



Logical Increments

Parts Table UX Audit

“In subtle and unconscious ways, user experience alters how humans make decisions. What is seen, where it is presented, and how interactions are afforded influence actions.

The Logical Increments Parts Table

| Tier | Graphics | CPU | GPU | Motherboard | RAM | SSD | Power Supply | Case | Total |
|----------------|---------------|--------|-------------|------------------------------|--------------------------|-------------------|--------------------------|---|--|
| Desolute | HD 8240 (IGP) | \$0 | Semp 2000 | \$30 Stock | \$0 | ECS KAMII II | \$35 | 2GB DDR3 | \$11 250GB \$20 None \$0 EVGA 500B \$45 Antec Aria2 \$33 |
| | | | | | | | | 4GB DDR3 | \$30 1TB \$46 128 GB \$39 Corsair CX450M \$50 Antec GS One \$44 |
| Poor | HD 610 | \$0 | G3930 | \$39 Stock | \$0 | A3Rock H10M-HOS | \$48 | 4GB DDR4 | \$40 1TB \$46 None \$0 EVGA 500B \$45 Antec Aria2 \$33 |
| | | | | G4560 | \$58 Msi | \$20 | ASUS H110M-A | \$57 | 2TB \$57 128 GB \$39 Corsair CX450M \$50 Antec GS One \$44 |
| Minimum | Vega 8 | \$0 | R3 2200G | \$96 Stock | \$0 | A3Rock A320M-HOV | \$50 | 4GB DDR4 | \$40 1TB \$46 None \$0 Corsair CX450M \$50 Antec GS One \$44 |
| | | | | | | | | Gammix 40- | \$24 A3Rock AB150M-HOV \$60 8GB DDR4 \$77 2TB \$57 128 GB \$39 Seasmic M12H ... \$55 Rosewill Challe... \$50 |
| Entry | Vega 11 | \$0 | R5 2400G | \$160 Stock | \$0 | A3Rock A320M-HOV | \$50 | 4GB DDR4 | \$40 1TB \$46 None \$0 Corsair CX450M \$50 Antec GS One \$44 |
| | | | | | | | | Gammix 40- | \$24 A3Rock AB150M-HOV \$60 8GB DDR4 \$77 2TB \$57 128 GB \$39 Seasmic M12H ... \$55 Rosewill Challe... \$50 |
| Modest | RX 460 | \$120 | R5 1500X | \$135 Stock | \$0 | A3Rock A320M Pro4 | \$65 | 4GB DDR4 | \$40 1TB \$46 None \$0 Corsair CX450M \$50 Corsair 208R \$60 |
| | | | | | | | | Gammix 40- | \$24 MSI B350 PC Mate \$85 8GB DDR4 \$77 2TB \$57 128 GB \$39 Seasmic M12H ... \$55 Rosewill Challe... \$50 |
| Fair | GTX 1050 | \$140 | R5 1500X | \$135 Stock | \$0 | MSI B350 PC Mate | \$85 | 4GB DDR4 | \$40 1TB \$46 None \$0 Corsair CX450M \$50 Corsair 208R \$60 |
| | | | | RX 560 | \$155 | | | Gammix 40- | \$24 A3Rock AB150 Pro4 \$90 8GB DDR4 \$77 2TB \$57 128 GB \$39 Seasmic M12H ... \$55 HAF 912 \$60 |
| Good | GTX 1050 Ti | \$190 | R5 1500X | \$135 Stock | \$0 | MSI B350 PC Mate | \$85 | 8GB DDR4 | \$77 2TB \$57 128 GB \$39 Seasmic M12H ... \$55 HAF 912 \$60 |
| | | | | | | | | Gammix 40- | \$24 A3Rock AB150 Pro4 \$95 8GB DDR4 \$77 2TB \$57 128 GB \$39 Seasmic M12H ... \$55 HAF 912 \$60 |
| Very good | GTX 1060 3GB | \$230 | i5 8400 | \$179 Gammix 40- | \$24 A3Rock AB150 Pro4 | \$90 | 8GB DDR4 | \$77 2TB \$57 128 GB \$39 Seasmic M12H ... \$55 Rosewill Stealth ... \$70 | |
| | | | | RX 570 | \$290 | Scythe Fum... | \$47 Gigabyte Z370 H3 | \$112 | 2TB \$57 128 GB \$39 Seasmic G-650 \$72 NZXT S50 \$63 |
| Great | GTX 1060 3GB | \$230 | R5 2600 | \$190 Gammix 40- | \$24 A3Rock Z370 Pro4 | \$130 | 128GB DDR4 | \$133 256 GB \$64 EVGA 65003 | \$90 Rosewill Stealth ... \$70 |
| | | | | RX 570 | \$290 | R5 2600X | \$210 Scythe Fum... | \$110 | 8GB DDR4 \$77 2TB \$57 128 GB \$39 Seasmic M12H ... \$55 Rosewill Stealth ... \$70 |
| Superb | GTX 1060 6GB | \$300 | i5 8600K | \$243 NH-U12S | \$58 A3Rock Z370 Killer | \$145 | 16GB DDR4 | \$133 500 GB \$110 EVGA 65003 | \$90 NZXT Source 530 \$105 |
| | | | | RX 580 | \$310 | NH-U145 | \$64 ASUS Z370-A | \$170 | 16GB DDR4 \$155 2TB \$57 250 GB \$73 Seasmic G-650 \$72 Rosewell Thor V... |
| Excellent | GTX 1070 | \$470 | R7 2700 | \$290 Scythe Fum... | \$47 A3Rock X470 Master | \$145 | 16GB DDR4 | \$133 500 GB \$110 EVGA 65003 | \$90 NZXT Source 530 \$105 |
| | | | | GTX 1070 Ti | \$490 | R7 2700X | \$320 NH-U125 AM... | \$60 Gigabyte Z470 Ultra-Gaming | \$140 16GB DDR4 \$155 2TB \$57 250 GB \$73 Seasmic G-650 \$72 Rosewell Thor V... |
| Outstanding | GTX 1070 Ti | \$490 | i7 8700K | \$299 NH-U125 | \$58 A3Rock X470 Master | \$170 | 16GB DDR4 | \$177 1TB \$46 256 GB \$64 EVGA 75003 | \$106 Rosewell Thor V... |
| | | | | | \$7800K | \$350 NH-U145 | \$64 A3Rock Z370 K5 | \$180 16GB DDR4 \$155 2TB \$57 250 GB \$73 Seasmic 750X \$112 Silverstone RV0... | \$106 |
| Exceptional | GTX 1080 | \$550 | i7 8700K | \$350 NH-U145 | \$58 A3Rock Z370 K5 | \$180 8GB DDR4 | \$105 2TB | \$57 500 GB \$110 Seasmic 850X \$110 Silverstone RV0... | \$190 |
| | | | | GTX 1080 Ti | \$1900 | Dark Rock... | \$75 MSI Z370 Gaming Pro | \$180 16GB DDR4 \$180 4TB \$133 500 GB \$196 Seasmic 850X \$129 HAF X \$180 | \$190 |
| Enthusiast | GTX 1080 Ti | \$1900 | i7 8700K | \$470 Dark Rock... | \$75 A3Rock Z370 E | \$180 16GB DDR4 | \$184 2TB | \$57 250 GB \$73 Corsair HX850 \$160 Dark Base Pro 9... | \$220 |
| | | | | | TC14P | \$82 Asus Z370 E | \$210 | 1TB \$396 Corsair HX850 \$160 Dark Base Pro 9... | \$220 |
| Extremist | GTX 1080 Ti | \$1900 | i7 8700K | \$470 Dark Rock... | \$90 MSI X299 Gaming Pro | \$300 16GB DDR4 | \$180 2TB | \$57 500 GB \$196 Seasmic 850X \$110 Dark Base Pro 9... | \$220 |
| | | | | GTX 1070 Ti x2 | \$980 | NH-D15 | \$90 Asus ROG Strix | \$320 32GB DDR4 \$190 4TB \$133 1TB \$396 Seasmic 850X \$129 Enthoo Prime ... \$240 | \$220 |
| GTX 1080 x2 | \$1100 | | Celox S2... | \$115 Gigabyte X299 Gaming 2 | \$238 | 6TB | \$184 2TB | \$600 Corsair HX850 \$160 | \$220 |
| | | | | GTX 1080 x2 | \$1100 | TR 1920X | \$669 Cetus S2... | \$300 16GB DDR4 \$180 4TB \$133 500 GB \$196 Corsair HX1000 \$200 9000 | \$220 |
| GTX 1080 Ti x2 | \$1800 | | H115i | \$136 A3Rock X399 Tachi | \$340 32GB DDR4 | \$190 6TB | \$184 1TB | \$396 Seasmic Prime ... \$210 Cosmos II \$310 | \$220 |
| | | | | | | | | MSI X399 Pro | \$340 8TB \$250 2TB \$800 Seasmic Prime ... \$235 Enthoo Elite \$900 |

Users want to:

Browse lots of information at once

e.g. multiple computer parts, technical specs and prices;



Compare products

e.g. how they perform against each other and across games;



Make a decision and buy

directly from Amazon.

