Sri Lanka Institute of Information Technology



IT3060 - Human Computer Interaction Assignment 2

Low Fidelity Prototyping 2024-WE-S1-46

Tech Titans

Group member details:

| Student ID | Student Name | Workload Distribution |
|------------|---------------------|--|
| IT22280138 | Jayasooriya H.M.S.M | Checkout PageHome PageCart Page |
| IT22032706 | Dissanayaka R.M.L.R | Addresses PageEdit Address PageAbout Us |
| IT22170934 | Wanasekara W.A.O.H | Edit Account PagePricing PageResellers & Dropshippers Page |
| IT22034236 | De Silva K.G.G.C.D | Login/Register PageProducts PageSample Request Page |
| IT22347480 | Himasha Y.H.P. | ContactBlinky Builder PageShipping Policy Page |

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01. Video transcript

<u>Transcript 01 – Novice Customer</u>

<u>Transcript 02 – Regular Customer</u>

<u>Transcript 03 – Reseller</u>

02.Usability problems

| User | Interface Name | Usability Issue |
|------------------|----------------|---|
| Novice Customer | Home page | Difficult to identify active page in navigation bar. |
| | Cart page | Causing difficulty in quickly finding the total cost. |
| | | Delete and update buttons are confusing to identify. |
| | Checkout page | 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 | 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 | 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 | 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 | After submitting the form, users don't get immediate feedback. Struggle to fill out the form correctly because some fields aren't clearly explained. |
| | About Blinkee Page | Poor organization of content results in a disjointed experience. The cluttered layout of the page overwhelms |
| Reseller | Reseller and Drop Shippers Page | The sections need to be separated for better clarity. |
| | My Account Page | 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 | The sections of information are not easily recognizable, and characters appear scattered all over. The light pink background with light, small- |
| | Testimonial Page | sized text makes it tough to read. The feedbacks are difficult to read, and there are no filters to help make it more understandable. |

03. Variants of the interfaces

| G. A. A.Y. | Interface Name | | |
|---------------------|---|---|--|
| Student Name | Variant 01 | Variant 02 | |
| Jayasooriya H.M.S.M | Checkout PageHome PageCart Page | Checkout Page Home Page Cart Page | |
| Dissanayaka R.M.L.R | Addresses Page Edit Address Page About Us Page | Addresses Page Edit Address Page About Us Page | |
| Wanasekara W.A.O.H | Edit Account Page Pricing Page Resellers And Drop shippers Page | Edit Account Page Pricing Page Resellers And Drop shippers page | |
| De Silva K.G.G.C.D | Login/Register Page Products Page Sample Request page | Login/Register page Products Page Sample Request Page | |
| Himasha Y.H.P | Contact Page Blinky Builder Page Shipping Policy Page | Contact Page Blinky Builder Page Shipping Policy Page | |

04. Justification of the variants

| Name | Interface Name | Variant 1 | Variant 2 | |
|------------------------|-------------------|---|---|--|
| Jayasooriya H.M.S.M | Checkout | This offers a clean and straightforward layout with separate sections for order details, contact information, and payment methods, making it easy for users to follow. The simplicity ensures that users can manually enter their details without confusion, but this also means it lacks the convenience of saved data for returning customers, which could slow down the process. | Enhances user experience by including pre-filled contact and payment information for returning customers, which speeds up the checkout process and reduces friction. While this is convenient and efficient, it may come across as slightly cluttered due to the additional information displayed, potentially overwhelming first-time users. | |
| | Home Page | This variant uses a 4-column grid displaying 12 products at once, maximizing product visibility. It's efficient for showcasing many items but may overwhelm users with too much information and smaller images. The layout is product-focused but lacks emphasis on individual items, making all products appear equally important. | This variant features a 3-column grid with a larger central product, emphasizing key items and offering a cleaner, more focused design. It highlights fewer products, which reduces cognitive load but also limits product exposure. The larger visuals make the layout more engaging, though some space may feel underutilized. | |
| | Cart Page | The cart interface includes clickable icons for updating quantity and deleting items, with a "Coupon Code" section below the product list. This layout uses clear, structured tables for product details, pricing, and a checkout button, with options to calculate shipping and proceed with payments. | The design simplifies user interaction with cleaner quantity controls and a prominent "Delete" button for each product. The overall layout is more minimalistic, offering the same functional options but with a smoother, more modern look. The "Shipping" and "Coupon" sections are arranged more efficiently, streamlining the checkout process. | |
| Dissanayaka R.M.L.R | Addresses | This offers a clean and straightforward layout, displaying billing and shipping addresses side-by-side, making it easy for users to compare them. The clear "EDIT" buttons | This variant introduces a more personalized approach with the placeholder for an image, allowing for a profile picture and a more distinctive separation of the addresses. While the "EDIT" | |

| | | allow quick modifications, enhancing user convenience. However, the compact placement limits the space for additional information, and the design's simplicity means it lacks the graphical elements that could make it more visually appealing. | buttons remain conveniently accessible, the added visual element can reduce space for address details, potentially making the layout feel cluttered. The asymmetrical design could also be less appealing for those who prefer a balanced layout |
|-----------------------|----------------------|---|--|
| | Edit Address Page | This variant uses a two-column layout for a compact and organized form. It allows users to input information quickly but might disrupt the natural reading flow. The logical grouping aids navigation, but the design may become cluttered, potentially overwhelming users with too many fields on one screen. | This variant employs a single-column layout, offering a straightforward, linear experience. It eases the user flow, reducing cognitive load and enhancing clarity. However, it results in a longer form that may seem daunting. The layout adapts well to mobile screens but could leave unused space on larger displays |
| | About Us | This variant provides an indepth overview of the company, including product descriptions and customer reviews, offering strong social proof. The textheavy design builds credibility but may overwhelm visitors seeking quick information. It lacks visual hierarchy, which could hinder users from easily locating specific details. | This variant offers a clean and structured layout with separate sections for mission, approach, and process. Its visual balance and simplicity enhance readability and navigation. However, the reduced focus on detailed product descriptions and customer reviews may limit how effectively it builds trust with users. |
| Wanasekara W.A.O.H | Edit Account | This interface is well-organized, with clear labels and input fields, facilitating easy updates. The password change process is simple and logical. However, more visual cues could improve navigation, and options for customization like changing background color or layout could enhance user experience. Overall, the interface is cohesive and visually appealing. | This account details page design emphasizes usability with an easy-to-manage profile image section and an organized structure for password management. The visual hierarchy is improved, making the interface easier to read and navigate. Clear categorization aids in finding and editing data, and the layout enhances the overall user experience by prioritizing key elements like password instructions and profile customization. |
| | Pricing Page | The pricing page design presents information clearly, | This pricing page design groups related elements like "Custom |

