My Process of Choosing a Webpage:

I started my process by randomly visiting the pages I spent most of my time with, that's when I realized most sites I visit are fine in terms of their design, in fact that's partly the reason why I keep going back to them. So, I visited a site I haven't been to in a long while, the PlayStation store. I don't own a PlayStation product anymore, so visiting the site brought back some memories. These memories included, having hard time shopping and searching for content. I interviewed my cousin who is a PlayStation enthusiast and a frequent user to have some feedback other than myself and to see whether the situation was still the same. She mentioned that the crucial parts of the website such as searching for a game, finding it and learning about it wasn't visually appealing. After hearing about this, I tested the website with a certain game in mind to see what the process will be. When I realized it was lacking some basic features most other sites have, I figured it would be a beneficial site to use for my project.

My Design and Wireframing Process:

Home Page And Search Bar:

First thing that comes up to my mind when the page is loaded, is that there are a lot of options to click on and they are not even lined up with each other, because of this I feel like I need to look around the page in random spots to find what I'm looking for. I thought that if I can reorder the options in linear lines it could allow a better reading. Another bothering aspect for me was how bright the page was. I switched the white and blue theme to dark grey. This was easier on the eye for longer periods of searching content on the website.

After making the color theme darker I then move onto more technical parts to allow users easy access. I started by setting up simplistic menus for surfing inside the page. An additional change was that I did not offer a big cover for the spring sale, instead figured it would be easier for the customer to just click on the image. With this choice, I have managed to create empty space for other features on the bottom of the page.

The black bar created by the Sony logo was not working in favor of PlayStation's design in my opinion, because it was pushing the rest of the content below and causing various visual to be cut in half (such as the screenshot I worked on at game page). I carried the same banner to the bottom and raised the actual content for the customer in a more visible spot, with this more space was available for me to work on the upper part of the page.

Currently, my first choice of platform oriented on buying games is "Steam". While still a confusing website, Steam has done well on designing their search bar. Let's assume the customer is looking for a specific game, like "The Witcher 3: Wild Hunt". Depending on which platform the user is going to buy the game, they could visit different sites and check the listed prices or if the game is even available at all. In this sense having the game show up directly in the search bar with price tag visible is a huge convenience for the customer, both for checking its price and directly moving to the game's page for further information. Steam does that well but in PlayStation Store's case, no games are listed for the customer unless they hit the "enter" button

to complete the search. I wanted to fix that in the home screen. I have added a folder on my photoshop project which will act as if the search button is clicked once it becomes visible. This page has been convenient for me to plan my color theme and wireframing ahead because it gave me a good idea of what the ongoing structure and theme was for the store.
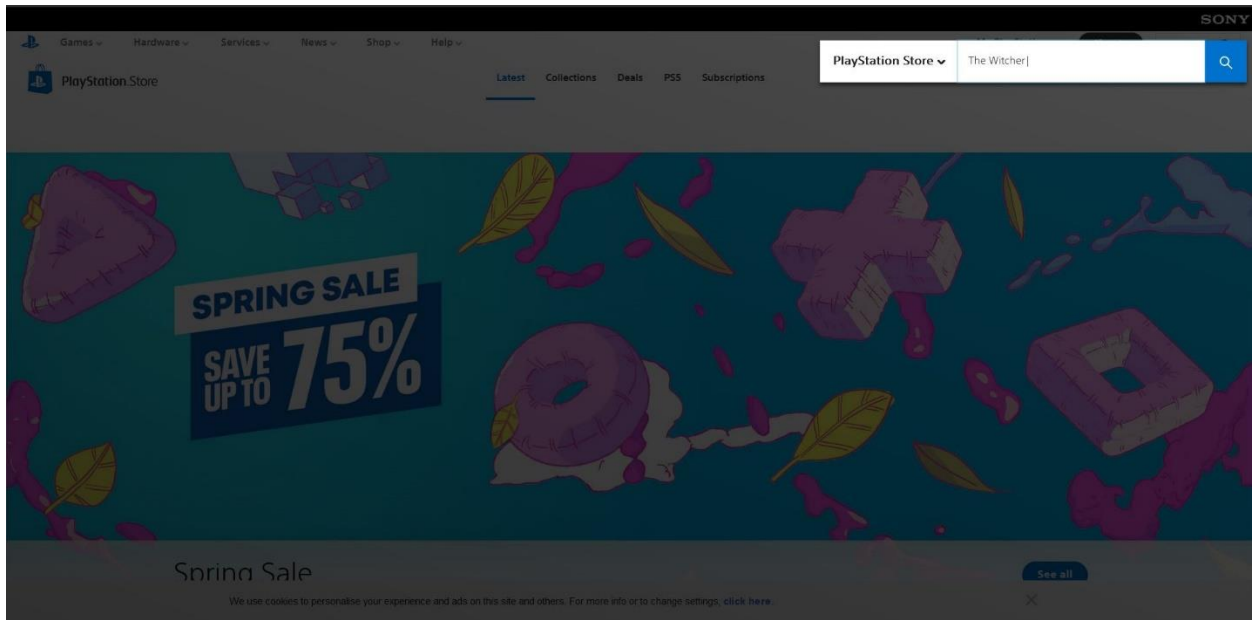
