

# Digital Vault

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E-commerce Website

# Project overview



## The product

Digital Vault is an e-commerce platform designed for video game fans, offering high-quality products that enhance the gaming experience, all presented in an interactive and user-friendly design suited for the target audience.



## The objective

Keeping in mind my target audience, my goal is to give them a futuristic design that is easy to understand for all ages and pleasing to the eye with a dark tone.



# Market Research



## Steam

- World's most popular online game distribution platforms.
- Large variety of products.
- Simple cart page.



## Google Shopping

- Product search easier.
- Compare products & prices.
- Purchase intention.



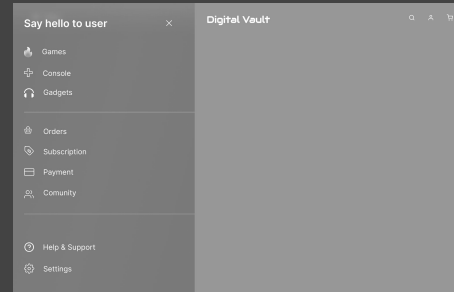
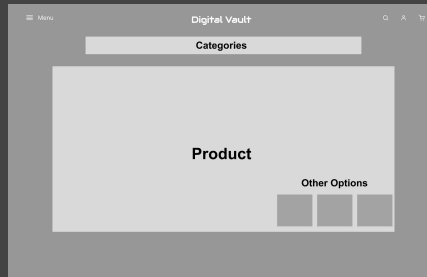
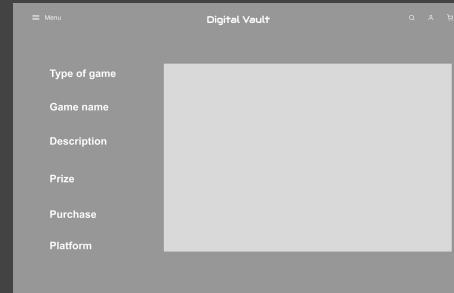
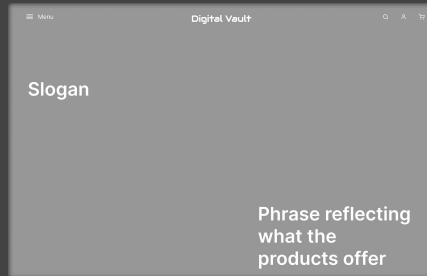
## Amazon

- Amazon is the world's largest digital mall.
- Great User Experience.
- Continuous evolution.
- User loyalty.



# Wireframes

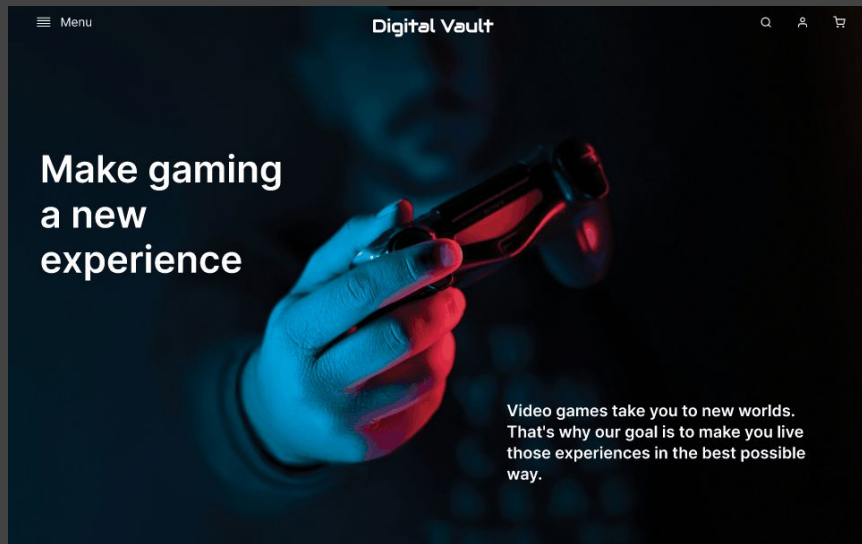
After clarifying my vision for the website and considering the key elements from my competitors that I wanted to incorporate, I began creating medium-fidelity wireframes. These wireframes would showcase the fundamental design of the application.



