

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



- 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, high-performance 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

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]

Description of
the element
and its benefit
to the user

Insert first wireframe
example that
demonstrates design
thinking aligned with
user research

Description of
the element
and its benefit
to the user

Digital wireframes

[Your notes about goals
and thought process]

Description of
the element
and its benefit
to the user

Insert second
wireframe example that
demonstrates design
thinking aligned with
user research

Description of
the element
and its benefit
to the user

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]

Before usability study

Image of
selected
screen before
usability study



After usability study

Image of
selected
screen after
usability study

Mockups

[Your notes about goals
and thought process]

Before usability study

Image of
selected
screen before
usability study



After usability study

Image of
selected
screen after
usability study

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 low-light 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!