I didn't use "My PlayStation" in my design because it required a sign in first and without it it's not functional. I also ignored the search option (search in PS Store or PS Website) because it doesn't make sense for someone using the store to make searches that would lead them to articles and news rather than content.
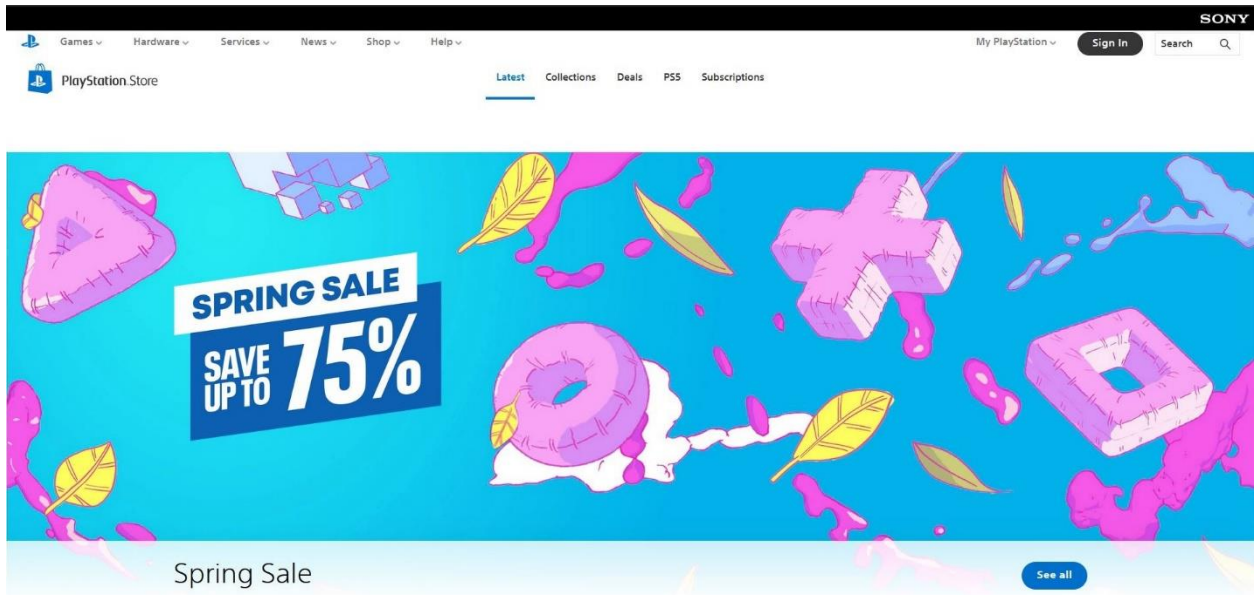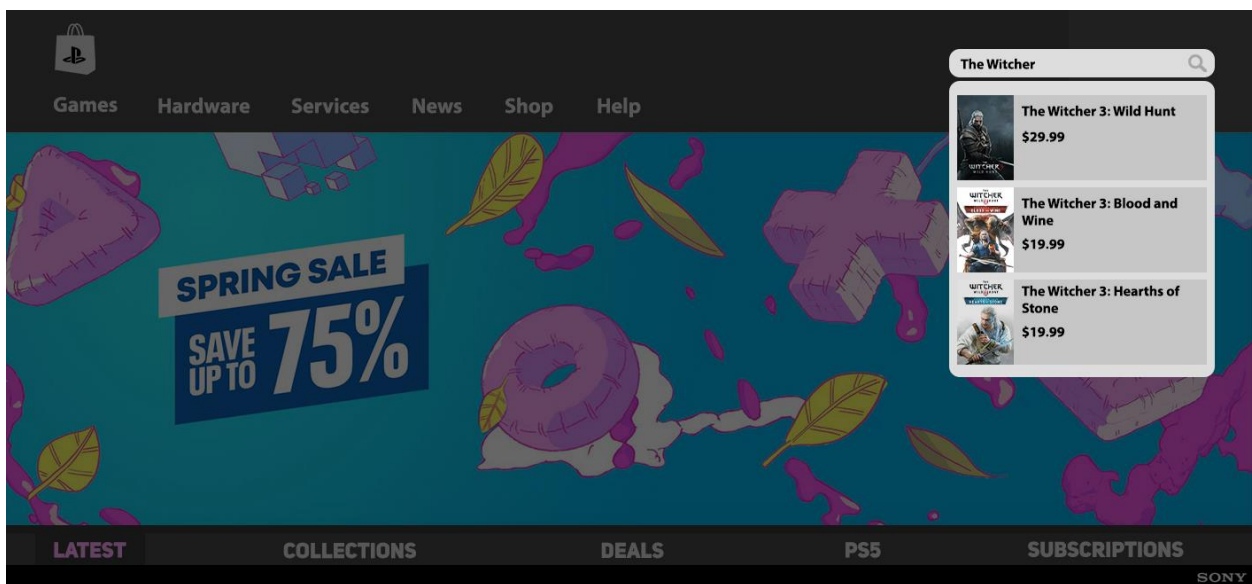
Original Homepage
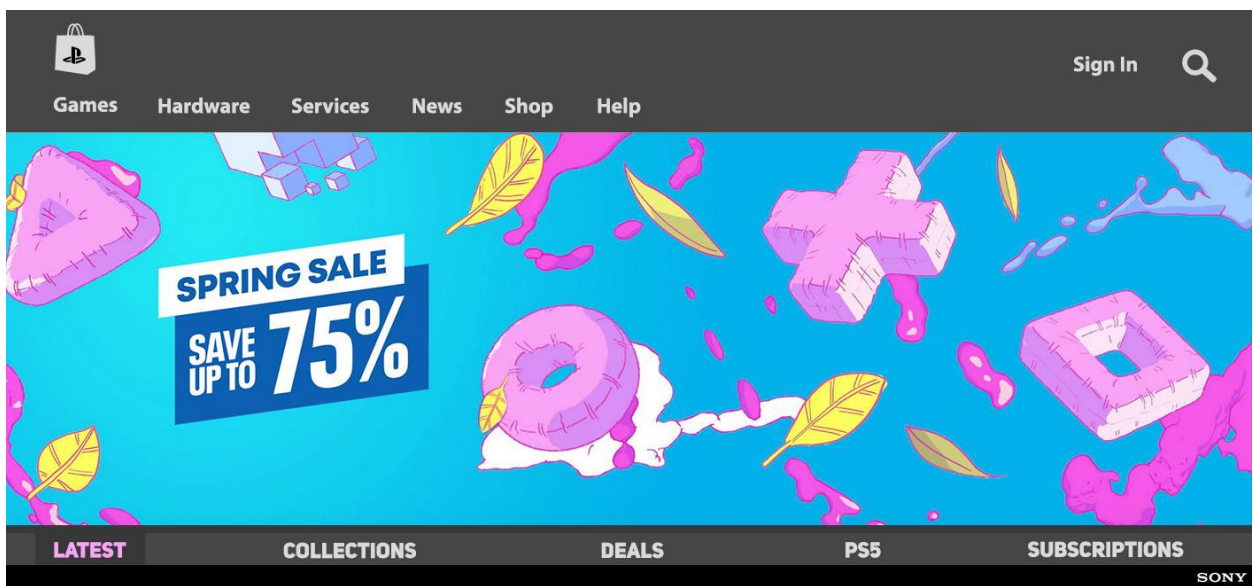
Edited Homepage

Original Homepage and Search-bar

Edited Homepage and Search-bar

Logo Redesign:

When I first tried my design with the original logo, the blue shade has gathered too much attention in the eye between all the dark colors. To overcome this issue, I replaced the colors of the store logo with the colors I used earlier. While doing this, I decided there was no need for a PlayStation logo and a PlayStation Store logo together as the store logo already carried the iconic symbol of PlayStation.
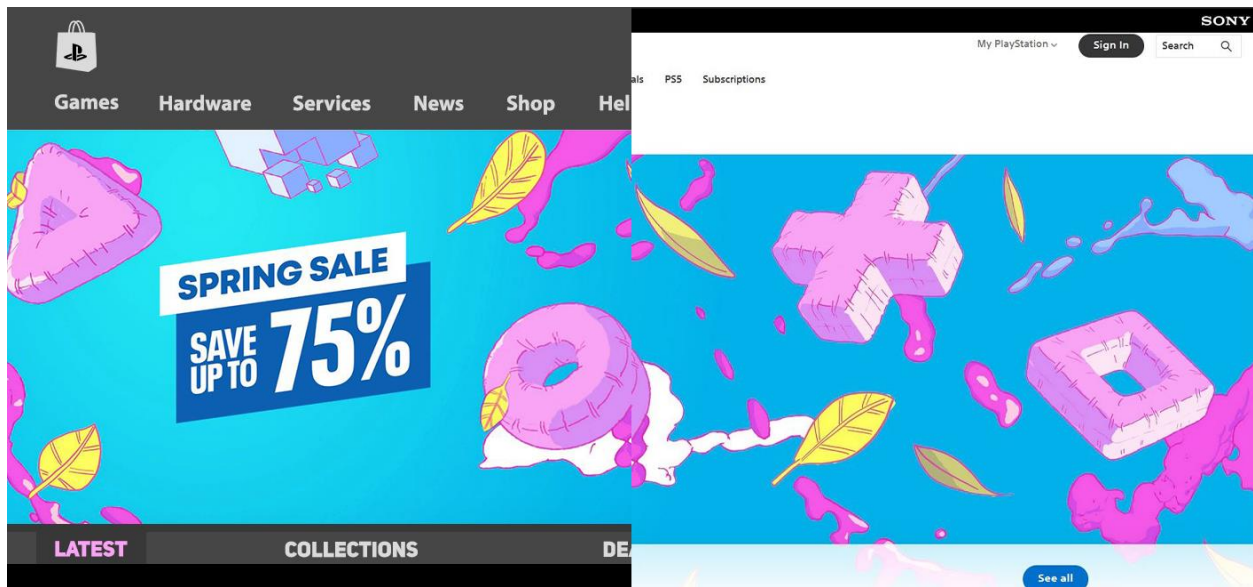
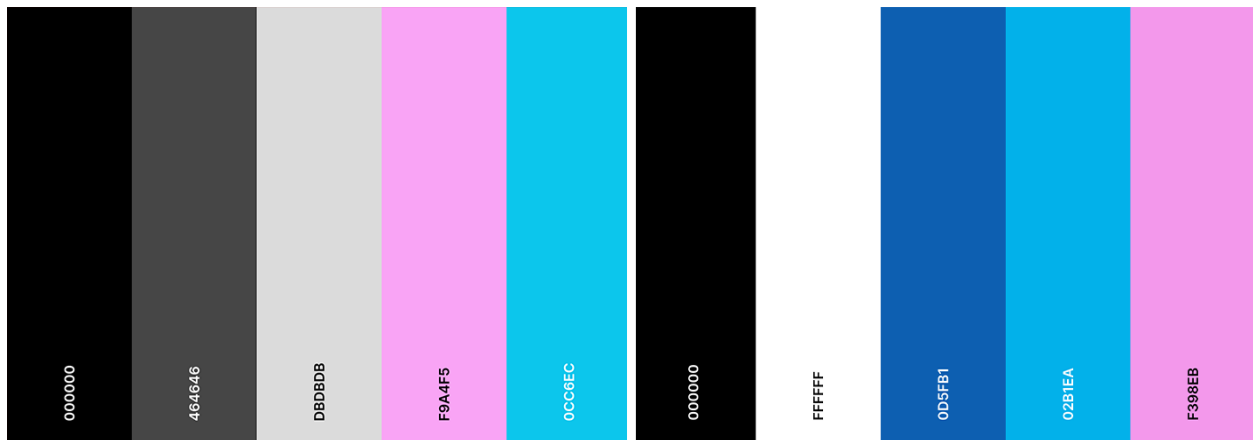

Original logos displayed in the page

My Choice of logo display

Comparison for The Color Theme:

Homepage Side by Side Color Comparison

Homepage Side by Side Color Palette Comparison

My Process of Choosing a Font:

When I first started my project, I believed pixel art could look good in the page since games with pixelated visuals were ancestors of modern video games. But when applied, the pixel art font did not match the modern and simplistic look I was aiming for, so I replaced them with the **UNI SANS HEAVY CAPS**. Since this font has bold letters it was enough to take attention to the

segments I placed on the bottom. Edges of this font are not too sharp, which gives a playful feeling that matches good with a gaming theme. Another font I used in my design was **MYRIAD PRO BOLD.** I used this font for the rest of the text alongside its italic version.
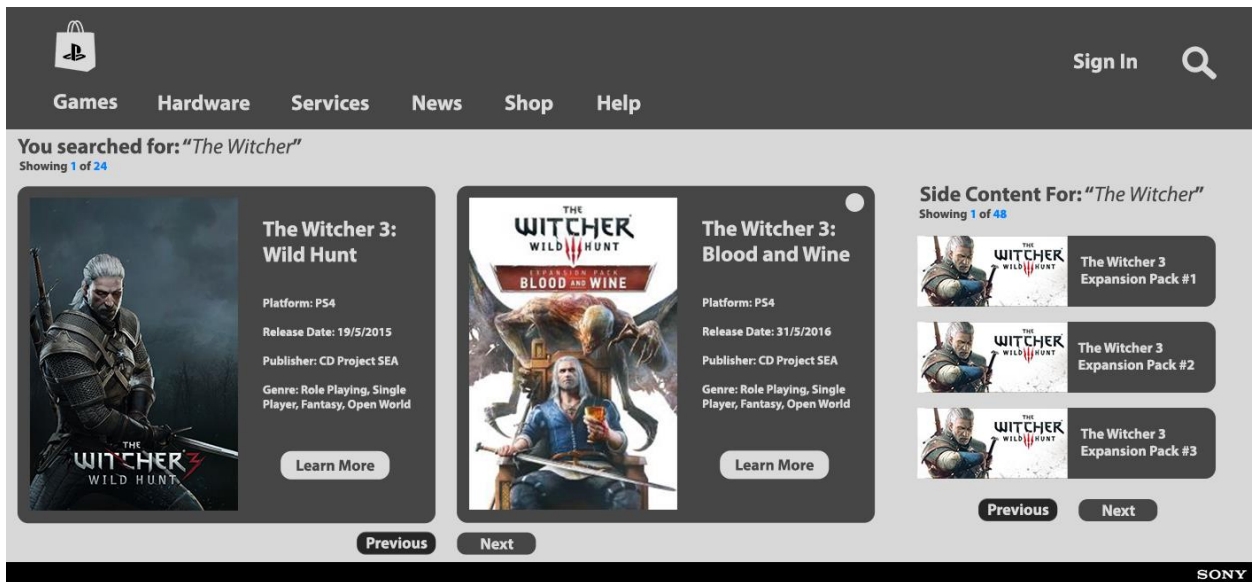
Search And Content Listing:

For the next page I was going to alter, I have chosen the content listing page which pops up once a search has been made. Again, the page was too bright for my liking with a flat white background, so I decided to darken the page with the same style I used for the home screen. I also realized the content thumbnails were shown in square shapes, which weren't suitable for posters that portrayed characters (like the Witcher). While the human body is tall and thin, the thumbnail was equal in all sides and this created an uncomfortable look for me, as if the character was jammed in the frame or their physical attributes weren't portrayed fully. This is a surprising choice since traditionally many posters are portrayed in rectangular shapes. While reframing, I used rectangular posters to overcome this issue. Some of the content were also cut before the user could see the price or the name tag, and the game I was looking for showed up in the third row, for some reason it was shadowed by the DLC and extra content about the game. I concluded that a sorting option was necessary to split the main game and DLCs from the vast amount of side content. But I decided not to make a traditional sorting option as I feel such options extend the length of a search. Instead I portrayed both types of content at once while representing the main sorts of content in bigger frames and offering distinct page selection for both types. In the end, a customer might be looking for a side content related to a different game but named the same with another game title, in a scenario like this seeing game titles won't be useful to the customer. I also made the page numbers (1-24 of 512) interactable which wasn't the case for the original layout. I also added some of the information here such as release date and the genre for the game. I believe knowing about the genre firsthand could help customers sort easily. In the original page the genre of the game was listed as "Role Playing Games, Role Playing Games, Role Playing Games". For some reason it was written three times, I have also managed to fix that with giving more descriptions for the game's genre. The game's DLC (for example "Blood & Wine") contents is often mentioned as a different game in many platforms which could create confusion for the users who don't know about the original game. I decided to add a little circle on it where customer can hover it's mouse and see the explanation of "This

requires the main game" or "This is a DLC for the main game" to have a clear idea of what they are looking at. I made the "Previous" button darker to indicate it is not possible to go to a previous page while in the first page. The numbers are blue to show that they are interactable.
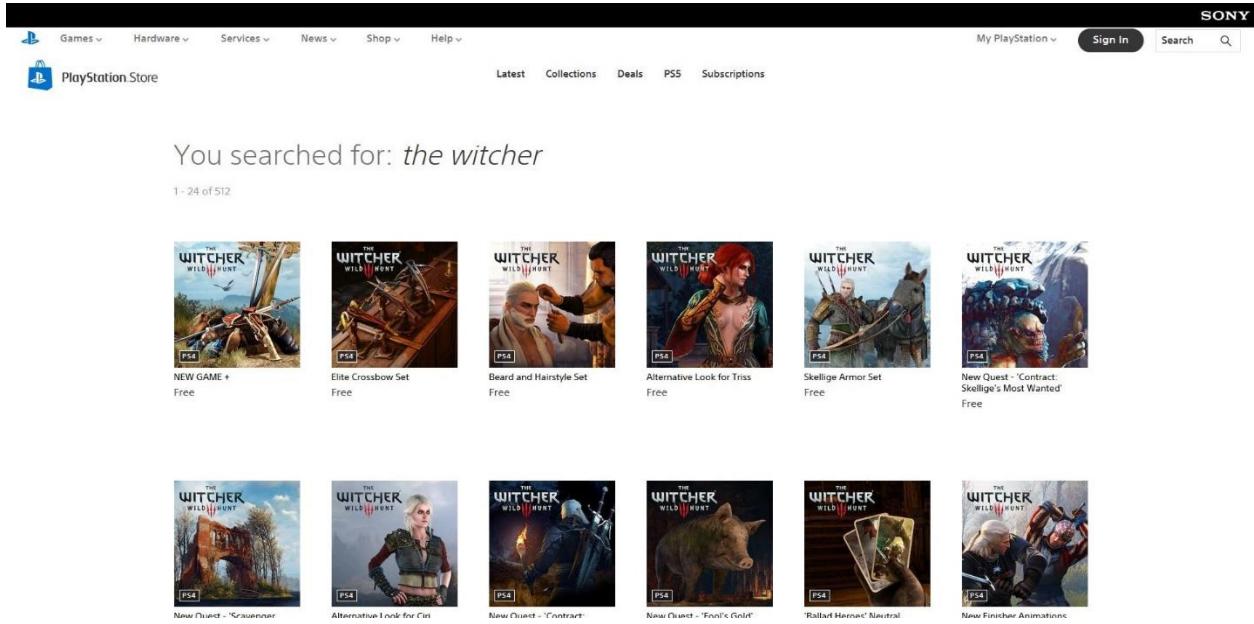
Original Search and Content Listing Page

Edited Search and Content Listing Page

Game Information Screen:

Last page I was going to alter was the page for the game. The page was invaded by a big picture of the main character instead of showing useful information to the customer, which could be:

Platform

Studio/Publisher

Age Restriction/Warnings

Pricing

Tags/Categorization

Images About the Game

Language Supports

Release Date

Technical Supports

About Game/Story

While platform, pricing, studio, and age restriction were shown in the default page, tag and categorization was limited to "1 Player". The rest of the information was below and written as tiny bits as if they weren't just as important as the purchase button which was cut in half because of the Sony banner on the top. There were also no in-game visuals provided by the store. This whole layout felt like it led the customer to buying but not describing or informing about the content. I've created a side panel to check images of the game on left side of the screen, while providing some information related to the game on the right end of the screen. Essentially, I wanted the customers to find anything they might be looking for in the top part of the page in their first glance. I believe the page was responsible of putting a legal explanation of the purchase, this explanation was located at the lowest segment of the page. I did the same but offered a shortcut for the users to directly travel the bottom to see the explanations instead of trying to go below in a traditional way, spending time trying to make a perfect alignment so the whole paragraph is visible at once. I have kept the visuals that showed the game is a single player game and supports cross platform play. But I didn't feel the need of mentioning the game supports DualShock controllers. DualShock is already the default controller for the mentioned platform, it is logically expected to support this type of controller and it could be confusing for

the people who don't know its name. Additionally, I switched the image used in the original page as it was mostly a blank white screen, instead I used one of the game's commercial images. I haven't mentioned some of the details such as release date in this page as it was already shown when the customer was searching for the game.
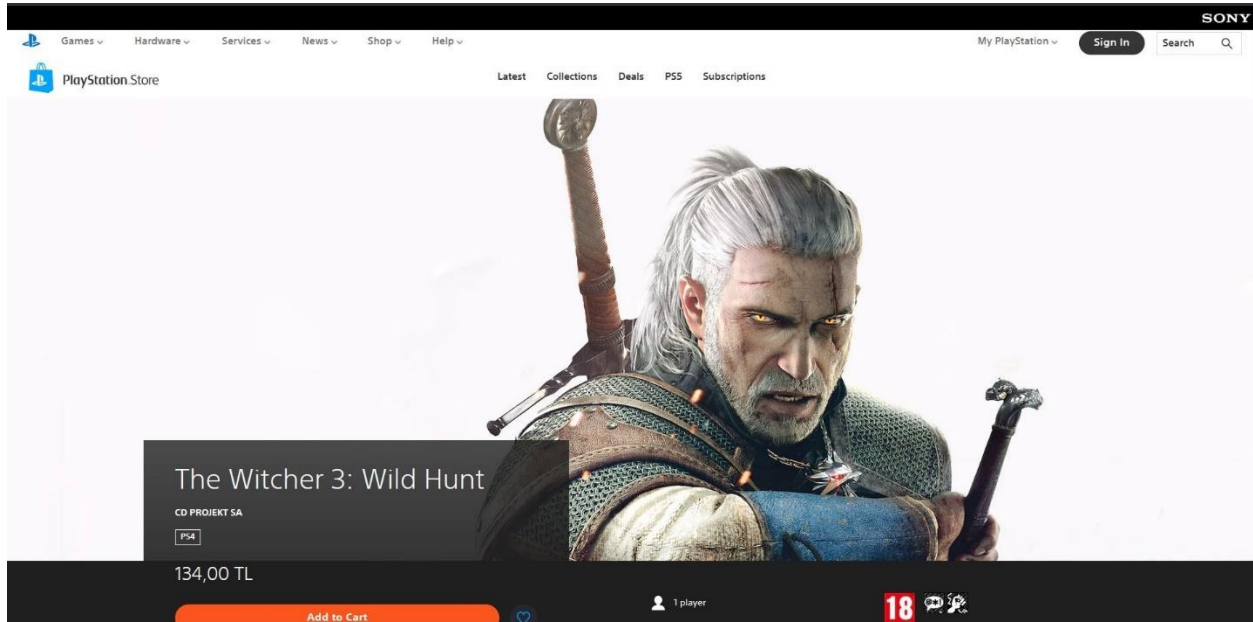
Original Game Page
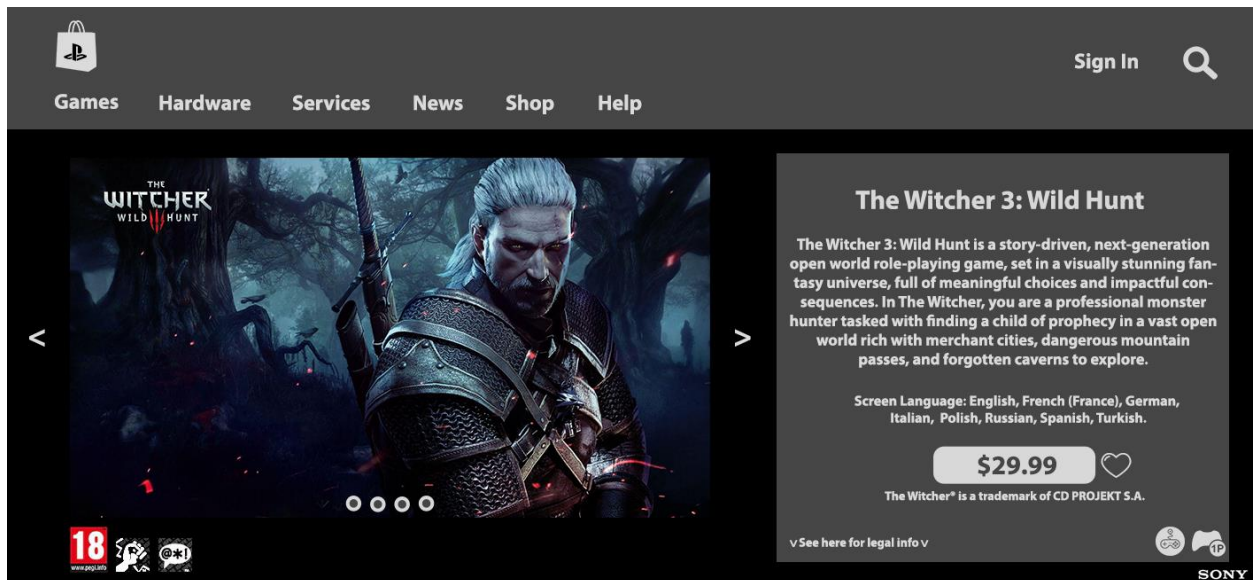
Edited Game Page

My Conclusion:

Darker colors are more fitting to shopping sites for the possibility of customer failing to what find what they seek and keep using the sites. Bright colors could be tiring for the customer in longer periods like this and dark colors can offer a simple solution. While making the layouts, designers should pay attention not to push other visuals of the screen once the page is loaded. Making searches simpler can lead the customer to product and afterwards purchasing page more quickly.