| | | distinguishing between standard and custom options. The customization options are intuitive, but adding visual examples could further clarify possibilities. The contact form is concise with essential fields, but could be expanded for additional information. A side-by-side comparison of pricing options might enhance clarity and aid user decision-making. | Blinkee Quote" and "Payment Terms," making sections easy to navigate. Input fields are clearly organized, with dropdowns and checkboxes simplifying selections. The form includes clear labels, guiding users smoothly through the quote request process. Overall, the layout is user-friendly, supporting quick and accurate input for custom orders. |
|-----------------------|--|---|--|
| | Resellers And Drop shippers Page | The reseller page interface divides content effectively, making it easy for users to navigate. The "Return Policy" section is well-organized, offering quick access to policies and FAQs. Consistent layout and alignment contribute to a professional appearance. Numbered lists ensure clarity, helping users quickly reference the information they need, improving the overall user experience. | This iteration emphasizes the critical "Steps to Participate" section, giving it more visual weight. The separation of content is clearer, aiding user navigation. While images add visual interest, they may distract from key information reducing their prominence could enhance focus. The layout remains consistent, ensuring a clean and professional look with well-organized text and sections. |
| De Silva K.G.G.C.D | Login/Register Page | The "Register" and "Login" portions are segregated cleanly, facilitating users' ability to quickly identify the appropriate place to sign up or log in. By doing this, confusion is avoided. Helpful Features: Users can better prevent errors by viewing their typing when they utilize the "Show Password" option located in the "Register" section. In order to guarantee that users accept the rules before registering, a "I accept the terms & conditions" checkbox is included. | Simple and Clean: With large labels for "Register" and "Login," the second wireframe is extremely simple. The users may easily locate what they need immediately thanks to this. Focus on Essentials: It simply has the fields for the email address and password, which are the most crucial components. |
| | Products Page | Focused View: With this arrangement, each product has more room because there are just two products displayed per row. | More Products at Once: This layout displays four products in a row, giving users the ability to view more selections |

| | | Users find it simpler to concentrate on each thing, comprehend the facts, and come to a choice. | simultaneously. It's excellent for customers who like to swiftly peruse a large selection of products. |
|------------------|------------------------|--|---|
| | | Easy Navigation: Using the pagination at the bottom, the user may quickly go through the pages without feeling overwhelmed because fewer products are displayed at once. | Compact and Efficient: By displaying a greater number of products, people may compare them more rapidly and decide more quickly without having to scroll or click through. |
| | Sample Request Page | Ease of Use: Users may easily read the instructions while completing the form because the form and instructions are positioned side by side. By doing this, confusion is reduced. Organised Layout: Users may move through the form step-bystep without feeling overwhelmed because it is clearly divided into sections. | Easy and Uncomplicated: Users may easily fill out the form from top to bottom without missing anything because all of the fields are arranged in a single column. Instructions on the Side: To help users concentrate on filling out the form without having too much text to see, the instructions are positioned independently on the right side. |
| Himasha Y.H.P | Contact Page | Contact Us interface is used to give feedback, comments, and ask questions. This variant gets all the details of the customers who contact the seller. location is included to this interface additionally and its eyecatching. The pros include simplicity and efficiency, though the design may feel somewhat rigid or lacking in visual appeal. | In left side there are Name, Email, phone Number, comments/questions fields to give feedbacks. It is easy to navigate and efficient to user give their feedback. The design emphasizes a more organized layout with clear labeling of input fields, making it user-friendly. The "Send Message" button is well-placed for easy access, and the overall structure promotes smooth navigation |
| | Blinky Builder Page | This interface includes clickable icons for upload a new artwork and make it flash, fade and reset. This offers a clean and straightforward layout. The three buttons are well organized and easy to navigate between them. | In this interface we can see many white spaces more than variant 1. It is not maintain correct. The three buttons "make it flash, make it fade, Reset" are not well organized in this variant. |
| | | | |

| S | Shipping | The shipping Policy interface is | This variant of the page shows |
|---|------------|---|---|
| | olicy Page | used to show terms and conditions using the delivery period. This variant of the page | terms and conditions one by one and get the customer's name and e |
| | | and the background image. The first variant focuses on a clean, minimalist layout. | catching. This structure |

05.Ideation techniques used

- **Brainstorming** Generating as many ideas as possible without judgment.
- Mind Mapping Visualizing the structure of ideas and how they connect.
- **Sketching** Quickly drawing rough layouts to explore various design concepts.
- **User Story Mapping** Outlining how users will interact with the product and what features are needed.
- **Wireframing** Creating simple, visual representations of layouts to explore different design possibilities.
- **Dot Voting** Team members vote on their favorite design ideas for prioritization.

06.How the best design was selected

| Name | Interface Name | Selected Variant | Comment |
|------------------------|-------------------|---------------------|--|
| Jayasooriya H.M.S.M | Checkout Page | Variant 02 | Variant 2 was selected as the best design because it offers pre-filled details for returning users, improving efficiency. Additionally, the use of modals for payment and contact details keeps the main page clean, only showing detailed forms when needed. This balances convenience with a clutter-free layout, enhancing the overall user experience. |
| | Home Page | Variant 01 | Wireframe Variant 1 was chosen for its ability to display 12 products at once in a 4-column grid, maximizing visibility and allowing users to browse more options efficiently. Despite smaller images, the design ensures equal product focus, making it ideal for showcasing a wider range of items on a single page. |
| | Cart Page | Variant 01 | Variant 1 was chosen for its clear layout, featuring easy-to-use update and delete buttons alongside the quantity controls. The "Coupon Code" section is conveniently placed below the product list, and the overall structure provides a simple, efficient checkout process with well-organized details and pricing |
| Dissanayaka R.M.L.R | Addresses | Variant 01 | I chose Variant 1 as the best design because of its clean, symmetrical layout that focuses on user needs. The side-by-side address format is intuitive, reducing distractions and offering a simpler, more user-friendly experience with easy access to editing options. |
| | Edit Address Page | Variant 02 | I chose variant 2 as the best interface because it provides a cleaner and more spacious layout, making it easier for users to input their details without feeling overwhelmed. Its simplicity enhances readability and improves the overall user experience. |
| | About Us | Variant 01 | I chose variant 1 as the best wireframe because its clean and structured layout makes it easier to navigate. The concise sections for "Our |

