

Goal:

- Minimalistic Visually Engaging Design
- Big and effective typography
- Tablet first
- Focus on content(photos, animations, videos) less on text
- Negative Space to focus to distinguish elements and focus user to content

Creating a brand centered design:

Colors, the texts, the images, the navigation is geared towards optimized representation of your brand.

High Quality Content, eye catching, photos, minimal text

Compelling and valuable information.

How it is relevant to the life style of the target audience, how it meets their needs. Vanquish is focus on selling to customers who wants best valued performance game PCs.

Strong CTA, high end, world's best gaming PC. Advanced, second to none.

Inspiration sites

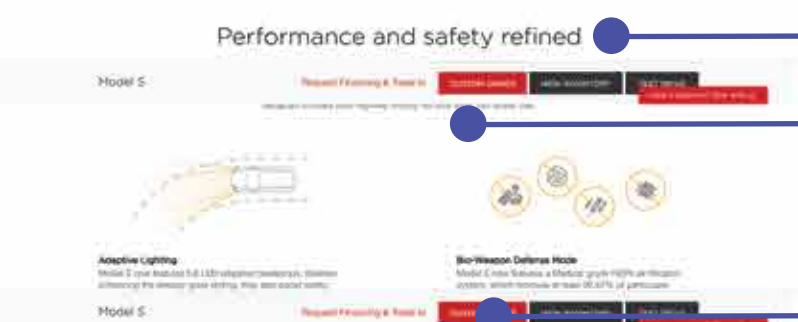
Tesla does a good job at promoting its brand philosophy & value throughout its product page. Model S is targeting to individuals looking for a high performance electric car, mostly successful business executives and entrepreneurs, mostly wealthy early adopters (upper middle class)

Takeaway Summary:

- Dark shots creates the illusion of exclusivity.
- Fixed CTA and three CTA through out the page.
- Three wide angle shots for user engagement.
- Divided up into four major sections:
 - 1)Overview of vehicle focus on performance and safety,
 - 2)How it is distinct from other vehicles at the same price range(fully electric),
 - 3)How product focuses on the user,
 - 4)Technical aspects of the product where user can interact with product
- Minimalistic Design with Simple legible typography keep viewer focus on the product.
- Videography through out the page to make the page.
- Mini illustrations and spec illustrations to show design thinking.



Large image to display product, background image provides emotional appeal while leading viewer's eye to the product.



Dive straight into Tesla's philosophy Content resonates with Tesla's Call to action button 1 on IE



Fixed CTA bar where user can access at any time.s



Video quickly follows to minimize time user needs to read content on web



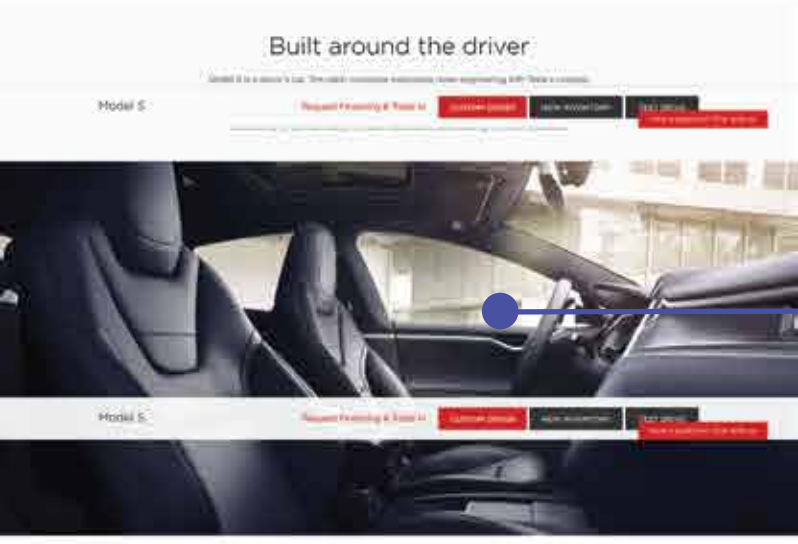
Call to action button 2



Interactive button to show diff components of the product



Appealing to all drivers. Video shows driver operate vehicle on diff terrain.



