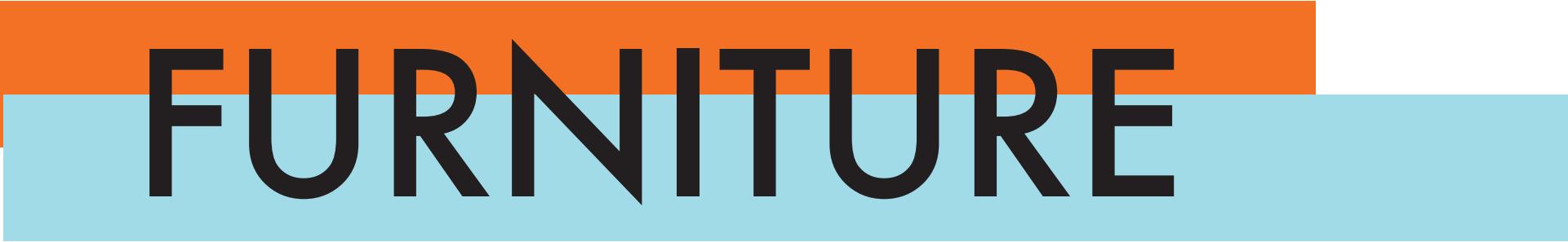


# INFO20005 - User Interface Development

## ASSIGNMENT 1 - UI Analysis



# FURNITURE

# FURNITURE

Good

- Castlery
- Nau Design

Bad

- Loungelovers (client)
- Brosa

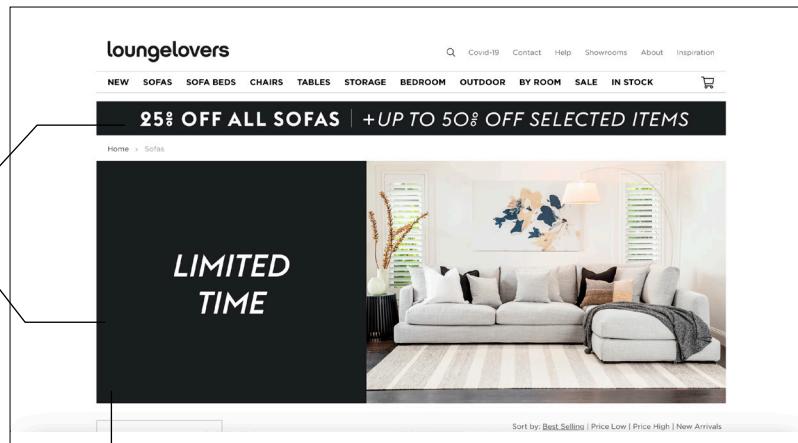


**LOUNGE LOVERS**

# HOME PAGE - loungelovers (bad)

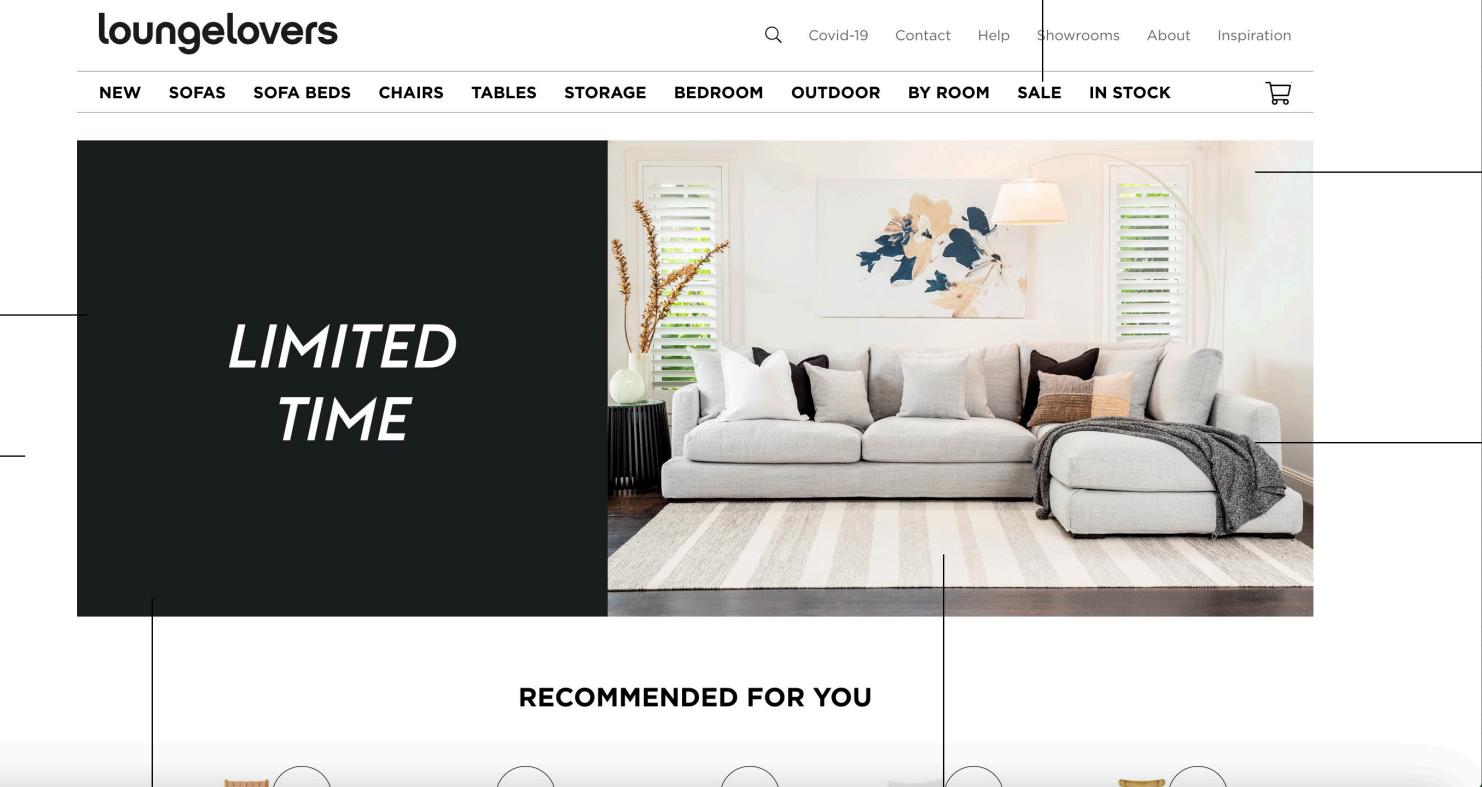
Desktop Resolution

**BAD**  
Both display  
same message  
in flashing  
intervals. No  
clear visual  
hierarchy.



When clicked  
leads to all sofas  
page.

**BAD**  
No hierarchy is  
created in the menu,  
could use different  
colour on "sale" to  
draw attention.



**BAD**  
Large amount of  
padding on both  
sides.

**GOOD**  
Consistent colour theme

**GOOD**  
high fidelity  
images

**BAD**  
No indication  
that picture is  
a button, when  
clicked on shows  
all sofas avail-  
able.

**GOOD**  
Immediately aware  
it sells furniture.

# HOME PAGE - loungelovers (bad)



Desktop Resolution

creation of high quality, affordable, aesthetically pleasing products for Lounge Lovers customers.

[Find out more >](#)



## FREE FABRIC SAMPLES

Choosing a fabric is a key part of buying a new sofa and we understand you need to compare options at home. At Lounge Lovers, you can order fabric samples at no charge to you.

[Order now >](#)

unique fabric or swapping out the leg finish. We're happy to get it just right for you.

[Shop our custom furniture >](#)



## VISIT US

Come and visit us at one of our Sydney, Melbourne, Adelaide or Brisbane based showrooms where we can help you find that perfect piece of designer furniture for your home. We would love to meet you!

[Our locations >](#)

**BAD**  
Inconsistent font choices, use of serif and sans-serif. Lack of unity.

**BAD**  
Lack of capitalisation.

## Order a Fabric Sample

Choosing a fabric is often the hardest part of buying a new sofa. There are countless different types of fabric yarns and weaves, before we even get into colours.

Our designers have cut out a lot of the hard work for you and chosen a collection of fabrics and colours we feel are the best for each sofa range.

Our fabrics have been selected for their texture and finish, as well as durability and stain resistance.

Our aim is to give you a great looking sofa that will last the distance. As every computer screen has different colour settings, we recommend you order an actual fabric sample as what you are looking at now may well differ from the fabric in real life.

**BAD**  
Number is not centred.

**1** [Select your sofa >](#)

- 1 Select your sofa
- 2 Select your fabric samples
- 3 Let us know where to send them

Alice - Ottoman ▾

**BAD**  
Visually similar to buttons on other page but is NOT a button.

**BAD**  
Inconsistent corner curvature and framing.

**GOOD**  
Heirarchy created using bold text.

**BAD**  
Difference between button and main text is not clear.  
No heirarchy.

**BAD**  
Inconsistent font choices.

**BAD**  
Incorrect spacing, white space yet text feels too confined.

**BAD**  
Lack of alignment between elements.

# HOME PAGE - loungelovers (bad)

Desktop Resolution

GOOD  
Font consistency here.

BAD  
Inconsistent font choices, use of serif and sans-serif. Lack of unity.

GOOD  
Titles are centred consistently.

BAD  
Too much text on page, may be better as a carousel.

BAD  
Button is not obvious.

## WHAT OUR CUSTOMERS ARE SAYING



### Most beautiful couch ever!!

The website was very clear and easy to explore the range of couches available for purchase. My couch arrived on the due date I selected with multiple calls and messages to remind me when it was arriving. It arrived in perfect condition with minimal assemblage which was simple and quick. I am so pleased with the overall comfort, look and quality of this couch. It is absolutely beautiful and suits my space perfectly. Will be a repeat customer in the future!



### Even better than the pics online!

Love my Manhattan tv unit. It was more beautiful in real life. I'm so happy with it. The guys that delivered it were very professional and careful when bringing it up my stairs. Delivered on the day promised too. Absolutely stoked. Thank you so much!



### Fantastic Service End to End

The store manager was knowledgeable, friendly but not pushy. The Kobe 2 seat sofa bed he recommended was exactly what we after. It is firm and comfortable, we love it!! The best part of the purchase was the delivery. The communication was fantastic, Lounge Lovers kept us informed throughout the process. The delivery crew was professional and very helpful and even provided tips on how to assemble the product. A great experience!!

## How do I pick the right sofa for my home?

Your sofa should be with you for years to come, so it's important to make sure you find the right one for your needs - both now and into the future. When choosing your sofa, there are three

## FAQs

# HOME PAGE - loungelovers (bad)

Mobile Resolution

GOOD

Use of hamburger menu to prevent overcrowding page on small screen.

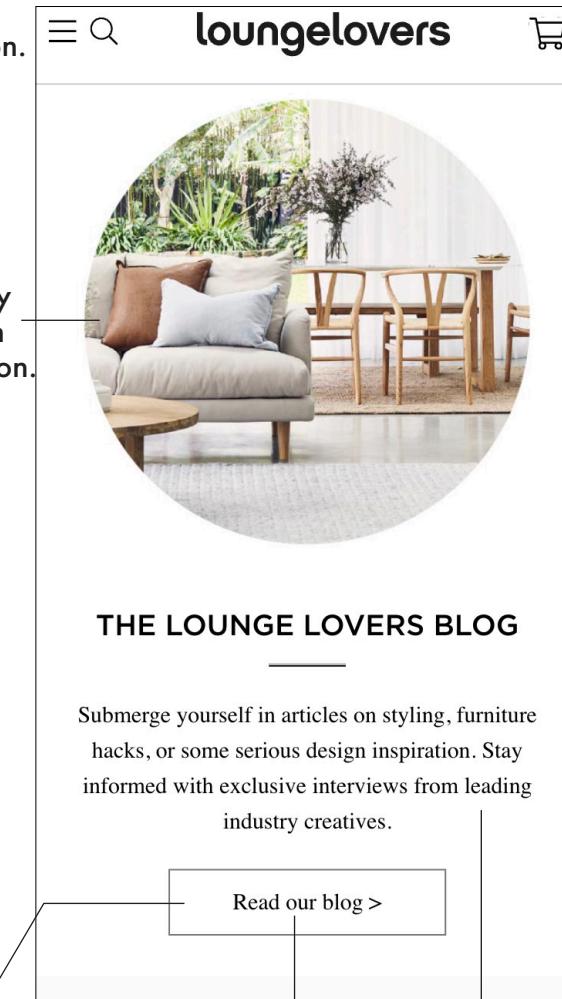


GOOD  
Font consistency.

BAD  
Low fidelity button.

BAD  
Low fidelity images on mobile version.

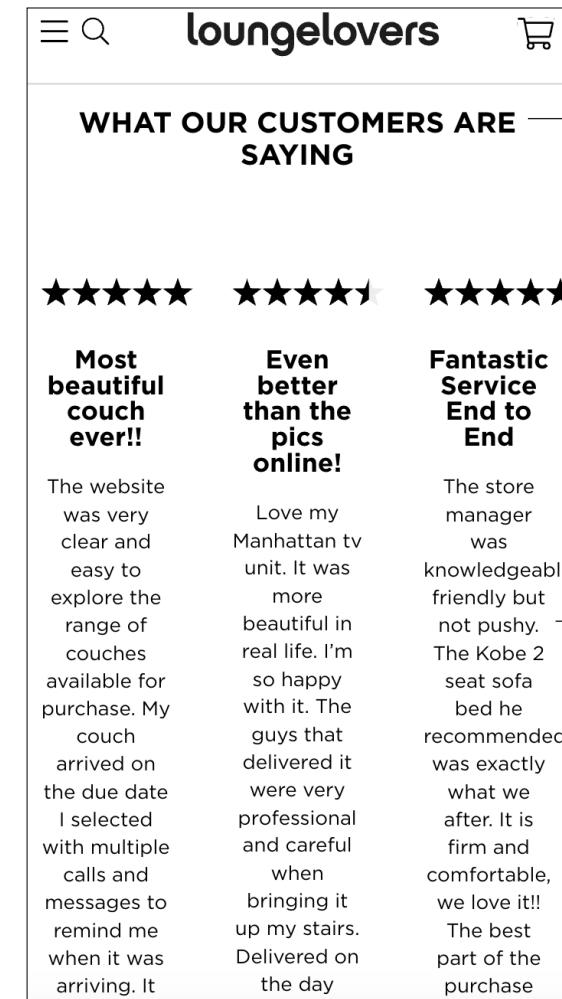
GOOD  
Button is better defined than on desktop resolution.



BAD  
Lack of capitalisation on button.

BAD  
Lack of font consistency.

BAD  
Text is unbalanced, would be better to align text to the left, not centred.



★★★★★

Most beautiful couch ever!!

The website was very clear and easy to explore the range of couches available for purchase. My couch arrived on the due date I selected with multiple calls and messages to remind me when it was arriving. It

★★★★★

Even better than the pics online!

Love my Manhattan tv unit. It was more beautiful in real life. I'm so happy with it. The guys that delivered it were very professional and careful when bringing it up my stairs. Delivered on the day

★★★★★

Fantastic Service End to End

The store manager was knowledgeable friendly but not pushy. The Kobe 2 seat sofa bed he recommended was exactly what we after. It is firm and comfortable, we love it!! The best part of the purchase

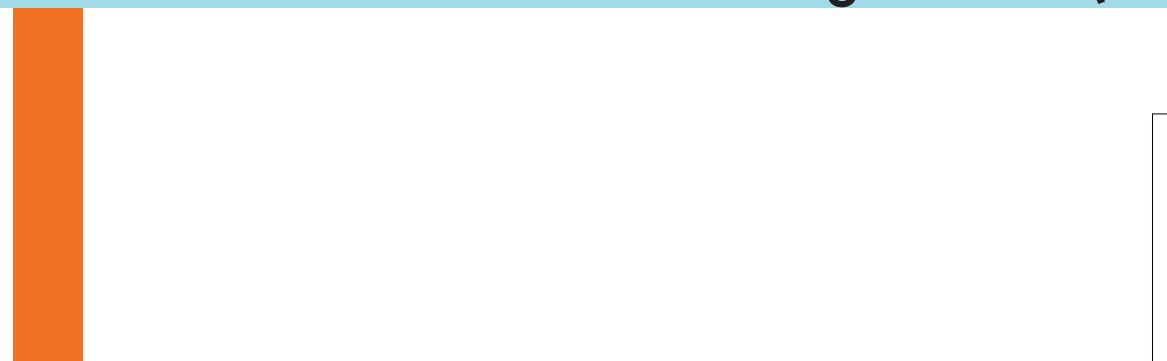
BAD  
Too much space between title and between paragraphs for mobile.

