

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Sample Request

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Free Artwork and Shipping

Sample Our Custom Blinkee Creations



Physical Sample:

Receive a physical sample of custom blinkee pins we've crafted in the past, mailed directly to you. Perfect for experiencing our quality firsthand.

Virtual Sample:

Get a virtual sample of your logo or design, animated with simulated LED light flashes in specific colors and areas. See your vision come to life digitally. For a rough idea [Build a Blinky](#)

Custom Physical Sample:

We offer a physical sample of your custom design produced and shipped from China.

Specifications:

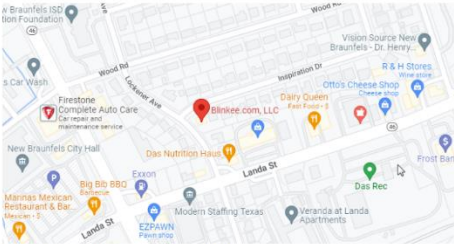
- **Timeline:** Working sample delivered in 2-3 weeks.
- **Cost:** \$150, with \$100 credited towards your final order of 100+ custom blinkies. If the order is declined, the \$150 is non-refundable.
- **Approval:** Sample will be redone if it doesn't match the approved design. Full payment required to begin full production after sample approval.

Experience the quality and uniqueness of our blinkee pins through our comprehensive sampling options! [Contact us](#) now and let us know what type of sample we can provide.

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Contact Us Now

Blinkee.com, LLC

614-C S Business IH35 PMB 1028
New Braunfels, TX 78130

Monday - Saturday: 6AM - Midnight PST
Phone: (415) 261-0675
Fax: (415)366-8520
Email: Matt@blinkee.com
Skype: [blinkeedotcom](#)

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Name *

Email Address *

Phone Number

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Blinky Builder

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Drag and drop a LED onto the image - "Make it Flash" or "Make it Fade"



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Make it Fade

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