# Design Screenshots

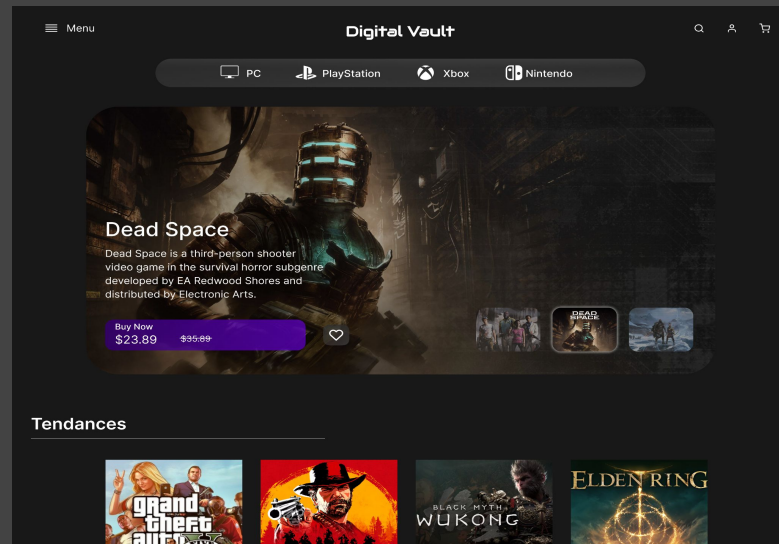
## Main Page

Home page with scroll navigation showing the different product categories the site offers.



## Games Menu

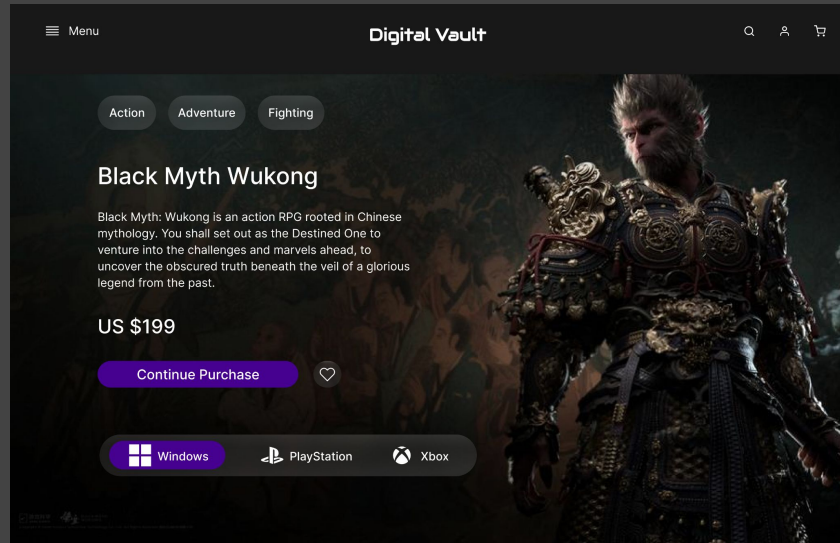
It displays the featured games with discounts. Below that, the catalog is divided into different menus and lists all the games.



# Design Screenshots

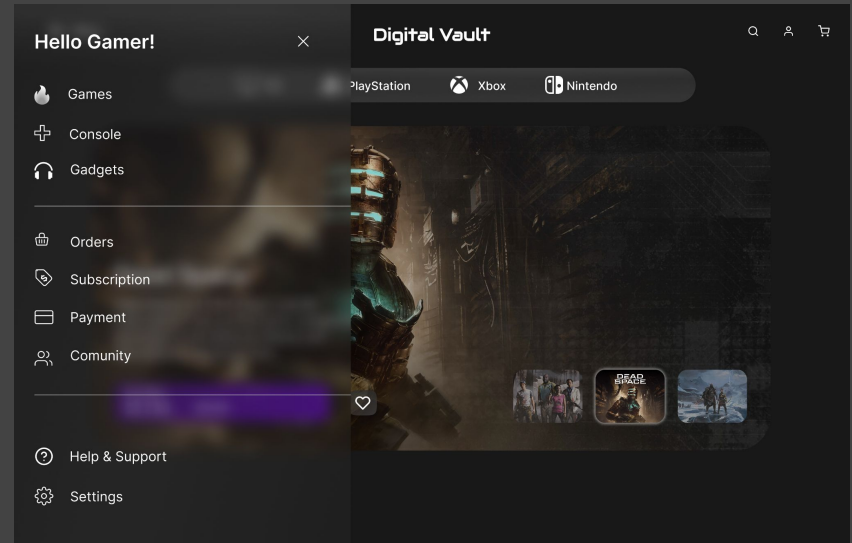
## Product Specification

Brief description of the product, including price, compatible consoles, and product type.



