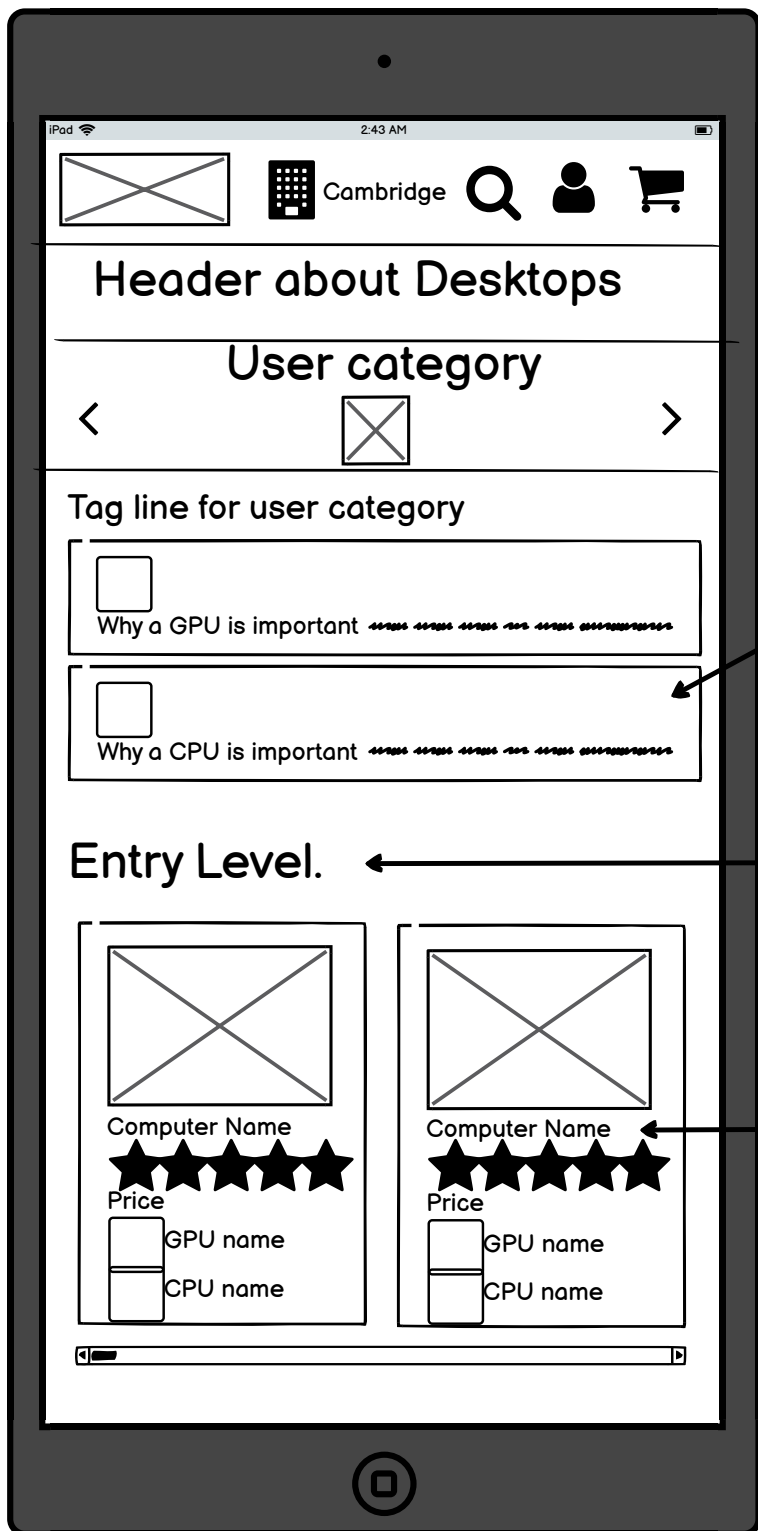


Instead of making separate lists of desktops for each user group with varying price points, I allow the user to toggle the page to the category that best suits them. There will be "Gaming", "Professional", and "Casual" user categories.

A tag line for the user category helps the user pick their category. Each is personalized for the different categories.

