

Starlight PCs Web-Design Personal Project

About This Project

The purpose of this project is to display my UI/UX design capabilities. I am a highly-motivated individual, who is always ready to delve into deep research and learn new methods for creating fascinating designs. My passion is to work on projects related to information technology, such as web development, UX design, data science, technical writing, and more.

Project Introduction



The screenshot shows the homepage of the Starlight PCs website. At the top, there is a navigation bar with the Starlight PCs logo, language selection (EN), search, user profile, and a shopping cart icon showing 2 items. A banner at the top of the page reads "Shop Exclusive **LIMITED TIME** Intel-powered Deals! >[LEARN MORE](#)<". Below the banner, the main headline is "Your **EPIC** adventure begins now!" with "EPIC" in red. To the right of the headline is a large image of a custom-built gaming PC case with green liquid cooling tubing visible. Above the PC image, the text "THE ALCHEMIST" is displayed in green. At the bottom left, there is a red button with the text "CHOOSE YOUR PATH". At the bottom right, there is a "Chat with us!" button featuring a small portrait of two people and a speech bubble icon.

This project serves as a mockup design for a made-up company called Starlight PCs, created utilizing [Figma](#). Starlight PCs is a custom computer system integrator, aiming to build boutique, high-quality gaming computer systems. Starlight PCs is specifically interested in the objective of appealing to their core audience - the gamers. As technology continues to progress and demand more resources, so do video games! That is why Starlight PCs is dedicated to supplying virtual adventurers with all of the high-tier loot and equipment that would help them achieve glory on the battlefield.

Design Goals

- **Build easily-navigable interactive pages**

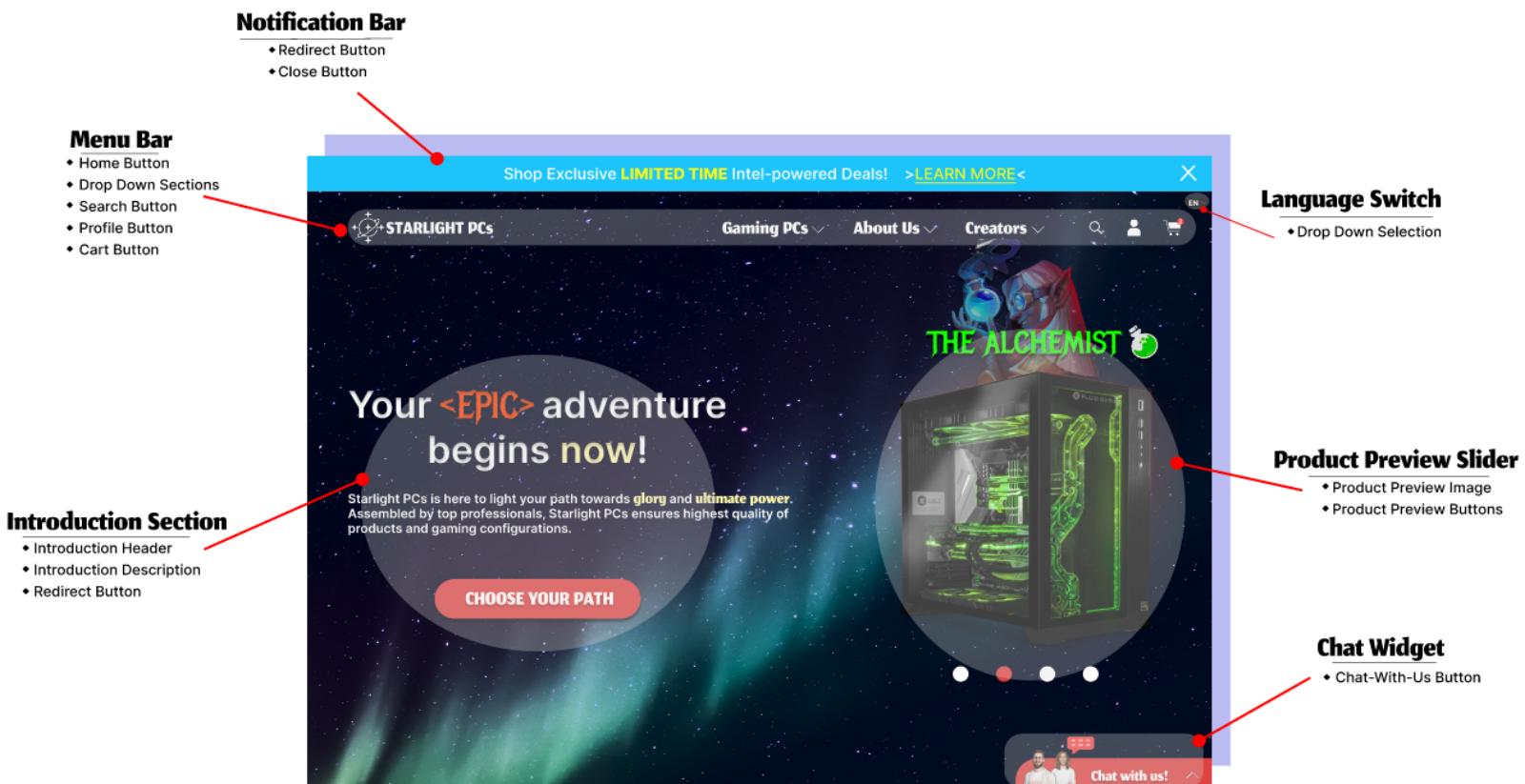
Web pages must be able to be navigated in a comfortable and effortless manner, even by the least tech-savvy visitors. Visitors should be able to easily identify important elements that would encourage **further navigation** and accommodate the **purchase of advertised products**.