BAD  
Not enough padding between text and edge of page.

BAD  
Overcrowding of text.

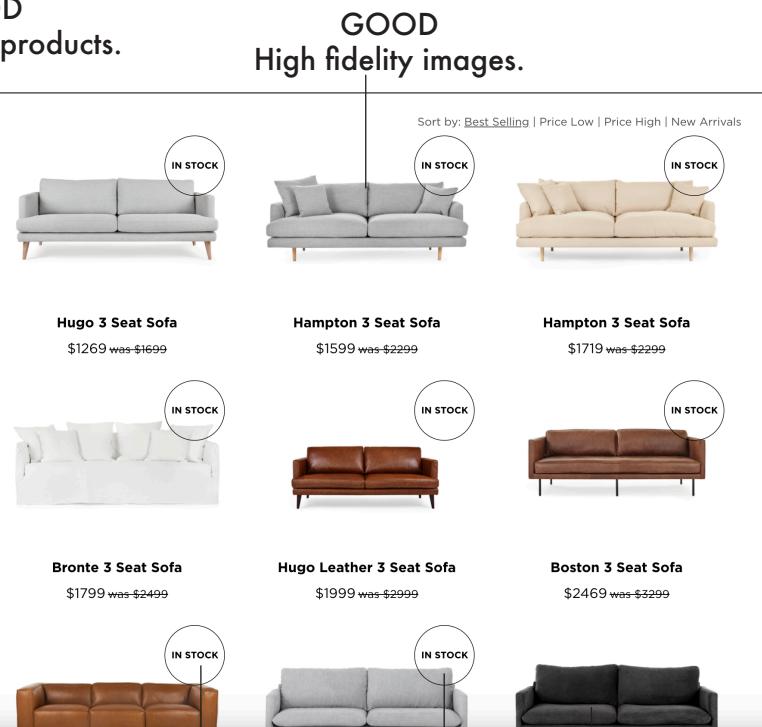
# LIST OF PRODUCTS - loungelovers (bad)

Desktop Resolution

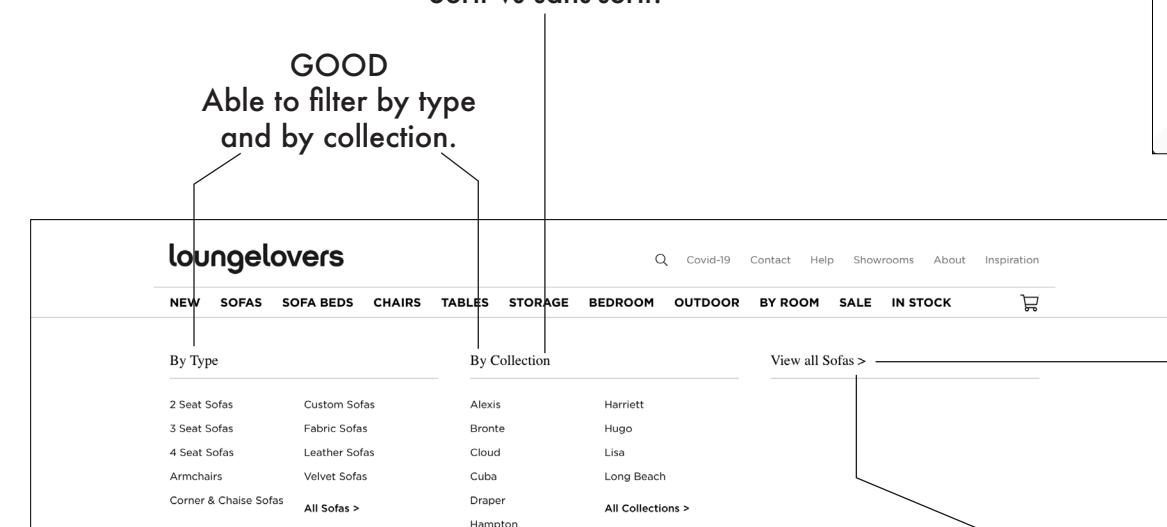


**GOOD**  
Able to filter products.

TYPE  
COLOUR  
PRICE  
STYLE  
LOUNGABILITY  
AVAILABILITY  
Reset filter



**GOOD**  
High fidelity images.



**GOOD**  
Able to filter by type and by collection.

**BAD**  
Inconsistent font for titles.  
Serif vs sans-serif.

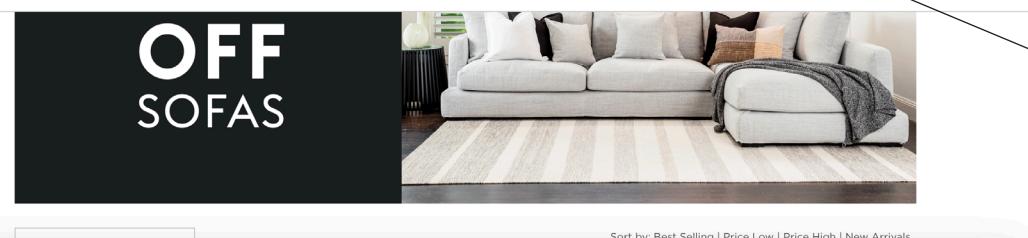
**BAD**  
In stock label is on most products, an "out of stock" label may be more effective.

**BAD**  
Items not labelled "in stock" are still able to be purchased.

**BAD**  
"In stock" label too similar to normal text.

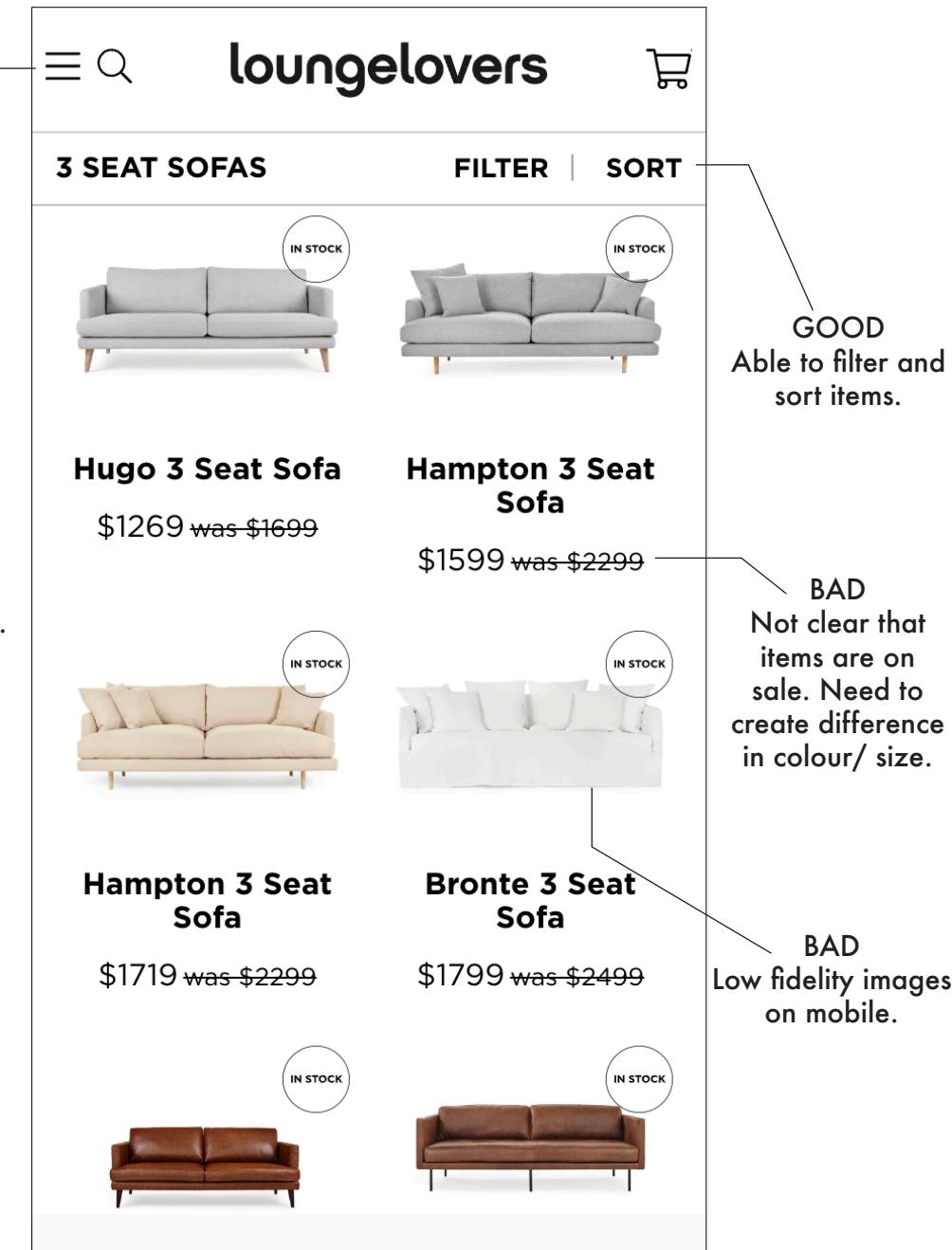
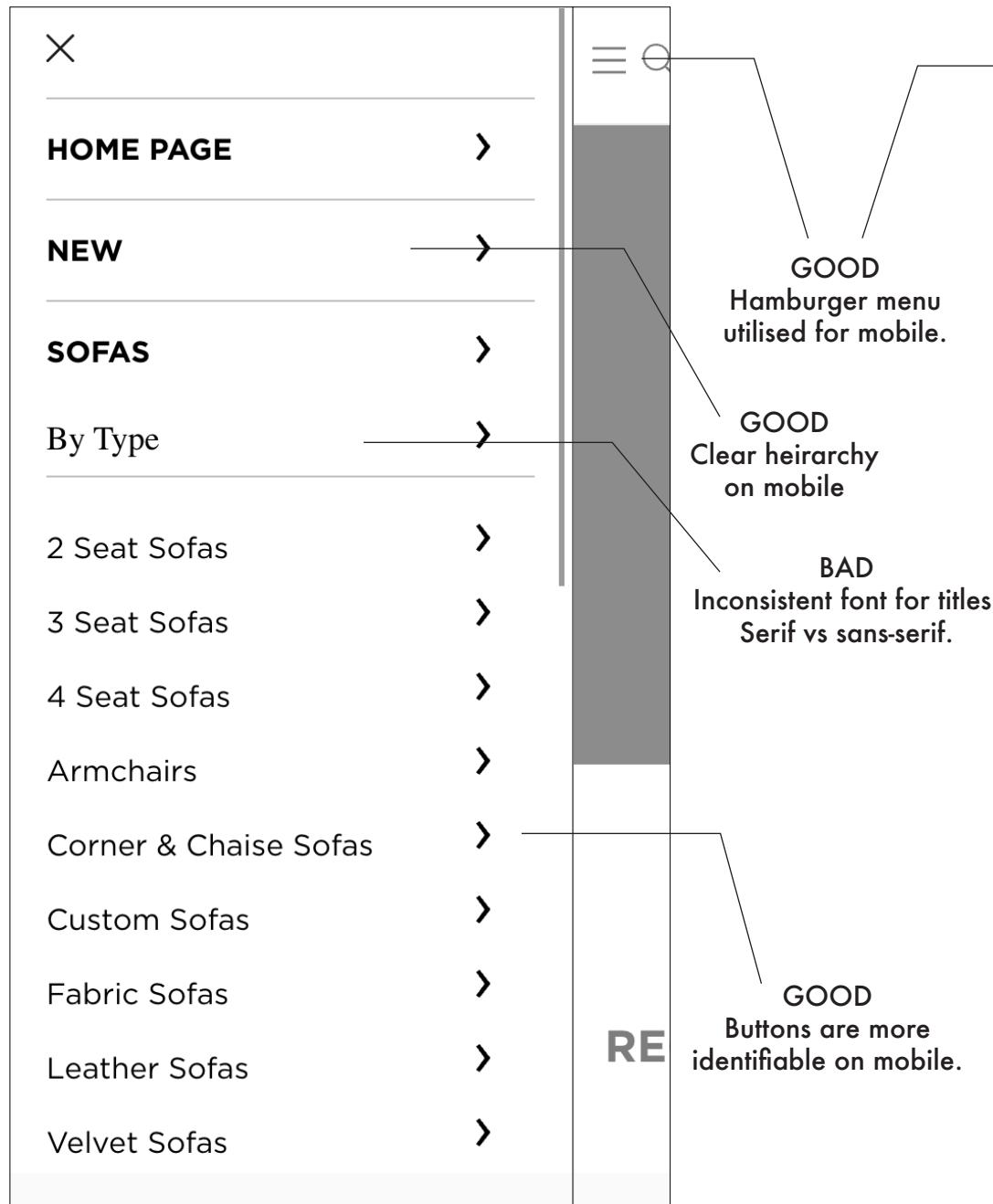
**BAD**  
Button is consistent with the titles, does not appear as a button. Lack of visual hierarchy and difference.

**BAD**  
Button is redundant, can just click the "sofas" title.



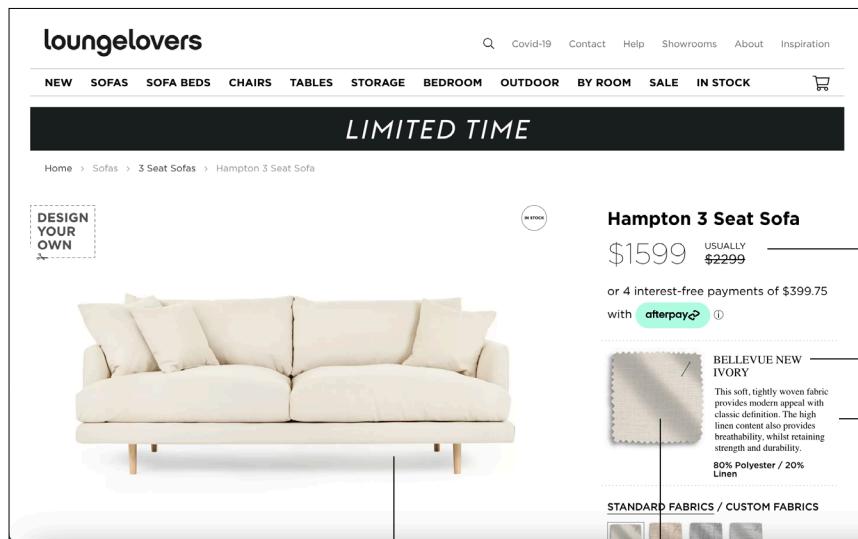
# LIST OF PRODUCTS - loungelovers (bad)

Mobile Resolution



# PRODUCT PAGE - loungelovers (bad)

Desktop Resolution



**GOOD**  
High fidelity image.  
**BAD**  
Low fidelity image.

**GOOD**  
Carousel saves space.

**GOOD**  
Suggestion to customers.

CUSTOMERS ALSO VIEWED			
Hampton 3 Seat Sofa \$1,599 was \$2299	Hampton 3 Seat Sofa \$1,599 was \$2299	Hampton 4 Seat Sofa \$1,799 was \$2499	Hampton 2 Seat Sofa \$1,499 was \$1999

Product details table:

Legs Material	Solid oak legs.
Suspension	Webbing
Leg Colour	Natural
Assembly Instructions	Legs to be fitted
Instructions Included	Yes
Warranty Frame	5 years
Warranty Fabric Maintenance	12 months Maintain its neat appearance and clean with a damp cloth.

