The E-commerce Lunarshift

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Project overview



The product:

LunarShift, a tech e-commerce platform focused on high performance gaming peripherals, designed to enhance the shopping experience for gamers.



Project duration:

August 2024 – September 2024

Preview of selected polished designs.



Project overview



The problem:

The gaming peripheral market is overcrowded, with many sites offering a generic experience.

Users often feel overwhelmed and disconnected, making it hard to find products that meet their needs.



The goal:

To create an engaging e-commerce platform that showcases high-performance peripherals and offers personalized shopping experiences, all within a visually captivating galaxy theme.

Project overview



My role:

Both parties served as UI/UX designers, collaborating to develop the brand's design language and website interface.



Responsibilities:

- Designed wireframes to outline the website's structure
- Created mockups and prototype for testing and feedback
- Collaborating on brand identity and design direction

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

11.

- Conducted online research with gamers & tech specialists to better understand their needs in gaming peripherals
- Researched online trends and user reviews to gather additional insights
- Interviewed individuals who are also tech-savvy to know their preferences

Based on the analysis, users prioritized performance, comfort, and customization, while also expressing a desire for peripherals that visually stand out. Since performance and functionality were preferred, we integrated these features into a cosmic-themed design, blending aesthetically to create a gaming experience that is both supercharged and immersive.

User research: pain points

1

Confusing Layouts

Overwhelming clutter makes it hard for users to focus on peripherals.

2

Product Information Overload

Users face information overload, making it hard to find relevant details.

Clear product descriptions are essential for guiding purchases.

3

Dull Aesthetics

Generic designs fail to engage gamers looking for exciting visuals.

4

Thematic Consistency

Many users felt disconnected from the design themes on other e-commerce sites, prompting a cohesive galaxy-style theme.

Persona: John, the Competitive Gamer

Problem statement:

John is a 25-year-old competitive gamer who needs high-performance gaming peripherals to gain a competitive edge while enjoying a visually immersive experience.

Goals:

To find durable, highperformance peripherals that enhance his gaming experience.

Frustration:

Difficulty navigating cluttered online stores and comparing products quickly.

Scenario:

John visits LunarShift to find a new gaming mouse. He appreciates the clean interface and quickly compares different models using the side-by-side feature, finally selecting one that fits his play style and preferences.

User journey map

[Your notes about goals and thought process]

Image of user journey map

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

[Your notes about goals and thought process]

Image of paper wireframes including five different versions of the same screen and one image of the new, refined version

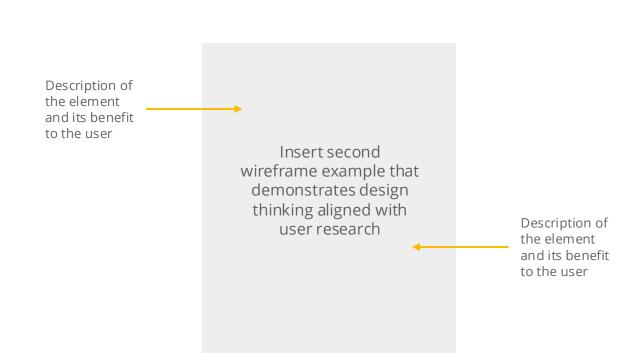
Digital wireframes

[Your notes about goals and thought process]



Digital wireframes

[Your notes about goals and thought process]



Low-fidelity prototype

[Link to low-fidelity prototype and brief description of the user flow]

Screenshot of prototype with connections or prototype GIF

Usability study: findings

For LunarShift usability study, two rounds of testing were conducted with our participants to gather insights on our high-fidelity prototype. Participants performed these tasks, allowing us to uncover usability challenges and improve our design experience.

Round 1 findings

- 1 Confusing Product Filters
- 2 Visual Overload
- 3 Lack of Clear Product Information

Round 2 findings

- 1 Enhanced Filtering System
- 2 Balanced Visual Design
- 3 Detailed Product Pages

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

[Your notes about goals and thought process]



Mockups

[Your notes about goals and thought process]



Mockups

Main mockup screen for display

Main mockup screen for display Main mockup screen for display

Main mockup screen for display

High-fidelity prototype

[Link to high-fidelity prototype]

Screenshot of prototype with connections or prototype GIF

Accessibility considerations

1

Dark Mode: To help users who prefer softer lighting. This option makes it easier to read without straining their eyes, especially in lowlight settings.

2

Clear Text and
Descriptions: The text
and product descriptions
are straightforward and
easy to understand. With
that, it gives users less
confusion.

3

Large Interactive
Buttons: Buttons are
designed much bigger to
make it very noticeable
and easy to tap/click.
Users with different
abilities navigate the site
comfortably and
efficiently.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The LunarShift design made a noticeable difference in user experience. A participant said "It's exciting to navigate through the website, the visuals are simple yet very appealing!"



What I learned:

This project taught me how crucial it is to listen to users. Their feedback helped shape the design, making it not only visually appealing but also user-friendly. I learned that the best designs come from a deep understanding of user needs.

Next steps

1

Conduct Further
Usability Testing: To set
up more usability
sessions with a wider
range of users to see how
different demographics
interact with the site.

2

Split Testing: Provide two designs of a certain part of website, to see which is much effective to the users.

3

Develop a Marketing

Plan: Create a targeted marketing plan to reach gamers effectively. This will involve social media and collaborations with gaming influencers.

Let's connect!



Insert a brief sentence or two about contacting you and/or reviewing more of your work.

Provide your contact information here. This might include your email address, phone number, and website or link to other professional platforms.

Thank you!