

Ecommerce Gaming Accessories Design

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UX Development Stages

UX Development consist of many different stages and is a continuous iterative process, where we need to constantly refine and improve our designs in order for them to continue to create the best value for our users. The process for this project includes the following:



DISCOVERY & PLANNING

- Project Introduction
- Goal & Scope Definition
- Project Planning



RESEARCH

- Syfe Platform Research
- User Observations
- Guerilla Interviews
- User Personas



ANALYSIS

- User Stories
- Problem Statement and Hypothesis



IDEATION

- Brainstorming
- Crazy8
- Storyboarding



DESIGN

- User Flow
- Low-fidelity wireframes
- High-fidelity wireframes



TESTING

- User Testing
- Gather feedback
- Design Revision

Roadmap to Good UI Design



Project overview



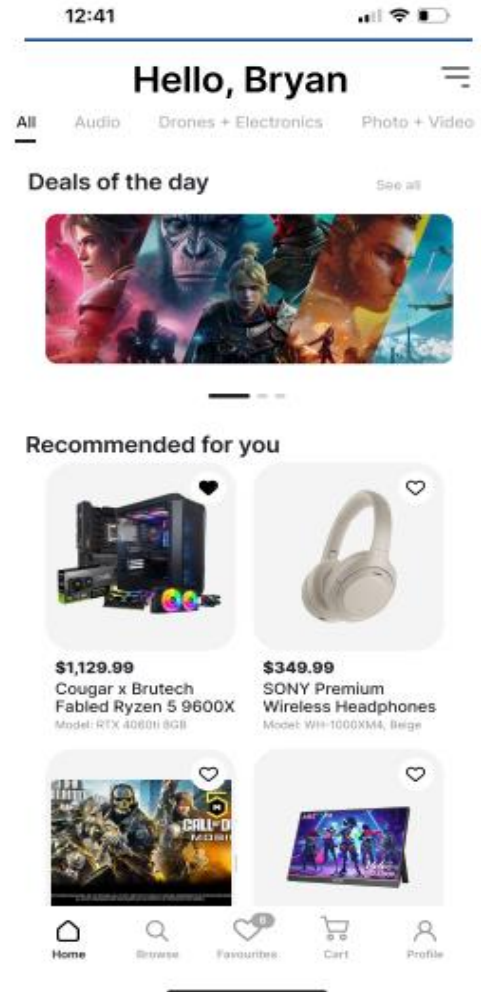
The product:

An online store of accessories for gamers offering affordable prices. The target audience includes gamers aged 18 to 35 who are actively involved in the gaming community and are looking for a convenient, easy-to-use platform to purchase gaming products. The goal is to make shopping fun, fast and easy for all types of users.



Project duration:

January 2025 to March 2025



Project overview



The problem:

Available online shopping websites have cluttered designs, inefficient systems for browsing through products, and confusing checkout processes.



The goal:

Design a gaming accessories website that is user-friendly, provides clear navigation, and offers a quick checkout process.

Project overview



My role:

UX designer leading the development of a gaming accessories website, in conducting user experience research and developing a solution for our client.

The solution will attract customers who buy gaming equipment and improve their shopping experience.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design..

Understanding the user

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



User Research

In my user research, I focused on gamers who purchase gaming equipment from online stores.

Screener & Interviews

12 surveys



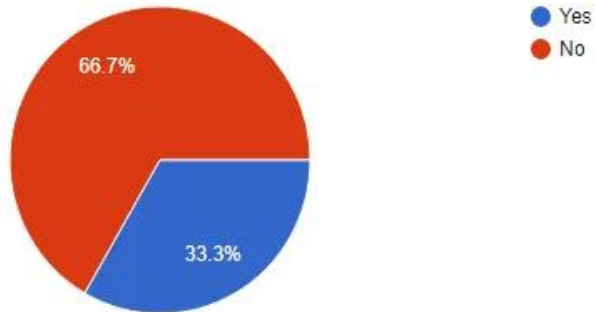
15 interviews



Before selecting the users I wanted to survey and interview for the study, I started with screening to ensure I was targeting the right users to interview. The screening resulted in 44 responses, and 27 users were selected for the next stage.

Do you like to share your moments on social media?

12 responses



Surveys and interviews allowed me to gain a deeper understanding of the challenges customers face when purchasing gaming equipment online. They gave us a glimpse into users' favorite gaming equipment, what they like and dislike. I also learned what other websites they use for their online purchases, which will be used for our business analysis later.

User research: summary



I conducted user interviews which I then turned into empathy maps to better understand the target user and their needs. I found that many target users view online shopping as a fun and relaxing activity when they need a break from school or work. However, many shopping sites are cluttered and confusing to navigate, which frustrated many target users. This resulted in what was usually a pleasant experience becoming difficult for them, defeating the purpose of relaxation..

User research: pain points

1

Pain point

Shopping website designs are often busy, which results in confusing navigation.

2

Pain point

Small buttons on shopping websites make item selection difficult, which sometimes leads users to make mistakes

3

Pain point

Online shopping sites do not provide an engaging browsing experience - they take a long time to load, affect performance and are overloaded with images.

Persona: Bryan

Problem statement:

Bryan is a busy college student who needs intuitive website navigation and search filters because they want online shopping to be stress-free.



Bryan

Age: 19

Education: Architecture student

Hometown: Jackson, Mississippi

Family: Parents

Occupation: Dog walker

"Online shopping is my escape from my responsibilities"

Goals

- Bigger buttons and improved placement for more accessible navigation.
- Less cluttered navigation and layout for easier browsing.
- Accurate and inclusive sizing for improved buying confidence.

Frustrations

- "I struggle with the size and placement of buttons."
- "Shopping website layouts and navigation are complicated and confusing."
- "Too many websites advertise clothes that aren't the size they actually are."

Bryan is a 19-year-old architecture student and full-time dog walker who lives with their parents. They work during the day and study at night, and enjoy browsing through clothes online during their off time to relax.

They are frustrated with their online shopping experience on mobile websites because of the size of buttons and complicated navigation. They also feel disappointed that sometimes the sizes listed on the website don't match the size of the clothes that they order and later receive.

User journey map

I created a user journey map of Bryan's experience using the site to help identify possible pain points and improvement opportunities.

Persona: Bryan

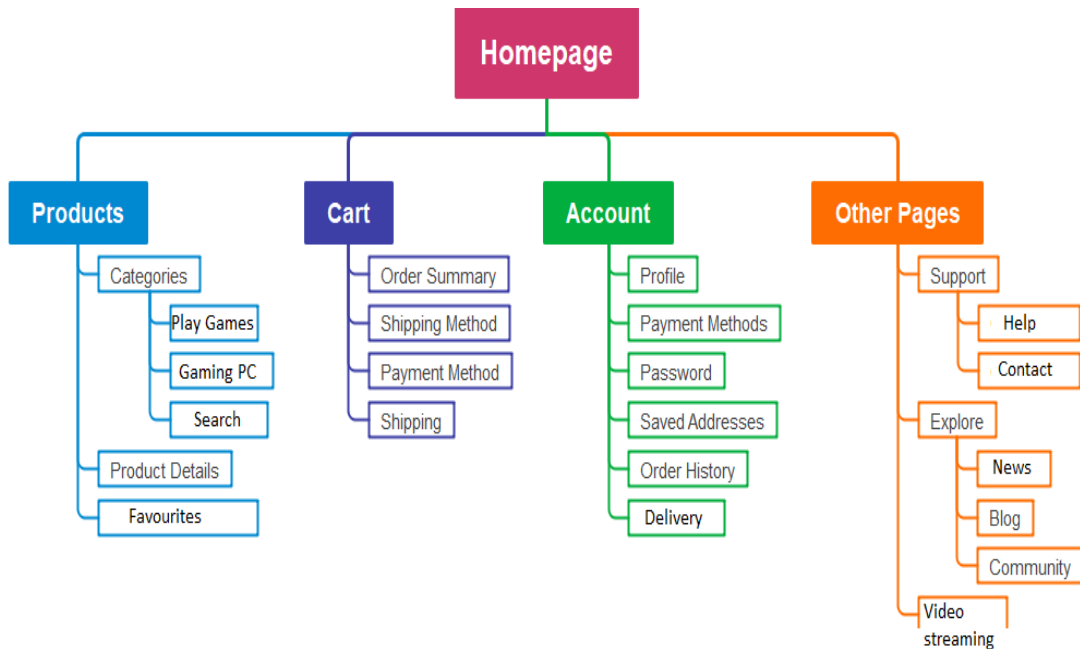
Goal: Shop for clothing online to easily buy items in a specific size

ACTION	Choose online shopping website	Browse clothing	Choose n item	Add to cart	Check out
TASK LIST	A. Search for shopping websites B. Choose a website that has the desired clothing styles	A. Browse the website to find items B. Apply filter options if available	A. Select size, color, and quantity of clothing item	A. Add item to the cart	A. Review cart B. Add billing information C. Add shipping information D. Confirm order
FEELING ADJECTIVE	Excited to shop	Happy to be shopping Overwhelmed by layout and confusing navigation	Nervous about picking the right size Unsure of the color choices	Hesitant about choices Annoyed with button size	Nervous about choices Frustrated with checkout time Eager to try clothing
IMPROVEMENT OPPORTUNITIES	Create an online website for Tee's Shirts with an inviting homepage	Add clear, easy-to-use filters Improve information architecture	Provide a place to read customer reviews Provide a size chart	Make a large enough button that uses accessible colors	Add a quick buy button Offer return policy information

Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

My goal here was to make strategic information architecture decisions that would improve overall website navigation. The



Paper wireframes

Focusing on the core features identified during user research, I sketched the first wireframes using pen and paper.

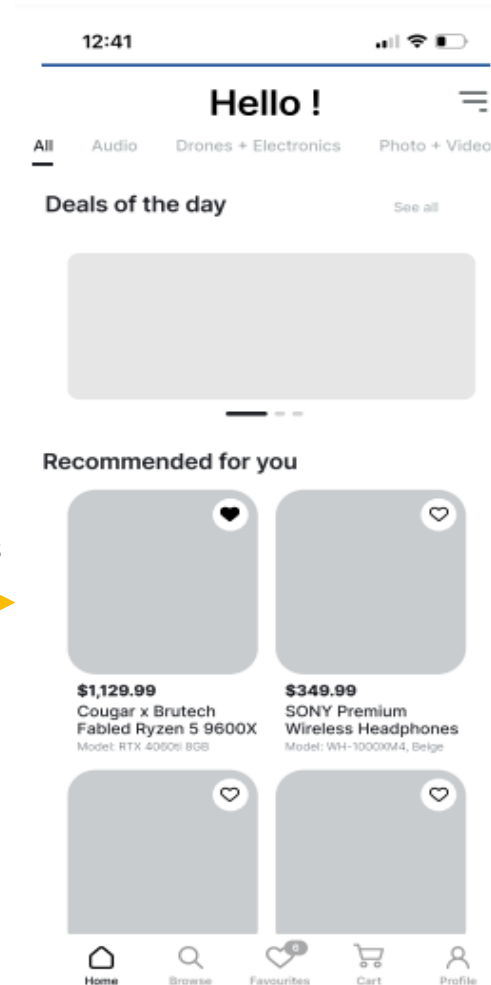


Digital wireframes

[The transition from paper to digital wireframes made it easier to understand how a redesign could help solve user pain points and improve the user experience.

Prioritizing useful buttons and placing visuals on the homepage was a key part of my strategy

Easy access to store products



Homepage is optimized for easy browsing through the carousel of images and nav menu options

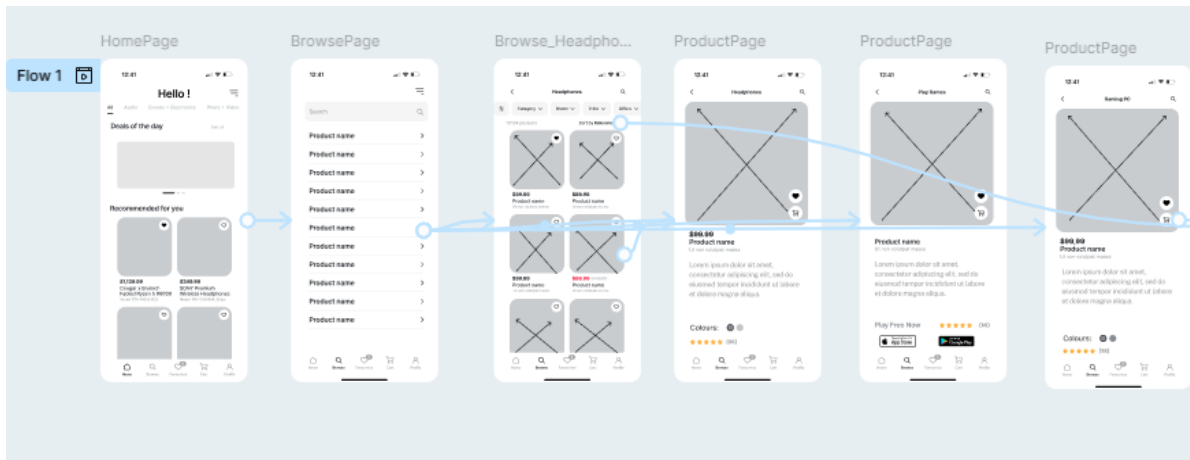


Low-fidelity prototype

I created a low-fidelity prototype from the user flow diagram and wireframes to test functionality before incorporating it into the final design and to ensure accessibility for end-users.