| | | | Mission," "Our Approach," and "Our Process" provide a clearer, more organized user experience, ensuring quick understanding without overwhelming details. |
|-----------------------|--------------------------------|------------|--|
| Wanasekara W.A.O.H | Edit Account | Variant 02 | User Interface Variant 2 improves upon the first by offering a clearer visual hierarchy and more straightforward password change instructions. These enhancements make the interface more intuitive and user-friendly, reducing confusion and streamlining navigation. By addressing the first variant's issues, this design ensures a smoother and more efficient user experience, facilitating task completion. |
| | Pricing Page | Variant 01 | Pricing Variant 1 offers a well-organized, modern layout that effectively separates content into clear sections with consistent spacing. Its visually appealing design, combined with a clear call to action, enhances user engagement and reduces confusion. This variant's modern aesthetics and structured format make it more attractive and user-friendly compared to its counterpart. |
| | Resellers And Drop shippers | Variant 02 | Reseller and Dropshipper Interface Variant 2 offers notable improvements over the first, featuring reduced blank spaces and better-organized images. This enhances clarity and context, making the page more coherent. Improved navigation further aids users in finding relevant information efficiently. These refinements contribute to a more user-friendly experience, making Variant 2 the superior choice. |
| De Silva K.G.G.C.D | Login/Register | Variant 1 | Variant 1 provides both functionality and user support. The clear segregation between "Register" and "Login" reduces confusion, while features like "Show Password" and the "Terms & Conditions" checkbox add value without complicating the interface too much. It balances simplicity with essential features that enhance usability. |
| | Products Page | Variant 2 | Variant 2 is more efficient for users who want to browse quickly and compare multiple products at once. By displaying four products per row, it allows for faster navigation and selection, which is especially important for ecommerce platforms where users want to see more options in less time. |

| | Sample Request | Variant 1 | Variant 1's organized layout with instructions and form side by side offers a guided experience. Users can refer to the instructions as they fill out the form without needing to scroll back and forth, reducing errors and confusion. The step-by-step approach also makes the process feel manageable and less overwhelming. |
|------------------|-------------------------|------------|---|
| Himasha Y.H.P | Contact | Variant 02 | I chose variant 2 because its well-organized interface and very attractive and very easy to contact the seller. This interface provides a cleaner and more spacious layout, making it easier for users to input their details without feeling overwhelmed |
| | Blinky Builder Page | Variant 01 | I chose variant 1 as the best wireframe because its clean and structured layout makes it easier to navigate. The "Make it flash," "Make it fade " and "Reset" buttons provide a clearer, more organized user experience, ensuring quick understanding. |
| | Shipping Policy Page | Variant 02 | Variant 2 is more straightforward and appealing than Variant 1. Because it is appealing and eyecatching. As a result, I accept the interface 2. |

07. Time schedule (Gantt chart)

| | Task Name | Aug 19 - Aug 25 | | | | | Aug 26 - Sep 01 | | | | | | | Sep 02 - Sep 08 | | | | | | | Sep 09 - Sep 15 | | | | | | | | |
|----|---|-----------------|--------|--------|--------|--------|-----------------|--------|--------|--------|--------|--------|--------|-----------------|-------|-------|-------|-------|-------|-------|-----------------|-------|-------|--------|--------|--------|--------|--------|--------|
| ID | | 19-Aug | 20-Aug | 21-Aug | 22-Aug | 23-Aug | 24-Aug | 25-Aug | 26-Aug | 27-Aug | 28-Aug | 29-Aug | 30-Aug | 31-Aug | 1-Sep | 2-Sep | 3-Sep | 4-Sep | 5-Sep | 6-Sep | 7-Sep | 8-Sep | 9-Sep | 10-Sep | 11-Sep | 12-Sep | 13-Sep | 14-Sep | 15-Sep |
| 1 | Write transcripts according to the videos. | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Identifying usability problems | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Design and draw variants for the interfaces | | | | | | | | | | | | | | | MID | EXA | MS | | | | | | | | | | | |
| 4 | Write justifications for the variants | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | Identify the Ideation techniques used | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | Analysing the best design was selected | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | Finalize the Document | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Project Submission | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

08.Refferences:

[1]

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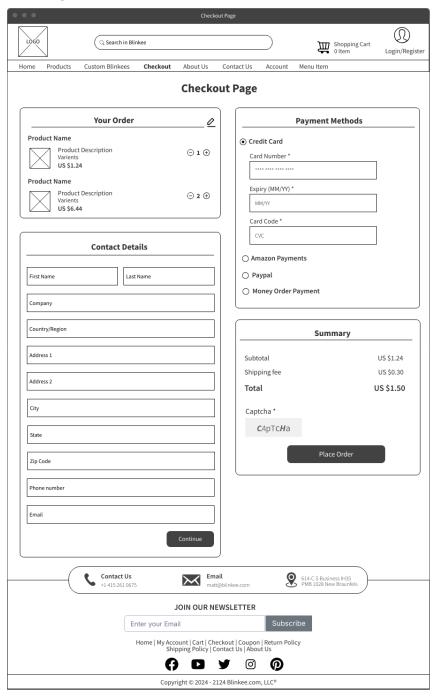
https://www.youtube.com/watch?v=dNG7O5fONVY&list=PLGK4VLb_IdSlnvJHkw38OFZeYLAOpyH1m (accessed Sep. 14, 2024).

[3]

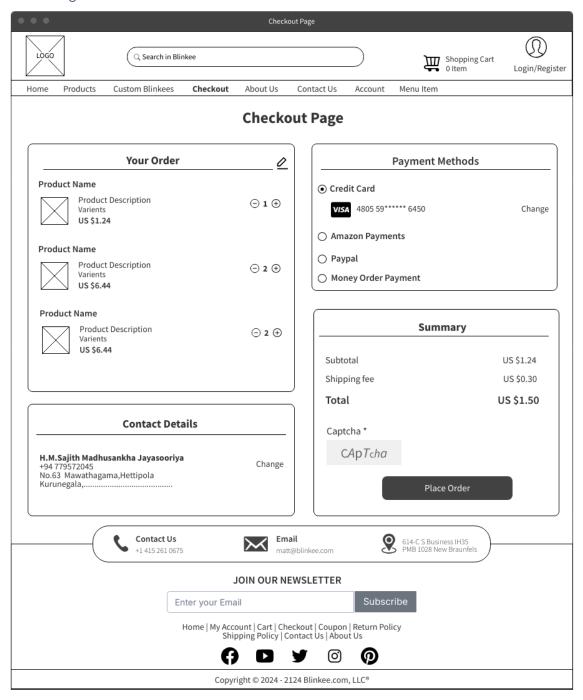
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09.Appendix