Challenges:



“Good data tables allow users to **scan**, **analyze**, **compare**, **filter**, **sort** and **manipulate information** to derive insights and commit actions.”

Andrew Coyle - Flexport

PARTS TABLE

TOPICS and PROPOSED IMPROVEMENTS

1. Sorting Columns
2. Table Layout Controls
3. Filtering
4. Country Selection
5. Fixed Header Row and Column
6. Searchable Columns
7. Resizable Columns
8. Modal Behaviour
9. Modal Expandable Cells / Rows
10. Draggable Modals
11. Visual Table Summary
12. Other Improvements

SORTING COLUMNS

Allows users to **organize rows** alphabetically/numerically. This gives the user more control over their visualization without being an invasive feature.

This is especially important for the **first column: Tier**, as the user might want to see the more expensive sets first.

| TIER | GRAPHICS | CPU | HSF | MOTHERBOARD | RAM | HDD | SSD | POWER SUPPLY |
|-------------|---------------|------|----------|-------------|----------|-----|----------------------|--------------|
| mittellos | HD 8240 (IGP) | €0 | AMD 2650 | €28 | Standard | €0 | Asus AM1M-A | €42 |
| | | | | | | | 4GB★DDR3 | €25 |
| arm | HD 7540 (IGP) | €0 | A6-5400K | €30 | Standard | €0 | MSI A68HM-E33 V2 | €42 |
| | HD 8470 (IGP) | €0 | A4-7300 | €38 | | | ASRock FM2A68M-DG3+ | €48 |
| minimal | GT 730 | €44 | G3900 | €34 | Standard | €0 | MSI H110M Pro-D | €53 |
| | R7 250 | €60 | G3930 | €34 | | | ASRock H110M-HDS | €55 |
| Einstieg | GT 1030 | €77 | G4400 | €51 | Standard | €0 | MSI H110M Pro-D | €53 |
| | GTX 750 | €90 | G4500 | €69 | | | ASRock H110M-HDS | €55 |
| einfach | RX 460 2GB | €100 | X4 845 | €47 | Standard | €0 | ASRock FM2A88X Pro3+ | €70 |
| | | | | 212 Evo | | €33 | ASRock FM2A88X Pro3+ | €70 |
| mittelmäßig | GTX 1050 | €110 | G3930 | €34 | Standard | €0 | MSI H110M Gaming | €73 |
| | RX 560 2GB | €116 | G4560 | €97 | 212 Evo | €33 | Gigabyte B150M-DS3H | €80 |
| gut | GTX 1050 Ti | €169 | i3-7100 | €122 | Standard | €0 | MSI H110M Gaming | €73 |
| | | | i3-7320 | €161 | 212 Evo | €33 | Gigabyte B150M-DS3H | €80 |

Implementation Note: Whenever a column is modified, such change should be highlighted visually (change color, opacity, add graphics to make sure the user knows there's a modifier on top of the content)

TABLE LAYOUT CONTROLS

For the user to explore the table, it's convenient to offer different visualization and layout options such as:

Color Toggle: Rainbow layout vs B&W table (B&W could also include Zebra vs No Zebra);

Density of row Toggle: Dense layout (compact) vs “Airy” layout (with more whitespace);

(Advanced) Detail level: “Simple” vs “Advanced” table. The advanced table could expand each row into a detailed view which can include descriptions, prices and possibly a small image. This would be the option chosen by users who want to see what things look like and make easier comparisons between rows.



| MOTHERBOARD | RAM | | HDD | | SSD | | POWER SUPPLY | | CASE | | TOTAL |
|---------------------|-----|----------|-----|--------|-----|--------|--------------|-----------------|------|-----------------|-------|
| Asus AM1M-A | €42 | 2GB★DDR3 | €13 | 320 GB | €23 | - | €0 | EVGA 430W | €50 | Thermaltake V3 | €45 |
| | | 4GB★DDR3 | €25 | 1 TB | €51 | 125★★★ | €48 | be quiet! SYS 7 | €50 | NZXT Source 210 | €51 |
| MSI A68HM-E33 V2 | €42 | 4GB★DDR3 | €25 | 1 TB | €51 | - | €0 | EVGA 430W | €50 | Thermaltake V3 | €45 |
| ASRock FM2A68M-DG3+ | €48 | | | 2 TB | €81 | 125★★★ | €48 | be quiet! SYS 7 | €50 | NZXT Source 210 | €51 |
| MSI H110M Pro-D | €53 | 4GB ★★ | €30 | 1 TB | €51 | - | €0 | be quiet! SYS 7 | €50 | Antec GX500 | €55 |
| | | | | | | | | | | | €317 |

(The design is just illustrative)

FILTERING: Global

Filtering allows users to manipulate the data presented in the table.

The Filtering can happen at the level of the whole table (for example, filter by price range of all cells, favorite brands, etc), or at the level of the column.

An example of top bar (or whole table) filtering with *price range* and *brands*:

FILTERING: Column

An example of **column filtering in a modal**, that applies changes to each collection.

The image shows two tables side-by-side. The left table has columns: TIER, GRAPHICS, CPU, HSE (with a circled edit icon), and MOTHERBOARD. The right table has columns: RAM, HDD, SSD, POWER SUPPLY, and CASE. A modal window is overlaid on both tables, containing a 'Price Range' slider from \$50 to \$520, a 'Brands' section with checkboxes for MSI, Gigabyte, ASRock, and Asus, and a 'Clear' and 'APPLY' button.

| TIER | GRAPHICS | CPU | HSE | MOTHERBOARD | RAM | HDD | SSD | POWER SUPPLY | CASE | | | | | | | | |
|-------------|---------------|------|----------|-------------|----------------------|-----|---------------------|--------------|---------|------|------|-----|-----------|-----|----------------|-----|-------------|
| mittellos | HD 8240 (IGP) | €0 | AMD 2650 | €28 | Standard | €0 | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| arm | HD 7540 (IGP) | €0 | A6-5400K | €30 | Standard | €0 | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| minimal | HD 8470 (IGP) | €0 | A4-7300 | €38 | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| Einstieg | GT 730 | €44 | G3900 | €34 | Standard | €0 | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| einfach | R7 250 | €60 | G3930 | €34 | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| mittelmäßig | GT 1030 | €77 | G4400 | €51 | Standard | €0 | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| gut | GTX 750 | €90 | G4500 | €69 | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| sehr gut | RX 460 2GB | €100 | X4 845 | €47 | Standard | €0 | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| | | | 212 Evo | €33 | ASRock FM2A88X Pro3+ | €70 | 4GB★DDR3 | €25 | 1 TB | €51 | - | €0 | EVGA 430W | €50 | Thermalta | | |
| | | | | | | | | | | | | | | | | | |
| | GTX 1050 | €110 | G3930 | €34 | Standard | €0 | MSI H110M Gaming | €73 | 4GB ★☆ | €30 | 1 TB | €51 | - | €0 | EVGA 500B | €57 | Corsair 23 |
| | | | | | | | | | | | | | | | | | |
| | RX 560 2GB | €116 | G4560 | €97 | 212 Evo | €33 | Gigabyte B150M-DS3H | €80 | 8GB ★☆ | €54 | 2 TB | €81 | 125★★★ | €48 | SeaSonic M12II | €83 | Antec 302 |
| | | | | | | | | | | | | | | | | | |
| | GTX 1050 Ti | €169 | I3-7100 | €122 | Standard | €0 | MSI H110M Gaming | €73 | 8GB ★☆ | €54 | 1 TB | €51 | - | €0 | EVGA 500B | €57 | Lian Li 7N |
| | | | | | | | | | | | | | | | | | |
| | | | I3-7320 | €161 | 212 Evo | €33 | Gigabyte B150M-DS3H | €80 | 16GB ★☆ | €108 | 2 TB | €81 | 125★★★ | €48 | SeaSonic M12II | €83 | CM Enforce |
| | | | | | | | | | | | | | | | | | |
| | GTX 1060 3GB | €236 | I3-7100 | €122 | 212 Evo | €33 | ASRock H170A-X1 | €120 | 8GB ★☆ | €54 | 1 TB | €51 | - | €0 | SeaSonic S12II | €73 | Fractal Arc |
| | | | | | | | | | | | | | | | | | |

(The design is just illustrative)

COUNTRY SELECTION

The **visibility of the country selection** (and the *consequences* of changing it) is an issue. The user doesn't automatically notice there's something changing their selection, except perhaps because of the language of the Tier, because the control is small, unformatted and positioned on a corner that is "secondary" compared to the Tier.

Since this is a great feature, it would be good to **highlight it**, and bring to attention to it and in particular its active modification of the table content.

The country selection affects the language and the prices, so it helps to have it closer to them.