- **Include unique elements, specialized towards core audience**

It is important that the **brand identity** and **uniqueness** of the website is able to be quickly recognized by visitors. This can be achieved through the inclusion of unique elements such as appealing artwork and animated elements. These elements should be specifically tailored to appeal and capture the attention of visitors interested in video-gaming.

In-depth Look of Various Page Designs & Elements

Landing Page

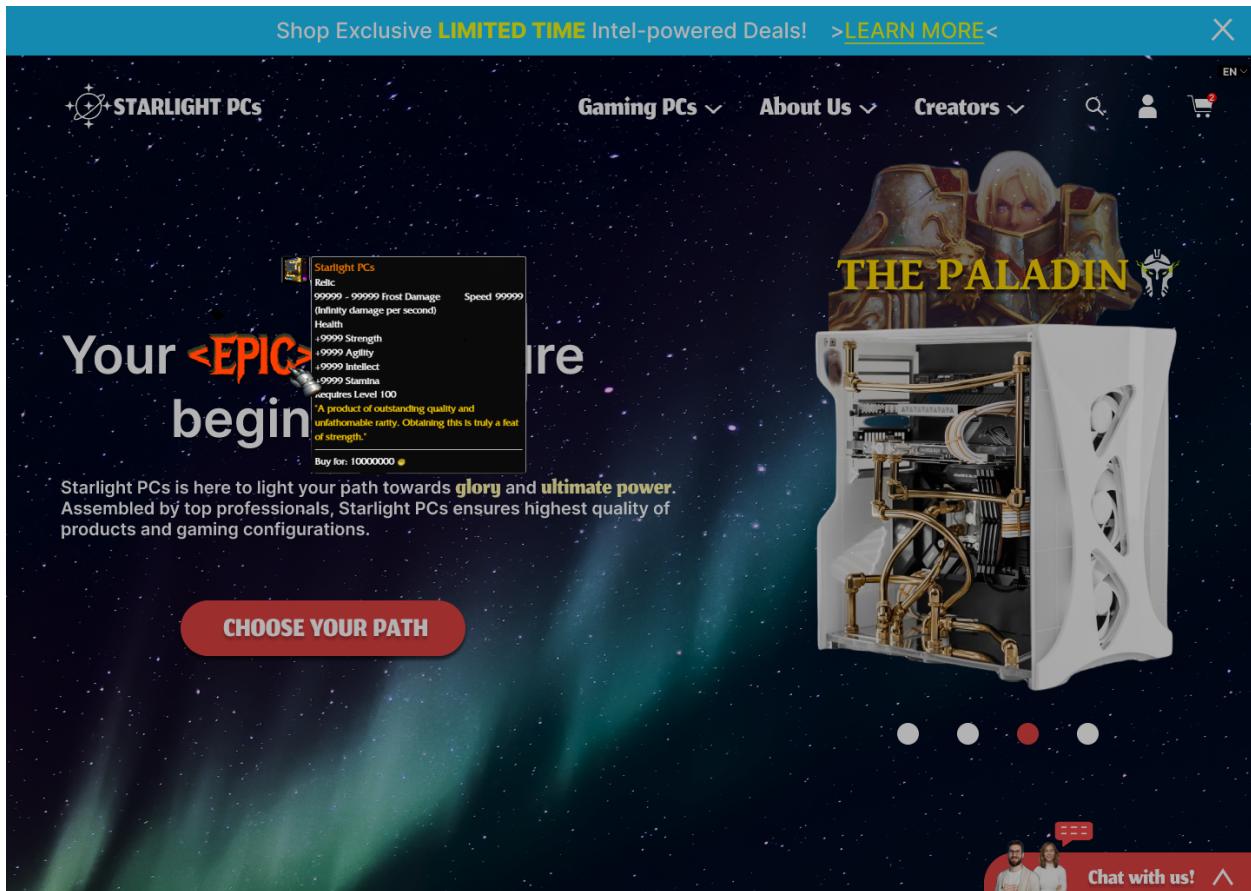


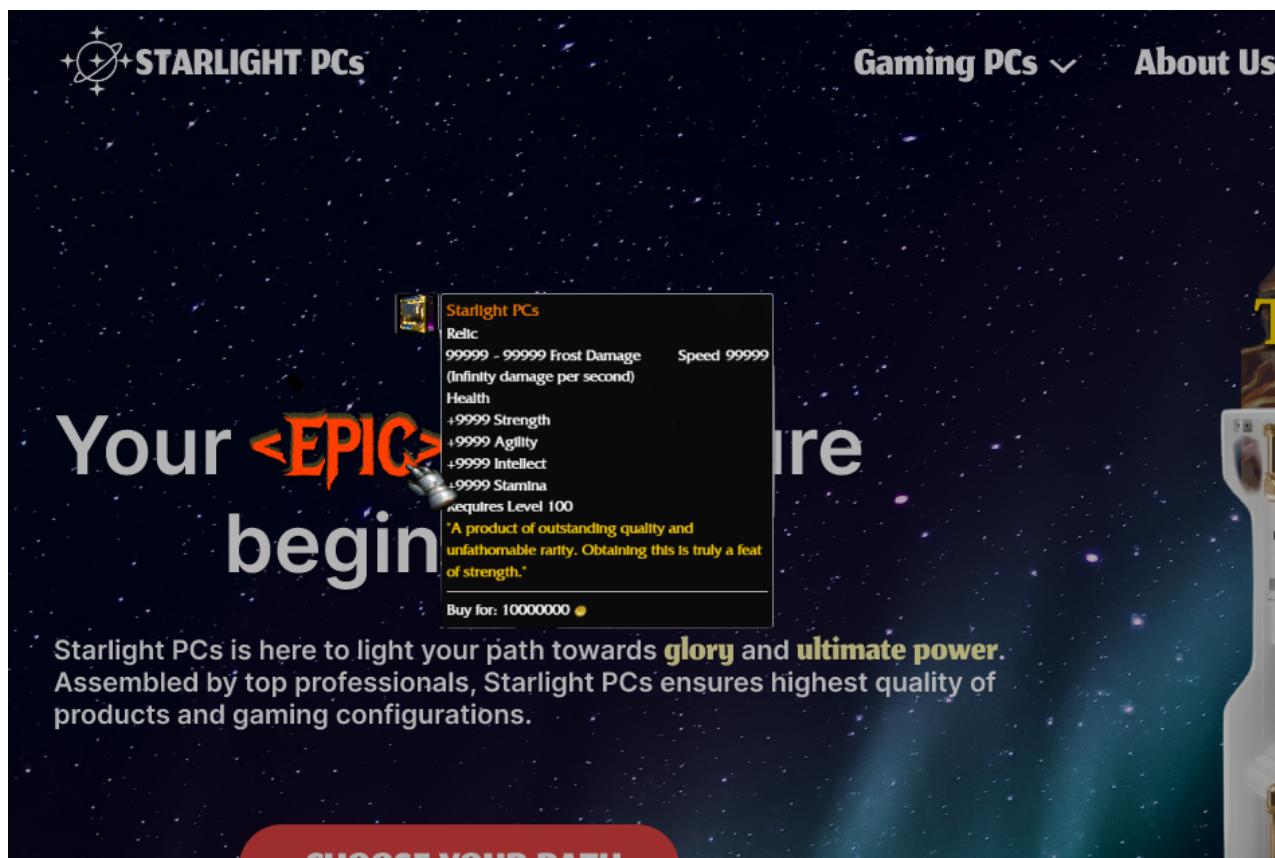
● Introduction Section

The introduction section serves as a welcoming message to the visitor, aiming to capture their attention and guide the user towards discovering available products. It is important that this section contains unique text and

elements. This section includes a clearly defined and eye-capturing button that redirects the user to the website's core page.

In the example below I've incorporated an interactive idea that allows the webpage to display an image and change the texture of the user's cursor whenever the user hovers over a specific element of the section. See example below.





The element imitates the texture of a mouse cursor and displays an image (attached to the cursor) that is similar to one from a popular role-playing video game. While the user has their cursor hovering over the specific element, every other element has its brightness reduced. This is done in order to exaggerate and draw the attention of the user to this element. This element could serve as a fun “easter-egg” for users. This could further advance Starlight PCs brand recognition and signify the users that the company shares the same values as them.

● Menu Bar

The Menu Bar is an essential component of every website. The menu bar allows users to easily locate important information and sections of the website, allowing effortless navigation and intuitive user experience. The

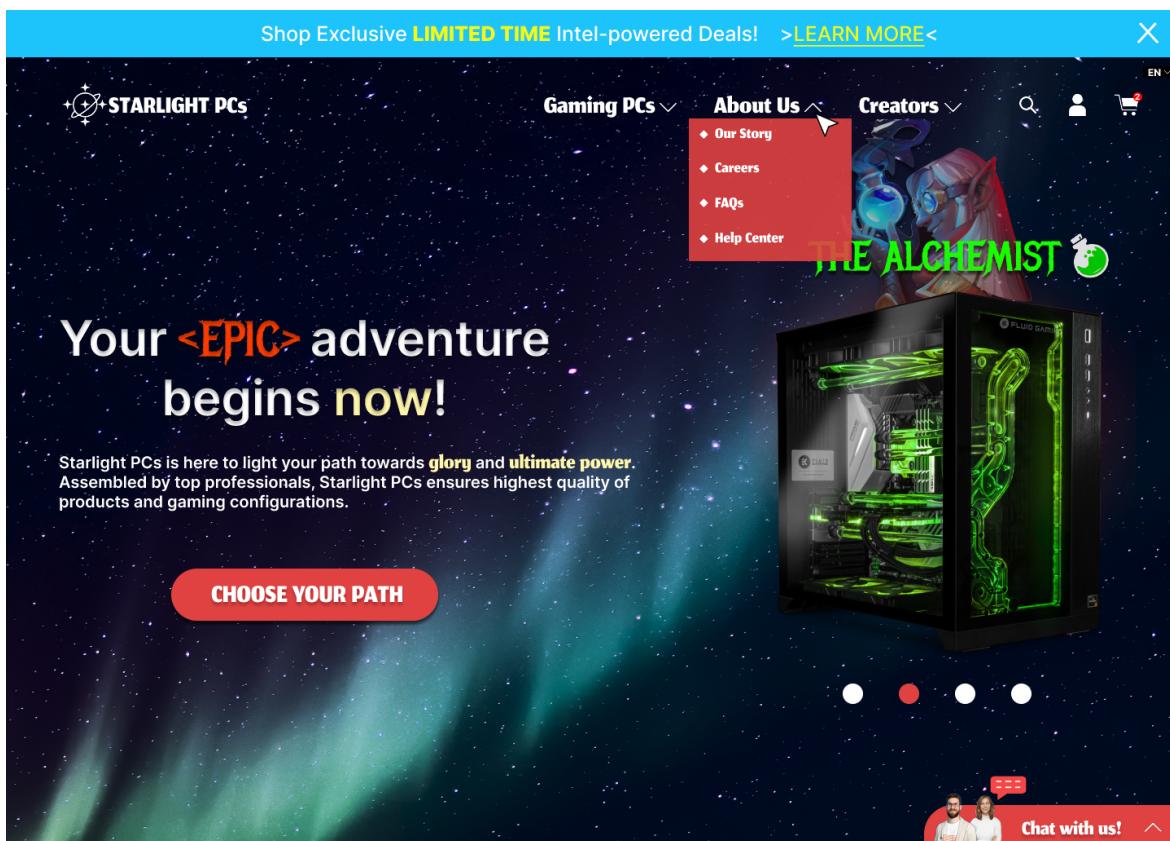
menu bar should always be anchored at the top of the website and should consist of:

➤ **Home Button:**

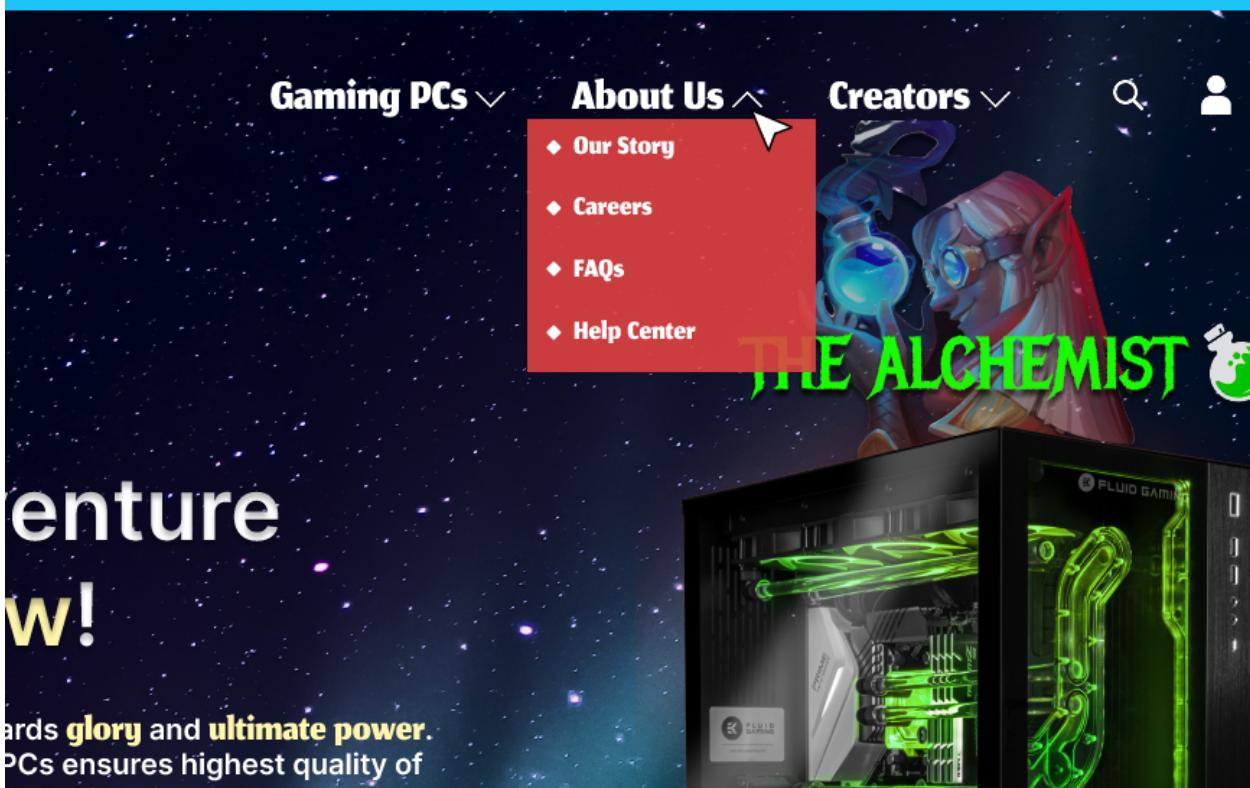
The Home Button allows the user to be able to go back to the initial page in the case of undesired location during their browsing session. The home button consists of the logo and name of the brand.

➤ **Drop Down Sections:**

The Drop Down Sections allow the user to be able to navigate the website freely by selecting the specific page that they desire. These pages are under specific three different sections. In addition, whenever the user interacts with one of those sections, the drop down arrow icon flips and changes direction (pointing upwards). See example below.



e **LIMITED TIME** Intel-powered Deals! >[LEARN MORE](#)<



➤ **Search Button:**

The Search Button allows the user to navigate the contents of the website through inputting text in a textfield. The Search Button will then lead the user to a new page that has filtered, and gathered all instances in the website that contain the inputted value. While the user has this element selected and active, every other element has its brightness reduced. This is done in order to exaggerate and draw the attention of the user to this element. See example below.

Shop Exclusive **LIMITED TIME** Intel-powered Deals! >[LEARN MORE](#)<

 **STARLIGHT PCS**

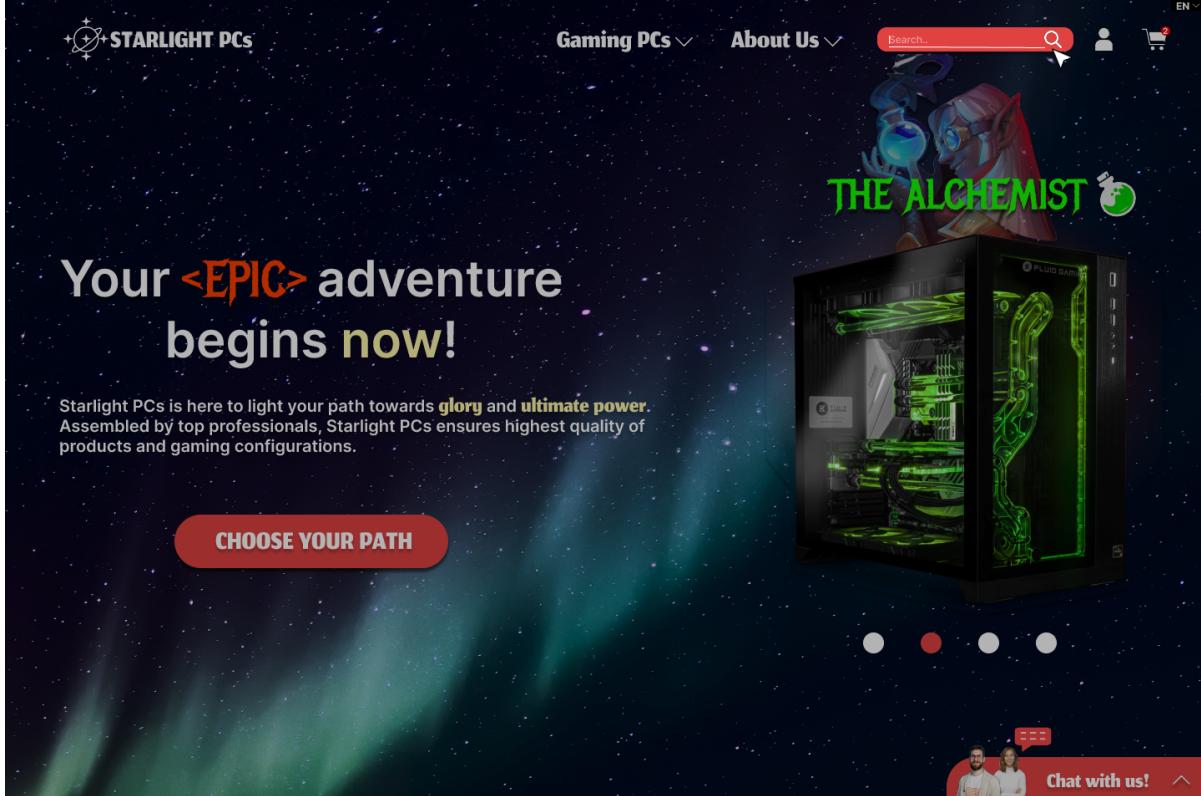
Gaming PCs ▾ About Us ▾  EN ▾  



Your **<EPIC>** adventure begins now!

Starlight PCs is here to light your path towards **glory** and **ultimate power**. Assembled by top professionals, Starlight PCs ensures highest quality of products and gaming configurations.

