

4. Product Website: Design and prototype a product website page. Create web pages and rollovers for the web pages

Overview:

A sleek and modern product landing page was designed to highlight key offerings of a smartphone product line. The prototype replicates a real-world brand website, emphasizing intuitive navigation, hover-based rollovers, and section-based content display for a seamless user experience.

Problem:

Users often find product websites cluttered or confusing, which makes it hard to quickly find specific product details or explore variations in a structured format.

Solution:

The design implements a structured homepage that opens with a full-width hero image of the flagship product (Galaxy S23 Ultra), followed by curated sections like "This Month's Picks" and "Mobile" categories. Interactive rollovers highlight featured content and provide direct access to product pages, while minimalistic layout and hover effects maintain user focus.

Procedure:

1. Create Frames:

Frames were created for each web section including header, product highlights, and categories to maintain hierarchy and consistency.

2. Select Layout:

A desktop layout was used to prototype a full-width responsive design mimicking actual product websites.

3. Design Header and Hero Section:

A fixed header includes brand logo, navigation, and search. A high-resolution product hero banner sits prominently at the top with CTA buttons.

4. Add Core Features:

Key product sections such as "This Month's Picks" and "Mobile" were

created. Cards with images and hover effects were added to showcase featured items and variations.

5. Use Colors and Fonts:

A clean black, white, and grey palette was maintained to give a professional, tech-focused aesthetic, complemented by modern sans-serif fonts.

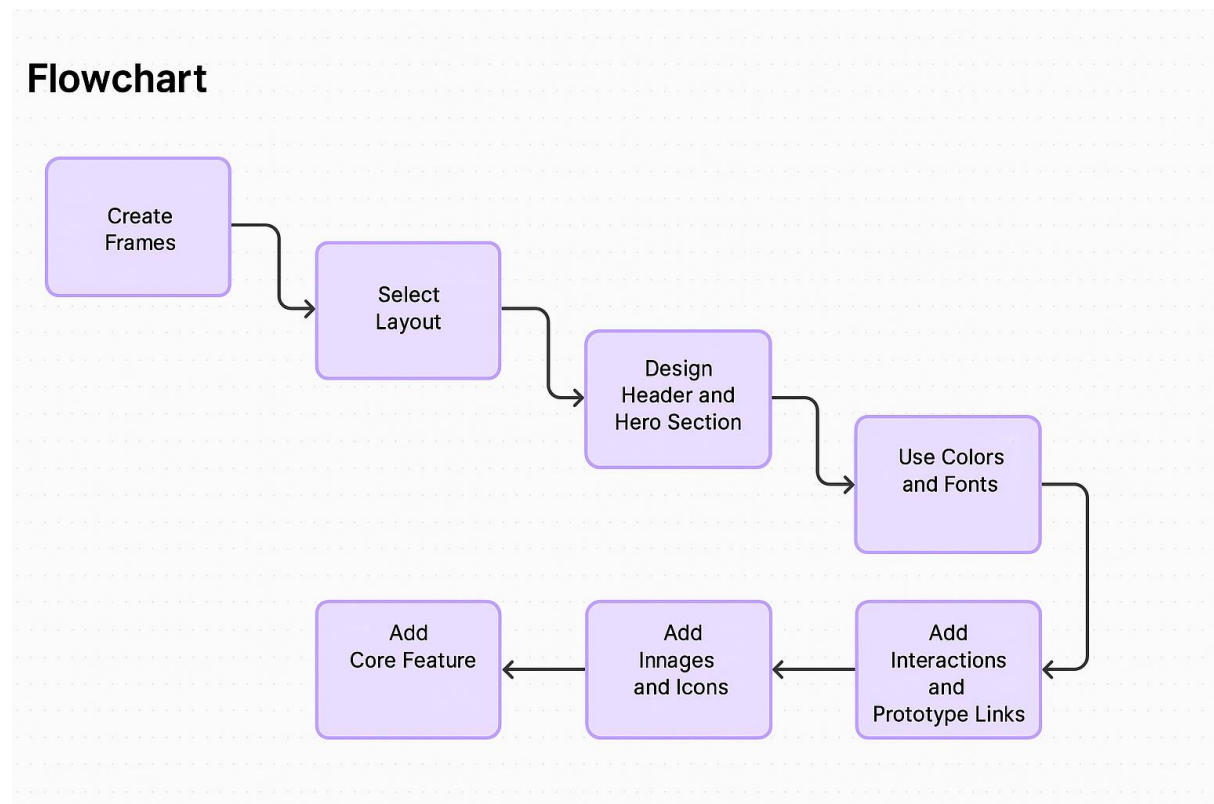
6. Insert Images and Icons:

High-quality images of products were embedded, with iconography and image-based rollovers added for interactivity.