View Prototype:

[Desktop](#)
[Mobile](#)



Usability study: findings

These were the main findings uncovered by the usability study:

1

Cart

Once at the checkout screen, users didn't have a way to edit the quantity of items in the cart

2

Checkout

Users weren't able to easily copy the shipping address information into the billing info field

3

Account

During the checkout process, there wasn't a clear way for users to log in to their account to pre-fill previous billing and shipping info

Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

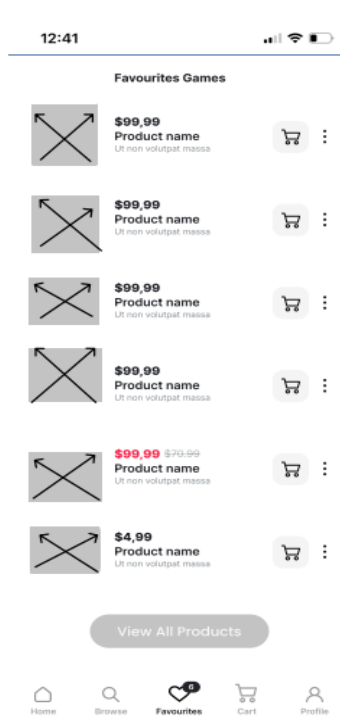
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

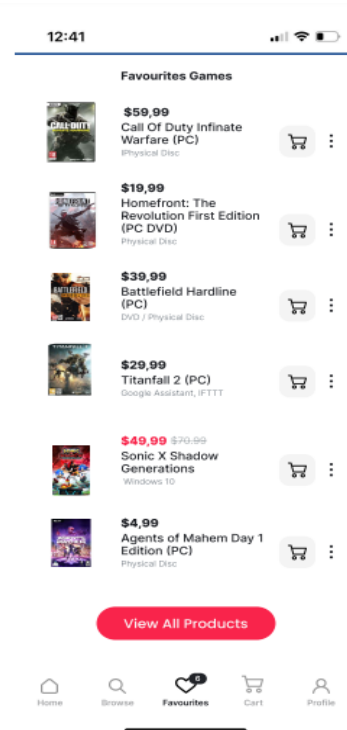
Mockups

Based on the usability research results, I have applied design changes. These include adding more product information, adding color to the secondary navigation bar