**BAD**  
Instock label covers image, ineffective proximity.

**BAD**  
Not enough space between columns.

**BAD**  
Not obviously on sale. No use of word sale. No isolation effect.

**BAD**  
Inconsistency in title, lacks hierarchy.

**BAD**  
Inconsistency in font.



#### TIMELESS DESIGN

The ultimate in casual elegance, this spacious three-seater sofa has a contemporary, beach house vibe which is instantly relaxing, while its slim profile and tapered legs ensure it's roomy without adding bulk to your living room.

#### PREMIUM COMFORT

Hampton's seat cushions are filled with a plush feather blend which delivers sublime comfort to sink into, or snuggle up on.

#### COMPLETELY CUSTOMISABLE

Not quite right? Choose from a wide range of fabulous fabrics, natural or dark timber legs, soft or firm cushion fillings and more to create a piece that's perfect for your unique living space.

**BAD**  
Inconsistency in button design between "order a free sample" and "buy now".

**BAD**  
Consumer has to scroll down to access buy now button, should be at top. Ineffective use of space.

**GOOD**  
Buy now is clearly identifiable as a button



**BAD**  
Inconsistency in font and title.

Delivery  
To 3004, VIC (edit)

\$99

VIEW IN SHOWROOM

DIMENSIONS (CM)	
Width	215
Depth	97
Height	90
Seating height	45
Leg Height	16
Product Weight (kg)	65
Packaging - Box 1	218 x 98 x 53 cm

PRODUCT DETAILS	
Loungability	Soft
Back filling	50% Feather/50% Fibre

**BAD**  
Not enough space between columns.

**BAD**  
Inconsistency between text in paragraph and sub-title.

# PRODUCT PAGE - loungelovers (bad)

The desktop view shows a large, low-fidelity image of the sofa at the top. Below it is a smaller, higher-fidelity image of the sofa. To the left of the sofa is a 'DESIGN YOUR OWN' button, and to the right is an 'IN STOCK' button. The sofa is white with four pillows. The title 'Hampton 3 Seat Sofa' is in bold black font, followed by the price '\$1599' and 'USUALLY \$2299'. A payment plan option 'or 4 interest-free payments of \$399.75' is also present.

BAD  
Not obviously on sale.

The desktop view includes a detailed fabric swatch for 'BELLEVUE NEW IVORY'. Below it is a description: 'This soft, tightly woven fabric provides modern appeal with classic definition. The high linen content also provides breathability, whilst retaining strength and durability.' It also lists '80% Polyester / 20% Linen'. There is a section for 'STANDARD FABRICS / CUSTOM FABRICS' with four small fabric swatches. A link 'ORDER A FREE FABRIC SAMPLE >' is provided. The word 'IN STOCK' is visible below the fabric section. At the bottom is a large 'BUY NOW' button.

GOOD  
Buy now is clearly identifiable as a button

**BAD**  
Inconsistency in  
font and title.

Mobile Resolution

The mobile view shows a large 'Delivery' section with the text 'To 3004, VIC (edit)' and a 'VIEW IN SHOWROOM' button. Below it is a 'DIMENSIONS (CM)' section with the following data:

Width	215
Depth	97
Height	90
Seating height	45
Leg Height	16
Product Weight (kg)	65
Packaging - Box 1	218 x 98 x 53 cm

Below the dimensions is a 'PRODUCT DETAILS' section with the following data:

Loungability	Soft
Back filling	50% Feather/50% Fibre

GOOD

Dimensions are underneath im-  
age and "buy now" button on  
mobile, this is a more coherent  
layout than on desktop.

# SHOPPING CART - loungelovers (bad)

**loungelovers**

NEW SOFAS SOFA BEDS CHAIRS TABLES STORAGE BEDROOM OUTDOOR BY ROOM SALE IN STOCK

Home > 3 Seat Sofas > Hampton 3 Seat Sofa

DESIGN YOUR OWN

IN STOCK

Cleo Bone Inlay Bedside Table  
Qty: 1 \$499 \$799

Hampton 3 Seat Sofa  
Qty: 1 \$1,599 \$2,299

Subtotal \$2,098 SAVE \$1,000

CHECKOUT

BELLEVUE NEW IVORY  
This soft, tightly woven fabric provides modern appeal with classic definition. The high linen content also provides breathability, whilst retaining strength and durability.  
80% Polyester / 20% Linen

STANDARD FABRICS / CUSTOM FABRICS

**BAD**  
Instock label covers image fully,  
ineffective use of proximity and space.

Hampton 3 Seat Sofa  
Bellevue New Ivory  
IN STOCK  
x Remove

\$1,599 \$2,299

- 1 +

\$1,599

YOU MAY ALSO LIKE

Ark Dining Chair \$149 was \$199	June Dining Chair \$59 was \$99	Cafe Dining Chair \$149 was \$199	Maggie Dining Chair \$119 was \$199
--	---------------------------------------	---	---

Subtotal (2 items)  
Order dispatched from 22 Mar 23

\$2,098

Delivery  
To 3004, VIC [edit](#)  
[Or Pickup available](#)

Discount or gift voucher? [Add it here](#)

Total  
\$2,197

CHECKOUT

**GOOD**  
Able to see what is in cart  
before checking out.

**GOOD**  
Good use of shadows to  
provide depth to make  
figure/ground relationship  
clear. Could be darker,  
more obvious.

**loungelovers**

NEW SOFAS SOFA BEDS CHAIRS TABLES STORAGE BEDROOM OUTDOOR BY ROOM SALE IN STOCK

LIMITED TIME

Shopping Cart

Product	Unit Price	Qty	Total
Cleo Bone Inlay Bedside Table Dark Grey IN STOCK x Remove	\$499 \$799	- 1 +	\$499
Hampton 3 Seat Sofa Bellevue New Ivory IN STOCK x Remove	\$1,599 \$2,299	- 1 +	\$1,599

YOU MAY ALSO LIKE

Subtotal (2 items)  
\$2,098

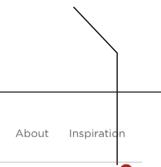
**BAD**  
X in front of Remove  
button is redundant.

**BAD**  
Remove button is not easily  
identifiable as it is the same  
as the sub-title.

**BAD**  
User must scroll to bottom  
of page to checkout

Desktop Resolution

**GOOD**  
Isolation effect is effective in  
demonstrating how many  
items are in cart.



**BAD**  
Red sale price, isolation  
effect is used effectively.  
However, is inconsistent  
with rest of the website.  
Should be utilised on  
homepage and list page.

# SHOPPING CART - loungelovers (bad)

Mobile Resolution

**loungelovers**

Cleo Bone Inlay Bedside Table  
Qty: 1 \$499 \$799

Hampton 3 Seat Sofa  
Qty: 1 \$1,719 \$2,299

**Subtotal** \$2,218 SAVE \$880

**CHECKOUT**

**Hampton 3 Seat Sofa**  
\$1719 USUALLY \$2299  
or 4 interest-free payments of \$429.75  
with [afterpay](#)

**GOOD**  
Good use of shadows to provide depth to make figure/ground relationship clear.  
Could be darker.

**loungelovers**

+UP TO 50% OFF SELECTED ITEMS

**Shopping Cart**

Cleo Bone Inlay Bedside Table  
Dark Grey IN STOCK  
\$499 \$799

x Remove - 1 + \$499

Hampton 3 Seat Sofa Bellevue New Ivory IN STOCK  
\$1,599 \$2,299

x Remove - 1 + \$1,599

**BAD**

Red sale price, isolation effect is used effectively.  
However, is inconsistent with rest of the website. Should be utilised on homepage and list page.

**GOOD**  
Isolation effect is effective in demonstrating how many items are in cart.

**loungelovers**

Subtotal (2 items) \$2,098  
*Order dispatched from 22 Mar 23*

Delivery To 3004, VIC [\(edit\)](#)  
[Or Pickup available](#)

Discount or gift voucher? [Add it here](#)

**Total** \$2,197

**CHECKOUT**

**YOU MAY ALSO LIKE**

**BAD**

User must scroll to bottom of page to checkout

## 5 Best Aspects

- Clear hierarchy created on mobile, utilising better isolation and balance techniques.
- Consistent colour theme throughout, monochromatic both in text and buttons.
- Consistent spacing and padding on edges, even if the padding is excessive, creates balance on the page.
- Use of hamburger menu on mobile aids with space and balance on a smaller screen.
- Most images are high fidelity, despite some small issues, especially on mobile.

## 5 Critical Issues

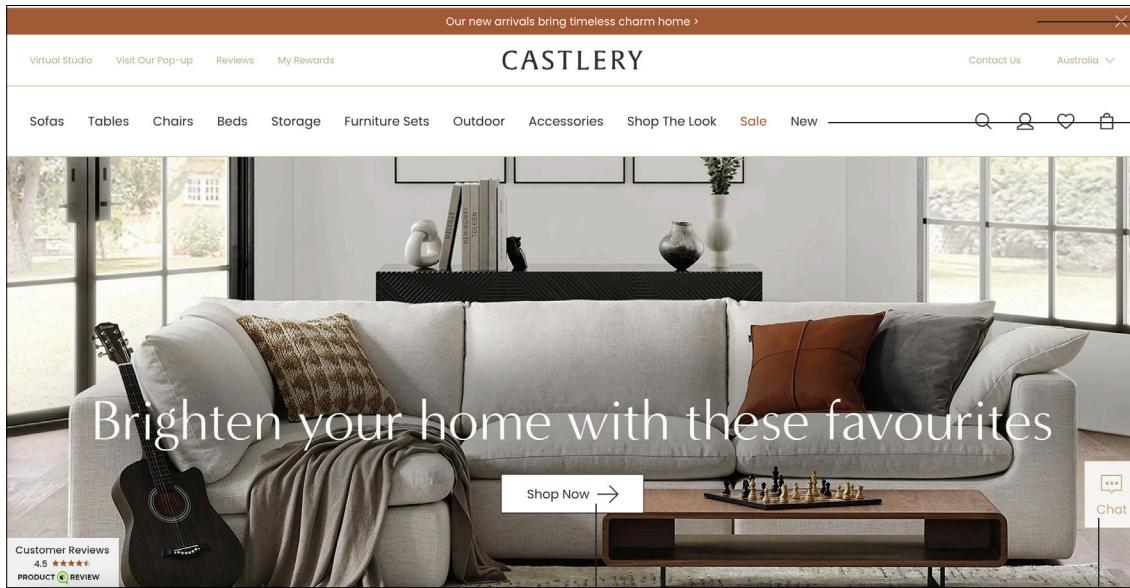
- Low fidelity images, especially on mobile as they haven't been scaled down correctly.
- Inconsistency in fonts, lack of unity.
- The "In stock" label often covers entire image. Not a good understanding of proximity, space or balance.
- Lack of alignment between elements, creates an overall unbalanced look lacking unity.
- Buttons are often too similar to other text and are not easily identifiable, users may overlook functions because they do not realise they are buttons.



**CASTLERY**

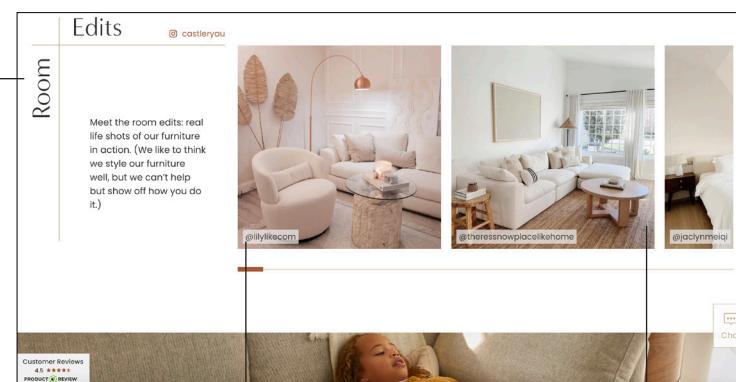
# HOME PAGE - castlery (good)

Desktop Resolution



## GOOD

Different fonts are utilised for titles versus text, creating a hierarchy. However, they are used consistently.

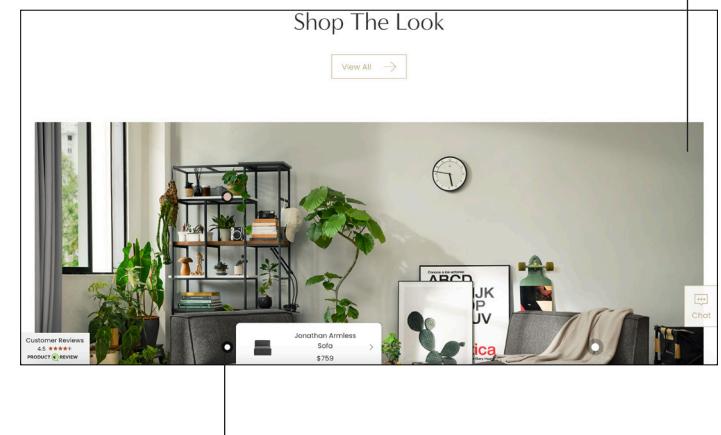


Good  
Shadow is utilised to create depth.

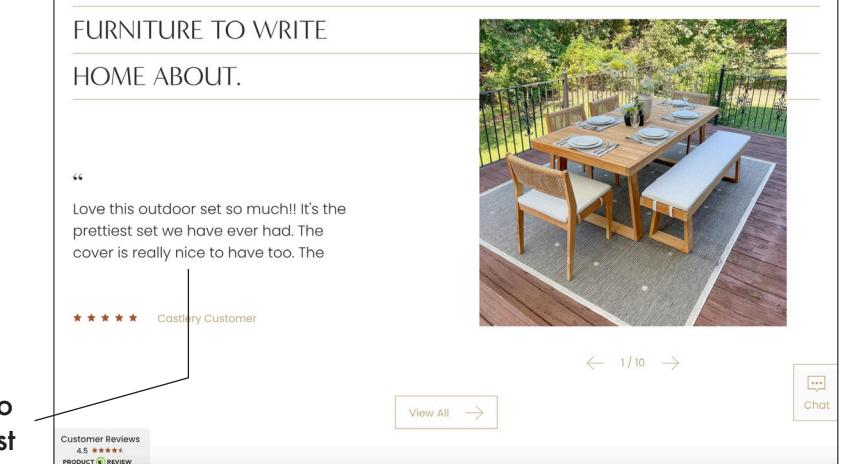
GOOD  
Carousel is used for easy readability and to utilise space.

GOOD  
Consistent colour choices

GOOD  
All title fonts and proximity are consistent. All are aligned.

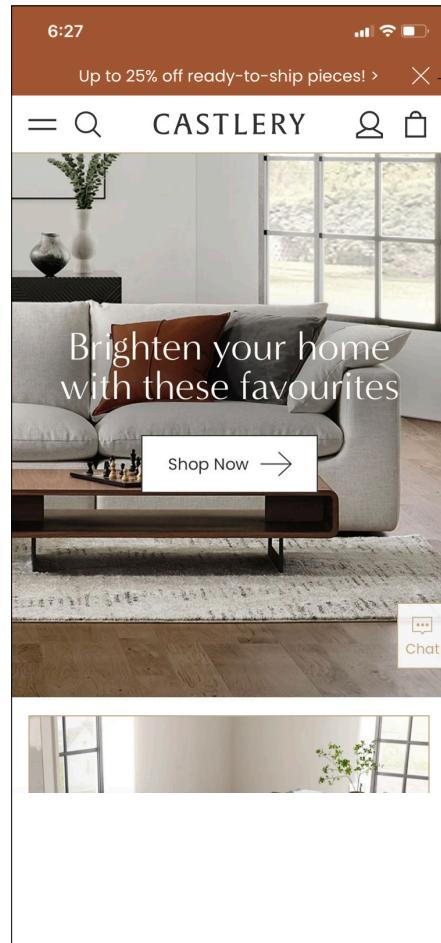


GOOD  
Buttons are utilised to find out more information.

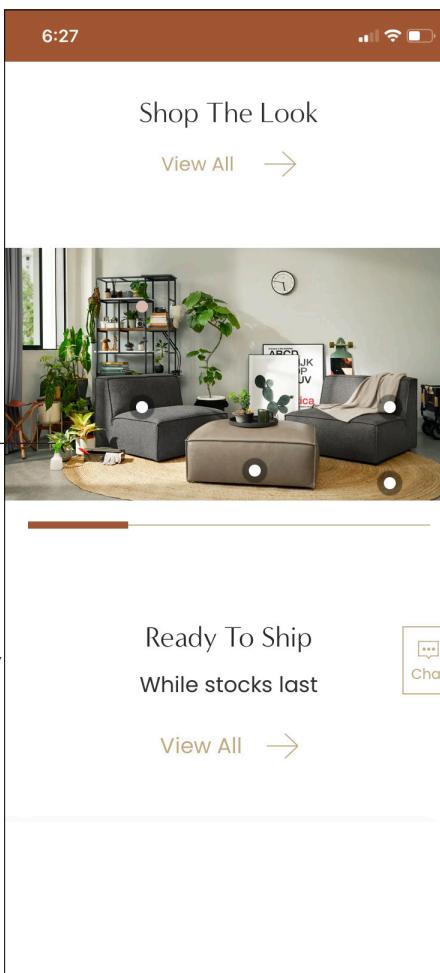


BAD  
Text cuts off with no way to read the rest of the paragraph.

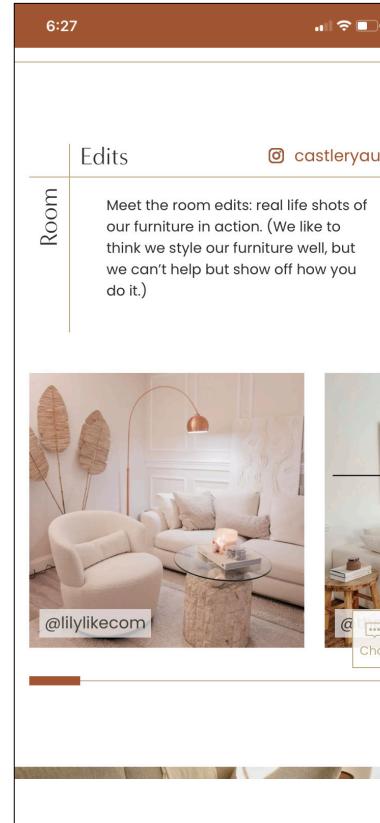
# HOME PAGE - castlery (good)



GOOD  
High fidelity images

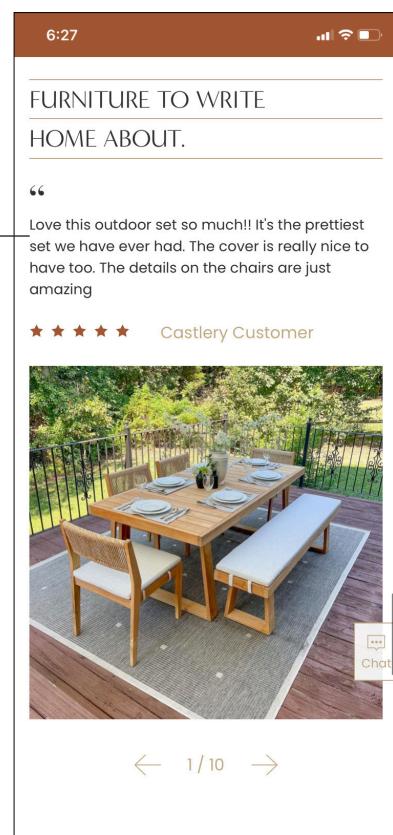


GOOD  
Option for user to remove ad once having read it.  
Saves space for the mobile resolution.



Room

GOOD  
Carousel is utilised in mobile resolution.



GOOD  
Chat is available for user throughout the whole website.

GOOD  
Full paragraph is available on mobile.

Mobile Resolution

# LIST OF PRODUCTS - castlery (good)

Desktop Resolution

The screenshot shows the Castlery website's homepage. At the top, there's a navigation bar with links like 'Virtual Studio', 'Visit Our Pop-up', 'Reviews', 'My Rewards', and a search bar. Below the navigation is the main header 'CASTLERY'. The main content area features a large image of a sofa set, with a sidebar on the left for 'Sofas' categories: All Sofas, Modular Sofas, Sectional Sofas, Leather Sofas, 2 Seater Sofas, and 3 Seater Sofas. To the right of the image are three product cards: 'Bestsellers' (a grey modular sofa), 'Elias Collection' (a white sofa), and 'Sale' (a brown sofa). At the bottom, there's a 'Sort By: Recommendation' dropdown and a 'Sale' button.

**GOOD**  
Utilises wishlist as well as cart, greater usability.

**GOOD**  
High fidelity images

**GOOD**  
All elements are aligned and similar.

**GOOD**  
Buttons clearly defined and similar.

**GOOD**  
Products are able to be filtered.

This screenshot shows a filtered list of sofa products on the Castlery website. On the left, there's a sidebar with 'Hide Filters' and several filter categories: 'Featured' (checkboxes for Sale, Clearance, New Arrival), 'Leaves Warehouse' (checkboxes for Ready To Ship, In 1 Week, 3 - 4 Weeks, 4 - 6 Weeks, 7 - 9 Weeks, 10 Weeks +), and 'Material' (checkboxes for leather, fabric, etc.). The main content area displays three sofa products: 'Jonathan Leather Extended Sofa' (brown leather sofa), 'Owen 3 Seater Sofa' (grey fabric sofa), and 'Madison 3 Seater Sofa' (grey fabric sofa). Each product card includes its name, price (\$3,999, \$1,799, \$1,499), a 'Clearance' badge, and a 'Chat' button. The 'Sort By: Recommendation' dropdown is also visible at the top right.

**GOOD**  
Products are able to be sorted.

**GOOD**  
Isolation effect used to bring attention to sale items.

# LIST OF PRODUCTS - castlery (good)

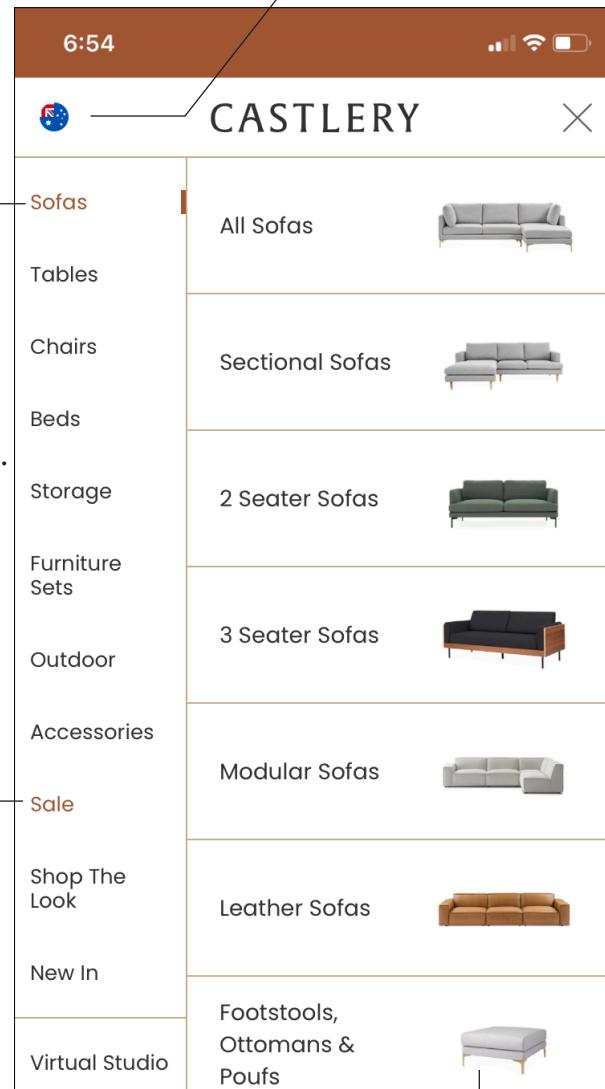
Mobile Resolution

**GOOD**

Hamburger menu is utilised for mobile.

**GOOD**

Location of user is displayed.



**GOOD**  
User's current selection illustrated by text colour, isolation effect.

**GOOD**

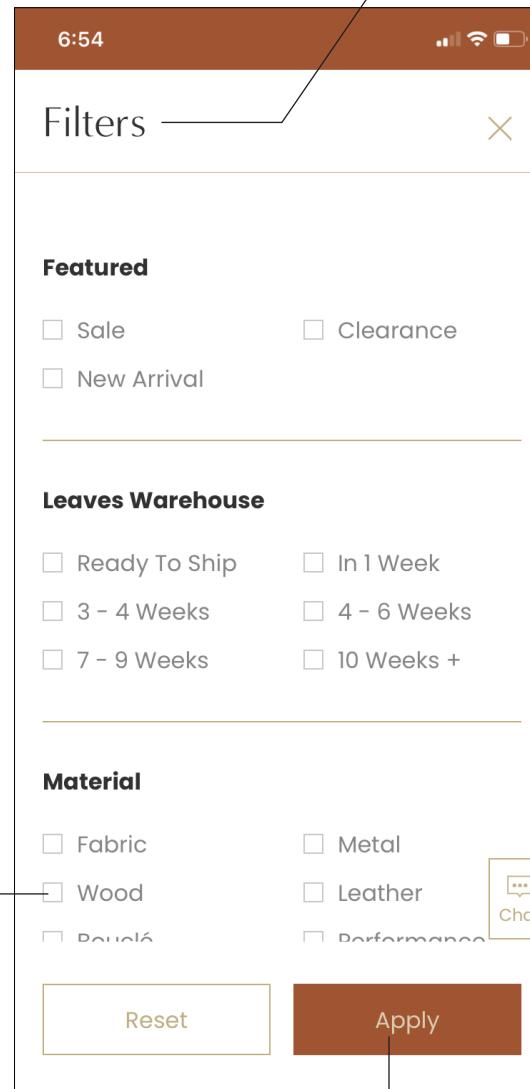
Isolation effect used to bring attention to sale items.

**GOOD**

Products are sorted into sections with visual aid.

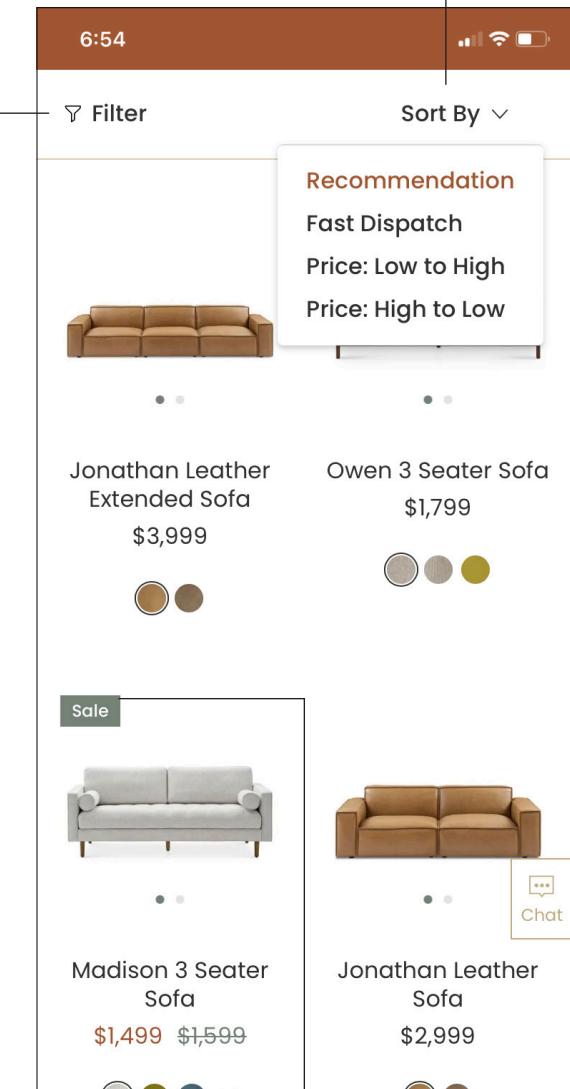
**GOOD**

Products are able to be filtered.



**GOOD**  
All elements are aligned.

**GOOD**  
Opposite buttons are differently designed but coherent with theme and colour.



**GOOD**

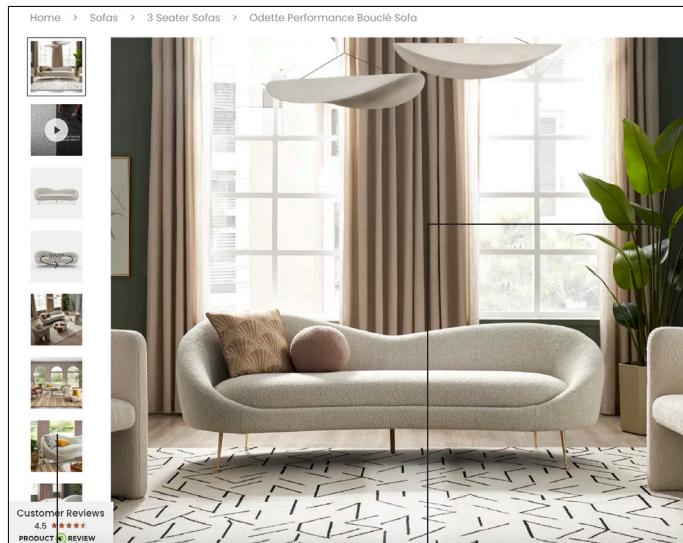
Sale label colour differs from main color, but still stays in theme.

**GOOD**

Products are able to be sorted.

# PRODUCT PAGE - castlery (good)

Desktop Resolution



**GOOD**  
Clear hierarchy is created  
Image carousel visible, through bold text, space,  
takes advantage of balance and colour.  
space.

Odette Performance Bouclé Sofa

★★★★★ 17 Reviews

\$1,899  
\$36.55 weekly for 12 months [ZIP](#)

Material: White Quartz Bouclé

Get Free Swatches

Add To Cart - \$1899

Ship to Sydney, 2000

Low in stock

Ship from Sydney

Delivery Estimated Within Mar 30 - Apr 6

Delivery calculated per shipment\*  
View full Delivery Policy here

14-Day Returns  
Terms and Conditions apply

**GOOD**  
Underline is used for links  
that are important for the  
user to see and interact with.

These Pair Well Together

Andre Coffee Table \$699

Peri Coffee Table \$599

Cupid Coffee Table \$899

Lorenzo Wool Area Rug \$399

#AtHomewithCastlery

**GOOD**  
Offering users similar options  
based on their browsing.

**GOOD**  
Title font is different but  
consistent with theme on  
other pages.

**GOOD**  
Able to add product to  
wishlist.

**GOOD**  
Add to cart button is the  
most easily recognisable/  
visible.

**GOOD**  
Low in stock label  
is different colour,  
isolation effect.

**GOOD**  
Drop down menu is  
easily identifiable.

**GOOD**  
Consistency in title and  
paragraph texts creates  
identifiable hierarchy.

Customer Reviews

★★★★★ 17 Reviews

Recommended ▾

Castlery Customer

Castlery Customer

Elegance personified

Review on Odette Performance Bouclé Sofa, White Quartz

Review on Odette Performance Bouclé Sofa, White Quartz

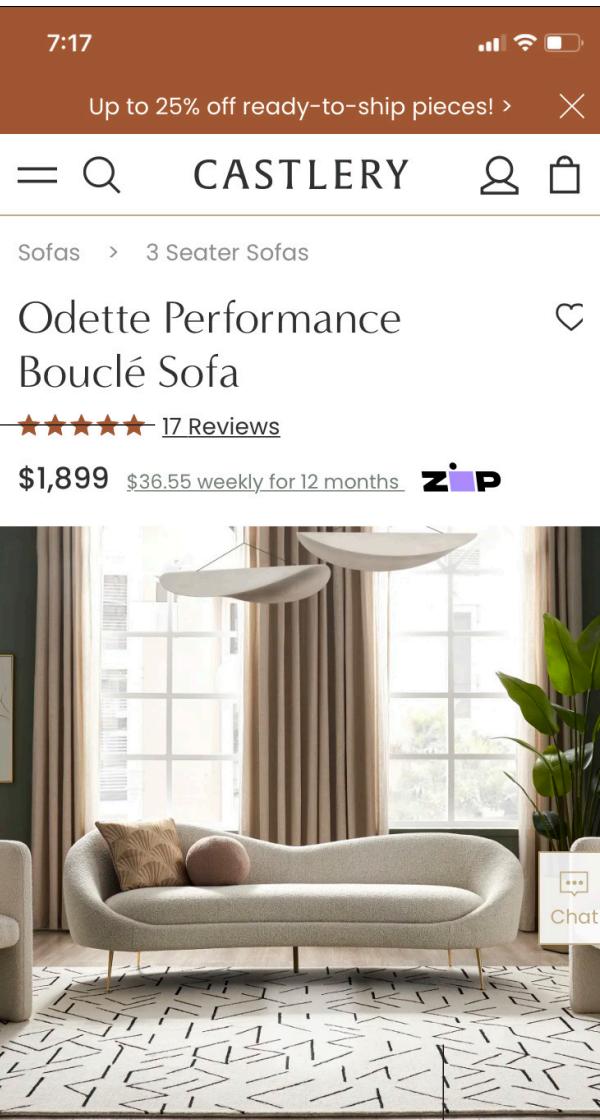
Customer Reviews

4.5 ★★★★  
PRODUCT [REVIEW](#)

Chat

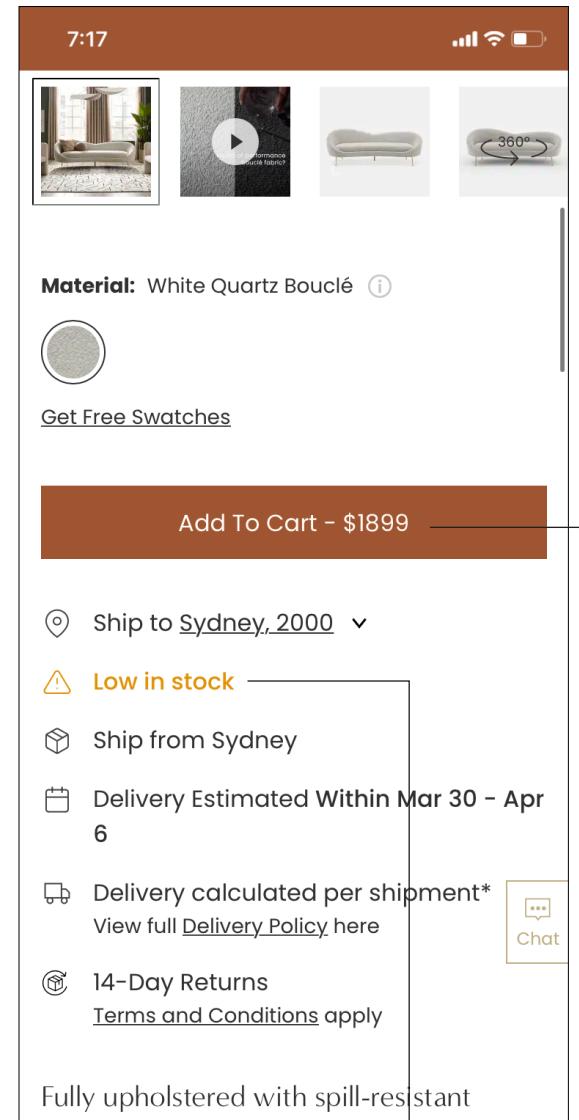
**GOOD**  
All elements are aligned,  
the horizontal layout  
takes advantage of the  
space on the screen.

# PRODUCT PAGE - castlery (good)



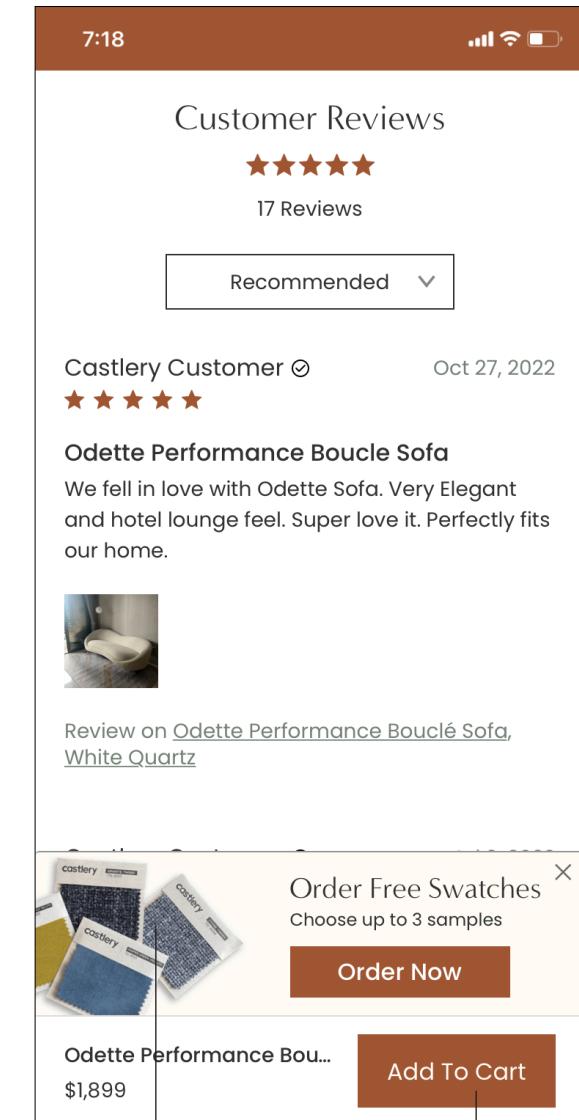
**GOOD**  
Underline is used for links that are important for the user to see and interact with. Isolates these links from others.

**GOOD**  
High fidelity image.



**GOOD**  
Low in stock label is different colour, isolation effect.

**BAD**  
Add to cart button is identifiable, but maybe should be closer to top so able to be seen without scrolling.



**BAD**  
Order free swatches button should have shadowing behind to create more depth.

Mobile Resolution

**GOOD**  
Add to cart follows the user as they scroll.

# SHOPPING CART - castlery (good)

Desktop Resolution

Virtual Studio Visit Our Pop-up Reviews My Rewards

**CASTLERY**

Sofas Tables Chairs Beds Storage Furniture Sets Outdoor Accessories Shop The Look

Home > Beds > Beds > Dawson Bed

Customer Reviews 4.5 ⭐⭐⭐⭐  
PRODUCT REVIEW

Our new arrivals bring timeless charm home >

2 items added to your cart

**Odette Performance Bouclé Sofa**  
White Quartz Bouclé  
Delivery Estimated: From Sydney Within Mar 30 - Apr 6  
1 \$1,899

**Dawson Bed**  
Beach Linen | Queen  
Delivery Estimated: From Sydney Within Mar 30 - Apr 6  
1 \$1,399

Items Subtotal \$3,298

Shipping (Sydney, 2000) \$49

Add Coupon Code Log in to view your coupons +

Total \$3,347

**Checkout** →

**GOOD**  
Checkout button is the most easily recognisable/visible.

**GOOD**  
Allows user to access/contact help from this page.

View your favourite styles at home with our new AR feature >

**CASTLERY**

Need Help? WhatsApp +61 482-072-880  
Mon - Fri: 9:30am - 6:00pm, Sat - Sun: 10:00am - 5:00pm

1 Shipping Information 2 Shipping Method 3 Payment

**Shipping Address**  
Sammy Phillipson  
21 McDonalds Lane  
Mulgrave, 3170  
+61 467 056 539

**Shipping Method**  
Estimated Delivery: Within Apr 4 - Apr 11 (From Sydney)  
Request For Preferred Delivery Period  
**\$6,596 (2 items)**

**Odette Performance Bouclé Sofa**  
White Quartz Bouclé | Assembly Required  
Quantity: 2

**Dawson Bed**  
Material: Beach Linen  
Size: Queen  
Quantity: 2

Customer Reviews 4.5 ⭐⭐⭐⭐  
PRODUCT REVIEW

**Order Summary**

Odette Performance Bouclé Sofa	\$3,798
Dawson Bed	\$2,798
Items Subtotal	\$6,596
Shipping	\$49
Services	\$30

Chat

**GOOD**

Allows user to double-check their cart and shipping address before checking out.

Welcome

Log in or sign up for an account. Furniture shopping is about to get exciting, and we wouldn't want you to miss out on anything.

**Quick Sign up**

- Sign up with Facebook
- Sign up with Apple
- Sign up with Google

or

**Sign up with Email**

First Name This field is mandatory  
Last Name  
Email  
Password  
Confirm Password

By signing up, you agree to Castlery's Terms of Use and Privacy Policy. You will be opted in to our newsletters, and can unsubscribe at anytime.

**Sign up** →

Customer Reviews 4.5 ⭐⭐⭐⭐  
PRODUCT REVIEW

**GOOD**  
Depth is created using shadow.

**BAD**  
Users are forced to be opted in to newsletters until they unsubscribe.

**BAD**  
Forces user to either create an account or login.

**GOOD**  
Sign up is clearly the wanted first option, with login as the second option as the buttons are differently designed.

**Dawson Bed**  
Beach Linen | Queen | Assembly Required  
Quantity: 2

**Basic**

- ✓ Delivered to ground floor at front entrance, lift lobby or foot of stairs.
- ✓ Delivered via courier with signature required.
- ✓ Tracking info provided.
- ✗ No scheduling of delivery, carrying up of items, unpacking, assembly or rubbish removal.

\$49

**Room of Choice**  
**Most Popular**

- ✓ Delivered to your room of choice, including up to two flights of stairs.
- ✓ Delivered via courier with signature required.
- ✗ Unpacking, assembly and rubbish removal. (excl. existing furniture)

+\$30

**White Glove**

- ✓ Delivered to your room of choice, including up to two flights of stairs.
- ✓ Delivered via courier with signature required.
- ✗ Unpacking, assembly and rubbish removal. (excl. existing furniture)

+\$109

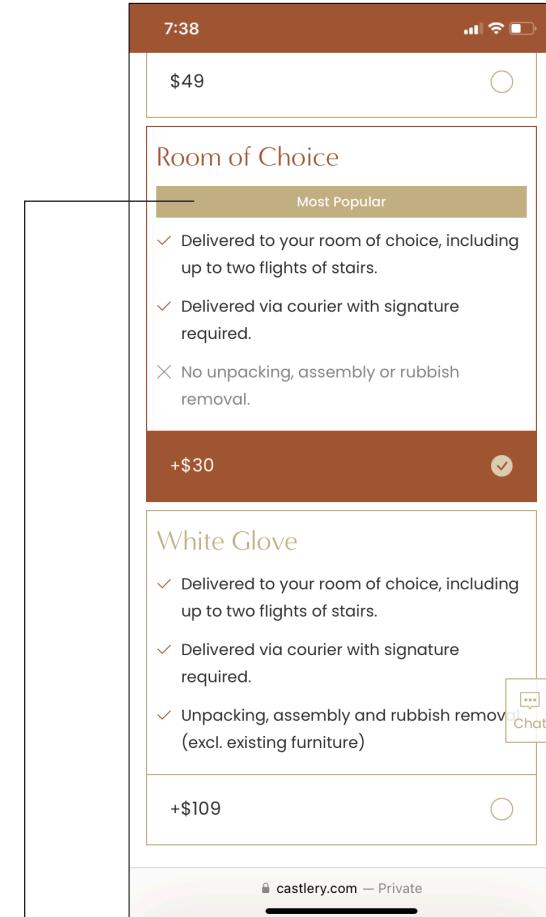
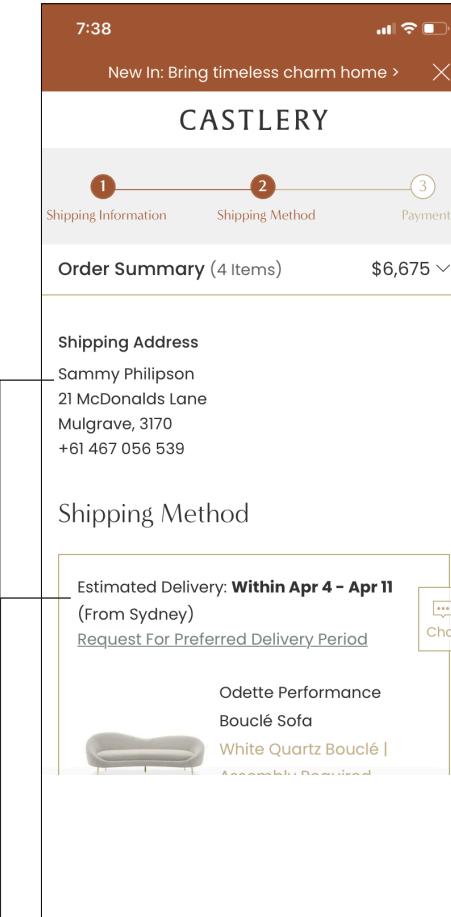
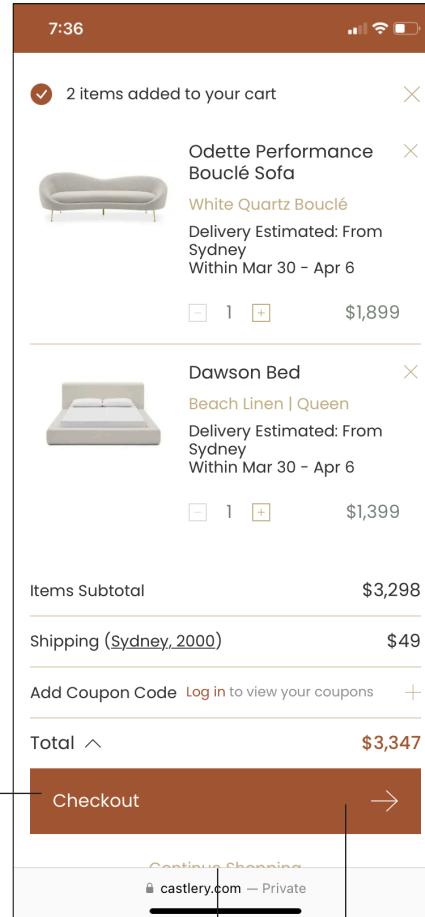
← Back Continue →

Customer Reviews 4.5 ⭐⭐⭐⭐  
PRODUCT REVIEW

**GOOD**  
Allows user to choose three shipping options with the most popular being preselected.  
Isolation effect. Coloured outline, salient buttons, different coloured text.

# SHOPPING CART - castlery (good)

Mobile Resolution



**GOOD**  
Isolation is used to put emphasis on checkout vs the Continue Shopping button.

**GOOD**  
Checkout button is the most easily recognisable/visible.

**GOOD**  
Allows user to double-check their cart and shipping address before checking out.

**GOOD**  
Allows user to choose three shipping options with the most popular being preselected.  
Isolation effect. Coloured outline, salient buttons, different coloured text.

# CASTLERY SUMMARY

## 5 Best Aspects

- Ability to create an account.
- Consistent themes in colour and text fonts, maintained throughout entire website on mobile and desktop.
- Elements are balanced and aligned across all areas, illustrating good unity.
- Clear visual hierarchy is created through bold text, colour and different fonts, illustrating a clear understanding of balance and space.
- Extensive usability through the use of wishlist, allowing user to remember products and come back to them later.

## 5 Critical Issues

- Users MUST create an account to check out, this may cause some users to refuse, and not use the checkout.
- “Order free swatches” pop up should have more shadowing behind it to create depth.
- Text cuts off in customer reviews on desktop but not on mobile.
- Not all text is consistent font, however it is still a coherent design despite this.
- Add to cart button should be seen without needing to scroll to aid the ease of the user.



**BROSA**

# Homepage - Brosa (bad)



# Homepage - Brosa (bad)

Mobile Resolution

**GOOD**  
Grouping through similarity and proximity.

The mobile homepage features a prominent 40% off promotion for all furniture and homewares. The layout is balanced, with the promotional banner taking up the top half of the screen and a smaller promotional box at the bottom. The navigation bar at the top includes a menu icon, user icons, and a search bar.

**BAD**  
Waste of space, takes up entire screen of homepage.

**GOOD**  
Page is balanced.

**BAD**  
Repetition of Ad looks tacky, especially with the low fidelity and button.

**BAD**  
Too spread out, have to scroll so much, should minimise size of boxes to fit more in one screen, takes three screen lengths.

The mobile view shows three separate category pages: 'Sofas', 'Living Room', and 'Dining'. Each page contains a large image of a sofa or chair, a title, and a '40% OFF' promotional banner at the bottom. The layout is visually cluttered and requires significant scrolling.

**BAD**  
Random products being presented after the "recommended for you" section. Not sure why they're here, doesn't feel like a homepage.

**BAD**  
Uneven padding, not consistent.

The mobile view displays a series of random products: a bed base slip cover, a wooden bed frame, a beige rug, and a red rug. These products are presented in a grid-like structure without clear grouping, and the overall layout is visually inconsistent.

**BAD**  
Gray box, poor contrast might as well not be there.

# LIST OF PRODUCTS - Brosa (bad)

**BROSA** Search thousands of products for your home

Shop by Department ▾ Recently Viewed ▾ New Arrivals

Delivery Options  
 FAST Dispatch  
 FREE Shipping

Top Categories  
 < Show All Categories  
 < Home & Garden  
 < Furniture  
 < Office Furniture  
 Office Chairs

Top Brands  
 Ergolux  
 Matt Blatt  
 ALFORDSON  
 Artiss

Office Chairs

HOME & GARDEN / FURNITURE / OFFICE FURNITURE / OFFICE CHAIRS

Ergonomic Chairs, Gaming Chairs, High Back Chairs, Low Back Chairs, Leather Chairs, Fabric Chairs, Replica Chairs

All Your Favourite Designs, Dedicated Support Team, Fast Dispatch on 1000s of Products

Sort by: Relevance, View as: Grid, List

**BAD**  
When hovered over, colour changes to magenta, inconsistent and clashes with salmon colour.

**BAD**  
Menu scrolls with you as you go down the products, user has to move mouse over to specifically scroll down the menu.

**BAD**  
Needs capitalisation.

**BAD**  
Text should be indented to be aligned looks messy like this.

**BAD**  
Icons too small to be useful.

**BAD**  
Boring product border (weak). Not visually appealing and repetitive. Little contrast to background.

Matt Blatt Morgan Office Chair (White Frame/ Grey)	Matt Blatt Eames Executive Office Chair Replica (Walnut/ Black Leather)	Matt Blatt Eames Group Standard Aluminum High Back Office Chair
\$499 SRP \$699	\$629 SRP \$899	\$299 SRP \$629
Ergolux EX10 Ergonomic Mesh Office Chair \$389 SRP \$549	Ergolux Dexter Gaming Chair (Black/Blue) \$49	Adjustable Under Desk Footrest – Ergonomic Foot Rest with 3 Height...

**BAD**  
Page no longer feels balanced.

Desktop Resolution

Price, Colour, Condition, Type, Frame Material, Seat Material

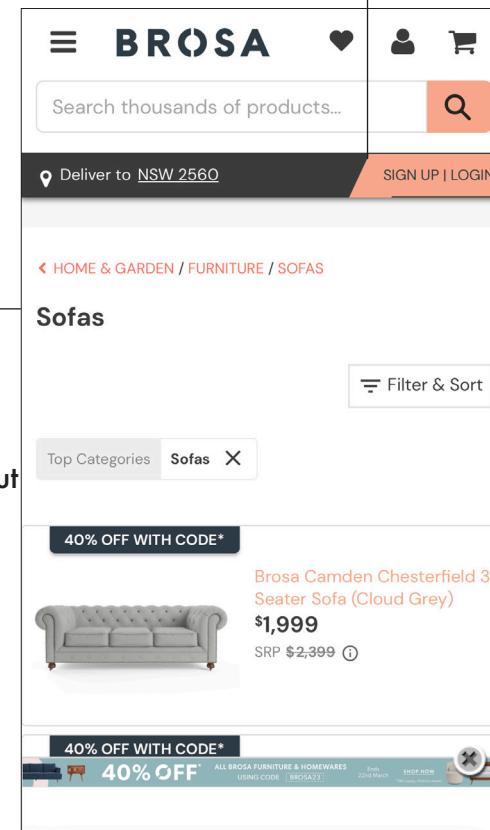
- Type
  - Ergonomic Office Chair
  - Office Chair
  - office chair
  - Office Chair, Executive Chair, Gaming Chair
  - Office Chair, Gaming Chair
  - Office Chair, Mesh Chair, Gaming Chair
  - Office Chair, Swivel Chair
- Type
- Frame Material
- Seat Material

# LIST OF PRODUCTS - Brosa (bad)

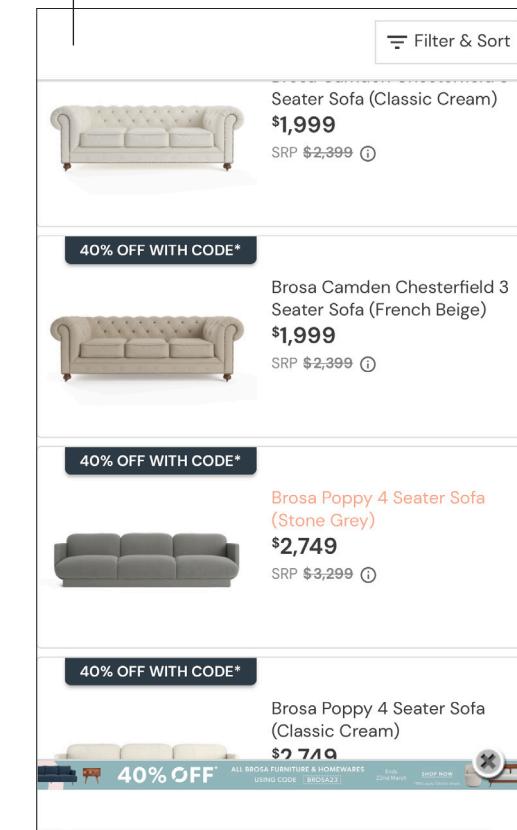
Mobile Resolution



**BAD**  
Lack of visual hierarchy, lots of things jumping out at once.



**BAD**  
No information on top of page telling the user what page they are on.

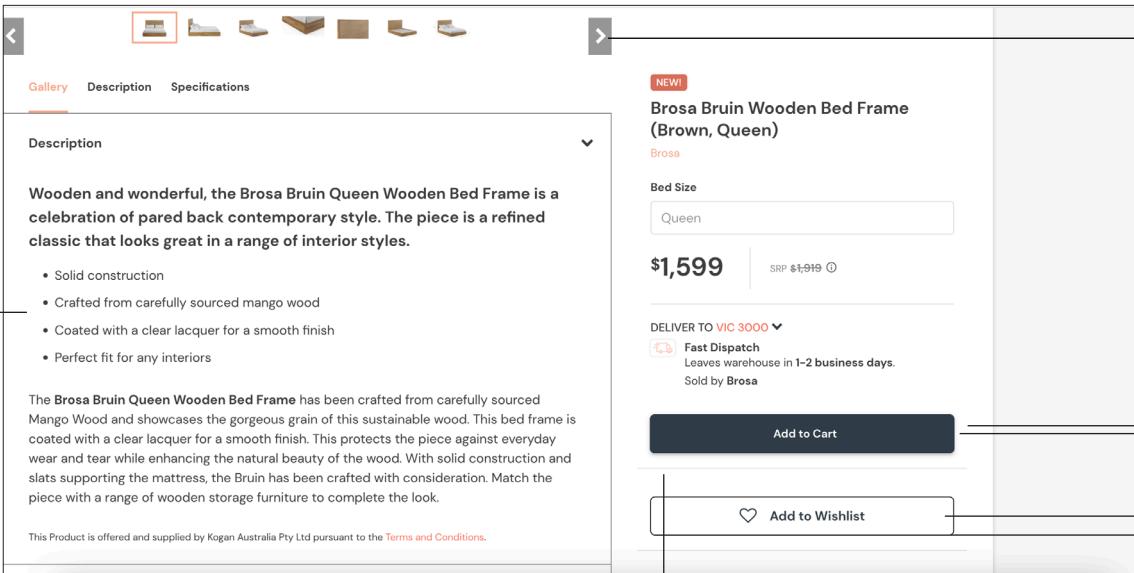
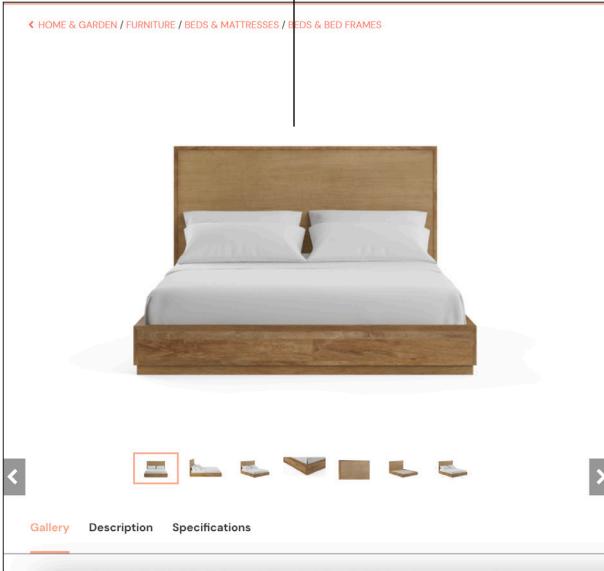


# PRODUCT PAGE - Brosa (bad)

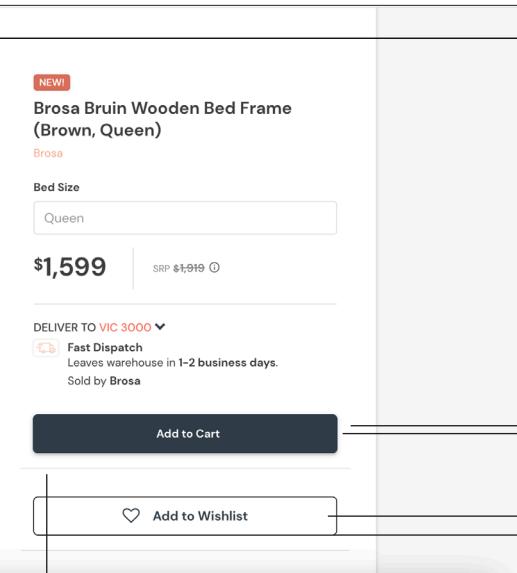
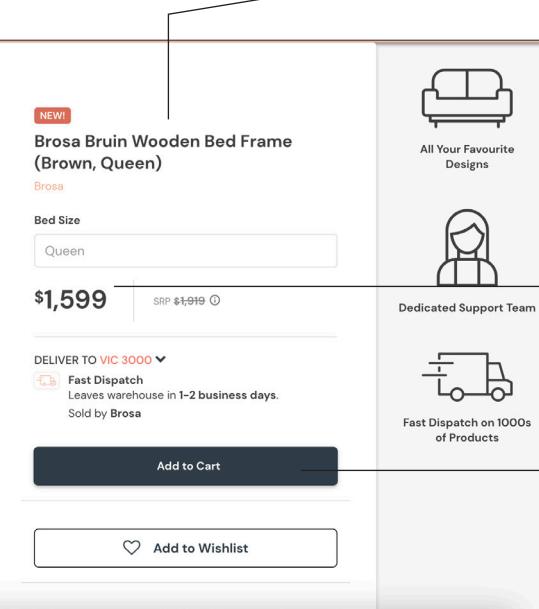
Desktop Resolution

**BAD**

Would be better if they had examples of furniture in actual bedroom setting with other decor.



**GOOD**  
Visual hierarchy highlights importance in an easy to read layout.



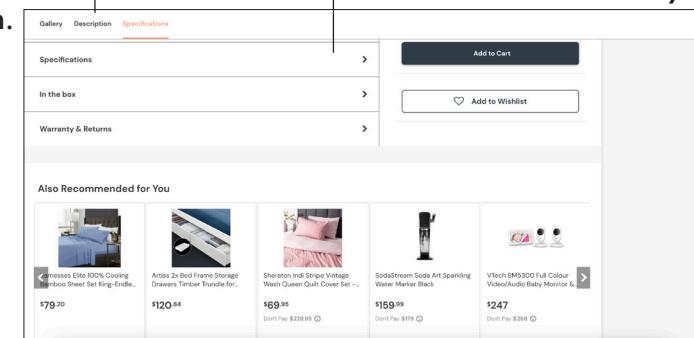
**BAD**  
Line separation unnecessary.

**BAD**

For hierarchy, item name and price should have more visual weight.

**GOOD**  
Visual weight for important button.

**GOOD**  
Menu shows which part of the item page you are on.



**BAD**  
Should be salmon to match theme.

**BAD**  
Text size inconsistent.

**GOOD**  
Use of dissimilarity to avoid confusion.

**GOOD**  
Good consistency.

# PRODUCT PAGE - Brosa (bad)

Mobile Resolution

BAD

Wishlist icon changed to search icon, should just keep search bar to prevent confusion.

The mobile version of the Brosa product page features a header with a menu icon, the brand name 'BROSA', a search icon, user profile, and shopping cart. Below the header is a breadcrumb trail: HOME & GARDEN / FURNITURE / SOFAS. A large sofa image is centered, followed by the product title 'Brosa Camden Chesterfield 3 Seater Sofa (Cloud Grey)' and the brand 'Brosa'. A promotional banner offers '40% OFF with code' using code 'BROSA23'. A dropdown menu for 'Colour' shows 'Cloud Grey'. A large price of '\$1,999' is displayed with 'SRP \$2,399' below it. An 'ADD TO CART' button is at the bottom.

GOOD  
Good alignment.

GOOD  
Easy to see button, establishes visual hierarchy.

BAD  
Inconsistent padding.

The desktop version of the Brosa product page includes a header with 'Brosa Camden Chesterfield 3 Seater Sofa (Cloud Grey)' and 'Brosa'. A promotional banner for '40% OFF' is visible. The 'Colour' dropdown shows 'Cloud Grey'. The price '\$1,999' is listed with 'SRP \$2,399'. Delivery information indicates 'Fast Dispatch' with a 1-2 business day lead time. An 'Add to Wishlist' button is present. Navigation tabs for 'Gallery', 'Description', and 'Specs' are shown. A large 'ADD TO CART' button is at the bottom.

BAD  
Inconsistent padding.

BAD  
Text capitalisation inconsistent.

This desktop screenshot shows a different layout where the promotional banner for '40% OFF' is placed above the main product description. The 'Description' tab is selected. The product details and 'ADD TO CART' button are visible at the bottom. A note about the sofa's design is present.

BAD  
Ad disrupts visual hierarchy and takes attention away from information.