life style wide angle shot to immerse users into the product



Testimonial videos



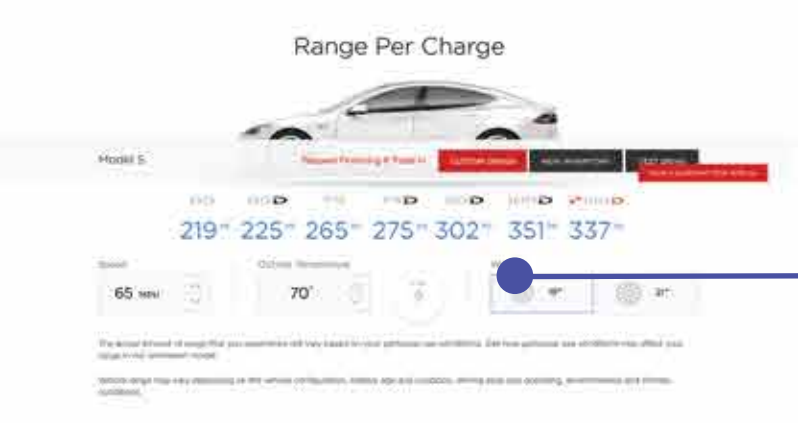
Video to show more features of the product



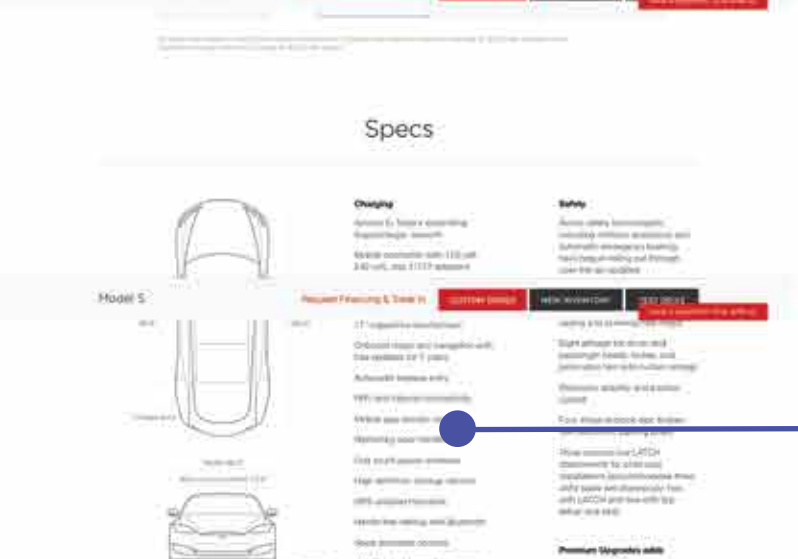
life style photo #2



call to actionf or learn more about tfeatures unique to the brand



Interactive animation allow real time visual customization



Overview/spec at the end of page



Inspiration sites

Corsair's case product page can be used for visual design inspirations. They use minimalistic designs to showcase its product.

Takeaway Summary:

Dark shots creates the illusion of exclusivity.

Only one CTA button

Usage of close up shot helps to illustrate craftsmanship

Divided up into four sections:

- 1) Hero image of product shot
- 2) Basic features
- 3) Features indepth & customizable features
- 4) Photo gallery

Minimalistic Design with Simple legible typography keep viewer focus on the product.



Large clear product title

Large image to display product

Missing autoplay video, but provide button for pop up video

Features are listed, with interactive bar expands upon hover

Slogan appeal to emotional side of intended target audience

fading gradient to creates illusion of exclusivity, creates emotional appeal

subtle description to explain the purpose of the image



close up photos to show features with explanation



illustration with grid background to show design thinking and engineering thought process