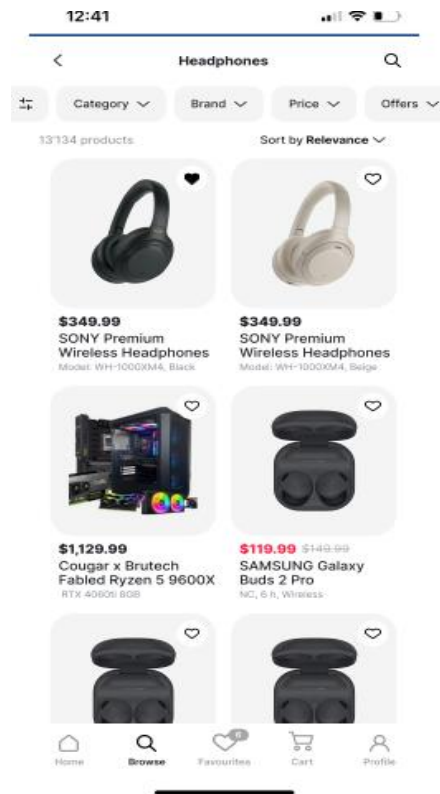
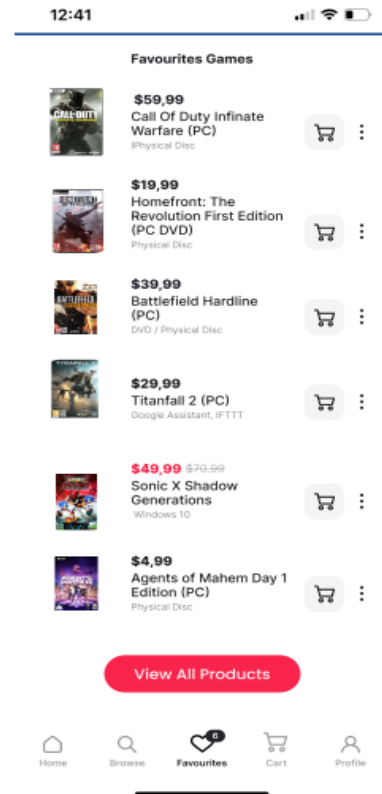
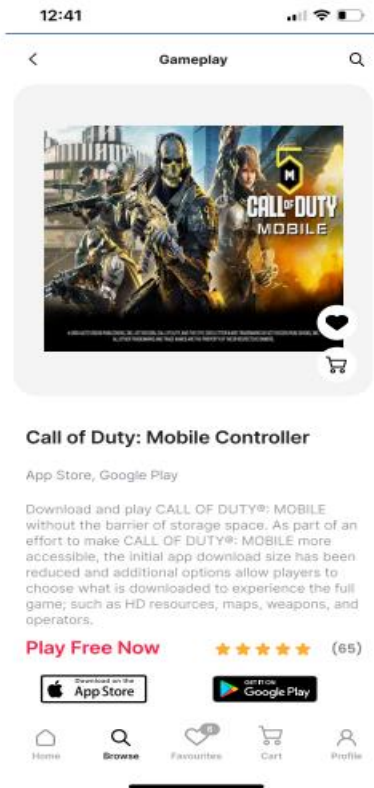
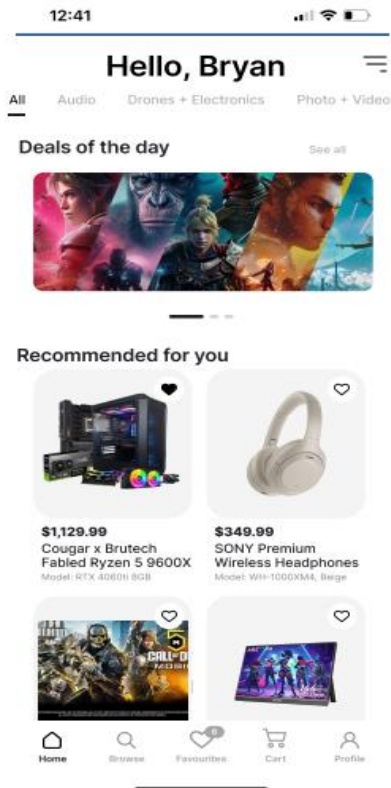
Before usability study



After usability study

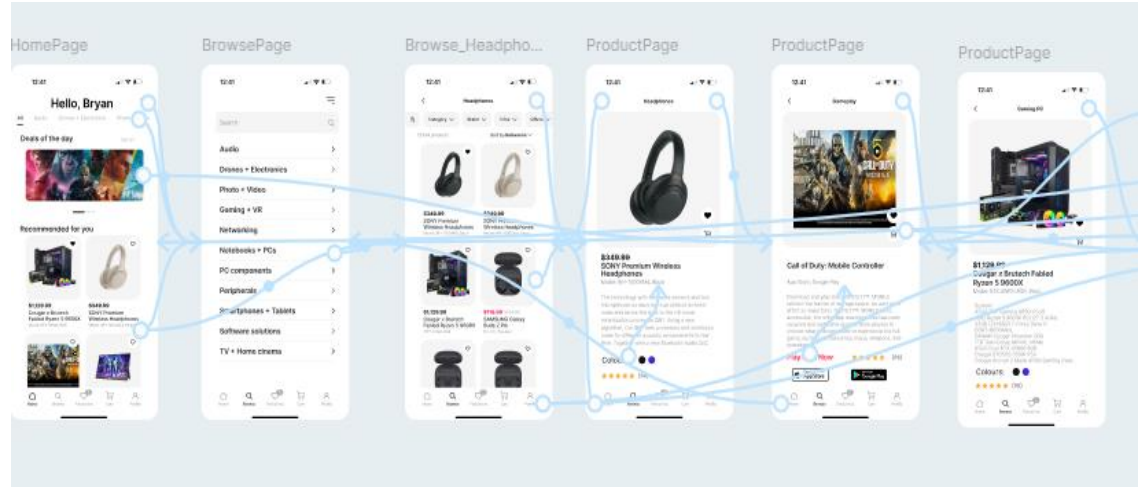


Mockups



High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study, as well as several changes suggested by members of my team.



Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I designed the site with alt text available on each page for smooth screen reader access

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Next steps

1

Conduct follow-up
usability testing on the
new website

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2

Identify any additional
areas of need and ideate
on new features

.

Let's connect!



Thank you for your feedback on my work on the app

If you want to see more or want to contact me, my contact details are below:

Website: <https://mscbuild.github.io/about/home.html>

Thank you!