[CHOOSE YOUR PATH](#)







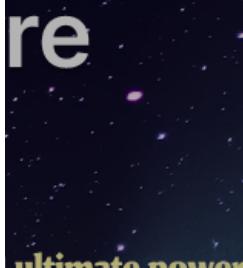
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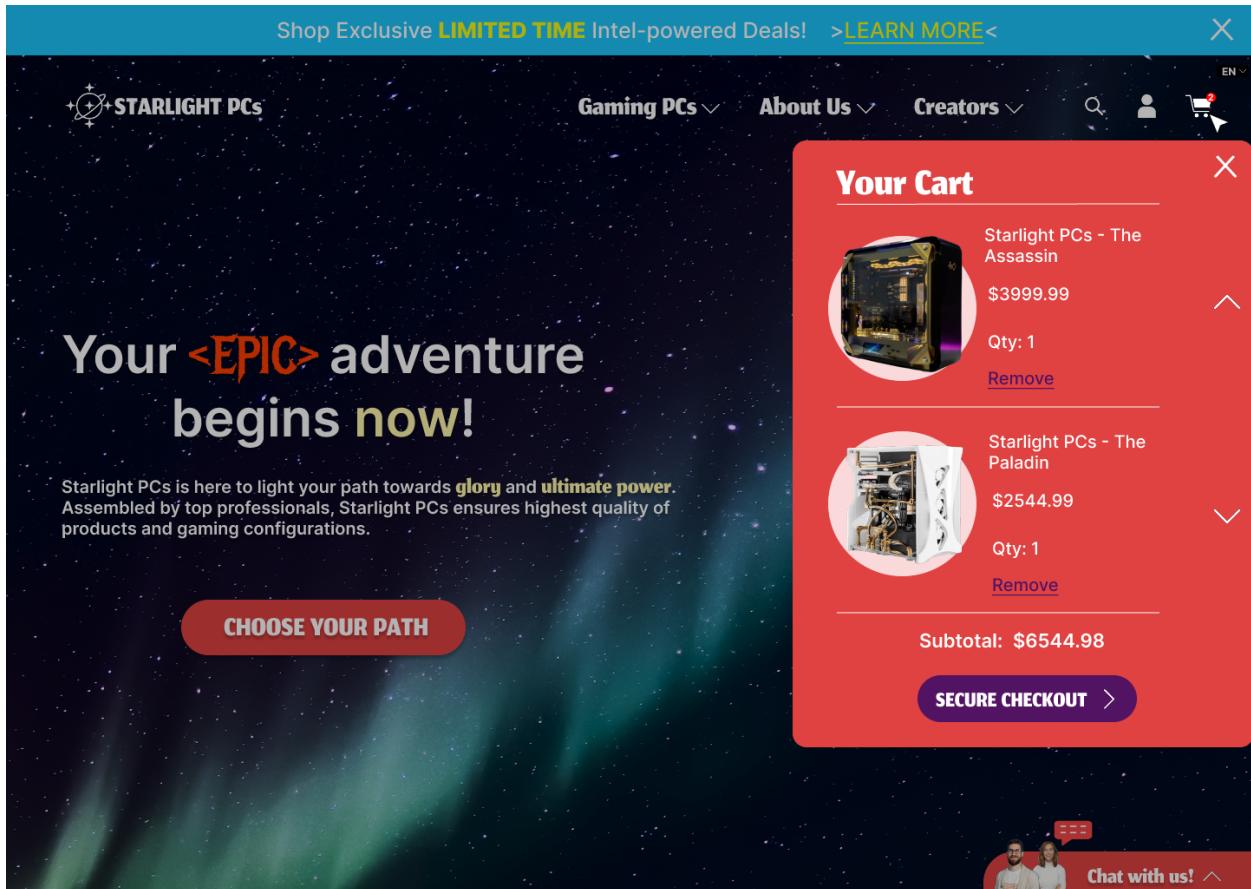


➤ **Profile Button:**

The Profile Button redirects the user to the Login page, where the users would be able to enter in their account or create a new account. The Profile Button could also include drop down selection that includes those options and more.

➤ **Cart Button:**

The Cart Button allows the user to display items added in their personal shopping cart, their individual & total price, and modify them. In addition, the Cart Button displays a Checkout Button used to further proceed with the purchase of those products. This is an expanding element located on the right side of the user's screen. It can be closed by selecting the Exit button indicated by "X" or by simply selecting anywhere outside of this element. While the user has this element selected and active, every other element has its brightness reduced. This is done in order to exaggerate and draw the attention of the user to this element. See example below.



