

Project Deliverables

Redesign a **Business-to-Business (B2B)** electronic components distribution company homepage. This company sells and delivers a large inventory of components that other companies (manufacturers, retailers, and fabricators) purchase for large-scale use or resale to consumers. While individual consumers can order from the company, it is relatively rare.

Rethink the responsive layout for the following standard viewports: Desktop (horizontal), Tablet (vertical), and Phone (vertical).

Required Elements

Header Section

- Logo
- Primary Navigation
 - Products
 - Solutions
 - Resources
 - Support
- Account Navigation
 - Sign In / Sign up links
 - Shopping Cart
- Toll Free Phone Number
- Product Search

Content Area

- Featured content area (for features products/sales/events)
- Brief Company intro
- Tech Support / Sales Support Call-Out
- Recent resource (blog) posts
- Recent product additions
- Recent Twitter posts

Footer Section

- Copyright and rights reserved
- Contact Info – Phone, Email, Address
- Social media links: Twitter, Facebook, Youtube
- Newsletter sign up
- Footer Navigation
 - Products, Solutions, Resources, Support, My Account, Sitemap
- Site Search

Websites referenced for research and content

Electronic Components

- <https://www.avnet.com/>
- <https://www.digikey.com/>
- <https://www.mouser.com/>
- <https://www.parts-express.com/>
- <https://www.arrow.com/>
- <https://www.jameco.com/>

Design Responsiveness Ideas

- <https://www.amazon.com/> & <https://m.amazon.com/>
- <https://www.costco.com/>
- <https://m.alibaba.com/>

Direction

Problems to solve for

Feedback from unfamiliar users:

- The homepage is too cluttered
- Difficult to find what products needed.
- Overwhelming info - cluttered
- Misleading links and pathways
- Many users to give up and try other sites.

For returning and loyal customers:

- Need quicker/cleaner ways to get directly to the products they need.

Goals

Primary

- Get the user to the products and information they need - entice and lead further into the site.
- Reduce bounce rates
- Declutter and reorganize.
- Convert more visitors into product sales.

Secondary

- Provide a space for:
 - Featured new products, sales, and events
 - Recent articles, how-to content (blog)
 - Recent social media activity.

Top considerations and design best practices

- Audience is primarily B2B; focused on quickly ordering and likely in bulk. Finding products and checkout need to be the focus.
- Keeping business goals (conversions) top of mind.
- Content hierarchy and grouped information; what's essential and valuable for the audience; where does it live?
- Responsive column-grids - number of columns, gutter width, and margin sizes for each breakpoint.
- What will happen at specific breakpoints, and whether the arrangements are truly responsive or if an adaptive layout needs to be considered.
- Plenty of spacing (positive/white space) & alignment to reduce clutter and decrease frustration/overwhelm.
- Accessibility and SEO considerations.

Additional design states considered

Field States

Field Label

Hint Text Activated

Assistive or additional hint text

Field Label

Input Text Hover

Field Label

Input Text Focused

Field Label

Input Text Error

Error message

Field Label

Input Text Disabled

Buttons

Primary Call to Action (Cart)

Add to cart Default

Add to cart Hover

Add to cart Pressed

Add to cart Disabled

Secondary (Heading) with responsive resizing

H2 Headline with arrow > Default

H2 Headline with arrow > Hover

Desktop Breakpoint 1280px
Font-family: Roboto Medium, 24px

H2 Headline with arrow > Default

H2 Headline with arrow > Hover

Tablet Breakpoint 768px
Font-family: Roboto Medium, 22px

H2 Headline with arrow > Default

H2 Headline with arrow > Hover

Tablet Breakpoint 768px
Font-family: Roboto Medium, 22px

Tertiary (Text Link)