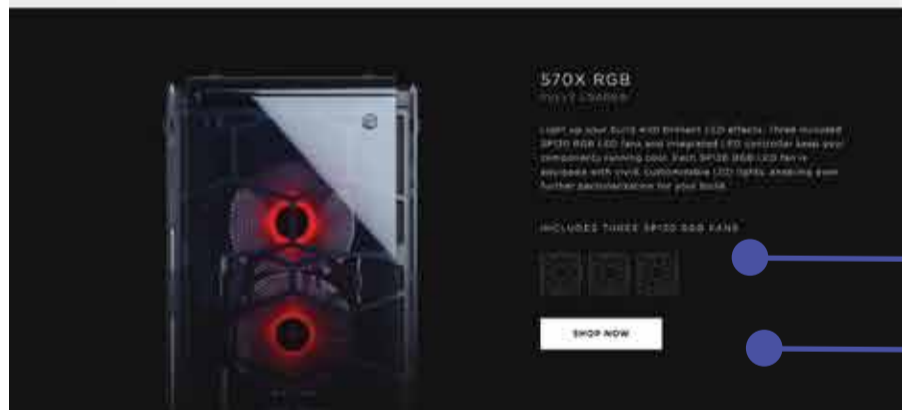


illustration show number of fans and its respective specs

CTA button 1



gallery at the end of page

Inspiration from videography

Corsair's one provided some inspirations for the type of user we are also appealing to



Inspiration sites

Corsair's fan product page provide some interesting visual inspirations.

Takeaway Summary:

Dark shots creates the illusion of exclusivity.

Smooth ease on animaiton

Bold Typography

Minimalistic Design with Simple legible typography keep viewer focus on the product.



Experimental Typography

Inspirational Slogan

experimental composition

Animation Fan on autoplay

Ease in Slide down Animation

CTA

CTA

Ease up animation

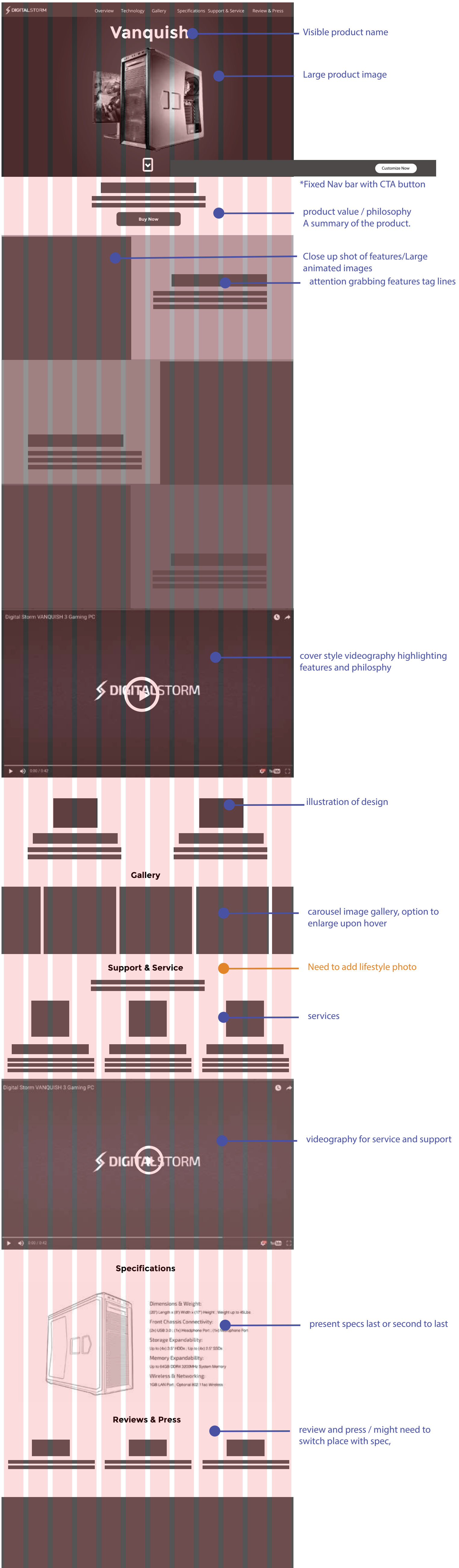
CTA

Autoplay carousel slide to left

Wireframe for desktop:

Takeaway Summary:

To focus on distinguishing our brand from our competitors.
The purpose of this layout is to focus on:
presenting our features better to distinguish ourselves from our competitors.
Incorporate breathtaking close up shots of image to appeal to user emotions.
Arrange content in a way that focuses on differentiates our brand.



Need to add more than one CTA button

Need to present review and press in a better layout