GOOD  
Visual hierarchy.

BAD  
No padding, looks unfinished.  
BAD  
Button is cropped out.

# SHOPPING CART - Brosa (bad)

Desktop Resolution

**BAD**

Bad visual hierarchy, could be bigger to establish hierarchy.

**BAD**

Top menu is gone on this page, should stay in case user wants to go back.

**BAD**  
Text and icon misaligned.

**BAD**  
Inconsistent corners.

**BAD**  
Inconsistent padding.

**GOOD**  
Good use of bold and light text to establish hierarchy.

**GOOD**  
Good use of colour to establish which option is valid at the time.

**GOOD**  
Hanging icon.

**GOOD**  
Use of isolation to indicate what is currently selected.

**GOOD**  
Even padding, balanced page.

**BAD**

Unbalanced, wasted open space.

**GOOD**  
Consistent border corners.

**GOOD**  
Good repeat button.

**BAD**  
Should be bigger, important information.

# SHOPPING CART - Brosa (bad)

Mobile Resolution

**BAD**  
Top menu is gone on this page, should stay in case user wants to go back.

**BROSA**

Your Shopping Cart

Brosa Camden Chesterfield 3 Seater Sofa (Cloud Grey)  
\$1,999  
Leaves warehouse in 1-2 business days  
- 1 + \$1,999 Remove

Ovela Plush Electric Heated Throw Blanket (Orchid, 160cm x 130cm)  
\$59.99  
Leaves warehouse in 1-2 business days  
- 1 + \$59.99 Remove

**CHECKOUT ➔**

**GOOD**  
Good visual weight to draw attention to next step.

**GOOD**  
Good use of colour to highlight easily missed buttons/info.

Delivery to 2560 \$418.98

Freight Protection  
 \$21.99 Freight Protection

Learn more about Freight Protection.

Discount Code  
e.g. DISCOUNT1 ADD DISCOUNT

Total (incl. GST) \$2,477.97

**CHECKOUT ➔**

**GOOD**  
Consistent curved corners.

**BAD**  
Should be bigger, more visual weight.

**GOOD**  
Consistent button that is always on screen.

Secure Checkout

Already have an account? Sign in



◀ Edit cart

Order Summary

Total (incl. GST) \$2,477.97

① Contact Details

Email Address \*

Your email address is our primary method to contact you.

email@address.com

Full Name \*

Your name will also appear on your delivery label.

Firstname Lastname

Phone Number \*

Enter your mobile number to receive SMS delivery updates (where available).

04XX XXX XXX

**GOOD**  
Easy to log in.

**BAD**  
Unrelated but grouped, should be in separate boxes.

**BAD**  
Corners not rounded, inconsistent.

**GOOD**  
Consistent highlight of selected box.

## 5 Best Aspects

- Font is generally consistent which looks clean.
- Usability is decent, without clutter or confusing layouts, large and obnoxious buttons.
- Checkout process is excellent, with the steps clearly laid out and separated.
- Product information section has clear visual hierarchy, clearly highlighting important information in an easy to digest manner.
- Generally good grouping of related elements through similarity and proximity.

## 5 Critical Issues

- Overall theme and general aesthetic is inconsistent. There is often clashing coloured elements disrupting the colour scheme.
- Overall balance is poor on the desktop version due to the three large icons on the right shifting the main page to the left with no padding to balance it out.
- Images are low quality and inconsistent.
- Overall design is boring, lack of design and aesthetics. Lack of colour. Little contrast in backgrounds.
- Corners are often inconsistently rounded.



**NAU DESIGN**

# Homepage - Nau Design (good)

Desktop Resolution

GOOD  
Logo has dominant visual weight.

GOOD  
Good use of proximity to group top menu.

BAD  
Number in circle not centred. Icons misaligned.

GOOD  
Text font consistent, all lowercase, looks clean.

GOOD  
Good overall visual hierarchy established by text size. Page is well balanced overall and has a clean, minimalist aesthetic. Excellent sense of unity among elements.

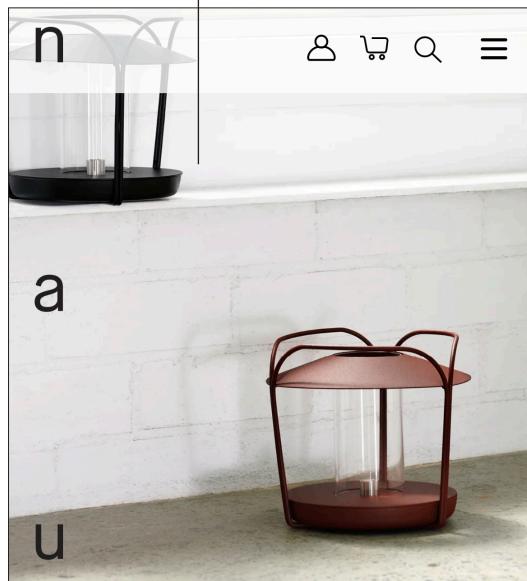
GOOD  
Navigation menu easy to use. Asymmetry of page and colour contrast draws attention to it.

GOOD  
Images are high quality and match the aesthetic and colour palette of website.

# Homepage - Nau Design (good)

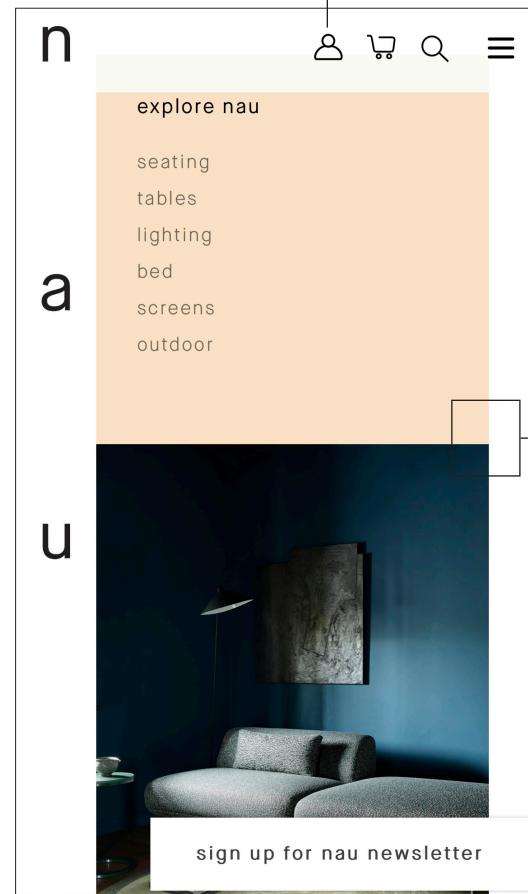
Mobile Resolution

GOOD  
Image scaled down well,  
still looks clean.

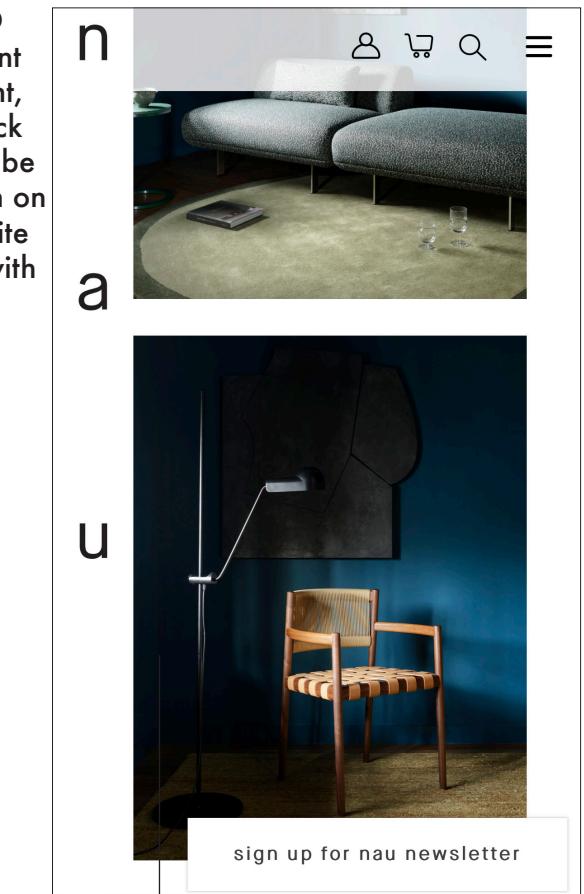


BAD  
Sign up button too big  
and hard to get rid of,  
covers important  
information, especially  
on a small screen.

GOOD  
Important navigation  
icons always available,  
other elements placed  
in easily recognisable  
burger menu.



GOOD  
Consistent  
alignment, pink block  
scaled to be  
wider than on  
the website  
to align with  
photo.



GOOD  
Images scaled down  
well, still high quality  
and well aligned.

# LIST OF PRODUCTS - Nau Design (good)

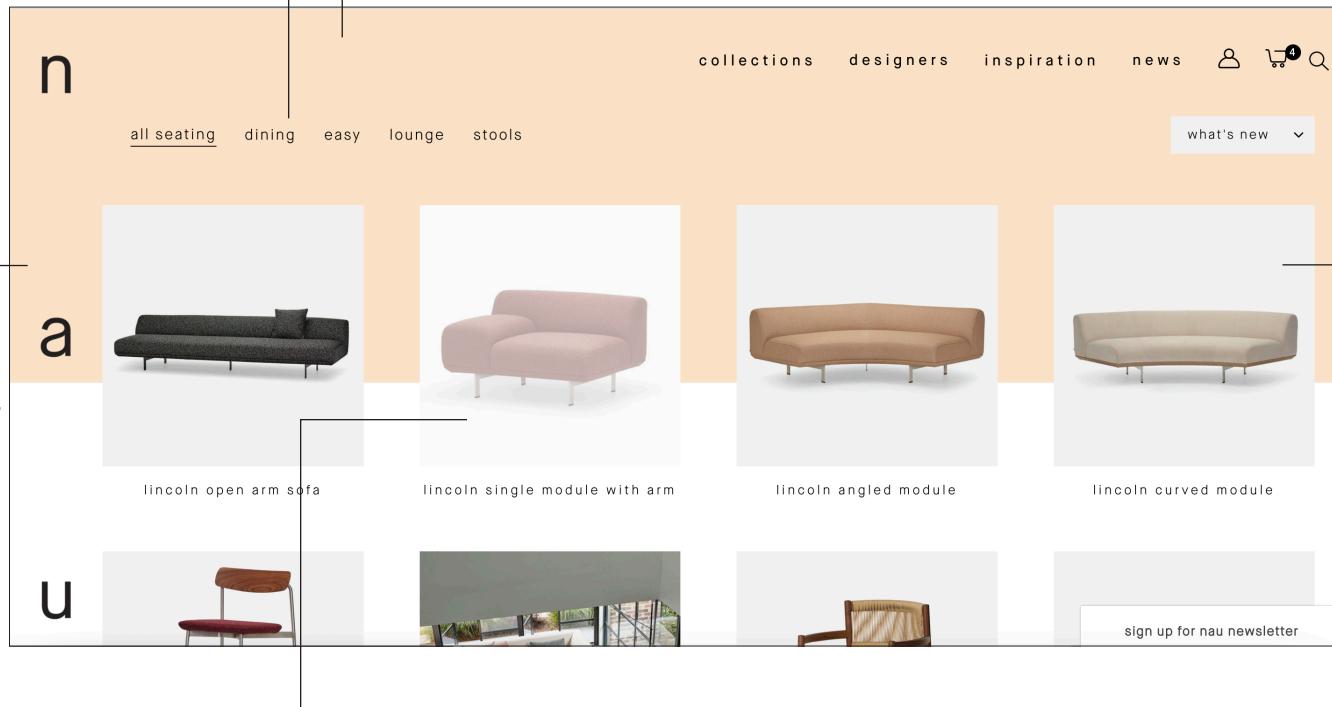
Desktop Resolution

**GOOD**

Good grouping using proximity.

**GOOD**

Clean, minimalist aesthetic maintained.  
Consistent colour palette.



**GOOD**  
Logo placement consistent.

**GOOD**

Good use of similarity to group product listings.

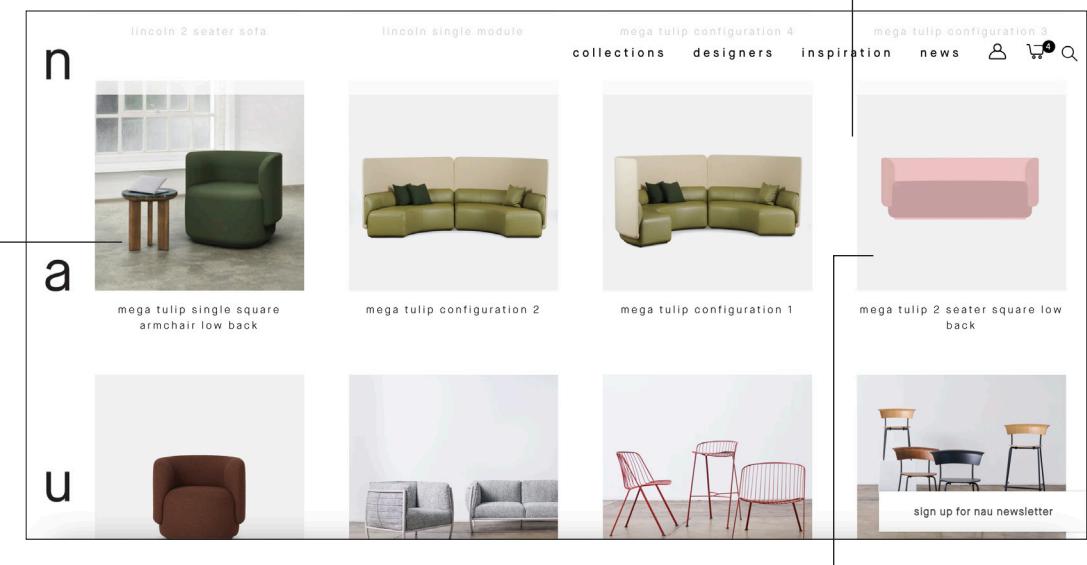
**BAD**

All the products are listed in one continuous scrolling page, no separate pages to limit amount of products on one page, can only scroll the reach bottom products, no button to immediately get to the end.

**GOOD**  
Good use of isolation (image fades slightly) to indicate mouse is hovering over the product. Increases usability.

**BAD**

Some images are inconsistent, featuring the item in a photo image rather than a png. Some listings do not have a photo at all.