Something that affects the whole table should visually convey its importance as well.

| Showing results for:  GERMANY Change | | | | | | | | | | | | | | | | | CA | |
|---|---------------|------|----------|-----|----------|-------------|----------------------|-----|----------|-----|--------|-----|--------|-----|-----------------|--------------|------|----|
| TIER | GRAPHICS | CPU | | HSF | | MOTHERBOARD | | | RAM | | | HDD | | SSD | | POWER SUPPLY | | CA |
| mittellos | HD 8240 (IGP) | €0 | AMD 2650 | €28 | Standard | €0 | Asus AM1M-A | €42 | 2GB★DDR3 | €13 | 320 GB | €23 | - | €0 | EVGA 430W | €50 | The | |
| | | | | | | | | | 4GB★DDR3 | €25 | 1 TB | €51 | 125☆☆☆ | €48 | be quiet! SYS 7 | €50 | NZ | |
| arm | HD 7540 (IGP) | €0 | A6-5400K | €30 | Standard | €0 | MSI A68HM-E33 V2 | €42 | 4GB★DDR3 | €25 | 1 TB | €51 | - | €0 | EVGA 430W | €50 | The | |
| | HD 8470 (IGP) | €0 | A4-7300 | €38 | | | ASRock FM2A68M-DG3+ | €48 | | | 2 TB | €81 | 125☆☆☆ | €48 | be quiet! SYS 7 | €50 | NZ | |
| minimal | GT 730 | €44 | G3900 | €34 | Standard | €0 | MSI H110M Pro-D | €53 | 4GB ☆☆ | €30 | 1 TB | €51 | - | €0 | be quiet! SYS 7 | €50 | Ant | |
| | R7 250 | €60 | G3930 | €34 | | | ASRock H110M-HDS | €55 | 8GB ☆☆ | €54 | 2 TB | €81 | 125☆☆☆ | €48 | Corsair CX430M | €63 | The | |
| Einstieg | GT 1030 | €77 | G4400 | €51 | Standard | €0 | MSI H110M Pro-D | €53 | 4GB ☆☆ | €30 | 1 TB | €51 | - | €0 | be quiet! SYS 7 | €50 | Ant | |
| | GTX 750 | €90 | G4500 | €69 | | | ASRock H110M-HDS | €55 | 8GB ☆☆ | €54 | 2 TB | €81 | 125☆☆☆ | €48 | Corsair CX430M | €63 | Bitt | |
| einfach | RX 460 2GB | €100 | X4 845 | €47 | Standard | €0 | ASRock FM2A88X Pro3+ | €70 | 4GB★DDR3 | €25 | 1 TB | €51 | - | €0 | EVGA 500B | €57 | Cor | |



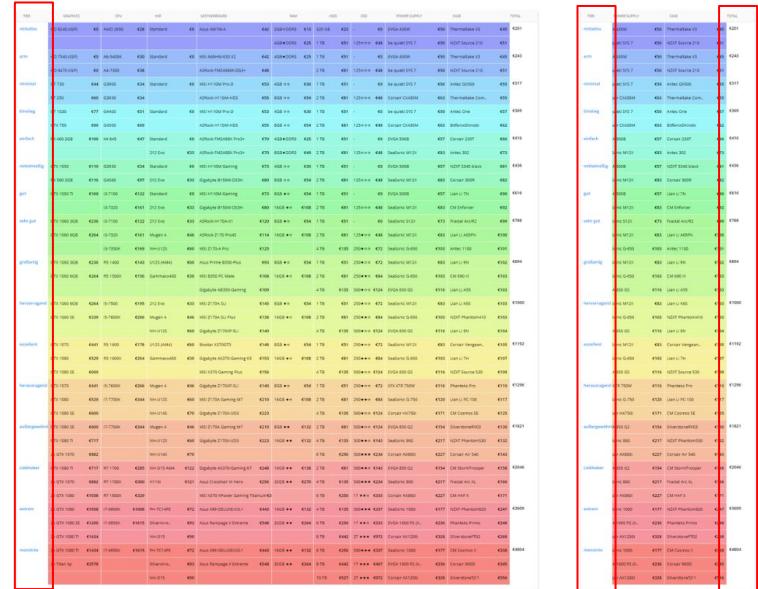
FIXED HEADER ROW AND COLUMN

Fixed column and row headers are a great way to facilitate the exploration of tables without ever losing the context. It allows for easier scrolling and is great for large data sets.

Fixed Header: Already implemented. **Fixed 1st Column:** To facilitate navigation, in particular for mobile. **Fixed Last Column:** To explore prices more conveniently.

| TEE | GRAPHICS | CPU | HSF | MOTHERBOARD | RAM | HDD | SSD | POWER SUPPLY | Case | TOTAL | | | | | | | | | |
|----------|---------------|------|-----------|-------------|----------|-----|--------------------|--------------|-----------|-------|--------|-----|-------|-----|-----------------|-----|------------------|-----|------|
| midrange | HD 3240 (GSP) | €90 | Amd 2600 | €28 | Standard | €0 | Asus Prime A | K42 | 20GB DDR3 | €15 | 320 GB | €23 | - | €0 | EVGA 450W | €50 | Thermaltake V3 | €48 | €201 |
| | | | | | | | | | 4GB+2DR3 | €25 | 1TB | €31 | 125mm | €48 | be quiet! SV5.7 | €50 | NZXT Source 210 | €51 | |
| arms | HD 7540 (GSP) | €20 | Amd 5400K | €30 | Standard | €0 | MSI A68H-E33 V2 | K42 | 4GB+2DR3 | €25 | 2TB | €31 | - | €0 | EVGA 450W | €50 | Thermaltake V3 | €48 | €243 |
| | | | | | | | | | | | 2TB | €31 | 125mm | €48 | be quiet! SV5.7 | €50 | NZXT Source 210 | €51 | |
| minimal | GT 730 | €44 | G3900 | €34 | Standard | €0 | MSI H110M Pro-D | K35 | 4GB n/a | €30 | 1TB | €31 | - | €0 | be quiet! SV5.7 | €50 | Antec One | €55 | €317 |
| | | | | | | | | | | | 2TB | €31 | 125mm | €48 | Corsair CX430M | €63 | Bittencourt Com. | €55 | |
| gaming | GT 1030 | €77 | G4400 | €51 | Standard | €0 | MSI H110M Pro-D | K35 | 4GB n/a | €30 | 1TB | €31 | - | €0 | be quiet! SV5.7 | €50 | Antec One | €57 | €369 |
| | | | | | | | | | | | 2TB | €31 | 125mm | €48 | Corsair CX430M | €63 | Bittencourt Com. | €55 | |
| einfach | GT 750 | €95 | G4500 | €69 | Standard | €0 | ASRock H110M-HDS | K35 | 8GB n/a | €34 | 2TB | €31 | - | €0 | be quiet! SV5.7 | €50 | NZXT Source 210 | €51 | €416 |
| | | | | | | | | | | | 2TB | €31 | 125mm | €48 | Corsair CX430M | €63 | Bittencourt Com. | €55 | |
| sehr gut | RX 460 2GB | €100 | M4 845 | €47 | Standard | €0 | ASRock FM2A88Pro3+ | K70 | 4GB+2DR3 | €25 | 1TB | €31 | - | €0 | EVGA 500B | €57 | Corsair 230T | €56 | €416 |
| | | | | | | | | | | | 2TB | €31 | 125mm | €48 | Seagonic M2i | €63 | CM Enforcer | €52 | |

| TEE | GRAPHICS | CPU | HSF | MOTHERBOARD | RAM | HDD | SSD | POWER SUPPLY | Case | TOTAL | | | | | | | | | |
|----------|----------|-----|-------|-------------|----------|-----|------------------|--------------|---------|-------|-----|-----|-------|-----|-----------------|-----|------------------|-----|------|
| einfach | R7 250 | €60 | G3930 | €34 | Standard | €0 | ASRock H110M-HDS | K35 | 8GB n/a | €34 | 2TB | €31 | 125mm | €48 | Corsair CX430M | €63 | Thermaltake Com. | €55 | |
| | | | | | | | | | | | 2TB | €31 | - | €0 | be quiet! SV5.7 | €50 | Antec One | €57 | €369 |
| gut | GT 1030 | €77 | G4400 | €51 | Standard | €0 | MSI H110M Pro-D | K35 | 4GB n/a | €30 | 1TB | €31 | - | €0 | be quiet! SV5.7 | €50 | Antec One | €57 | €369 |
| | | | | | | | | | | | 2TB | €31 | 125mm | €48 | Corsair CX430M | €63 | Bittencourt Com. | €55 | |
| sehr gut | GT 750 | €95 | G4500 | €69 | Standard | €0 | ASRock H110M-HDS | K35 | 8GB n/a | €34 | 2TB | €31 | - | €0 | be quiet! SV5.7 | €50 | NZXT Source 210 | €51 | €416 |
| | | | | | | | | | | | 2TB | €31 | 125mm | €48 | Corsair CX430M | €63 | Bittencourt Com. | €55 | |



SEARCHABLE COLUMNS

Clicking on the head for the column allows the user to *Search* (or *Filter*) inside such column.

Advantages: Instant feedback if the results are updated live. User can limit the results to what they are looking for, but the context (and color) is conserved.



| TIER | GRAPHICS | | CPU | | HSF | | ASUS | | RAM | | HDD | | SSD | | POWER SUPPLY | | CASE | | TOTAL |
|-----------|----------------|-------|----------|--------------|--------------|------------------------|------------------------|---------|----------|------|--------|--------|-----------------|-------------------|-------------------|--------------|-----------------|------|-------|
| mittellos | HD 8240 (IGP) | €0 | AMD 2650 | €28 | Standard | €0 | Asus AM1M-A | €42 | 2GB DDR3 | €13 | 320 GB | €23 | - | €0 | EVGA 430W | €50 | Thermaltake V3 | €45 | €201 |
| großartig | GTX 1060 3GB | €236 | R5 1400 | €143 | U125 (AM4) | €60 | Asus Prime B350-Plus | €93 | 8GB ★★ | €54 | 1 TB | €51 | 250★★★ | €72 | SeaSonic M12II | €83 | Lian Li 9N | €102 | €894 |
| extrem | 2x GTX 1070 | €882 | R7 1700X | €300 | H110i | €121 | Asus Crosshair VI Hero | €256 | 32GB ★★ | €270 | 4 TB | €135 | 500★★★ | €234 | SeaSonic 860 | €217 | Fractal Arc XL | €166 | |
| monströs | 2x GTX 1080 | €1058 | i7-6900K | €1008 | PH-TC14PE | €72 | Asus X99-DELUXE/U3.1 | €443 | 16GB ★★ | €132 | 4 TB | €135 | 500★★★ | €337 | SeaSonic 1000 | €177 | NZXT Phantom820 | €247 | €3609 |
| | 2x GTX 1080 SE | €1200 | i7-6950X | €1615 | SilverArro.. | €93 | Asus Rampage V Extreme | €548 | 32GB ★★ | €264 | 6 TB | €256 | 1T ★★☆ | €333 | EVGA 1000 P2 (X.. | €236 | Phanteks Primo | €248 | |
| | 2x GTX 1080 Ti | €1434 | i7-6950X | €1615 | PH-TC14PE | €72 | Asus X99-DELUXE/U3.1 | €443 | 16GB ★★ | €132 | 6 TB | €256 | 500★★★ | €337 | SeaSonic 1000 | €177 | CM Cosmos II | €338 | €4804 |
| | 2x Titan Xp | €2578 | | SilverArro.. | €93 | Asus Rampage V Extreme | €548 | 32GB ★★ | €264 | 8 TB | €442 | 1T ★★★ | €467 | EVGA 1000 P2 (X.. | €236 | Corsair 900D | €345 | | |
| | | | NH-D15 | €90 | | | | | 10 TB | €527 | 2T ★★★ | €972 | Corsair AX1200i | €328 | SilverstoneTJ11 | €556 | | | |

① The data for the selected country was last updated on 28th of February, 2018

RESIZABLE COLUMNS

Resizable columns are good for seeing abbreviated information in full, and as a change they have very low impact if the person doesn't want to use the functionality.

Implementation note: It requires lines that the user can mouse-over.

*The resize happens only
in the column header*

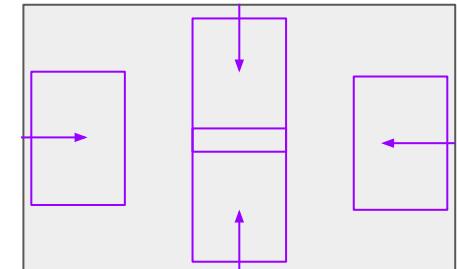
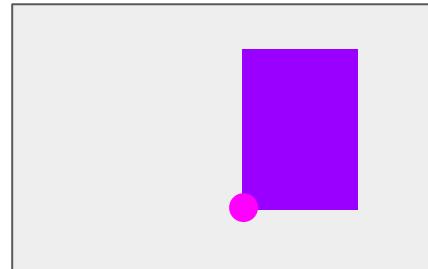
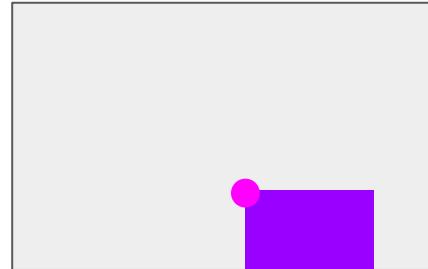
| TIER | ▲▼ | GRAPHICS | ▲▼ | CPU | ▲←→F | ▲▼ | MOTHERBOARD | ▲▼ | RAM | ▲▼ | HDD | ▲▼ | SSD | ▲▼ | POWER SUPPLY | ▲▼ | CASE | ▲▼ | TOTAL | ▲▼ |
|-------------|----|---------------|------|----------|------|----------|-------------|----------------------|-----|----------|-----|--------|-----|--------|--------------|-----------------|------|-------------------|-------|------|
| mittellos | | HD 8240 (IGP) | €0 | AMD 2650 | €28 | Standard | €0 | Asus AM1M-A | €42 | 2GB★DDR3 | €13 | 320 GB | €23 | - | €0 | EVGA 430W | €50 | Thermaltake V3 | €45 | €201 |
| | | | | | | | | | | 4GB★DDR3 | €25 | 1 TB | €51 | 125★★★ | €48 | be quiet! SYS 7 | €50 | NZXT Source 210 | €51 | |
| arm | | HD 7540 (IGP) | €0 | A6-5400K | €30 | Standard | €0 | MSI A68HM-E33 V2 | €42 | 4GB★DDR3 | €25 | 1 TB | €51 | - | €0 | EVGA 430W | €50 | Thermaltake V3 | €45 | €243 |
| | | HD 8470 (IGP) | €0 | A4-7300 | €38 | | | ASRock FM2A68M-DG3+ | €48 | | | 2 TB | €81 | 125★★★ | €48 | be quiet! SYS 7 | €50 | NZXT Source 210 | €51 | |
| minimal | | GT 730 | €44 | G3900 | €34 | Standard | €0 | MSI H110M Pro-D | €53 | 4GB ★★ | €30 | 1 TB | €51 | - | €0 | be quiet! SYS 7 | €50 | Antec GX500 | €55 | €317 |
| | | R7 250 | €60 | G3930 | €34 | | | ASRock H110M-HDS | €55 | 8GB ★★ | €54 | 2 TB | €81 | 125★★★ | €48 | Corsair CX430M | €63 | Thermaltake Com.. | €55 | |
| Einstieg | | GT 1030 | €77 | G4400 | €51 | Standard | €0 | MSI H110M Pro-D | €53 | 4GB ★★ | €30 | 1 TB | €51 | - | €0 | be quiet! SYS 7 | €50 | Antec One | €57 | €369 |
| | | GTX 750 | €90 | G4500 | €69 | | | ASRock H110M-HDS | €55 | 8GB ★★ | €54 | 2 TB | €81 | 125★★★ | €48 | Corsair CX430M | €63 | BitfenixShinobi | €62 | |
| einfach | | RX 460 2GB | €100 | X4 845 | €47 | Standard | €0 | ASRock FM2A88X Pro3+ | €70 | 4GB★DDR3 | €25 | 1 TB | €51 | - | €0 | EVGA 500B | €57 | Corsair 230T | €66 | €416 |
| | | | | | | 212 Evo | €33 | ASRock FM2A88X Pro3+ | €70 | 8GB★DDR3 | €49 | 2 TB | €81 | 125★★★ | €48 | SeaSonic M12II | €83 | Antec 302 | €73 | |
| mittelmäßig | | GT 750 | €110 | G3930 | €34 | Standard | €0 | MSI H110M Gaming | €73 | 4GB ★★ | €30 | 1 TB | €51 | - | €0 | EVGA 500B | €57 | NZXT S310 black | €64 | €436 |

MODAL BEHAVIOUR

Currently, **the modal opens in place** on mouse-over (which doesn't work for mobile). The modal is not listening to where it's opening, so it sometimes gets chopped out of the visible area. One way to solve this issue is to use JS (or similar) to calculate the position of the modal and make it open in a certain direction.

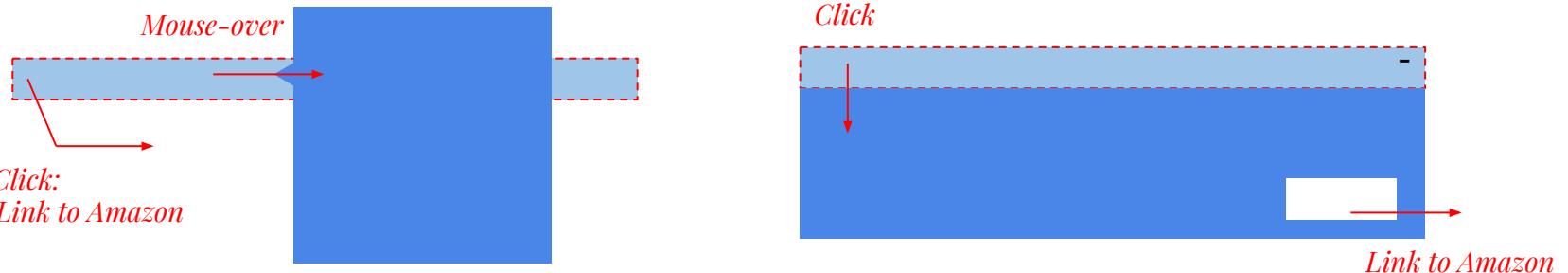
| | | | | | | | | | | | | | |
|-------------|------|------|-----|------|-----|-----|-------|-----|-----------|---------------|------------|--------------|------|
| 3150M-D53H | €80 | 8GB | SSD | €54 | 2TB | €81 | 125GB | SSD | €48 | Seagate M12II | €83 | Corsair 300R | €82 |
| M Gaming | €73 | 8GB | SSD | €54 | 1TB | €51 | - | €0 | EVGA 500B | €57 | Lian Li 7N | €90 | €616 |
| 3150M-D53H | €80 | 16GB | SSD | €108 | 2TB | €81 | 125GB | SSD | €48 | Seagate M12II | €83 | Corsair 300R | €82 |
| 70A-X1 | €120 | 8GB | SSD | €54 | 1TB | €51 | - | €0 | EVGA 500B | €57 | Lian Li 7N | €90 | €616 |
| 70 Pro4S | €114 | 16GB | SSD | €108 | 2TB | €81 | 125GB | SSD | €48 | Seagate M12II | €83 | Corsair 300R | €82 |
| A Pro | €125 | - | - | €108 | 2TB | €81 | 125GB | SSD | €48 | Seagate M12II | €83 | Corsair 300R | €82 |
| e B350-Plus | €93 | 8GB | SSD | €54 | 1TB | €51 | 250GB | SSD | €48 | Seagate M12II | €83 | Corsair 300R | €82 |
| PC Mate | €108 | 16GB | SSD | €108 | 2TB | €81 | 250GB | SSD | €48 | Seagate M12II | €83 | Corsair 300R | €82 |

An example of a modal disappearing down the visible area:



MODAL VS EXPANDABLE CELL/ROWS

Expanding a row within a data table is now a common pattern found across a myriad of applications. This is related to the *Table Layout Controls*, in that a row could be expanded to show more information in place (downwards) as opposed to in a modal. **High Impact, evaluate Amazon strategy.**



| | | | | | | | | | |
|---|--|-------------|----------------------------|----------------------|------------|------------------------------------|-----------------|-----------|--|
| <input type="checkbox"/> | | A\$AP Rocky | flacko@asapmob.com | <input type="text"/> | 03/20/2017 | AT.LONG.LAST.A\$AP | NYC, NY | L\$D | |
| <input type="checkbox"/> | | Brand New | jesselacy@brandnewrock.com | <input type="text"/> | 12/09/2017 | The Devil and God Are Raging In... | Long Island, NY | Millstone | |
| <p>Discography</p> <ul style="list-style-type: none">- Your Favorite Weapon- Deja Entendu- The Devil and God Are Raging Inside Me- Daisy- Science Fiction <p>Lead Vocals/Rhythm Guitar: Jesse Lacy Lead Guitar: Vincent Accardi Drums: Brian Lane Bass Guitar: Garrett Tierney</p> <div style="text-align: center;"></div> | | | | | | | | | |

Example of expanding row

DRAGGABLE MODALS

While the current modals open on mouse-over and remain so until the mouse moves away from the “hot spot”, this is not necessarily the case for all modals. Modals could be dragged and moved around. **High Impact:** This would require a change in the mouse-over vs click behaviour similar to the one mentioned in the previous slide.

| TIER | GRAPHICS | CPU | SSD | MOTHERBOARD | RAM | HDD | SSD | POWER SUPPLY | CASE | TOTAL |
|-----------|---------------|---|---------------|-------------|---|-------|--|--|---|--------|
| Destitute | HD 8240 (IGP) | \$0 | Siemp 2650 | \$30 Stock | \$0 ECS KAM1-I | \$35 | 2GB DDR3 \$11 250GB \$20 None \$0 | EVGA 500B \$45 | Arcadia \$33 | \$174 |
| Poor | HD 610 | \$0 | i3930 | \$39 Stock | \$0 ASRock H110M-HDS | \$49 | 4GB DDR4 \$40 1TB \$46 128 GB \$39 Corsair CX450M \$50 | Antec GS One \$45 | Arcadia \$33 | \$252 |
| Minimum | Vega 8 | | | | | \$7 | 2TB \$57 128 GB \$39 Corsair CX450M \$50 | Antec GS One \$44 | | \$44 |
| Entry | Vega 11 | | | | | 50 | 4GB DDR4 \$40 1TB \$50 | | | \$326 |
| Modest | RX 460 | | | | | 60 | 8GB DDR4 \$77 2TB \$44 | | | \$390 |
| Fair | GTX 1050 | | | | | 50 | 4GB DDR4 \$40 1TB \$50 | | | \$516 |
| RX 560 | | | | | | 60 | 8GB DDR4 \$77 2TB \$44 | | | \$556 |
| Good | GTX 1050 Ti | | | | | 65 | 4GB DDR4 \$40 1TB \$60 | | | \$643 |
| Very good | GTX 1060 3GB | Kühler und Lüfter sind bei der CPU schon dabei, du musst sie also nicht extra kaufen. Kostet nichts und funktioniert. Ist leise bei vorgesehener Geschwindigkeit, aber erwarte nicht, damit viel übertrakt zu können. | | | | | | Corsair CX430M | | |
| | GTX 570 | Lüfterdurchmesser: mm max. Luftdurchfluss: lUF3/min max. Lautstärke: dB(A) Gesamtvolumen Kühl: cm³ | | | | | | Ein für den Preis sehr gutes modulares Netzteil. 80 PLUS Bronze Herstellerbezeichnung: CP-9020058-EU | | |
| | GTX 1060 3GB | | | | | | | | \$39 SeaSonic G-650 \$72 NZXT S340 | \$63 |
| | RX 570 | | | | | | | | \$64 EVGA 650G3 \$90 Rosewill Stealth.. | \$70 |
| | GTX 1060 3GB | | | | | | | | \$64 SeaSonic M12II.. \$60 Rosewill Stealth.. | \$70 |
| | RX 570 | | | | | | | | \$73 SeaSonic G-650 \$72 Enthoo Pro | \$100 |
| | GTX 1060 6GB | \$300 | i5 8600K | \$210 | Scythe Funn.. \$47 GK | | | | \$110 EVGA 650G3 \$90 NZXT Source 530 | \$105 |
| Superb | GTX 1060 6GB | \$300 | NHI-U125 AM.. | \$65 AS | | | | | \$64 SeaSonic M12II.. \$60 Enthoo Pro | \$100 |
| | RX 580 | \$310 | NHI-U145 | \$58 AS | Socket: FM2+ (kompatibel zu FM2-CPU's) | | | | \$73 SeaSonic G-650 \$72 Rosewill Thor V.. | \$100 |
| | GTX 1070 | \$470 | R7 2700 | \$290 | Scythe Funn.. \$47 MSi Aegis Gaming Pro.. | \$130 | 600 GB \$110 | \$110 SeaSonic M12II.. \$60 Enthoo Pro | \$100 | \$1284 |
| | GTX 1070 Ti | \$490 | R7 2700X | \$320 | NHI-U125 AM.. \$60 GIGABYTE X470 Ultra Gaming | \$140 | 16GB DDR4 \$155 2TB \$57 250 GB \$73 SeaSonic G-650 | \$90 Rosewill Thor V.. | \$100 | |
| | | | | | Dark Rock .. \$75 ASRock X470 Master | \$145 | 4TB \$133 500 GB \$110 EVGA 650G3 | \$90 Silverstone RVO.. | \$155 | |

Advantages: This is specially useful to compare products side by side.

Disadvantages: Not (easily) available for mobile.

VISUAL TABLE SUMMARY

(LOW PRIO) - A top graphic illustrating the results of the table. Charts, graphs, totals - It provides an overview of patterns, issues, aggregates and gives insights.



Charts can show the changes in prices, the share of brands, the evolution of certain products or series, and other related topics.

The advantage is a quick overview of the table contents, an introductory element.

ADDITIONAL: Link to Pages

Since each computer part has a page, these (when available) could be linked from the parts table:

The screenshot shows a website for "Logical Increments" with a navigation bar at the top. A red arrow points from the text "Logical Increments helps you choose parts for your PC. Hover over the parts to see more info, or click to buy from a trusted retailer." down to the parts table.

Navigation Bar:

- Parts Recommendations
- PC Builds
- Monitors
- Mice
- Keyboards

Submenu for PC Builds:

- First time Check out
- The Best Graphics Card
- Graphics Card Comparison
- Camera Equipment

Text overlay:

Logical Increments helps you choose parts for your PC. Hover over the parts to see more info, or click to buy from a trusted retailer.

Region Selection:

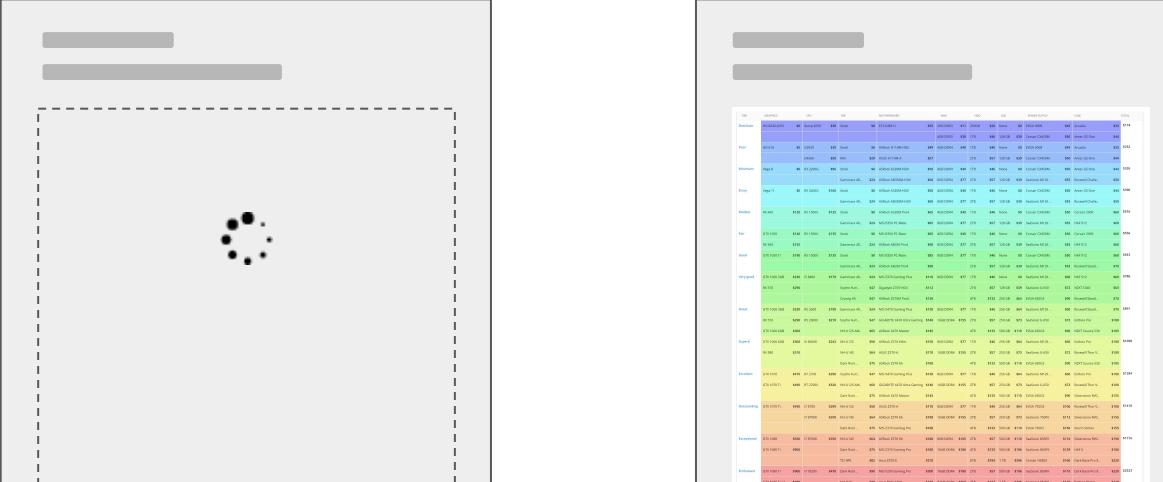
GERMANY ▾

Parts Table:

| TIER | GRAPHICS | CPU | HSF | MOTHERBOARD | RAM | HDD | SSD | POWER SUPPLY | CASE | TOTAL | | | | | | | | | |
|-----------|---------------|-----|----------|-------------|----------|-----|---------------------|--------------|---------|-------|--------|-----|-------|-----|-----------------|-----|-----------------|-----|------|
| mittellos | HD 8240 (IGP) | €0 | AMD 2650 | €28 | Standard | €0 | Asus AM1M-A | €42 | 2GBDDR3 | €13 | 320 GB | €23 | - | €0 | EVGA 430W | €50 | Thermaltake V3 | €45 | €201 |
| arm | HD 7540 (IGP) | €0 | A6-5400K | €30 | Standard | €0 | MSI A68HM-E33 V2 | €42 | 4GBDDR3 | €25 | 1 TB | €51 | 125☆☆ | €48 | be quiet! SYS 7 | €50 | NZXT Source 210 | €51 | €243 |
| minimal | HD 8470 (IGP) | €0 | A4-7300 | €38 | | | A5Rock FM2A68M-DG3+ | €48 | | | 2 TB | €81 | 125☆☆ | €48 | be quiet! SYS 7 | €50 | NZXT Source 210 | €51 | €317 |
| | GT 730 | €44 | G3900 | €34 | Standard | €0 | MSI H110M Pro-D | €53 | 4GB ☆☆ | €30 | 1 TB | €51 | - | €0 | be quiet! SYS 7 | €50 | Antec GX500 | €55 | |

ADDITIONAL: Loading Indicator

The parts table takes a little while to load, a **loading indicator** would be useful as the content is currently pushed down once the table has loaded. Keeping a fixed area will prevent elements from moving, and users from losing context of what they were reading.



INTERACTION: Customize Columns

Possibility to customize columns and their content, as well as rearrange or delete them completely. Settings can open in a modal to allow for more filtering options such as price range, brands, etc.

Implementation Note: It's essential that the user understand very clearly that changes have been applied to the default table.

INTERACTION: Mouseover Cell Actions

Extra options can be added to cells on mouse-over, such as remove. This level of control is probably **not required** for the parts table, but it's good to keep in mind for future expansions. Be aware of discoverability issues (the user never noticing this functionality) and/or responsive replacement for mobile.

PRODUCT MODAL

TOPICS and PROPOSED IMPROVEMENTS

1. Type of Modal
 - a. Tier Modal
 - b. Product Modal
2. Standardization of Data
3. Image Treatment
4. Content Formatting
5. Color Cues

TYPE OF MODAL

There are currently two types of modals that **behave similarly but offer different content**:

- 1) TIER modal
- 2) PRODUCT modal

A **clearer distinction** between the two would be useful for the user to understand easily what the parts table is about.



Very good
The very good tier sports a very good GPU. Exframerates in most titles. An excellent value for gaming at 1080p or lower, and the start of the bbuilds for those who want to max out graphics games. Graphical power similar to a PS4 Pro.

Sample game performance:

| | |
|-------------|-------|
| LoL: | ★★★★★ |
| Dota 2: | ★★★★★ |
| WoW: | ★★★★★ |
| CoD:Ghosts: | ★★★★★ |
| BF4: | ★★★★★ |
| Crysis 3: | ★★★★★ |

4-5 stars: Play the game at 3840x2160 (4K)
3-4 stars: Play the game at 2560x1440 (1440p)
2-3 stars: Play the game at 1920x1080 (1080p)
1-2 stars: Play the game at 1600x900
0.5 stars: Play on very low settings and resolution
0 stars: This PC cannot play the game well at all.

Tier



AMD Ryzen 5 1500X (Ryzen/Summit Ridge)
A 4-core/8-thread CPU with excellent performance/price in heavily threaded applications. Lightly-threaded/gaming performance is about 10%-20% lower than the target competition from Intel.

Performance
Single threaded: 73%
Multi-threaded: 57%
(relative to i7 8700K)

Cores/threads: 4/8
Speed: 3.5GHz-3.7GHz (turbo). Overclockable.
Socket: AM4
TDP: 65W
Integrated GPU: None
Stock HSF Included: Yes

Product

TYPE OF MODAL: TIER



1 Very good
The very good tier sports a very good GPU. Expect good framerates in most titles. An excellent value for someone gaming at 1080p or lower, and the start of the best value builds for those who want to max out graphics in current games. Graphical power similar to a PS4 Pro.

2 Sample game performance:
LoL: ★★★★☆
Dota 2: ★★★★☆
WoW: ★★★★☆
CoD:Ghosts: ★★★☆
BF4: ★☆☆☆
Crysis 3: ★☆☆☆

4-5 stars: Play the game at 3840×2160 (4K)
3-4 stars: Play the game at 2560×1440 (1440p)
2-3 stars: Play the game at 1920×1080 (1080p)
1-2 stars: Play the game at 1600×900
0.5 stars: Play on very low settings and resolution
0 stars: This PC cannot play the game well at all.

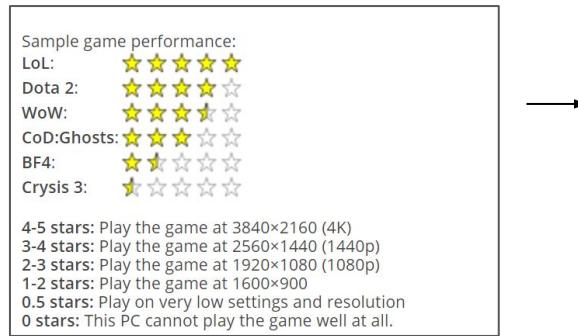
The Tier modal contains:

1. Headline (name)
2. Description
3. Sample game performance

Issues:

- No text formatting - all text looks the same in size and style. No visual cues to easily scan for important info.
- Headline too small - difficult to see!
- **Game performance stars** look like product ratings. This is an issue because the functionality is different. The component resembles a legend, too, especially the bottom part.

TYPE OF MODAL: TIER (Sample game performance enhancement)



Examples of visual design for game performance

TYPE OF MODAL: PRODUCT



The Tier modal contains:

1. Image
2. Headline (name)
3. Description
4. Technical Data
5. Warnings and Notes

Issues:

- Very little text formatting - only titles are bolder.
- Headline too small - Difficult to see.
- Technical data is different in each product, even inside same row. Difficult to tell where to add spaces.
- Sometimes there's extra information in "5", highlighted in red - this component also looks unformatted.

STANDARDIZATION OF DATA

The data shown in the Product Modal doesn't look (too) standardized. What can be done to make sure it's **as easy as possible to compare products?** Especially products of the same type.

All products should have:

- 1) An Image
- 2) A Title (one line of text, highlighted in size or color)
- 3) A Description (about three lines of plain text)
- 4) A set of Technical specs (following a certain convention if possible)
- 5) Notes (smaller in size, so they don't get confused with the rest of the data)

If possible, the **length** of these blocks should be similar, so the modals aren't too different in looks.

IMAGE TREATMENT

Images are currently presented in different sizes and ratios. There seems to be a border around them, although it's very small and the image sometimes feels too close to the edges.

Having a standardized size and ratio for the images could help with layouting, loading times and comparisons.

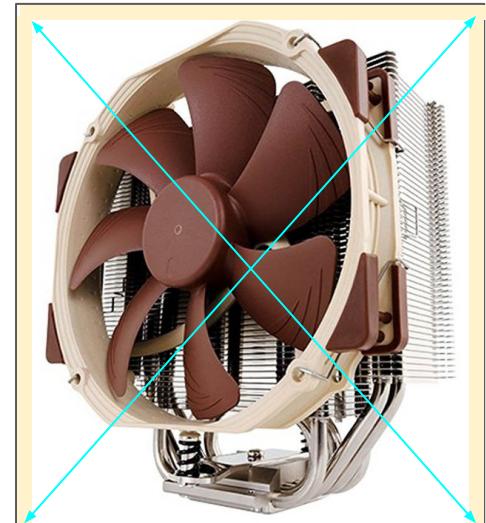
- Standardize **image size and ratio** - If images are not available for download, this can be done with CSS.
- Standardize and increase **white space** around image for legibility.



AMD Ryzen 5 1500X (Ryzen/Summit Ridge)

A 4-core/8-thread CPU with excellent performance/price in heavily threaded applications. Lightly-threaded/gaming performance is about 10%-20% lower than the target competition from Intel.

Performance
Single threaded: 73%
Multi-threaded: 57%



Noctua NH-U14S

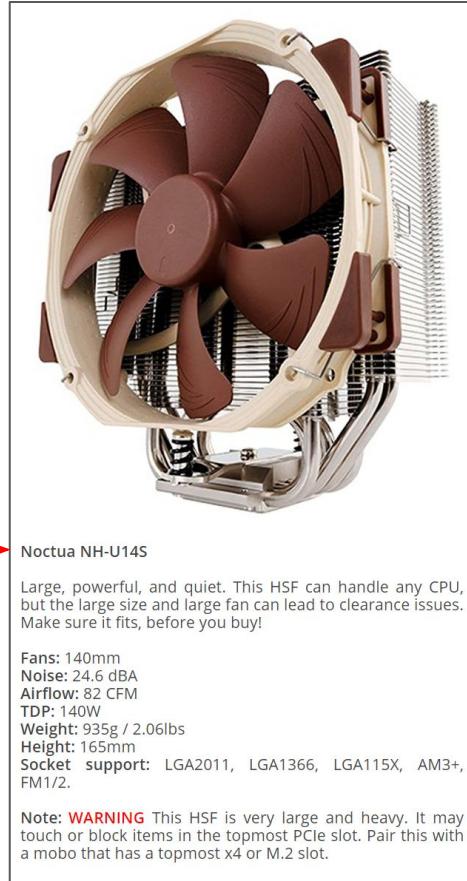
Large, powerful, and quiet. This HSF can handle any CPU, but the large size and large fan can lead to clearance issues. Make sure it fits, before you buy!

Fans: 140mm
Noise: 24.6 dBA
Airflow: 82 CFM
TDP: 140W
Weight: 635g / 1.35lbs

CONTENT FORMATTING

Text is mostly unformatted, making it difficult to scan and read.

- Increase **font size for title**, so it can be easily read and distinguished from the rest of the content.
- Add **bold and italics** text when needed (this example already has it), and make secondary text smaller (Notes)
- Possibly **differentiate sections** of the modal with color or dividers.
- Add price?

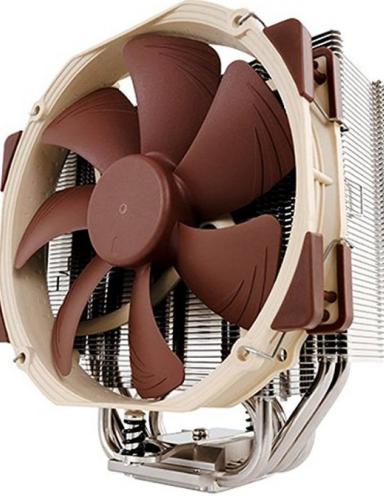


COLOR CLUES

(Low Priority)

The modal of the product selected could show a **border with the color (and possibly name) of the price tier**, for quicker identification and comparison.

This is particularly useful at this level as the **modal doesn't show a product price**.



Noctua NH-U14S

Large, powerful, and quiet. This HSF can handle any CPU, but the large size and large fan can lead to clearance issues. Make sure it fits, before you buy!

Fans: 140mm
Noise: 24.6 dBA
Airflow: 82 CFM
TDP: 140W
Weight: 935g / 2.06lbs
Height: 165mm
Socket support: LGA2011, LGA1366, LGA115X, AM3+, FM1/2.

Note: **WARNING** This HSF is very large and heavy. It may touch or block items in the topmost PCIe slot. Pair this with a mobo that has a topmost x4 or M.2 slot.

Tier: MINIMUM



Noctua NH-U14S

Large, powerful, and quiet. This HSF can handle any CPU, but the large size and large fan can lead to clearance issues. Make sure it fits, before you buy!

Fans: 140mm
Noise: 24.6 dBA
Airflow: 82 CFM
TDP: 140W
Weight: 935g / 2.06lbs
Height: 165mm
Socket support: LGA2011, LGA1366, LGA115X, AM3+, FM1/2.

Note: **WARNING** This HSF is very large and heavy. It may touch or block items in the topmost PCIe slot. Pair this with a mobo that has a topmost x4 or M.2 slot.

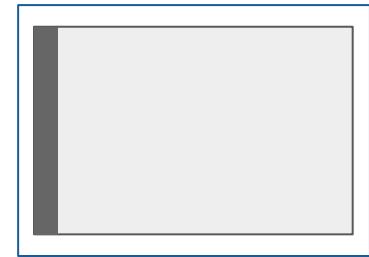
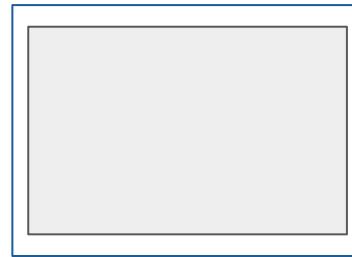
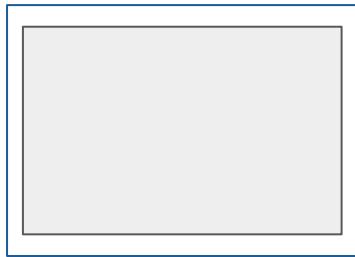
RESPONSIVENESS

Responsive Tables: Problem

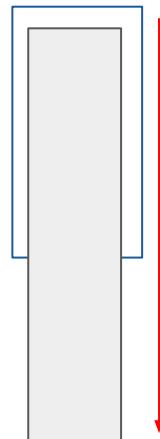


Both are equally bad!

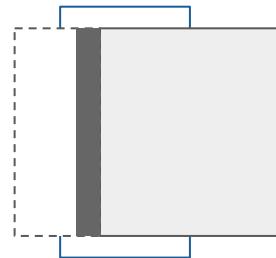
Responsive Tables: Scrolling Direction



Horizontal scroll



Vertical scroll



Horizontal inner scroll
Sticky header

Responsive Tables: Vertical Scroll + Expander

Show 10 entries Search:

| Seq. | Name | Position | Office | Start date | Salary |
|------|-----------------|-------------------------------|---------------|------------|-----------|
| 1 | Shou Itou | Regional Marketing | Tokyo | 2011/08/14 | \$163,000 |
| 2 | Tiger Nixon | System Architect | Edinburgh | 2011/04/25 | \$320,800 |
| 3 | Bruno Nash | Software Engineer | London | 2011/05/03 | \$163,500 |
| 4 | Olivia Liang | Support Engineer | Singapore | 2011/02/03 | \$234,500 |
| 5 | Gavin Joyce | Developer | Edinburgh | 2010/12/22 | \$92,575 |
| 6 | Ashton Cox | Junior Technical Author | San Francisco | 2009/01/12 | \$86,000 |
| 7 | Fiona Green | Chief Operating Officer (COO) | San Francisco | 2010/03/11 | \$850,000 |
| 8 | Martena Mccray | Post-Sales support | Edinburgh | 2011/03/09 | \$324,050 |
| 9 | Hermione Butler | Regional Director | London | 2011/03/21 | \$356,250 |
| 10 | Finn Camacho | Support Engineer | San Francisco | 2009/07/07 | \$87,500 |

Showing 1 to 10 of 57 entries Previous [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) Next



Show 10 entries Search:

| Seq. | Name |
|------|-----------------|
| 1 | Shou Itou |
| 2 | Tiger Nixon |
| 3 | Bruno Nash |
| 4 | Olivia Liang |
| 5 | Gavin Joyce |
| 6 | Ashton Cox |
| 7 | Fiona Green |
| 8 | Martena Mccray |
| 9 | Hermione Butler |
| 10 | Finn Camacho |

Showing 1 to 10 of 57 entries Previous [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) Next