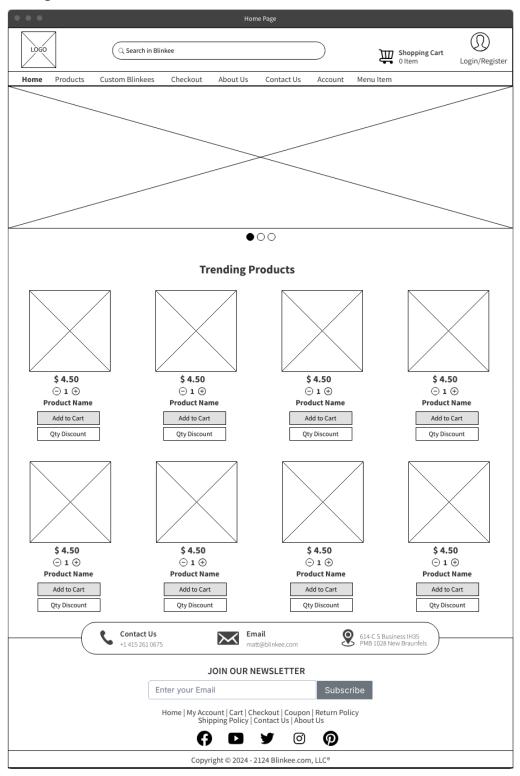
Checkout Page - Variant 01



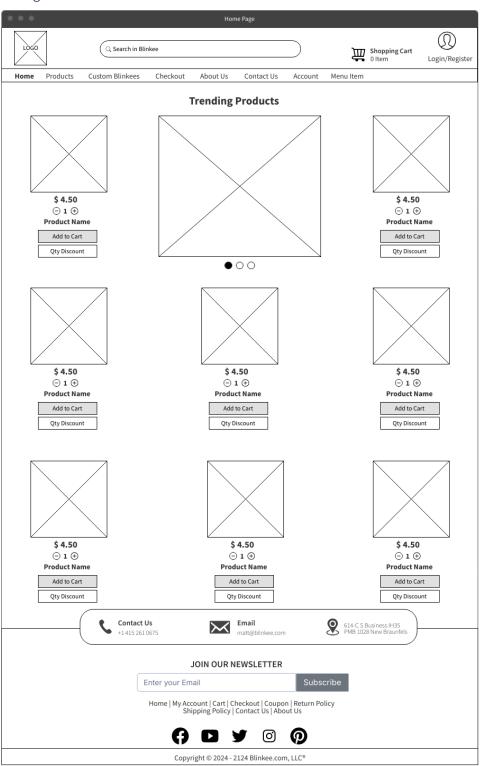
Checkout Page – Variant 02



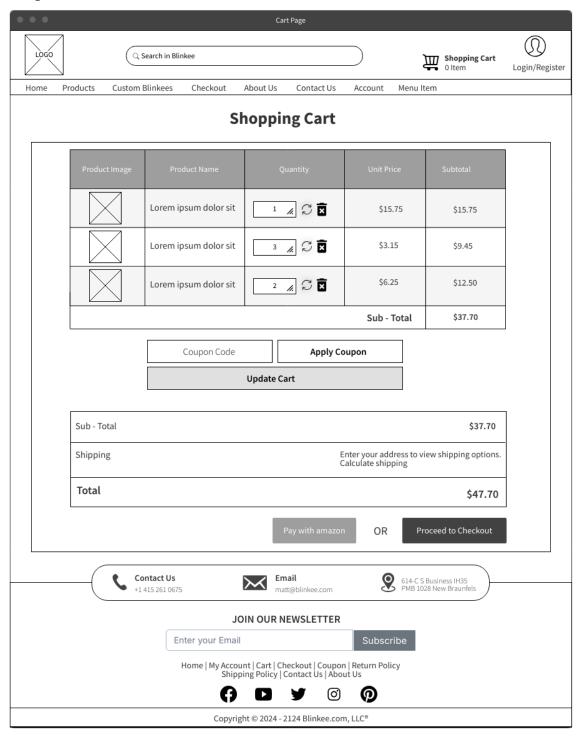
Home Page – Variant 01



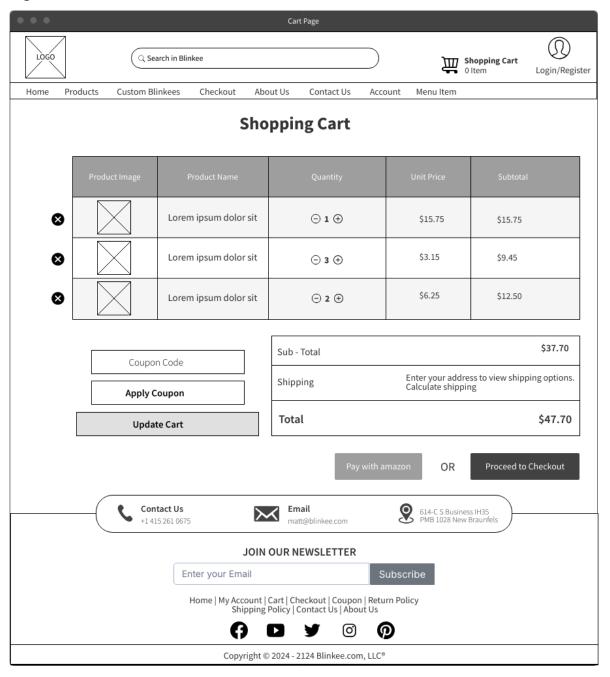
Home Page – Variant 02



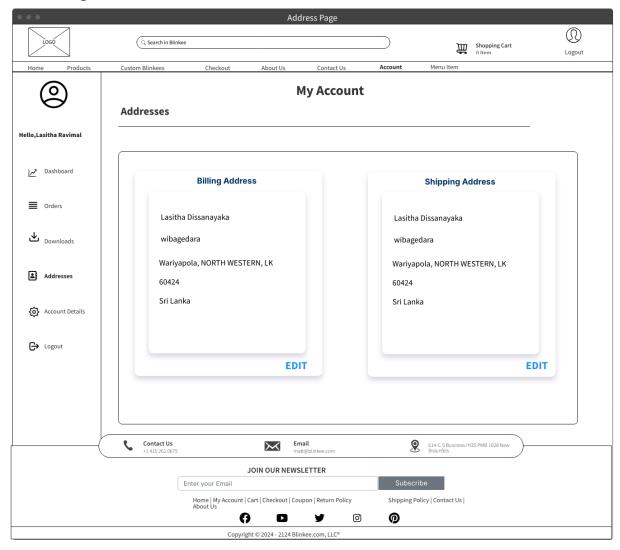
Cart Page - Variant 01



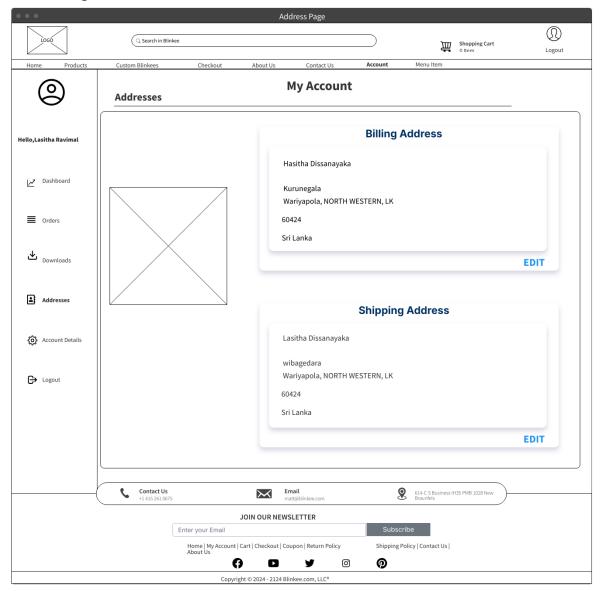
Cart Page – Variant 02



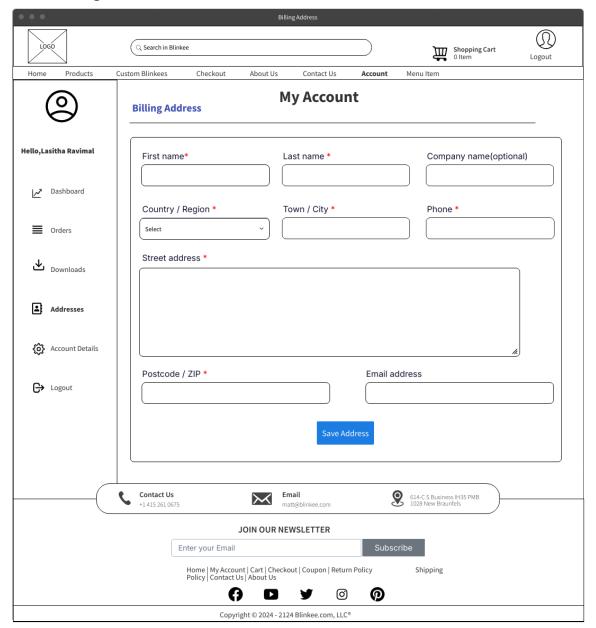
Addresses Page – Variant 01



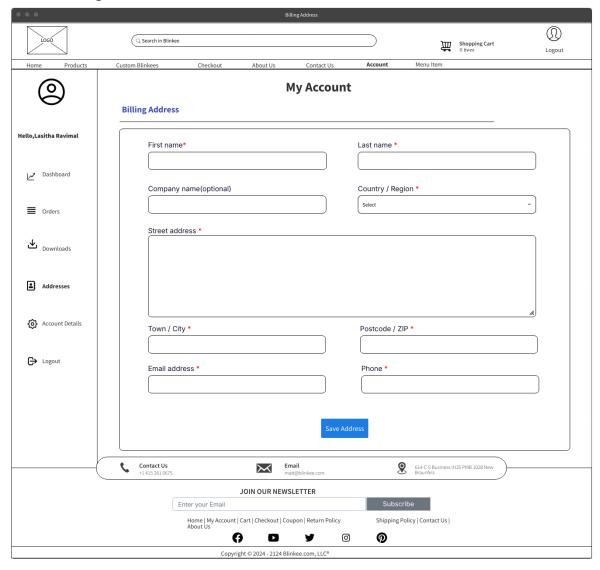
Addresses Page – Variant 02



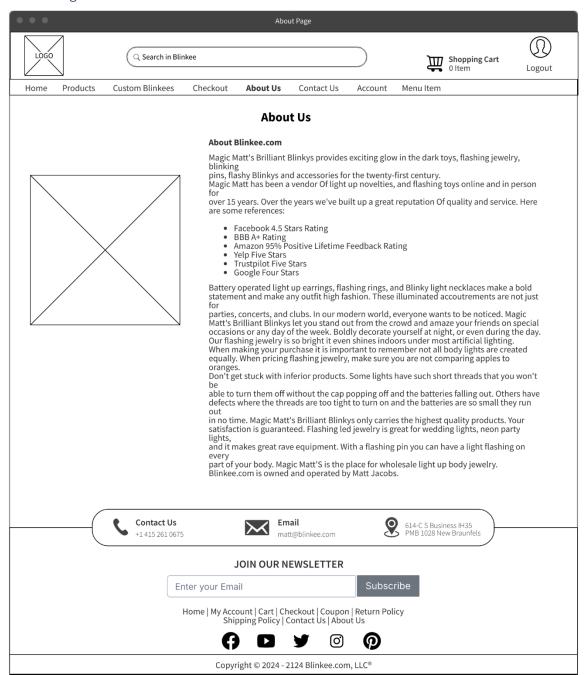
Edit Address Page – Variant 01



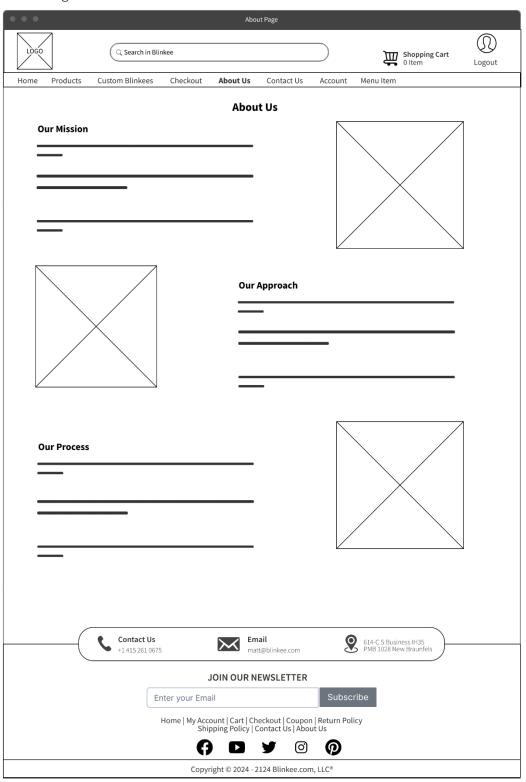
Edit Address Page – Variant 02



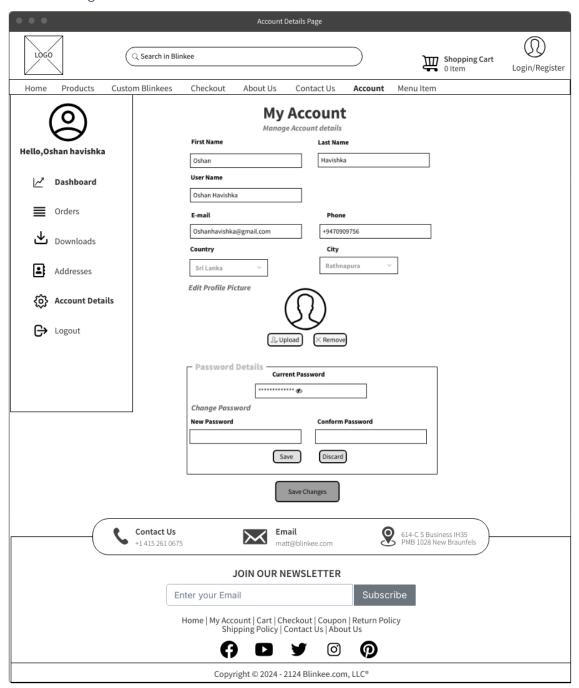
About Us Page - Variant 01



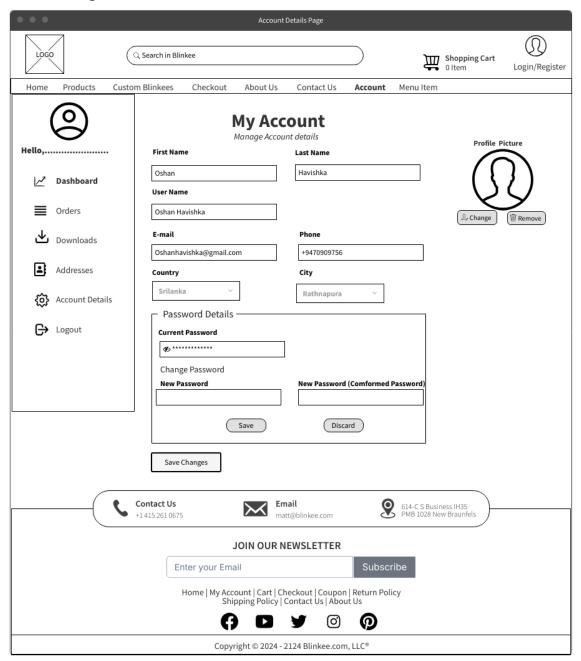