## Menu Side Bar

We are seeking a sidebar featuring a hamburger menu that is easy to understand and navigate for enhanced user convenience.



# Style Guide

## Typography

Aa

Audiowide  
Regular

abcdefghijklmnopqrstuvwxyz  
0123456789

Aa

Inter  
Semibold  
Regular

abcdefghijklmnopqrstuvwxyz  
0123456789

## Iconography



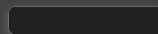
## Colour Palette



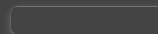
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#ECECEC



#222222



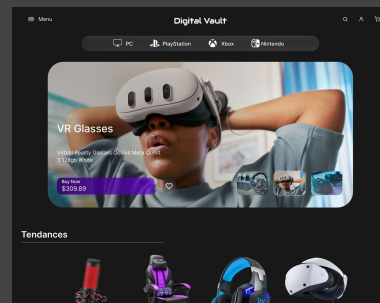
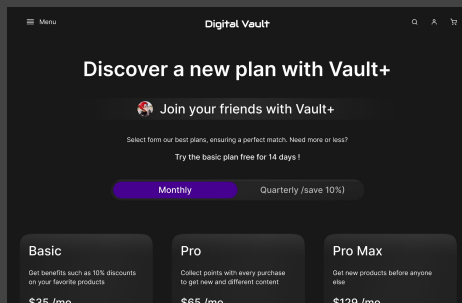
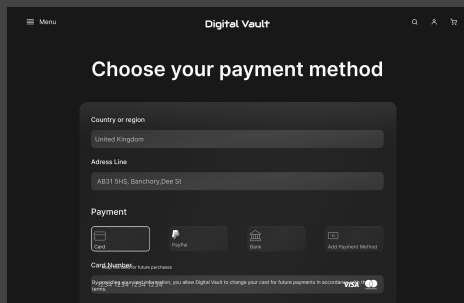
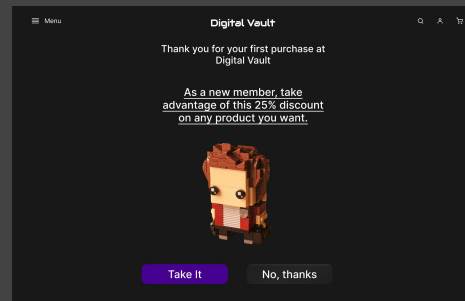
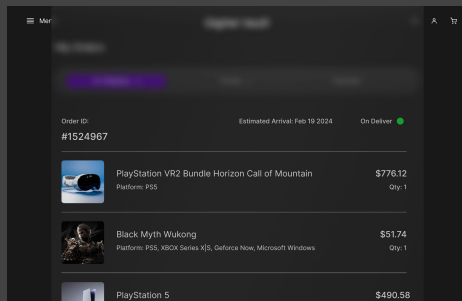
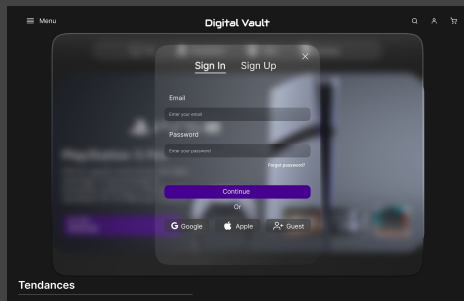
#444444



#470190

# High Fidelity Wireframes and Prototyping

I have previously shared some designs I implemented on the website and provided a brief explanation of them. Now, I would like to present the remaining pages of the menu and other options I designed. This includes a thank-you message to users, along with a reward for choosing this option.



You can try [Digital Vault](#) prototype here



# Conclusion

- My goal for this project was to create a website that is easy to understand for all audiences, regardless of whether they are video game fans or not.
- To expedite the design process, I utilized existing UI elements and toolkits instead of starting from scratch.
- I am very pleased with this project, as it allowed me to apply my UI knowledge to a subject I am passionate about, video games. I also took into account feedback from a small group of users who tested the website.

I look forward to our collaboration. This project helped me to apply UX/UI design principles and improve my skills, thanks to Codsoft for the opportunity.

Connect with me at: [LinkedIn](#)