Text link with a CTA > Default

Text link with a CTA > Hover

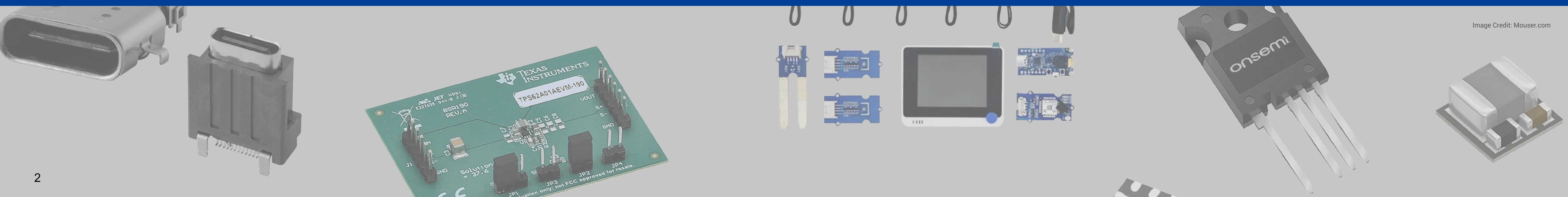


Image Credit: Mouser.com

Responsive Layouts

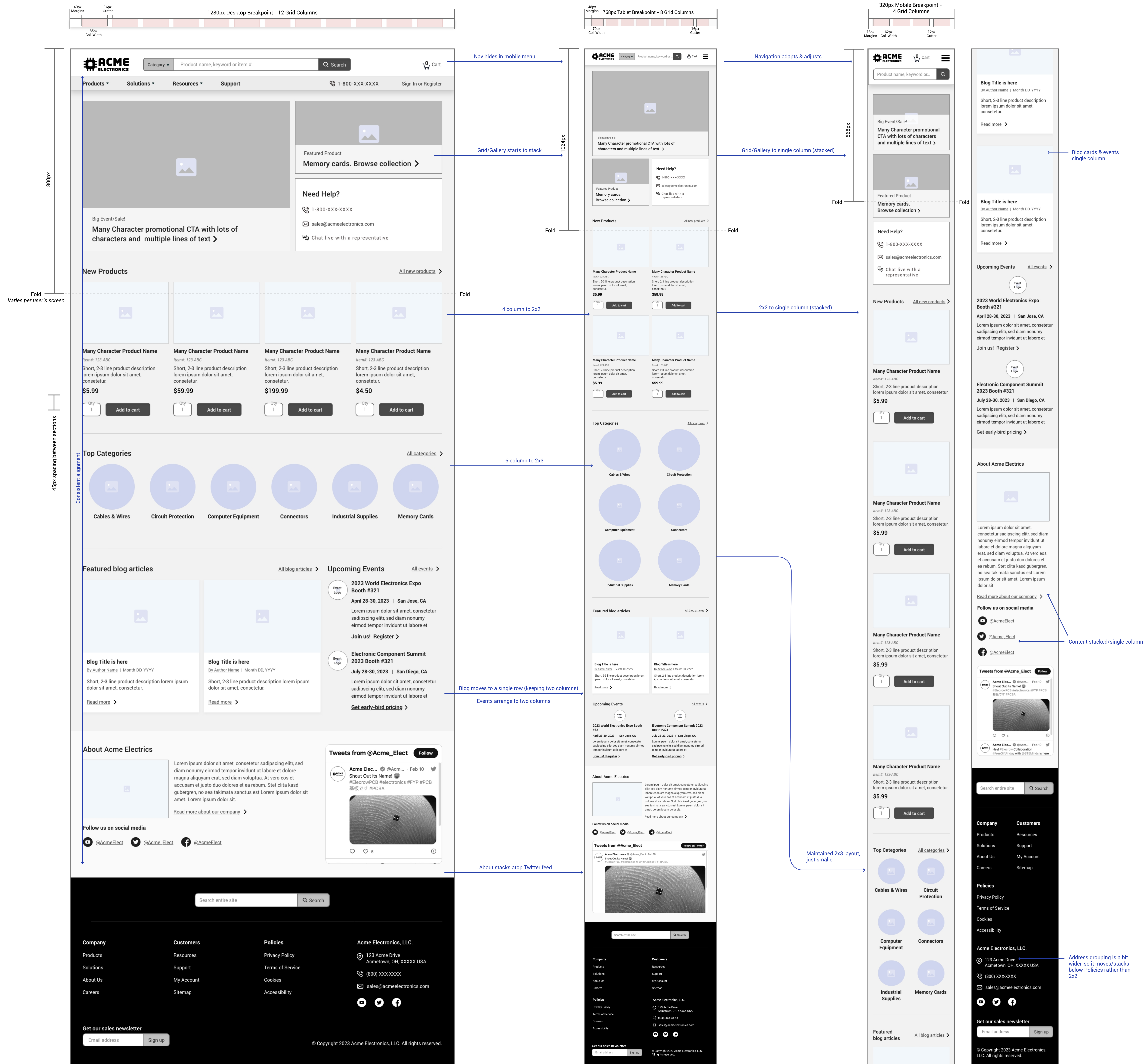
Referenced material and research for breakpoints, grids, margins and gutters.

The most-used breakpoints in Polypane in 2021 and 2022

- 5.48% 320px.
- 4.49% 1280px.
- 3.41% 768px.

Grids, Gutters and Margins

- <https://uxdesign.cc/responsive-layout-grid-guide-for-designers-c3ba7d161bdf>
- [https://uxdesign.cc/digging-deep-in-layout-grids-in-mobile-app-design-ef07ace5b291#:~:text=Gutters%20and%20Margins%20\(Offsets\)](https://uxdesign.cc/digging-deep-in-layout-grids-in-mobile-app-design-ef07ace5b291#:~:text=Gutters%20and%20Margins%20(Offsets))



Desktop 1280x800

Tablet 768x1024

Mobile 320x568 - Smallest

Desktop 1280x768

1 Header Details

All required information includes:

- Logo (will serve as the H1 tag)
- Primary Navigation (Items with arrows indicate a dropdown submenu)
 - Products
 - Solutions
 - Resources
 - Support
- Account Navigation
 - Sign In / Sign up links
 - Shopping Cart
- Toll-Free Phone Number
- Product Search

2 Content areas - Required and additions

Grid/gallery view was opted for the HERO area instead of a carousel because carousel movement tends to distract, reduce conversions and can cause motion sickness among many other reasons.*

Section hierarchy is as follows:

1. Sale/Event promo - To entice users to shop
2. Featured product - This could dynamically change upon refresh to highlight more than 1.
3. Support/Sales contact for quick access.

3 New Products (recent product additions) are given prominence on the page after the featured grid to assist users with their immediate shopping needs, entice them to explore deeper into the site, and quickly add an item to the cart if desired.

These products are displayed in a 4-column format with the tip of this area just seen "above the fold" to entice users to stay and scroll (reduce bounce rates).

All product sections (other than the header featured grid) will include a "see all" link above the section adjacent to the section heading.

4 Top Categories - to assist the visitor with quick shopping/browsing.

Displayed as a 6-column layout and could be reduced to 4, but there would be too much repetition with the prior section.

5 Featured blog articles (2 columns - cards) and Upcoming events (1 column - list) are positioned further down the page because they are less critical to familiar users and stakeholders' goals, as these items may not result in increased sales.

This layout was chosen to help break up the content more as the user scrolls down the page.

6 Last in the content area is a high-level company (about) section and Twitter feed** (sampled screenshot.) If new users wanted to learn more about the company, they could visit an additional page with more detail or seek out the social media accounts listed.

This layout was chosen to help break up the content more as the user scrolls down the page.

7 Footer details

All required information and hierarchy:

- Site Search (to allow users to search the all of the site's content: products, articles, etc.)
- Footer Navigation:
 - **Company**
 - Products
 - Solutions
 - About Us (added)
 - Careers (added)
 - **Customers**
 - Resources
 - Support
 - My Account
 - Sitemap
 - **Policies** (additional, standard footer items)
 - Privacy Policy
 - Terms of Service
 - Cookies (GDPR, etc)
 - Accessibility (Statement & settings)
 - **Grouped company info:**
 - Contact Info - Phone, Email, Address
 - Social media links: Twitter, Facebook, Youtube
- Newsletter sign up
- Copyright and rights reserved

Referenced material and research

† Using Heading tags on e-commerce sites

- <https://inchoo.net/online-marketing/ideal-heading-tag-structure-e-commerce-websites/>

‡ Cons of embedded text in images

- [https://ux.stackexchange.com/questions/41593/is-the-usage-of-text-embedded-in-an-image-a-bad-practice-for-very-controlled-us#:~:text=against%20this%20post\)...,Cons,Text%20can%271%20scale](https://ux.stackexchange.com/questions/41593/is-the-usage-of-text-embedded-in-an-image-a-bad-practice-for-very-controlled-us#:~:text=against%20this%20post)...,Cons,Text%20can%271%20scale)

* Why/how not to use carousels

- 2021/2021: <https://cxl.com/blog/dont-use-automatic-image-sliders-or-carousels/>
- 2018: <https://medium.com/@sherpadesignco/carousels-are-killing-your-conversion-rate-heres-how-to-fix-that-b57e31f8f508>

** How to embed a Twitter feed

- Embedding code: <https://publish.twitter.com/>
- Used a competitor's Twitter feed, inspected the page and changed the username/handle to show as an example only.

Category option, otherwise searches all projects for information entered

ACME ELECTRONICS

Category Product name, keyword or item # Search

1-800-XXX-XXXX Sign In or Register

Products Solutions Resources Support

Featured Product

Memory cards. Browse collection

Need Help? 1-800-XXX-XXXX sales@acmeelectronics.com Chat live with a representative

Big Event/Sale! Many Character promotional CTA with lots of characters and multiple lines of text

New Products

Many Character Product Name Item#: 123-ABC \$5.99

Many Character Product Name Item#: 123-ABC \$59.99

Many Character Product Name Item#: 123-ABC \$199.99

Many Character Product Name Item#: 123-ABC \$4.50

Top Categories

Cables & Wires Circuit Protection Computer Equipment Connectors Industrial Supplies Memory Cards

Featured blog articles

2023 World Electronics Expo Booth #321 April 28-30, 2023 | San Jose, CA

Electronic Component Summit 2023 Booth #321 July 28-30, 2023 | San Diego, CA

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\$5.99 Qty 1 Add to cart

\$59.99 Qty 1 Add to cart

\$199.99 Qty 1 Add to cart

\$4.50 Qty 1 Add to cart

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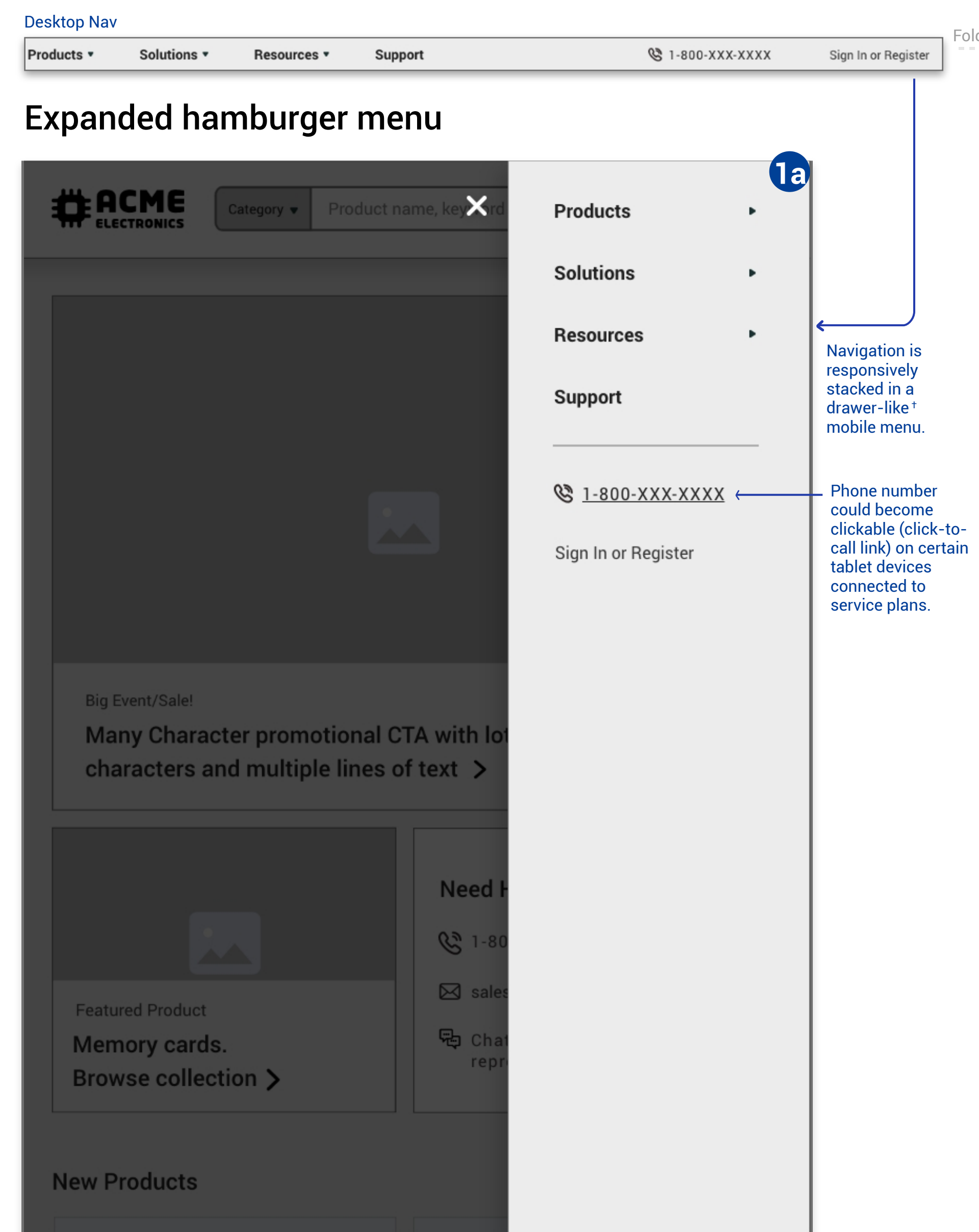
Email address Sign up

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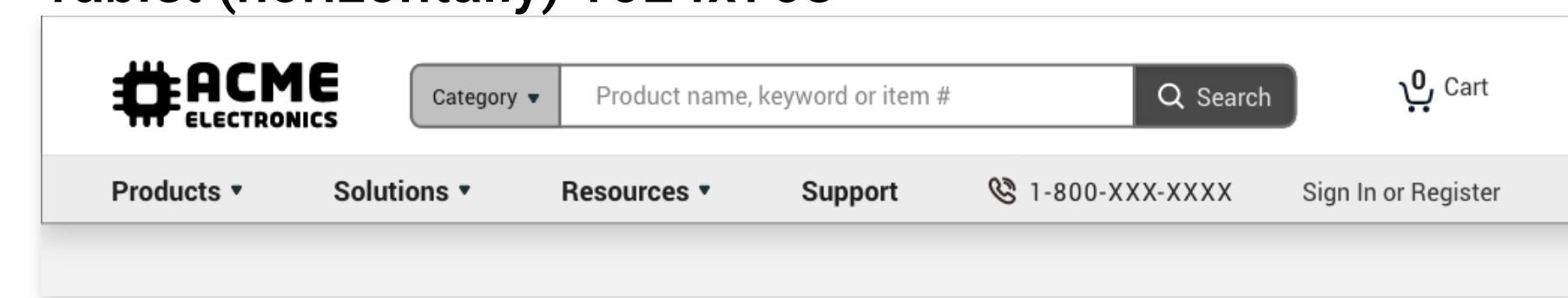
Tablet 768x1024 (Vertical)

- Navigation adjustments**
Reduction in navigation appearance:
 - Logo
 - Product Search (quick, easy access)
 - Shopping Cart (to quickly check out)
 - Hamburger (mobile) menu

a. All other navigation, including call and account login would be available in the expanded mobile menu.
- Featured content area rearrangement**
Due to breakpoints (limited width), the grid layout would move the featured product and support sidebar content under the main sales feature and live side-by-side. Headings would size-down at this break point.
- New products**
The 4-column (desktop) new products section would rearrange into an even 2x2 stacked layout.
- Top Categories**
Due to the 8 column-grid format, the top categories 6 column (desktop) would be stacked 2x3.
- Blogs and Events**
The blog cards would take up one full row with two columns, pushing event listings to the row below and these would also most into two column format.
- About and Twitter**
The about section would expand to full-width (constrained to the 8 column-grid) and cause the Twitter feed to stack (also full-width) below it.
- Footer**
Columns are reduced from four to two, and the navigation links are stacked 2x2 on top of one another. This arrangement allows for plenty of positive (white) space.



Tablet (horizontally) 1024x768

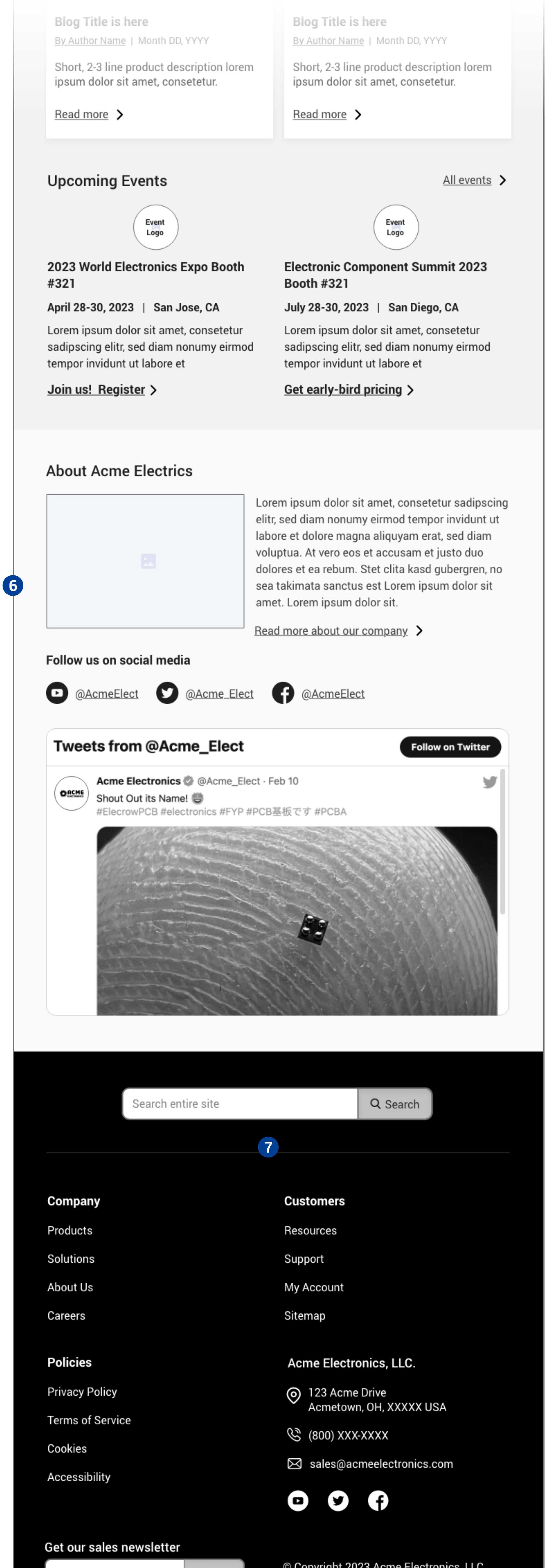
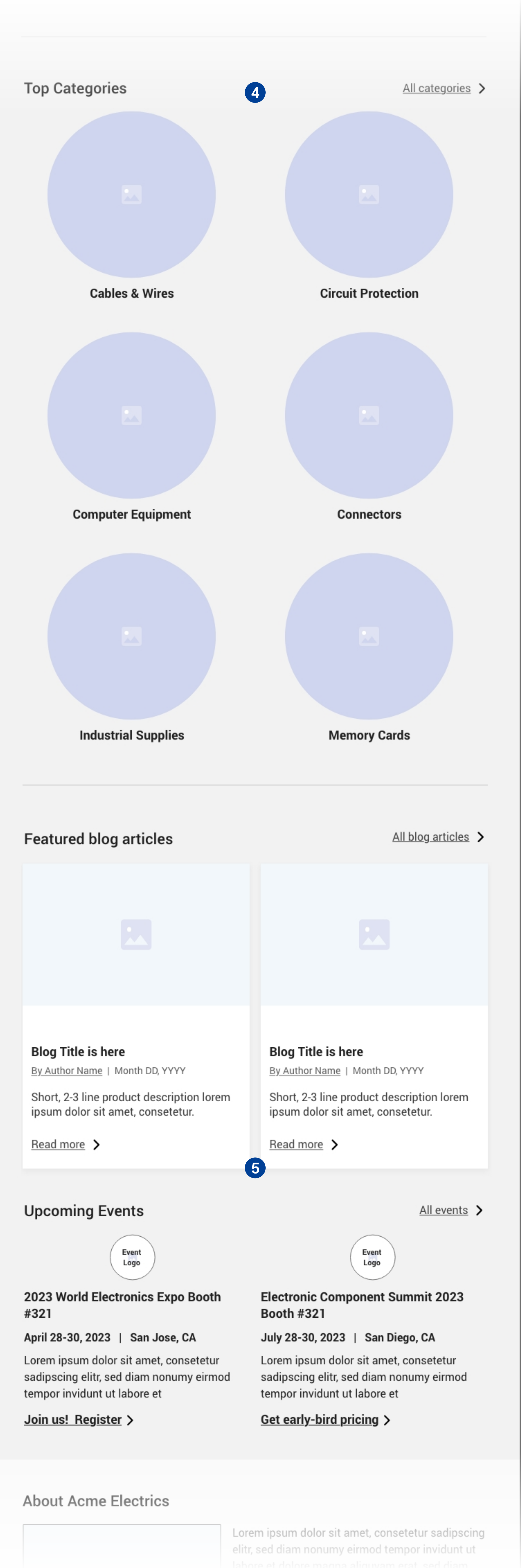
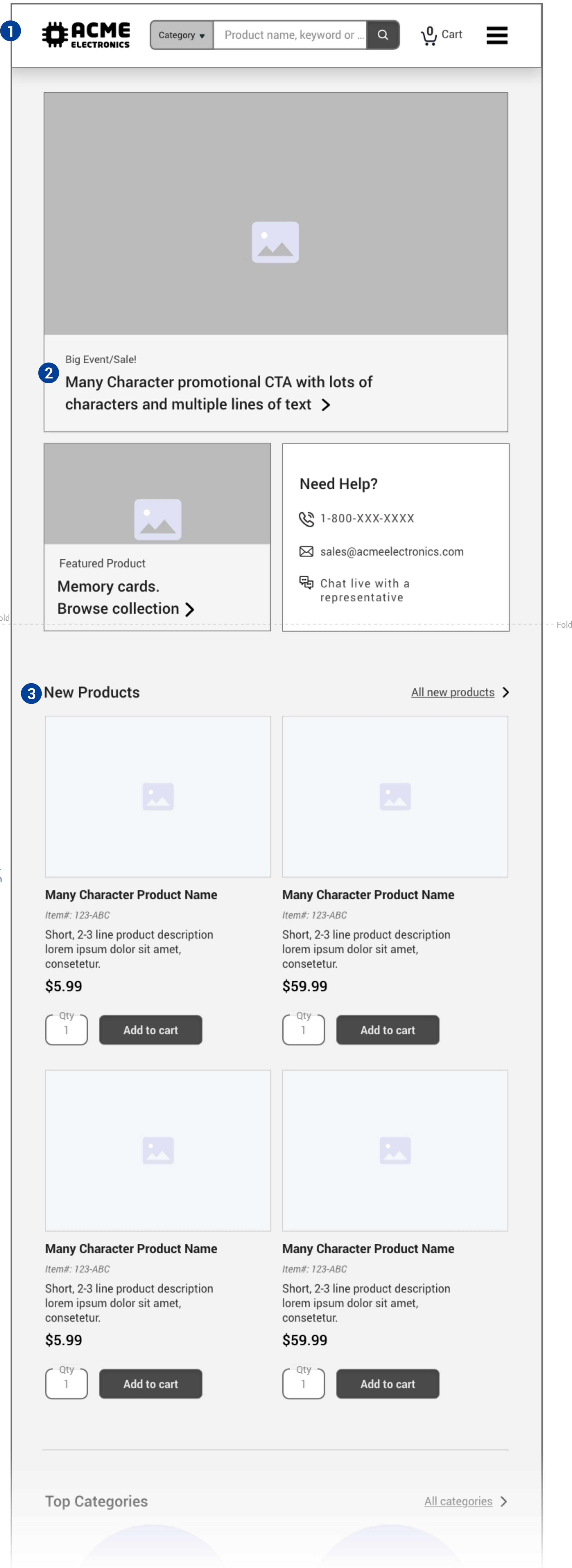


At wider breakpoint, (tablet turned horizontally) the header could still fit full navigation comfortably within column-grid without adjusting to a hamburger mobile menu.

Referenced material and research

- † **Drawer menus**
 - Cooper, Cronin, Reimann. (2014) *About Face: The Essentials of Interaction Design* (4th) Wiley. (Pg 353)

Top nav bar maintains same elements with the addition of a mobile hamburger menu containing navigation to help reduce clutter.

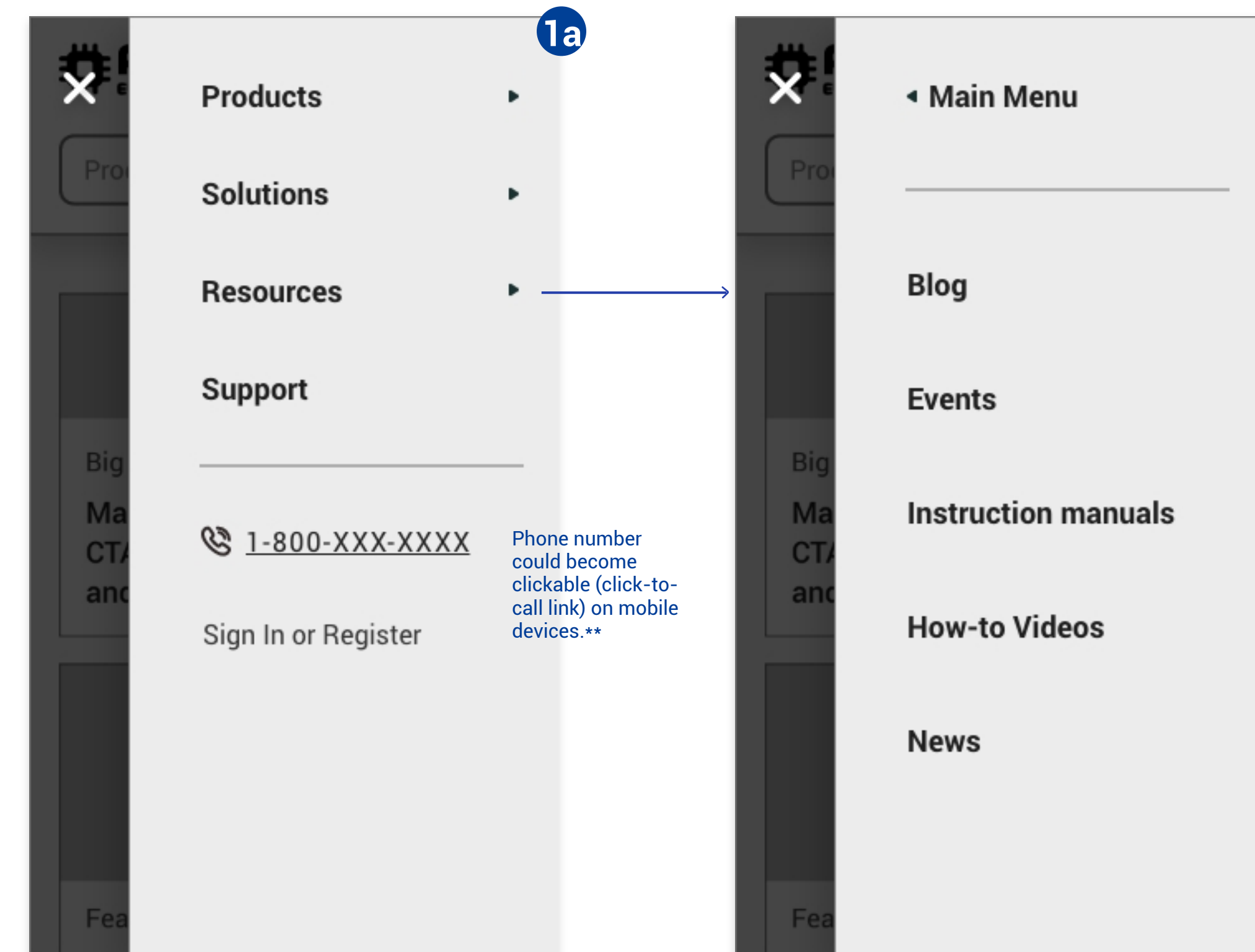


Mobile 320x568 (Vertical)

- Adaptive header (vs true responsive)**
Product Search (moved down for room and ease of use for mobile thumb range+) Having the search field and cart visible at all times allows the user to utilize those primary functions at all times.

a. Navigation, phone and account signing would be available in the mobile drawer-like menu. When clicked, navigation items with arrows would open the sub-navigation.
- Featured content area**
Stacked featured sale, product and support information. The most prominent features are above the fold on this mobile screen size.
- New products**
In order to see image details and reduce clutter on a mobile screen, new product listings are now in a single column to ensure a seamless scroll experience.
- Top Categories**
Sized down but maintains 2x3 layout from tablet view. Layout adjustment is geared to help relieve some scrolling and ease scan-ability for quick browsing.
- Stacked, single column layout**
Blog, events, about and Twitter would all stack on top of each other in a single column arrangement.
- Footer**
Due to width and margins, the mobile menu would either display as two or single columns. In the example shown, because the company contact information is broader, it's forced to its own row.

Hamburger menu/Drawer-like-functionality



Referenced material and research

- * **How to design for thumbs in the Era of Huge Screens**
• <https://www.scotthurff.com/posts/how-to-design-for-thumbs-in-the-era-of-huge-screens/>
- ** **Click to call Links**
• <https://knowledge.hubspot.com/website-pages/create-a-click-to-call-or-mailto-link>