About Us Page – Variant 02



Edit Account Page – Variant 01



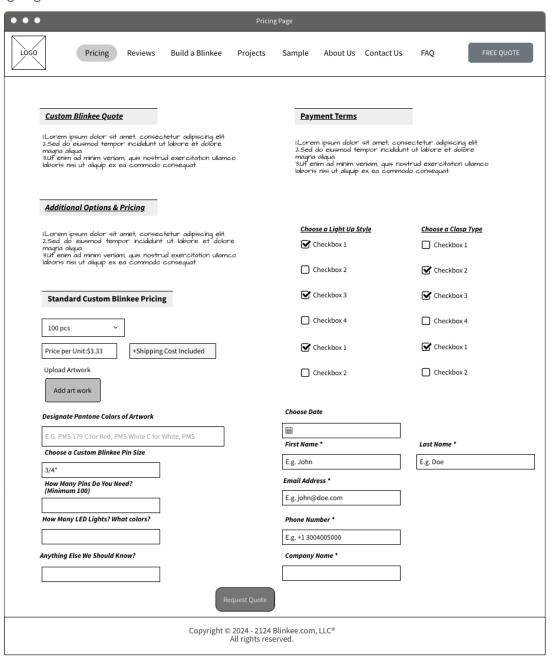
Edit Account Page – Variant 02



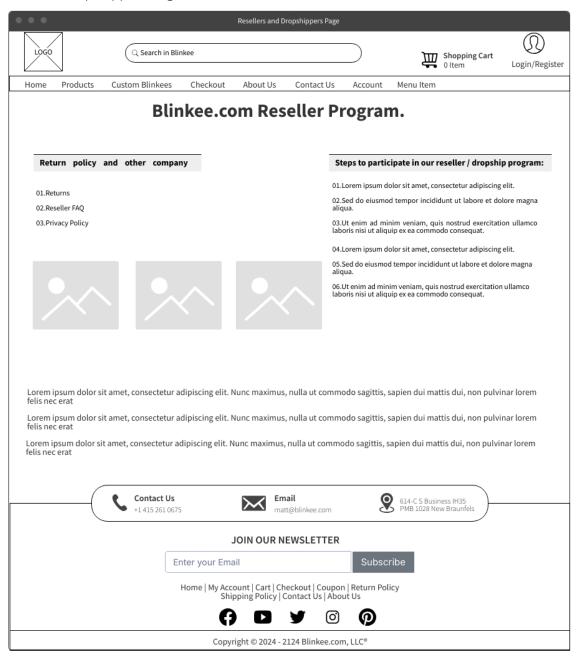
Pricing Page – Variant 01

| • • | • | | Pricin | g Page | | | | | | | | | | |
|----------|--|--|-------------------------------|---|---|-------------------|------------------|------------|--|--|--|--|--|--|
| LOC | Pricing Review | rs Build a Blinkee | Projects | Sample | About Us | Contact Us | FAQ | FREE QUOTE | | | | | | |
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| | Additional Options & Pricing | | | Add art wo | No File | Chosen | | | | | | | | |
| | ILorem ipsum dolor sit amet, conse 2.Sed do eiusmod tempor incididunt magna aliqua. 3Ut enim ad minim veniam, quis nost laboris nisi ut aliquip ex ea commodo | ut labore et dolore | | E.G. PMS 179 Choose a Cus | ntone Colors of | S White C for Whi | ite, PMS | | | | | | | |
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| (| Checkbox 1 | Checkbox 1 | | Choose Date | | | | | | | | | | |
| (| Checkbox 2 | Checkbox 2 | | Anything Else | e We Should Kı | now? | | | | | | | | |
| (| Checkbox 3 | Checkbox 3 | | | | | | | | | | | | |
| (| Checkbox 4 | Checkbox 4 | | First Name * | | | E.g. Doe | | | | | | | |
| (| Checkbox 1 | Checkbox 1 | | Email Address | s * | | Phone Number * | | | | | | | |
| (| Checkbox 2 | Checkbox 2 | | E.g. john@do | e.com | | E.g. +1 30040050 | 00 | | | | | | |
| | | | | Company Nan | ne * | Request Quote | 2 | | | | | | | |
| | | Copyright © : | 2024 - 2124 Ill rights res | Blinkee.com erved. | , LLC® | | | | | | | | | |

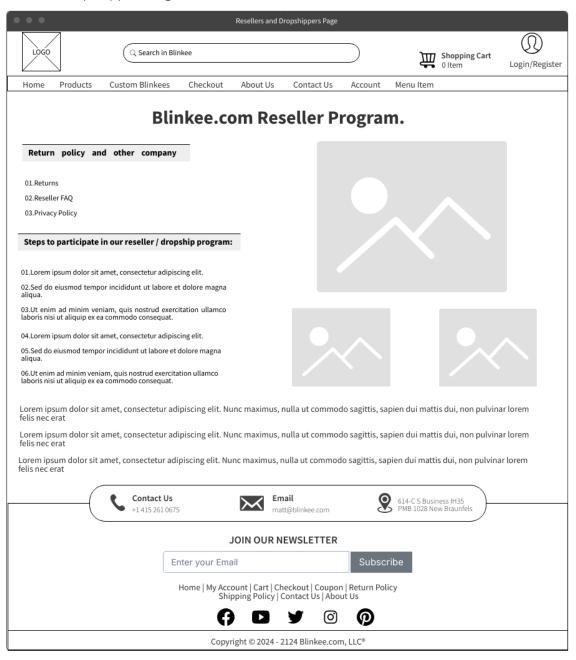
Pricing Page — Variant 02



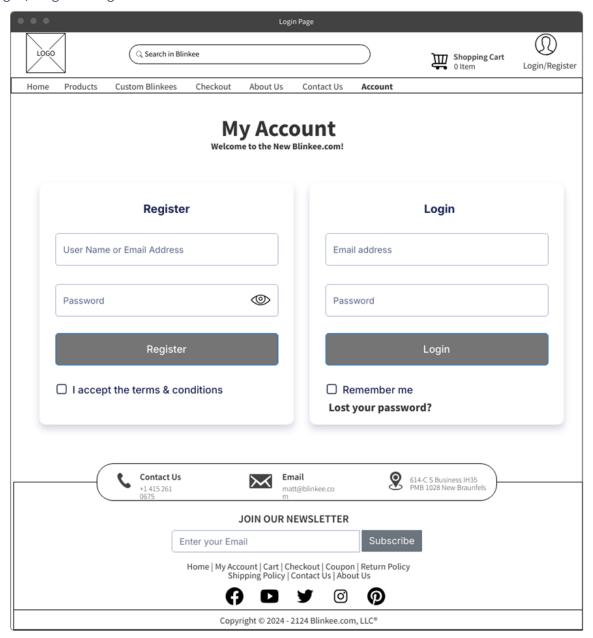
Resellers & Dropshippers Page - Variant 01



Resellers & Dropshippers Page - Variant 02



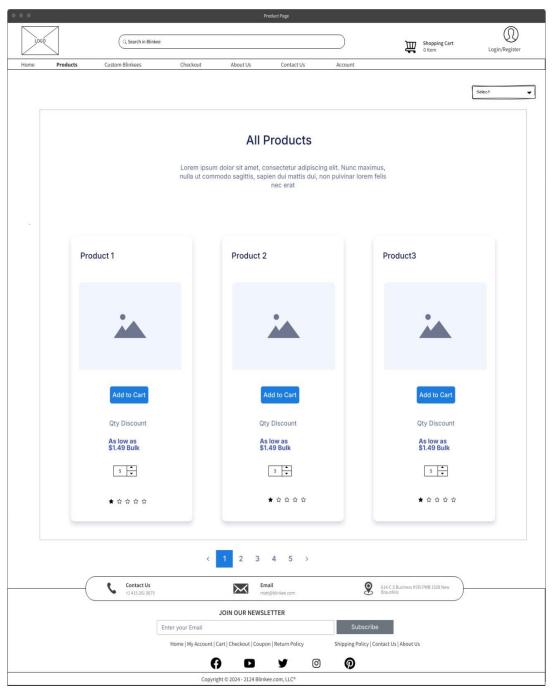
Login / Register Page — Variant 01



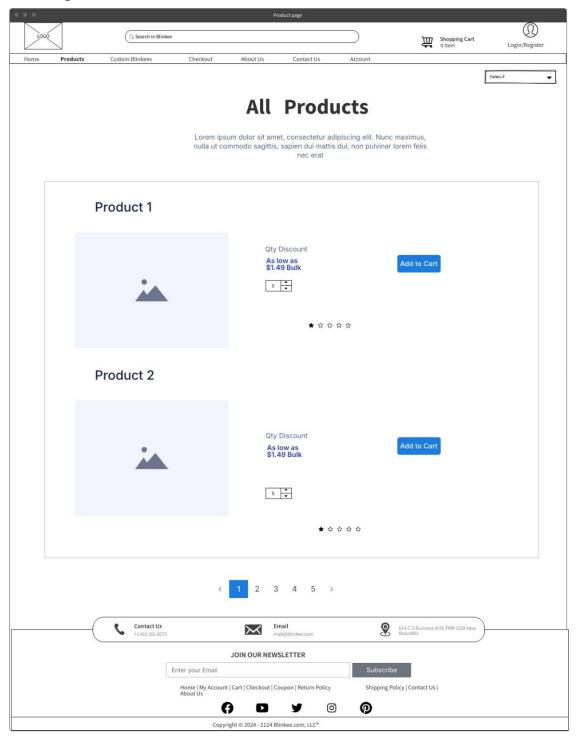
Login / Register Page — Variant 02



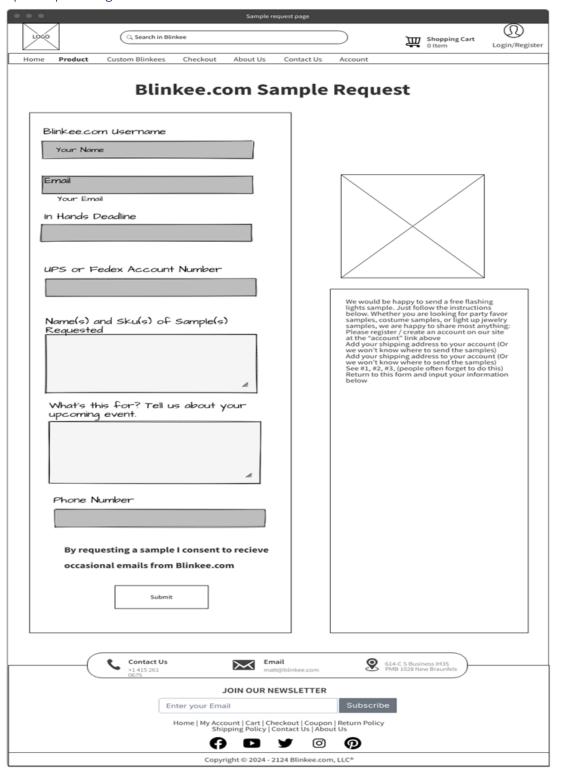
Product Page – Variant 01



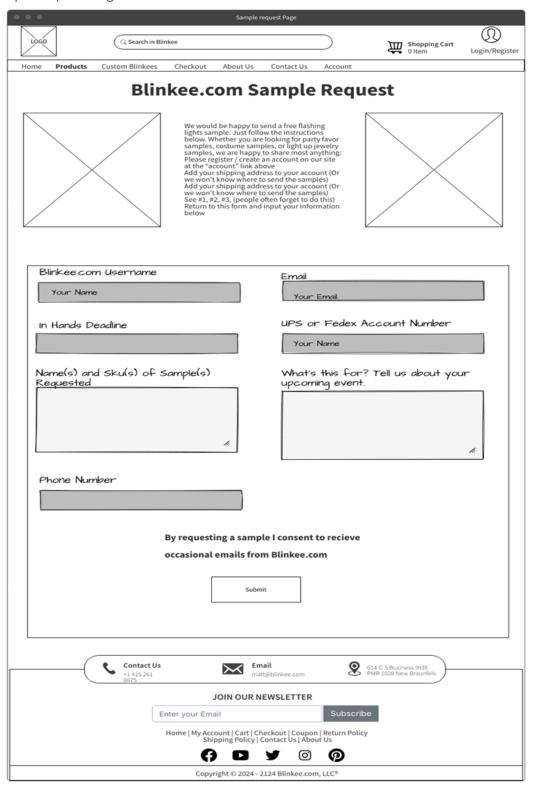
Product Page – Variant 02



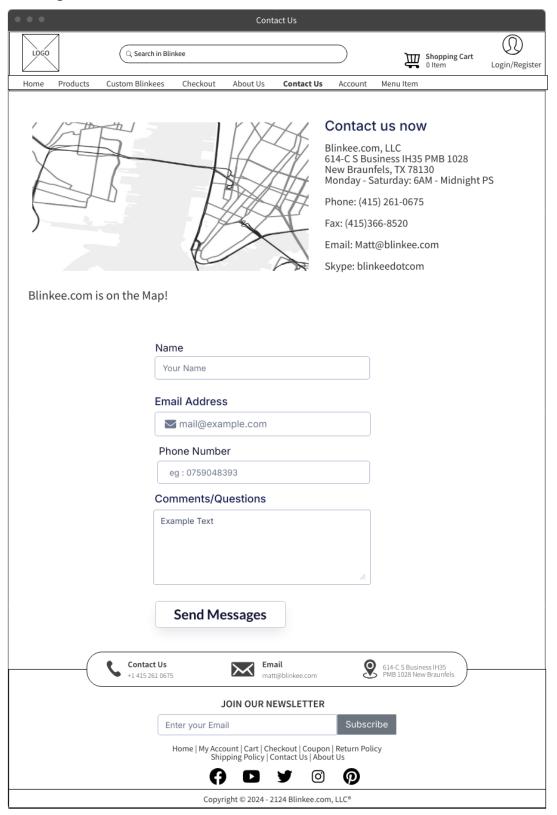
Sample request Page – Variant 01



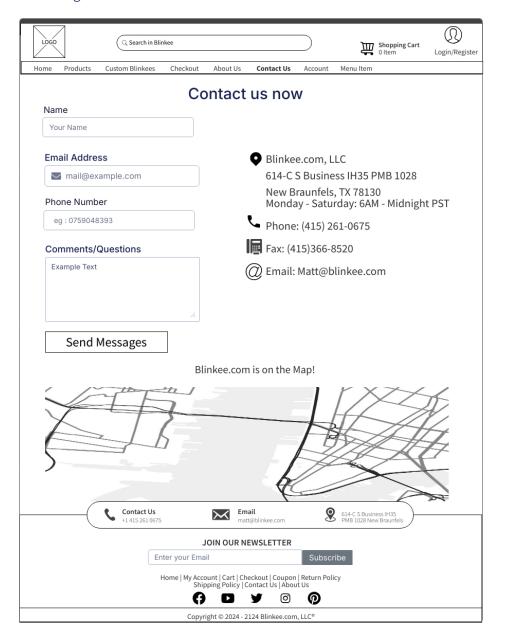
Sample request Page – Variant 02



Contact Page - Variant 01



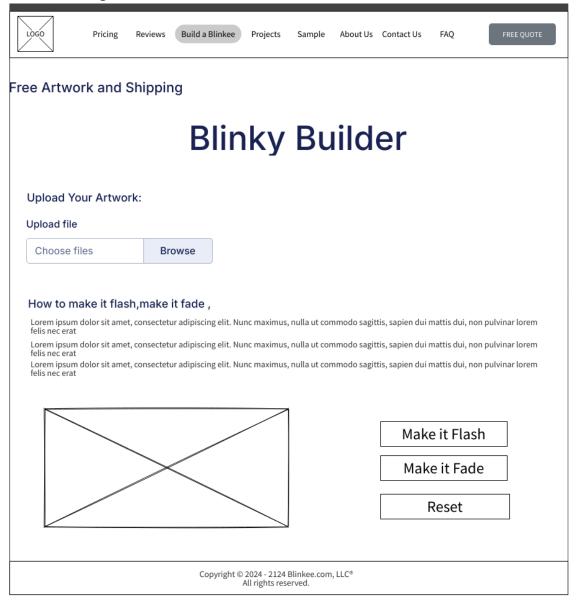
Contact Page - Variant 02



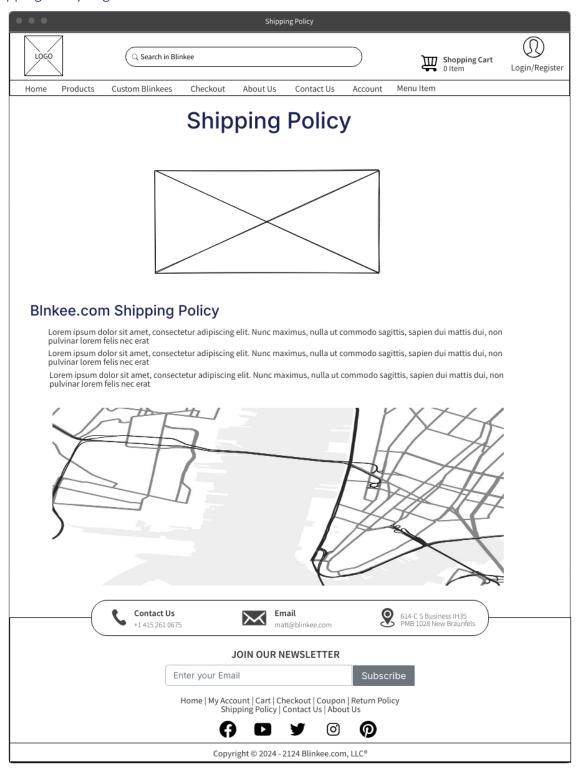
Blinkee Builder Page - Variant 01



Blinkee Builder Page - Variant 02



Shipping Policy Page - Variant 01



Shipping Policy Page - Variant 02