● Notification Bar

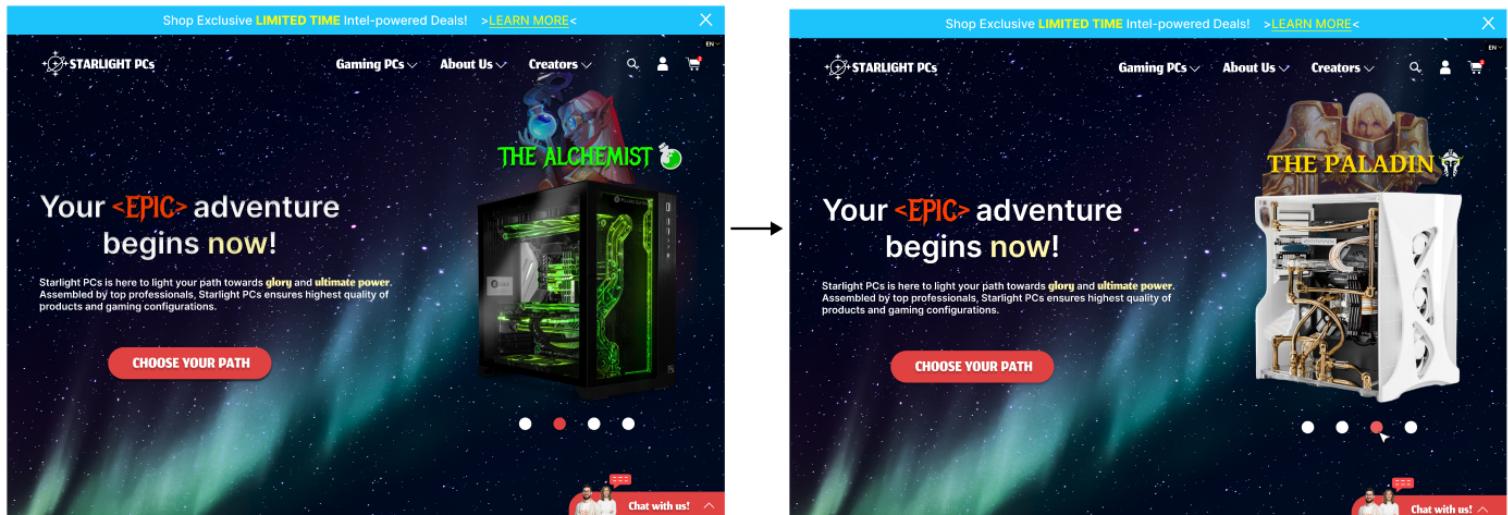
The Notification Bar is an element that notifies the users of current news, limited time promotions, and exclusive deals. The Notification Bar includes a button that redirects the user directly to the promotional page. It can be closed by selecting the Exit button indicated by "X". Once closed, the Notification Bar should not appear again for the same user, unless the user clears their browser's cookies.

● Language Switch

The Language Switch is a Drop Down selector that allows the user to change the language used on every page of the website. The Language Switch should always be anchored at the top right of the page in order to allow the swap of the selected language at any time.

● Product Preview Slider

The Product Preview Slider displays multiple previews of currently available products. The Product Preview Slider includes an image of the product, and buttons that display the current previewing product. The Product Preview Sliders should be able to automatically switch between all of the product options included in the Product Preview Slider gallery. In addition, the user should be able to manually switch between each product slide. See example below.





- Chat Widget

The Chat Widget allows users to connect and communicate with a member of a live-support team or a dedicated live-support bot. Communication between the customer and business is extremely important for the future and brand recognition of any company. The intention of this widget is to increase user interaction and user retention by providing 24/7 support for all customers. The Chat Widget is anchored at the bottom right side of the user's screen. In addition, it can be expanded and collapsed, and should be present in most, if not every page of the website.

Disclaimer: I do NOT own any of the images used in this project. This project is strictly and only for personal use. All credits go to the original artists and sources.

Images from:

LogoMakr - <https://logomakr.com/>

Maxence Burgel - <https://www.artstation.com/inexam>

M. Brackett - <https://www.artstation.com/quelfabulous>

Resources Used:

Figma - <https://www.figma.com/>