Responsive Tables: Choose what to Show

Essential data (smartphone view)

| Company | Last Trade | Change |
|-------------------------|------------|---------------|
| GOOG Google Inc. | 597.74 | 14.81 (2.54%) |
| AAPL Apple Inc. | 378.94 | 5.74 (1.54%) |
| AMZN Amazon.com Inc. | 191.55 | 3.16 (1.68%) |
| ORCL | 31.15 | 1.41 (4.72%) |

Essential + optional data (larger screen view)

| Company | Last Trade | Trade Time | Change | Prev Close | Open |
|-------------------------|------------|------------|---------------|------------|--------|
| GOOG Google Inc. | 597.74 | 12:12PM | 14.81 (2.54%) | 582.93 | 597.95 |
| AAPL Apple Inc. | 378.94 | 12:22PM | 5.74 (1.54%) | 373.20 | 381.02 |
| AMZN Amazon.com Inc. | 191.55 | 12:23PM | 3.16 (1.68%) | 188.39 | 194.99 |
| ORCL | 31.15 | 12:44PM | 1.41 (4.72%) | 29.74 | 30.67 |

All data

| Company | Last Trade | Trade Time | Change | Prev Close | Open | Bid | Ask | 1y Target Est |
|-------------------------|------------|------------|---------------|------------|--------|--------------|--------------|---------------|
| GOOG Google Inc. | 597.74 | 12:12PM | 14.81 (2.54%) | 582.93 | 597.95 | 597.73 x 100 | 597.91 x 300 | 731.10 |
| AAPL Apple Inc. | 378.94 | 12:22PM | 5.74 (1.54%) | 373.20 | 381.02 | 378.92 x 300 | 378.99 x 100 | 505.94 |
| AMZN Amazon.com Inc. | 191.55 | 12:23PM | 3.16 (1.68%) | 188.39 | 194.99 | 191.52 x 300 | 191.58 x 100 | 240.32 |
| ORCL | 31.15 | 12:44PM | 1.41 (4.72%) | 29.74 | 30.67 | 31.14 x 6500 | 31.15 x 3200 | 36.11 |

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- Last Trade
- Trade Time
- Change
- Prev Close
- Open
- Bid
- Ask
- 1y Target Est

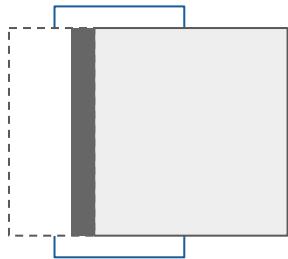
Responsive Tables: Sticky Headers



| Date | Is | Net sales | Taxes | Shipping | Total sales |
|----------------|----|-----------|--------|----------|-------------|
| Jul 01 2016 | 00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| Jul 01 2016 | 00 | \$39.00 | \$2.44 | \$0.00 | \$41.44 |
| Jul 01 2016 | 00 | \$0.00 | \$5.79 | \$92.69 | \$98.48 |
| Jul 01 2016 | 00 | \$19.00 | \$1.19 | \$0.00 | \$20.19 |
| Jul 01 2016 | 00 | \$129.00 | \$8.06 | \$0.00 | \$137.06 |
| Jul 01 2016 | 00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| Jul 01 2016 | 00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |

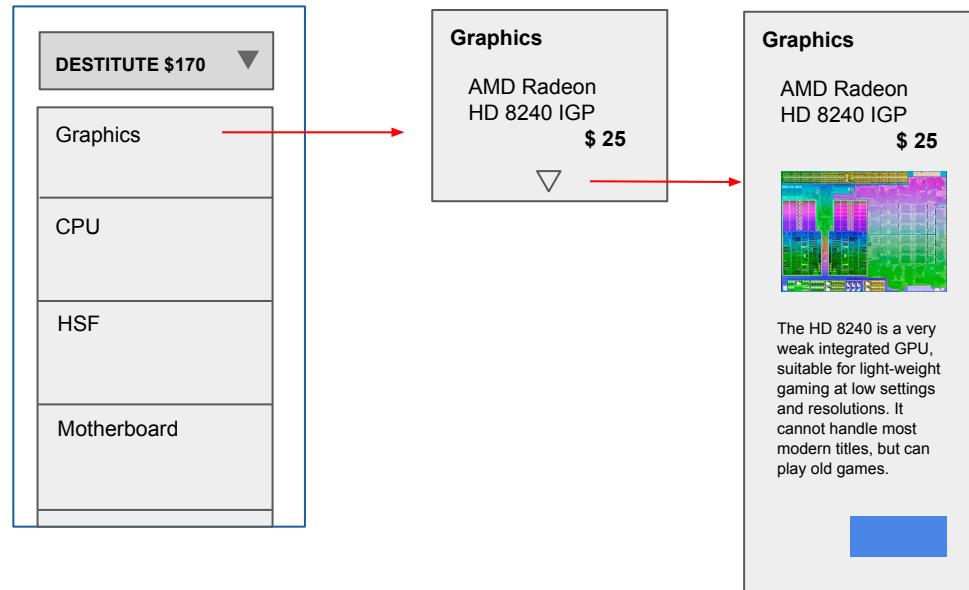
Responsive Tables: Suggested Solution

STAGE 1



Horizontal inner scroll
Sticky header

STAGE 2



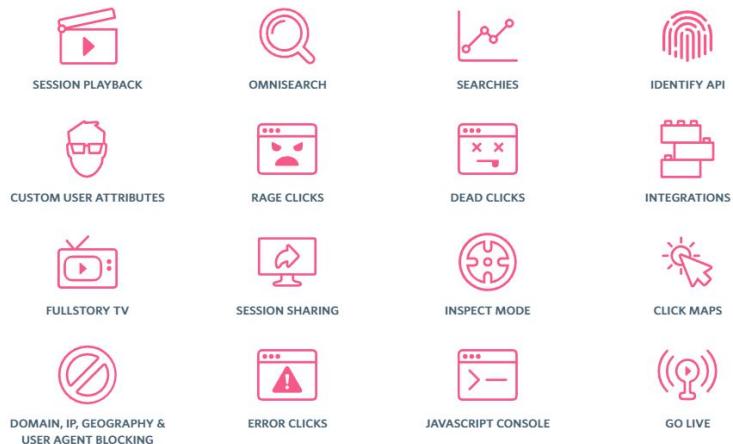
TESTING PLAN

TESTING PLAN: 1. Session Replay

Sites like www.fullstory.com records and reproduces real user experiences on the site.

These services are an easier, cheaper way to run observations on an online site.

You can search sessions based on any combination of attributes and events, or use pre-defined ones such as: User Attributes, Segment based on Engagement, sessions with signs of Frustration, isolated by Source, Device, OS, or Location, and more.



TESTING PLAN: Eye Tracking

Eye tracking tests allow for us to see what people are looking at, what captures their attention and how clear the different functionalities are.

Measure and compare:

- **Paths** of eye tracking - What catches the user's attention the most, and what follows? Is there an order to the way they observe and navigate?
- What **areas are getting the most attention**? Are these consistent? Are the areas we want to highlight as well, or are there distractions?
- Are users **reading the text** in the modals, or quickly scanning? Are they inspecting the **images**?
- If **new features** are introduced, are they easy to see and action?

Some sites that do online eye tracking: <https://www.realeye.io/> (full remote) <https://xlabsgaze.com/> (webcam plugin)

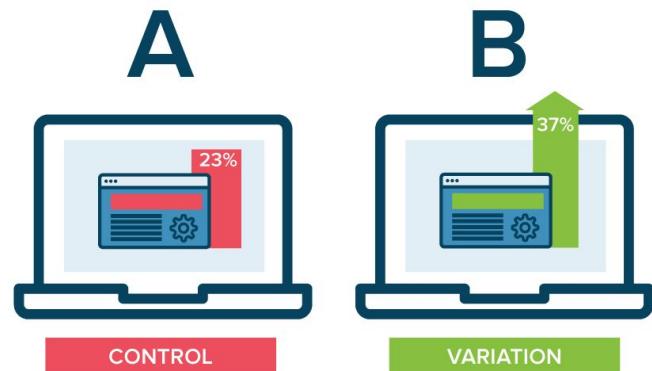
TESTING PLAN: 2. A/B Testing

A few **A/B tests** are probably the easiest way to test updates to the table, in particular new features one by one.

Provide half of the visitors to the site with a version of the table, and the other half with another. For example, implement one table with column sorting, and one without.

Measure and compare:

- **Time** the user spends looking at the table (before dropping or buying);
- **Visibility and Usage** of feature;
- Amazon clicks and **conversions**.



TESTING PLAN: Focus Group / Observation

Focus groups, observations and interviews are great ways of watch a person interact with the site live as they perform a series of scripted actions. Having a person next to them, they can ask questions and redirect behaviour to test.

- With a **script** prepared beforehand, explain briefly what the site does, and what is expected of the user (normally, an introduction followed by some time for the user to navigate freely, and then a set of 3 to 5 tasks give good results);
- Allow for the user to provide **feedback** as they interact with the site;
- **Interview** users afterwards to get feedback on **blocks** as well as **suggestions**.

Thank You!