Whereas the Micro Center site hides information about the components of the computer (the main deciding factor in purchasing), this site clearly explains the important components and how each is critical for the type of user they selected themselves as.

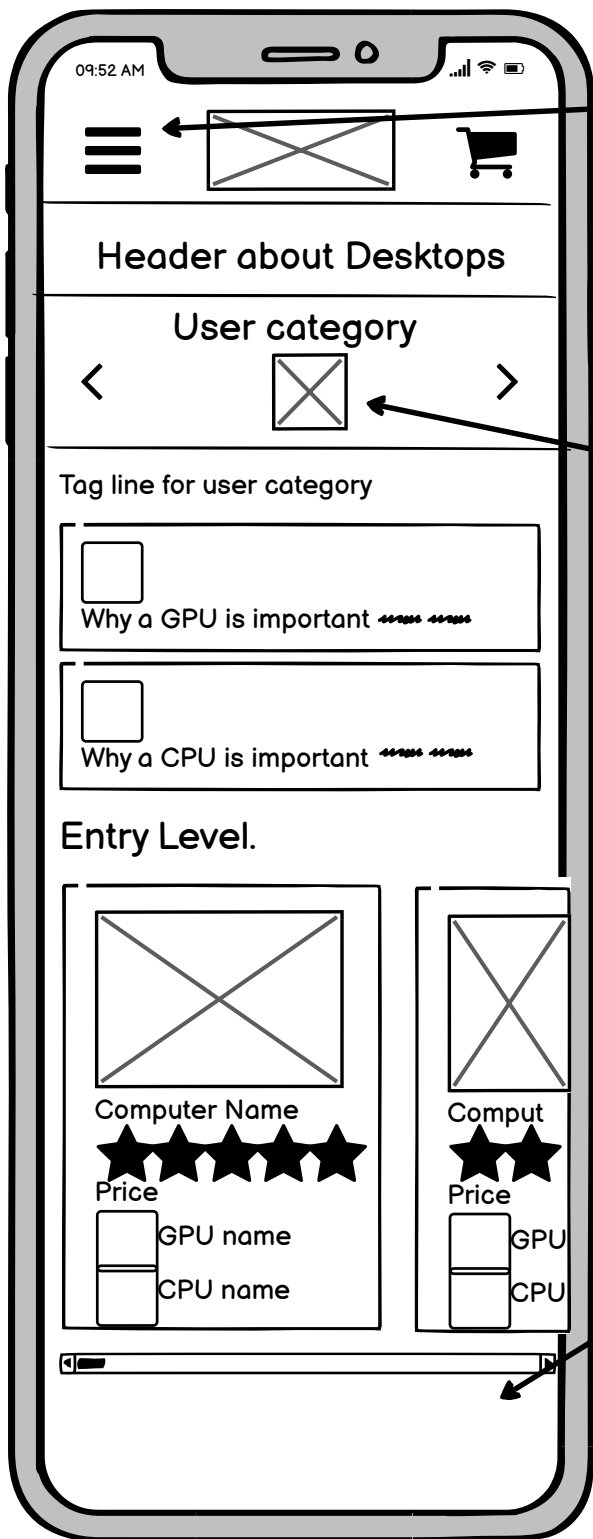
Each desktop listing is accompanied with the critical components listed visibly and importantly. This allows the user to quickly scan for desktops that fit their needs rather than going and searching for the specifications of each of them.



As the site window shrinks, components are rearranged to maximize legibility.

Whereas the Micro Center page has no sensible hierarchy, this site will be organized by price ranges. This allows users to only view computers that they would be able to afford or that fit their needs.

It is critical that text sizes remain large on the site. This addresses the legibility problems on the original website.



In order to maintain legibility of the top bar at smaller screen sizes, items are hidden behind a hamburger menu.

Images that relate to the user categories are displayed to increase a visual connection to the categories and help users find the one that best fits them. For example the "Gaming" category can be accompanied by a game controller or a gaming headset.

As the screen shrinks, the horizontal scrolling allows items to remain in the same arrangement. This allows the text size to remain the same without compromising legibility.