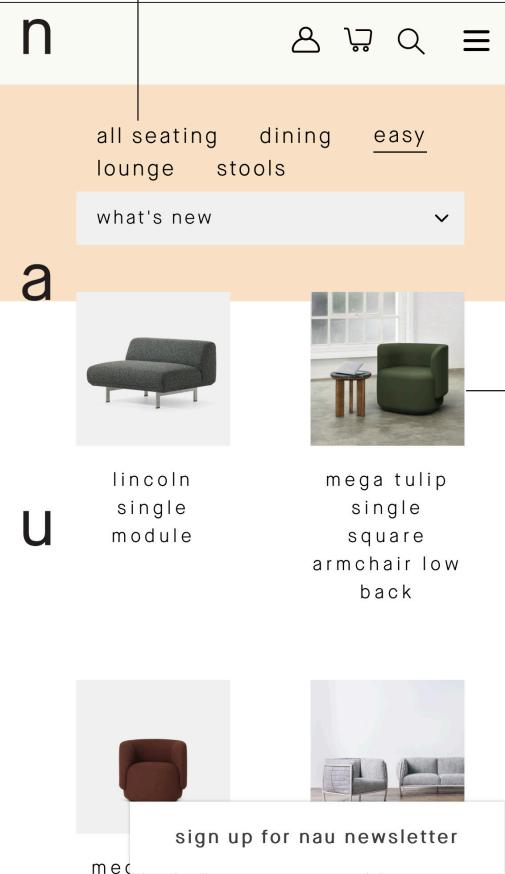


# LIST OF PRODUCTS - Nau Design (good)

Mobile Resolution

**BAD**

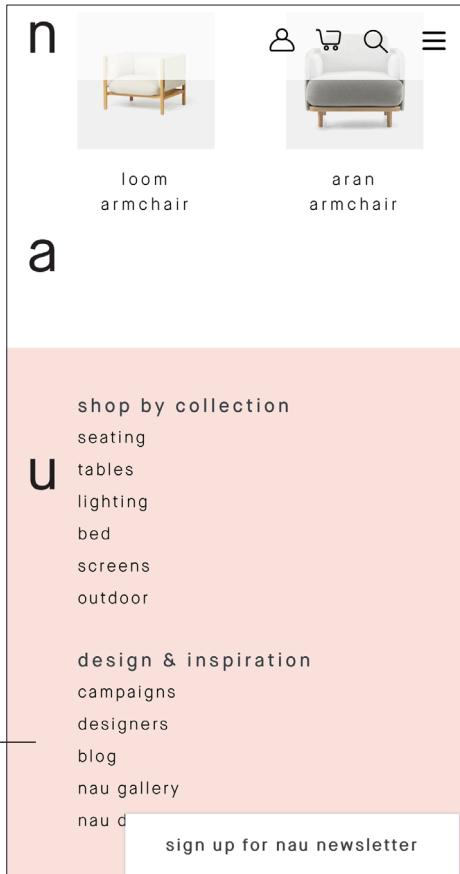
Top menu looks cramped,  
'what's new' tab is not  
aligned with the menu.



**GOOD**  
Images scaled down well.



**GOOD**  
Items well aligned and consistently sized, looks clean and well spaced.



**GOOD**  
Consistent colour palette.

# PRODUCT PAGE - Nau Design (good)

Desktop Resolution

The screenshot shows the nau Design website. On the left, there's a large image of a wooden dining chair with yellow and brown woven seat and backrest. To the right of the image, the product title "harbour dining chair" is displayed, along with the price "from \$3,845". Below the title is a "choose your options" dropdown menu. A detailed product description follows, mentioning "superior quality and incomparable comfort" and "handwoven papercord frame". There are "read more" and "like to see this product at our showroom?" links, along with "schedule an appointment >" and "sign up for nau newsletter" buttons.

**GOOD**  
Image has dominant visual weight, establishes visual hierarchy.

**GOOD**  
Good visual hierarchy established by text size, easy to read.

A close-up view of a dropdown menu titled "choose your options". It includes a "timber" section with a dropdown menu showing "Ash" selected. Below the dropdown are quantity controls (- 1 +) and an "add to cart" button. At the bottom of the menu, it says "lead time ~ 8 weeks" and "download finishes and upholstery overview".

**BAD**  
Would not expect to have Add to Cart button in a drop down menu. Goes against external consistency.

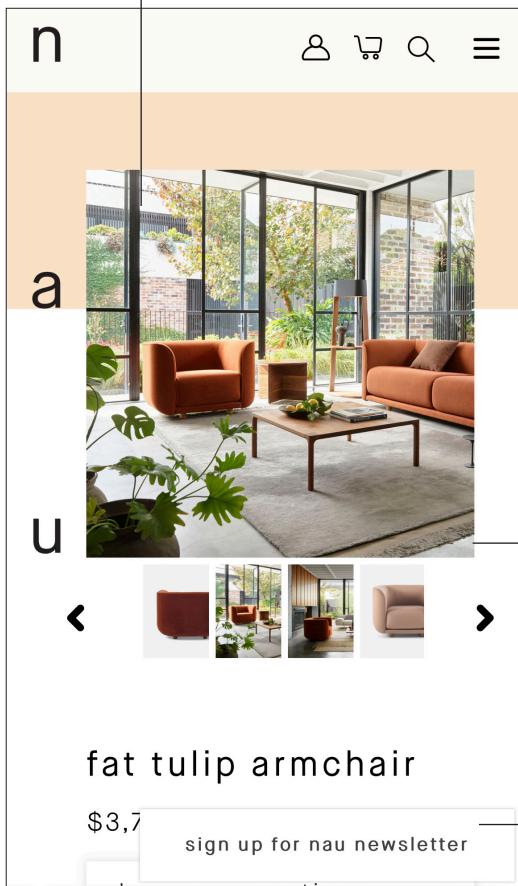
This screenshot shows a detailed product page for the harbour dining chair. It features tabs for "product details", "materials", and "care guide". Under "product details", there are sections for "dimensions" (520w x 500d x 790h mm, 450mm seat height), "resources" (download product sheet), and "care guide". Technical drawings of the chair show its dimensions: height 790, seat height 450, width 500, and depth 520. A "sign up for nau newsletter" button is located at the bottom right.

**GOOD**  
Use of outline to group information. Isolates from other elements.

# PRODUCT PAGE - Nau Design (good)

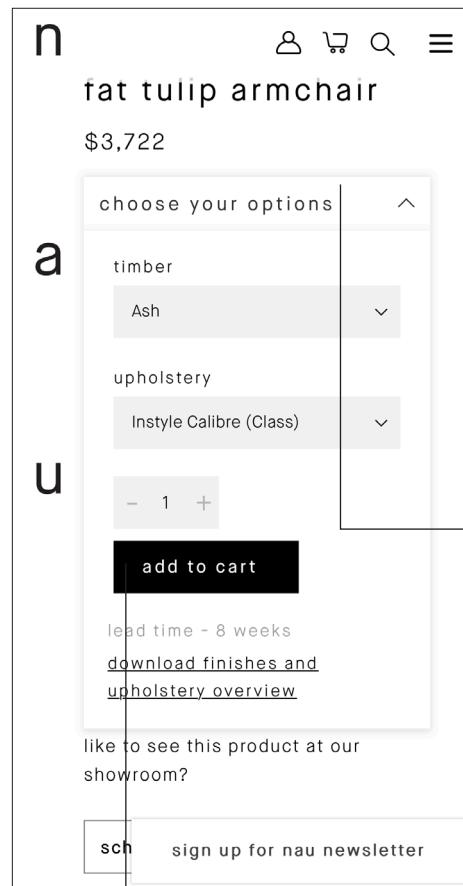
Mobile Resolution

**GOOD**  
Good visual hierarchy.



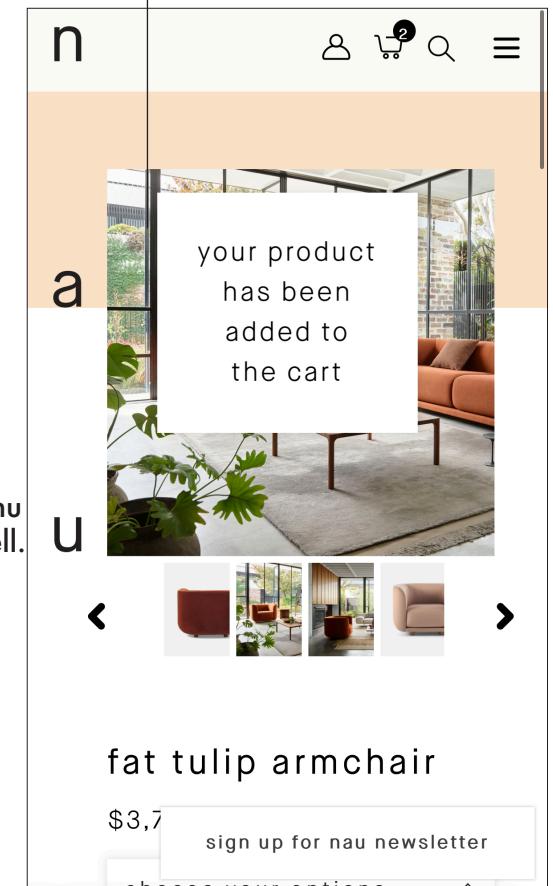
**GOOD**  
Clear image previews,  
enhances usability.

**BAD**  
Button covers important  
information.



**BAD**  
Goes against external  
consistency to have  
button in a drop down  
menu.

**BAD**  
Poor figure to ground  
contrast.



**fat tulip armchair**

\$3,7  
choose your options  
sign up for nau newsletter

# SHOPPING CART - Nau Design (good)

Desktop Resolution

**BAD**  
Image spacing not consistent.

The screenshot shows a shopping cart page with two items. The first item, 'broad large pendant', has its image aligned to the left of its details, while the second item, 'aran bed king', has its image aligned to the center of its details. This inconsistency in alignment creates an unbalanced visual appearance.

your cart		price	quantity	total
n product 	broad large pendant finish: black remove	\$1,228.00	3	\$3,684.00
a 	aran bed king timber: ash upholstery: instyle calibre (class) remove	\$8,937.00	1	\$8,937.00
subtotal \$12,621.00 <small>tax included and shipping calculated at checkout</small>				
<input type="button" value="update"/> <input type="button" value="check out"/> <small>sign up for nau newsletter</small>				

**GOOD**  
Good use of spacing and alignment to group elements and separate them.

**BAD**  
Should be bigger for more visual weight.

The screenshot shows a login form with a light orange header. The 'email' field contains 'claire\_chen123@hotmail.com'. Below it is a 'password' field with masked input '.....'. A link 'forgot your password?' is next to it. At the bottom are 'sign in' and 'create account' buttons.

**GOOD**  
Difference in button colour to establish different functions.  
Checkout button has more visual weight to draw attention as the next step.

**BAD**  
Have to login or sign up to check out, no guest check-out.

The screenshot shows a checkout page with a light orange header. It displays the shopping cart items: 'Broad Large Pendant' and 'Aran Bed King'. The total subtotal is \$12,621.00. The page includes sections for 'Contact information', 'Shipping address', and payment options. The 'check out' button is highlighted with a dark background and white text, emphasizing it as the primary action.

**BAD**

Use of third-party check-out disrupts design of the website.

# SHOPPING CART - Nau Design (good)

Mobile Resolution

This screenshot shows a mobile shopping cart interface. At the top, there's a header with a user icon, a search icon, and a cart icon with a '3' notification. Below the header, the text 'your cart' is displayed. The main content area lists two items:

product	pric
bilgola armchair sling: black timber: ash upholstery: cl verona nutmeg	\$3,670.0 ed
fat tulip armchair (x2) timber: ash	\$3,722.0 ed

At the bottom of the list, there's a button labeled 'sign up for nau newsletter'.

**BAD**  
Image and text not aligned.

**GOOD**  
Good alignment to group item name and description.

This screenshot shows a mobile shopping cart interface. The layout is similar to the first one, but the item descriptions are more detailed and aligned with their respective product names. A large 'check out' button is prominently displayed at the bottom of the item list.

**BAD**  
Text cut off due to scaling.

**GOOD**  
Good visual weight to draw attention to check out.

This screenshot shows a mobile summary page for an order. It includes a header with the nau logo, a 'Show order summary' button, and a total amount of '\$11,114.00'. Below the header, there are sections for 'Cart > Information > Shipping > Payment', 'Contact information' (with an email address), 'Log out', and a checkbox for 'Email me with news and offers'. The main area contains fields for 'Shipping address' (Saved addresses: Australia (Claire Chen)), 'Country/Region' (Australia), 'First name' (Claire), and 'Last name' (Chen).

**GOOD**  
Use of third party check-out can enhance external consistency and usability because people are familiar with Shopify and can save their details for faster checkout.

## 5 Best Aspects

- Aesthetically and visually pleasing website design with consistent theme, font and colour.
- Generally easy usability due to clean layout and good visual hierarchy established.
- Elements generally aligned and consistent. Good overall balance.
- High fidelity images used, complimented theme of the website.
- Mobile version adapted well, with well cropped and scaled images, and clean layout.

## Top 5 Critical Issues

- Third party checkout disrupted overall design of website.
- Add to cart process is confusing due to the add to cart button being in a drop down menu.
- Sign up for newsletter tab annoyingly consistent, blocking important information and hard to get rid of.
- Have to sign up to check out, can't use guest checkout.
- Some elements, particularly the top menu icons were misaligned.

# CLIENT BRIEF

## Project Overview

We will be redesigning the e-commerce website of our client Lounge Lovers for improved usability and visual aesthetic. Our goal is to design a website that will stand out amongst an incredibly saturated market.

## Project Goals

We aim to proceed through the entire iterative design process, with a final front-end prototype website as our final product, in the timeframe of 11 weeks. Our analysis of the existing website shows plain visual aesthetic and confusing navigation, so we will use sketches, wireframes and mock-ups to create a contemporary and engaging new visual design that will make interior designing a breeze. This will be finalised by 21/04/23.

## Key Deliverables

We will deliver basic sketches, wireframes, interactive mockups and a front-end prototype website as our key deliverables.

## Out of Scope

We will not be focusing on back-end website functions, including database, app server, API server, etc. We will only focus on usability and design, and will not update any website content (ie. Products).

## Target Audience

Our target market are middle to upper-middle class young adults (25-40), potentially first home owners or young families, who are looking to furnish their new homes with well-designed furniture without a luxury price tag and without the aid of an interior designer.

# CLIENT BRIEF PT.2

## Audience Insights

This target audience will generally not be familiar with interior design and may not be able to visualise how pieces of furniture will look without photos of them in a fully furnished room. They are not looking for budget furniture and want their furniture to last a while before they upgrade, so they will be willing to spend decent money. However, as they are not familiar with interior design and luxury furniture brands, they will likely not splurge on designer pieces.

## User Goals and Workflows

The user is trying to find specific pieces of furniture, such as couches, armchairs or dining tables, from a range of available pieces. Once they select one from the list of products, they want to see product specifics, including measurements, colour options and how it would look in a fully furnished room before purchasing and checking out with ease.

## Brand Keywords, attributes, mission

Contemporary, clean, affordable luxury, not cheap but not expensive, modern, design, making interior design easy and accessible for everyone.

## Creative Direction

We want the website to look elegant, modern and clean to fit with the core values of the company.

## Competitive Landscape

This market is incredibly saturated. Common competitors would include Ikea, Focus on Furniture, Domayne, nickScali etc. Many of these companies are well-known and trusted brands but can seem generic, with plain, boring website designs.

## Risk

As the market is incredibly saturated, there is risk of the website redesign failing to stand out.

# CLIENT BRIEF

## Project Timeline

Week 1 – Identify what specific areas we need to redesign.

Week 2 – Begin brainstorming new designs and aesthetics.

Week 3 – Refine the successful iterations through sketches and low fidelity mockups and choose a final one.

Week 4 – Refine further and create a high-fidelity, clickable mock-up.

Week 5 – Begin researching code needed to implement functional front-end prototype.

Week 6 – Begin coding in HTML.

Week 7 – Continue HTML and begin CSS implementation.

Week 8 – CSS design.

Week 9-10 – Javascript implementation.

Week 11 – Testing and evaluating.

# STATEMENT OF CONTRIBUTION

*In this collaborative effort, we worked as a team to create our presentation with an equal workload. Sammy analysed the websites Castlery and Lounge Lovers while Claire analysed Nau and Brosa. For the final submission file, Sammy designed the layout and put together the presentations for Castlery, Lounge Lovers and Brosa, while Claire put together the presentation for Nau. Claire wrote the client brief.*

*Ultimately, we worked well as a team with few hiccups and equal contributions from both sides.*

## CLAIRE'S STATEMENT OF CONTRIBUTION

*I analysed both Nau and Brosa, and wrote the client brief. I was really grateful that Sammy came up with the design layout because that was her strength. We worked well as a team. We had equal contributions and were able to keep each other accountable and on track.*

## SAMMY'S STATEMENT OF CONTRIBUTION

*I worked on Castlery and Lounge Lovers, which was our selected client for the rest of the project. I also organised the final document design while Claire wrote up the client brief. Because we were running a little behind time, Claire helped with putting together the screenshots and annotations of Nau, which was really helpful. Overall, we had smooth teamwork and good communication.*