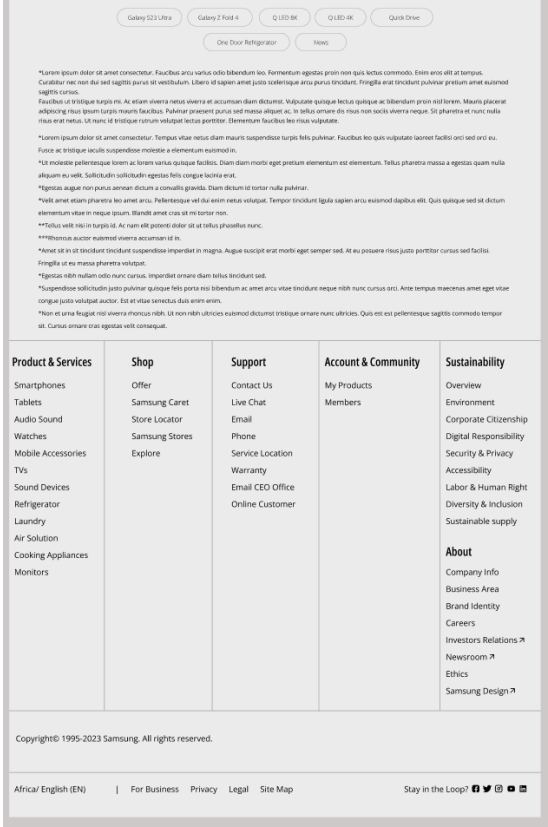
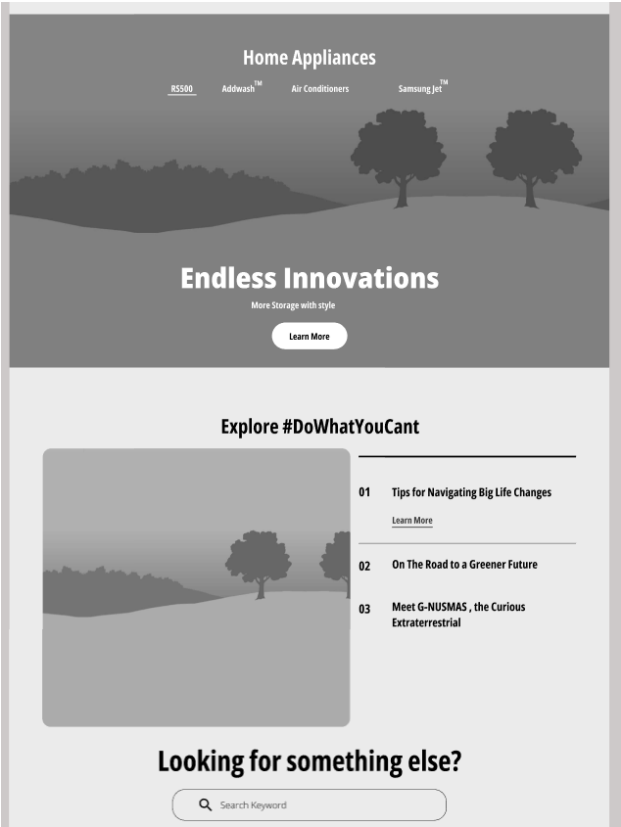
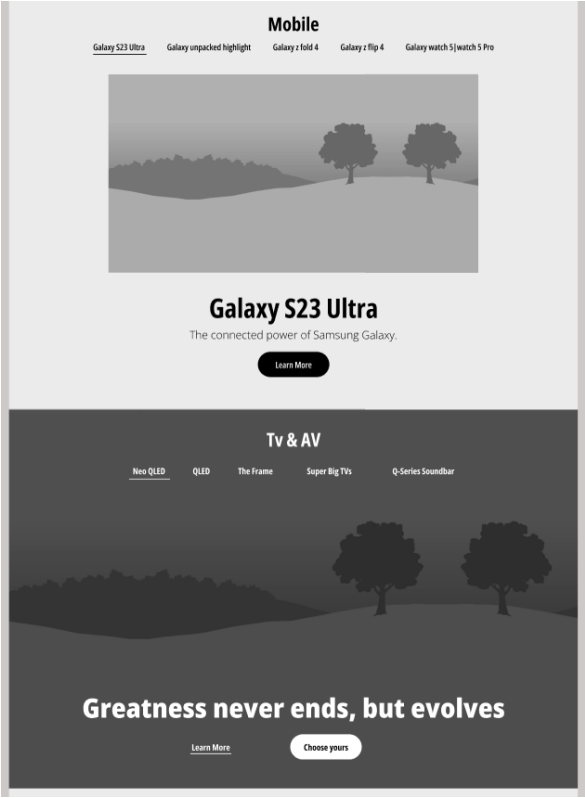
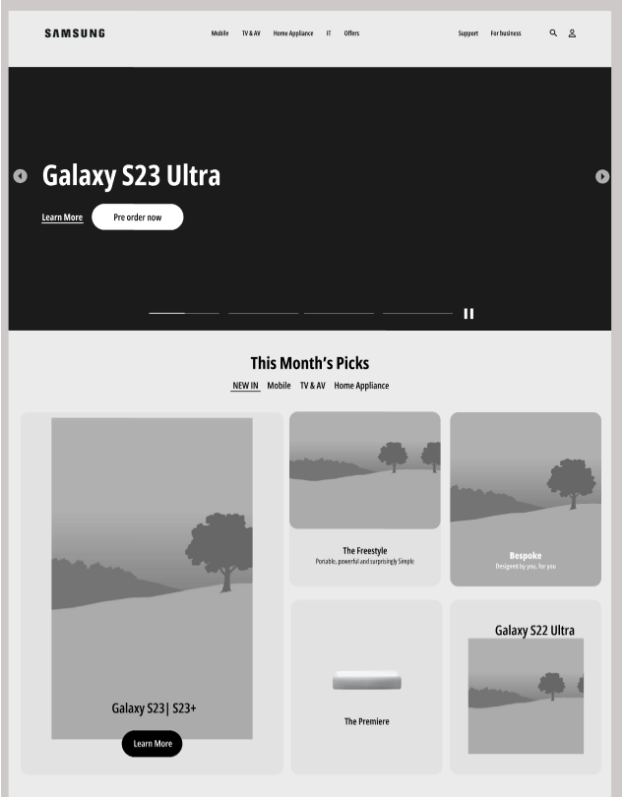
7. Add Interactions and Prototype Links:

Hover states were created using prototype features to simulate rollovers. Links connect key sections to simulate a fully navigable experience.

Flowchart:



Wireframe:



Design:

