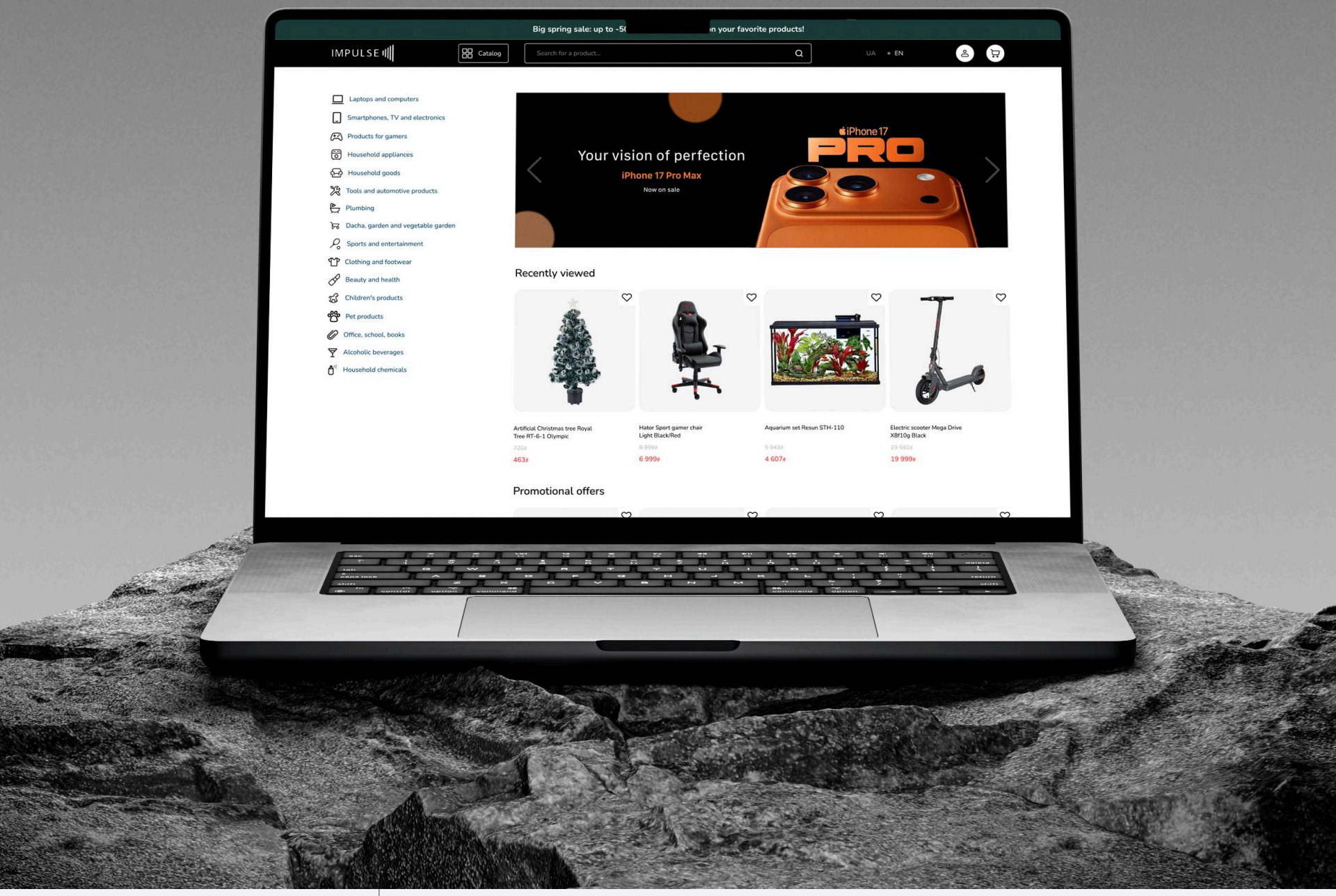


(Overview)

Project:
Impulse

Designed by:
Denys Kliuvak

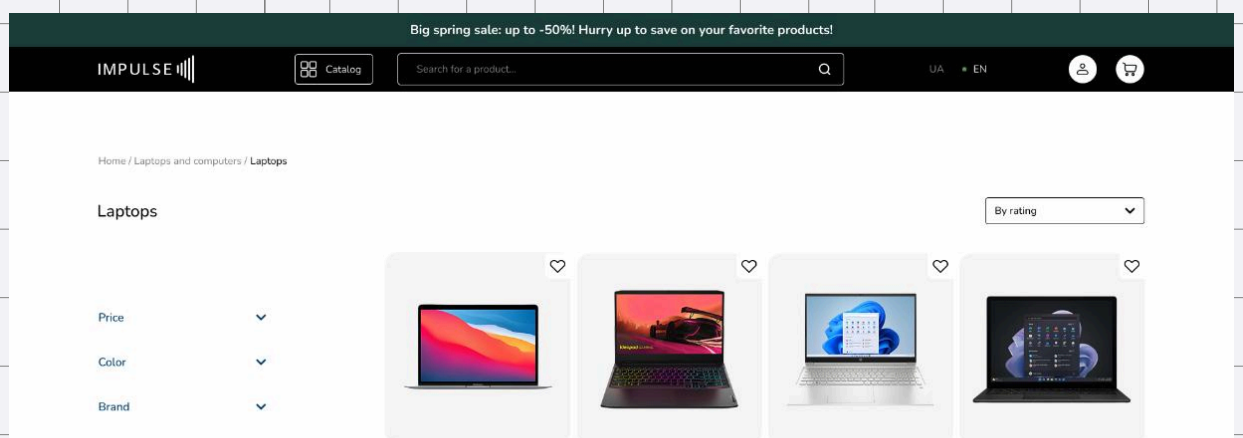
Role:
Lead Product Designer

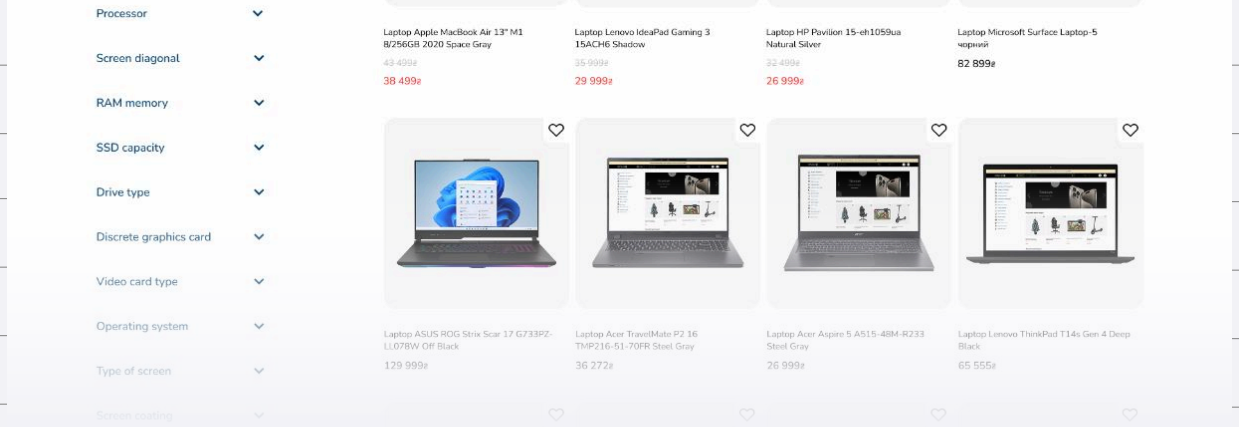
Date:
@2024

Scope:
UX Design
UI Design

Introduction:

Impulse is a concept for a multi-brand electronics and gadget retailer. The core idea of the project was to build a platform that balances a vast product inventory with maximum interface simplicity. The visual language focuses on eliminating "visual noise," allowing users to find the device they need quickly and effortlessly.





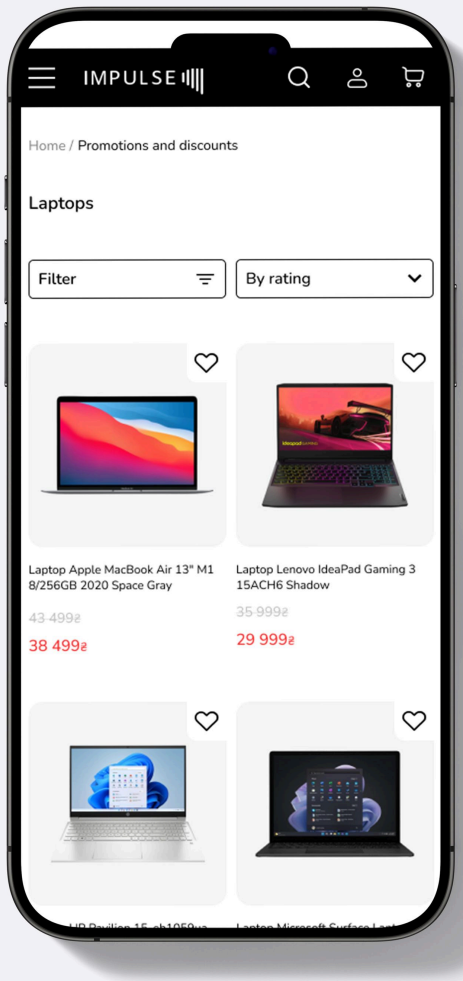
Problem & Solution:

Problem:

Most online electronics stores suffer from information overload, complex filtering systems, and convoluted checkout processes. This friction causes user stress and leads to high cart abandonment rates.

Solution:

Simplified Navigation:
Intuitive categorization for easy browsing.
Smart Filtering:
Allows users to refine search results in just a few clicks.
Streamlined Checkout:
The purchase process is reduced to 3 clear, logical steps.



Typography and Colors:

NUNITO

Designer: Vernon Adams, Cyreal, Jacques Le Bailly

Foundry: Google Fonts

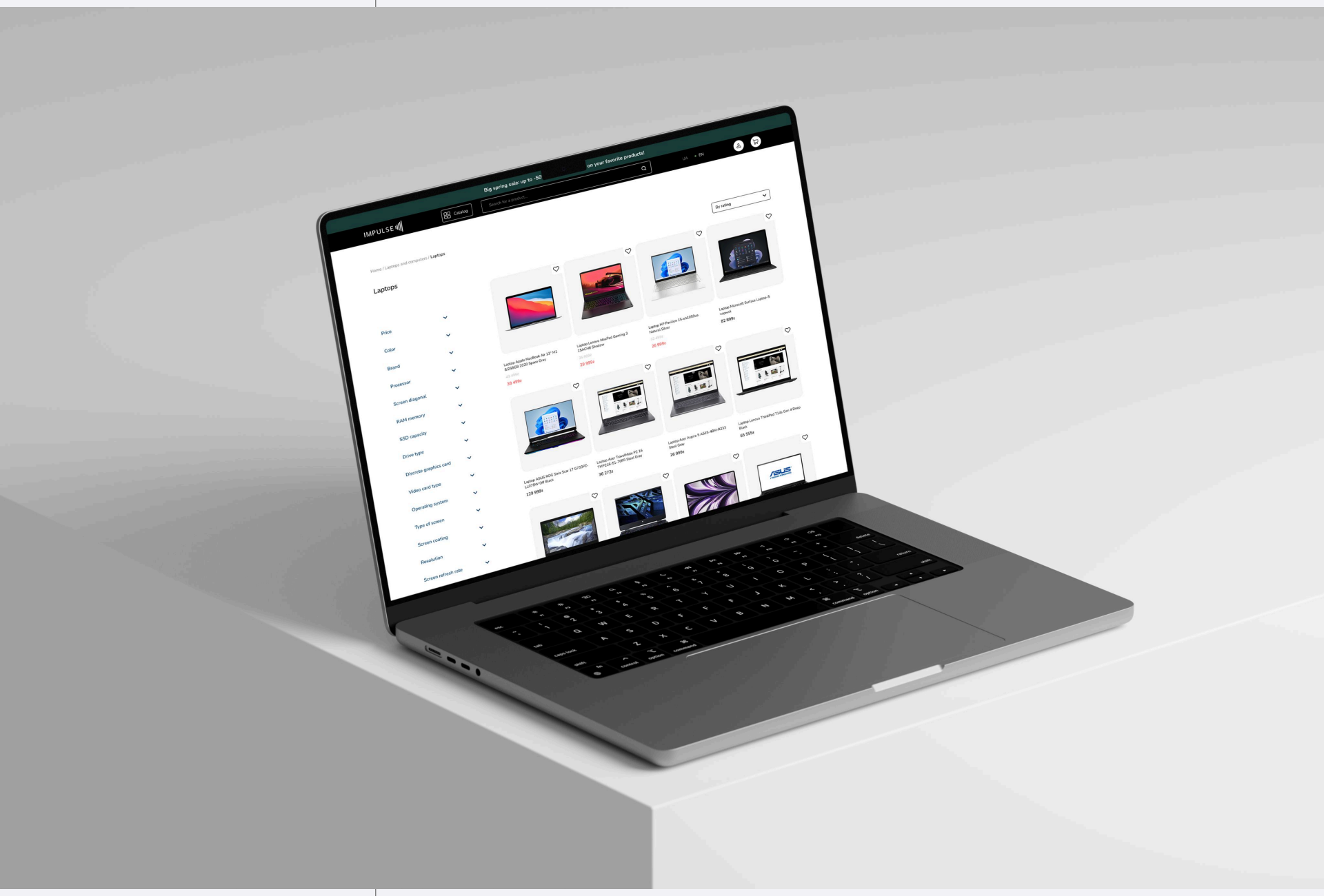
Release Date: 2011

#111111

#FFFFFF

#828282

#003D69

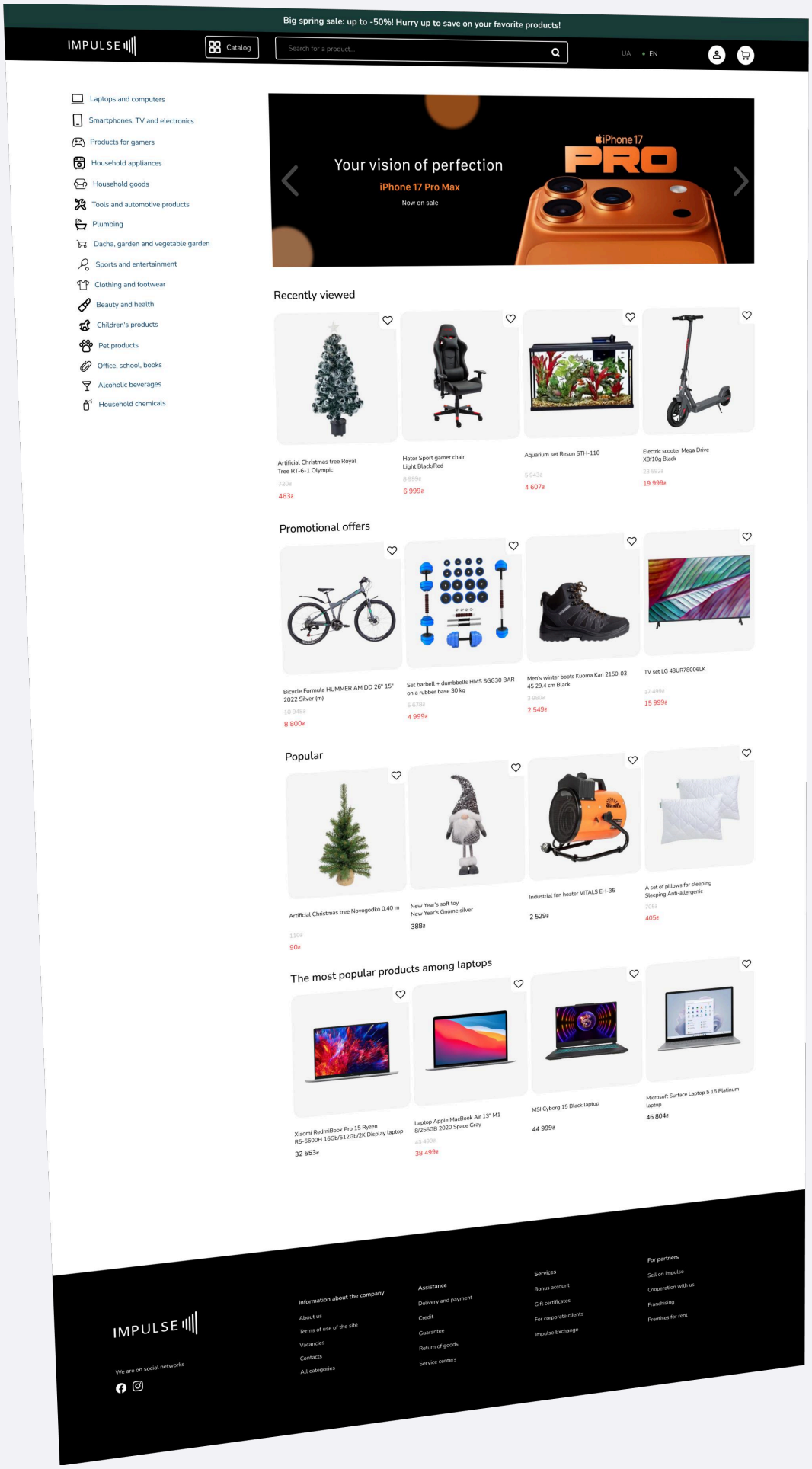


(Showcase)

Type:
E-commerce

Category:
Commercial

Style:
Minimalism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Children's products
Pet products
Office, school, books
Alcoholic beverages
Household chemicals
Your vision of perfection
iPhone 17 Pro Max
Now on sale
iPhone 17
PRO
Recently viewed
Artificial Christmas tree Royal Tree RT-6-1 Olympic
720₴
463₴
Hator Sport gamer chair Light Black/Red
8 999₴
6 999₴
Aquarium set Resun STH-110
5 943₴
4 607₴
Electric scooter Mega Drive X8f10g Black
23 592₴
19 999₴
Promotional offers
Bicycle Formula HUMMER AM DD 26" 15" 2022 Silver (m)
10 948₴
8 800₴
Set barbell + dumbbells HMS SGG30 BAR on a rubber base 30 kg
5 678₴
4 999₴
Men's winter boots Kuoma Kari 2150-03 45 29.4 cm Black
3 980₴
2 549₴
TV set LG 43UR78006LK
17 499₴
15 999₴
Popular
Artificial Christmas tree Novogodko 0.40 m
110₴
90₴
New Year's soft toy New Year's Gnome silver
388₴
Industrial fan heater VITALS EH-35
2 529₴
A set of pillows for sleeping Sleeping Anti-allergenic
705₴
405₴
The most popular products among laptops
Xiaomi RedmiBook Pro 15 Ryzen R5-6600H 16Gb/512Gb/2K Display laptop
32 553₴
Laptop Apple MacBook Air 13" M1 8/256GB 2020 Space Gray
43 499₴
38 499₴
MSI Cyborg 15 Black laptop
44 999₴
Microsoft Surface Laptop 5 15 Platinum laptop
46 804₴
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Gift certificates
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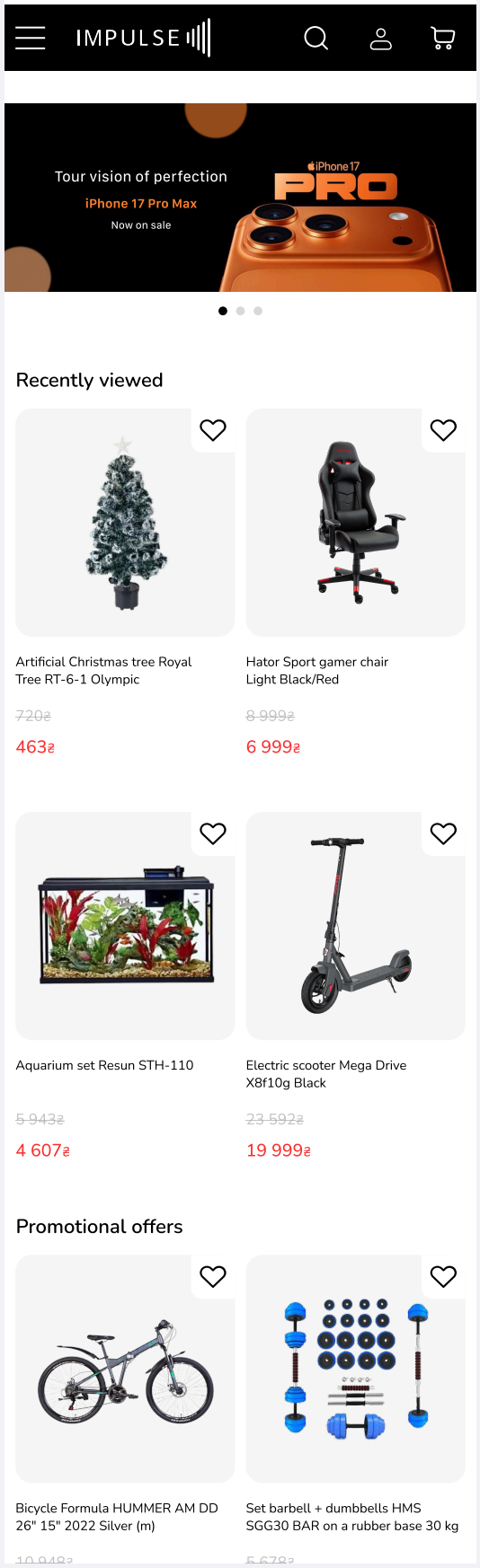
Impulse Exchange
For partners
Sell on Impulse
Cooperation with us
Franchising
Premises for rent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Now on sale
iPhone 17
PRO
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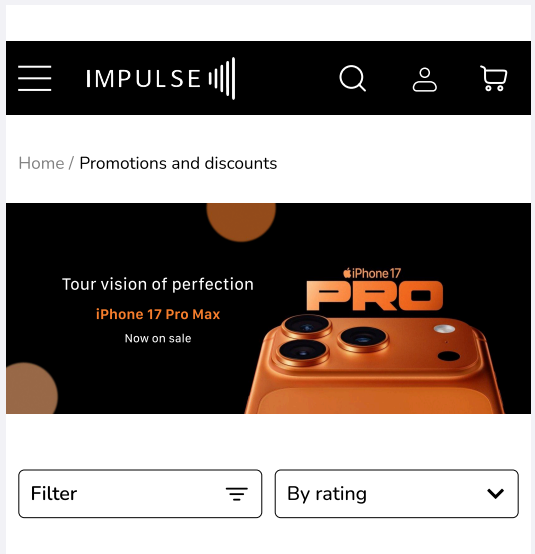
463₴
Hator Sport gamer chair Light Black/Red
8 999₴
6 999₴
Aquarium set Resun STH-110
5 943₴
4 607₴
Electric scooter Mega Drive X8f10g Black
23 592₴
19 999₴
Promotional offers
Bicycle Formula HUMMER AM DD 26" 15" 2022 Silver (m)
Set barbell + dumbbells HMS SGG30 BAR on a rubber base 30 kg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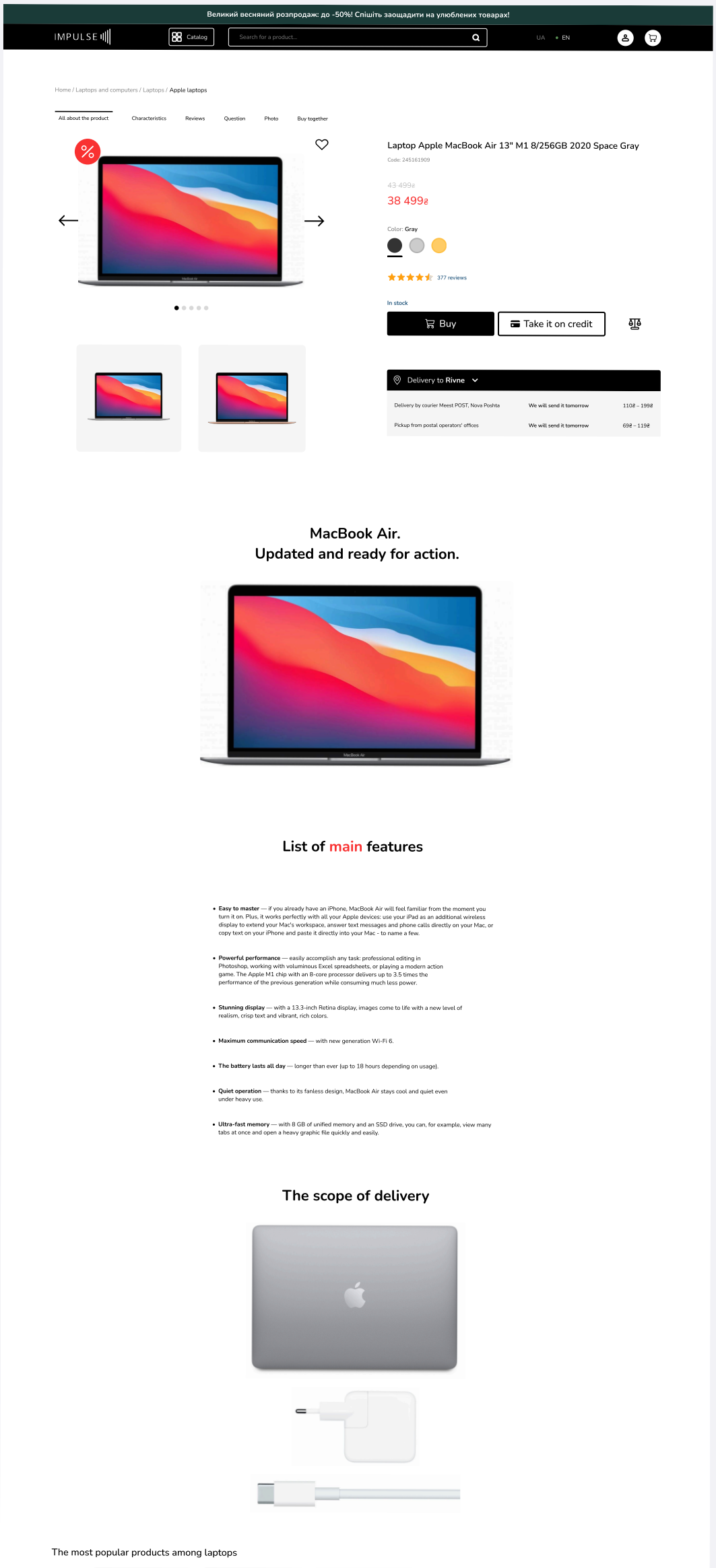
iPhone 17 Pro Max
Now on sale
iPhone 17
PRO
Filter
By rating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38 499₴
Color: Gray
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Delivery by courier Meest POST, Nova Poshta
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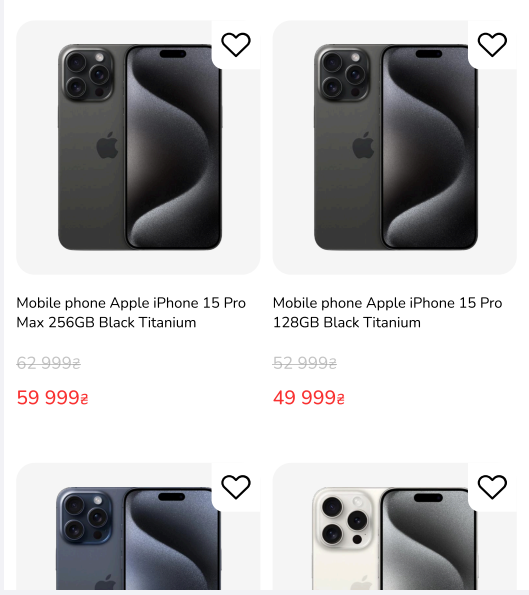
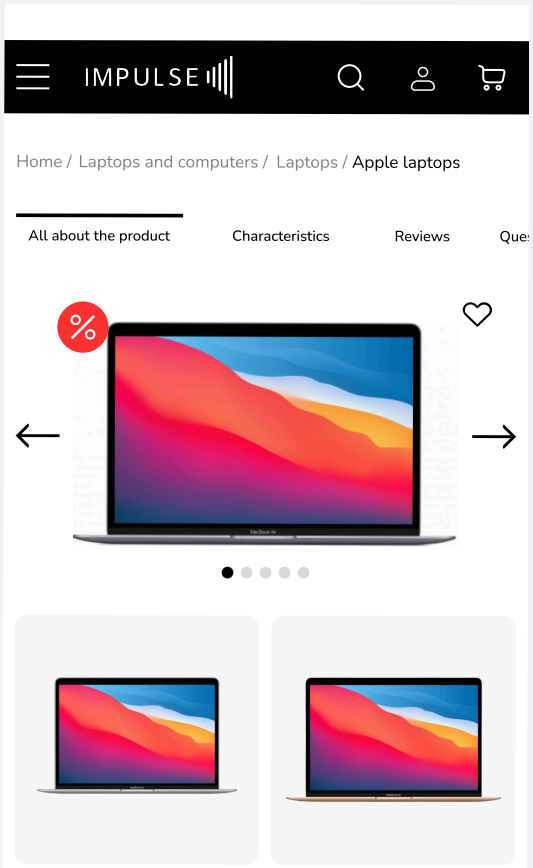
69₴ – 119₴
MacBook Air.
Updated and ready for action.
List of main features
Easy to master — if you already have an iPhone, MacBook Air will feel familiar from the moment you turn it on. Plus, it works perfectly with all your Apple devices: use your iPad as an additional wireless display to extend your Mac's workspace, answer text messages and phone calls directly on your Mac, or copy text on your iPhone and paste it directly into your Mac - to name a few.
Powerful performance — easily accomplish any task: professional editing in Photoshop, working with voluminous Excel spreadsheets, or playing a modern action game. The Apple M1 chip with an 8-core processor delivers up to 3.5 times the performance of the previous generation while consuming much less power.
Stunning display — with a 13.3-inch Retina display, images come to life with a new level of realism, crisp text and vibrant, rich colors.
Maximum communication speed — with new generation Wi-Fi 6.
The battery lasts all day — longer than ever (up to 18 hours depending on usage).
Quiet operation — thanks to its fanless design, MacBook Air stays cool and quiet even under heavy use.
Ultra-fast memory — with 8 GB of unified memory and an SSD drive, you can, for example, view many tabs at once and open a heavy graphic file quickly and easily.
The scope of delivery
The most popular products among laptops


Mobile phone Apple iPhone 15 Pro Max 256GB Black Titanium
62 999₴
59 999₴
Mobile phone Apple iPhone 15 Pro 128GB Black Titanium
52 999₴
49 999₴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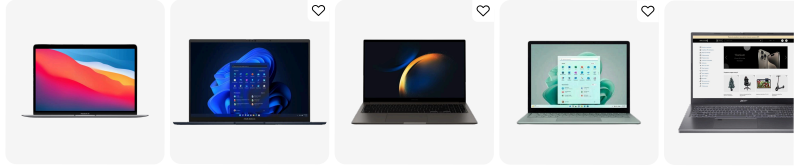

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38 499₴

Laptop ASUS Zenbook 14 OLED UX3405MA-PP047X Ponder Blue
71 999₴

Laptop Samsung Galaxy Book3 Graphite / Intel Core i5-1335U / 8 GB / 256 GB
~~32 888₴~~
26 999₴

Laptop Microsoft Surface Laptop 5
35 912₴

Laptop Acer Aspire 5 A515-48M-R23 Steel Gray
26 999₴

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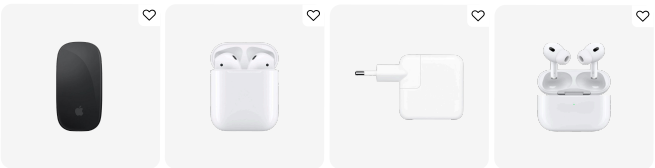

Apple Magic Mouse Bluetooth Black
5 749₴

Apple AirPods headphones with Charging Case (2nd generation)
6 299₴

Apple 35W Dual USB-C Port Power Adapter Network Charger
3 399₴

Apple AirPods Pro headphones with MagSafe Case USB-C (2nd generation)
11 499₴

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★★★★★ 24.12.2023

Hello, I'm definitely excited about the performance and design of the MacBook Air 13! Its slim body and light weight make it perfect for mobile use. The gorgeous Retina display delivers superb image quality and the performance leaves nothing to be desired. I'm impressed with the macOS experience, which allows me to complete tasks quickly and efficiently. I recommend it for those who value reliability and high quality in one device.

Victoria S.

★★★★½ 14.09.2023

Good evening, MacBook Air 13 is a real gem in the world of laptops. Incredibly thin and lightweight, it's the perfect companion for those on the go. The keyboard with Magic Keyboard technology provides a comfortable typing experience, and Touch ID makes authentication fast and secure. The battery lasts a very long time, making it a great choice for working on the go.

Igor D.

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David M.

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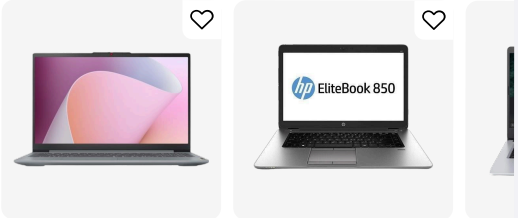

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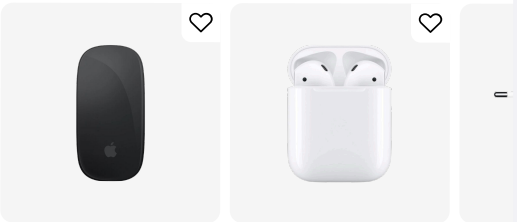

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Apple AirPods with Charging Case (2-е покоління)
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Apple 3
3 399₴

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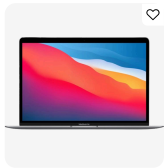
Characteristics Laptop Apple MacBook Air 13" M1 8/256GB 2020 Space Gray

Code: 245161909

Manufacturer:	Apple
Manufacturer's code:	MGN93
Choose according to your purpose:	High speed performance
Classification:	Premium
Model range:	Apple MacBook Air
Series:	MacBook Air M1 Chip series
Operating system:	Mac OS



Laptop Apple MacBook Air 13" M1 8/256GB 2020 Space Gray

~~43 499₴~~

38 499₴

Buy

Processor

Processor:	Apple M1
The number of processor cores:	8-core
Production technology:	5 nm

Memory

The amount of RAM:	8 GB

Storage

Storage interface:	PCI-ex SSD
Storage capacity:	256 GB
Spindle speed:	Without spindle

Video card

Video card:	Built-in
Manufacturer of a video adapter:	Apple

Monitor

The diagonal of the screen:	13.3"
Screen resolution:	2560×1600
Screen coverage:	Glossy
Screen backlight:	LED
Matrix type:	IPS
Display type:	Normal

Interaction with the environment

Network interfaces:	Bluetooth, WiFi 802.11ax
Webcam:	Yes
Webcam resolution:	1280x720 1.0 Mp
Built-in microphone:	Yes
Interfaces:	Audio Line out, USB Type-C
The number of USB ports:	2 pcs

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Choose according to your purpose:	High speed performance
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Series:	MacBook Air M1 Chip series
Operating system:	Mac OS

Processor

Processor:	Apple M1
The number of processor cores:	8 -core
Production technology:	5 nm

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38 499₴

In stock

Laptop Apple MacBook Air 13.6" M2 8/256GB 2022 Space Gray

~~59 499₴~~

53 499₴

In stock

Screen

	Laptop Apple MacBook Air 13" M1 8/256GB 2020 Space Gray	Laptop Apple MacBook Air 13.6" M2 8/256GB 2022 Space Gray
Screen diagonal	13.3"	13.6"
Screen update rate	60 Гц	60 Гц
Screen type	Retina	Liquid Retina
Resolution	2560x1600	2560x1664
Screen cover	Глянцеве	Глянцеве

Video card

Data storage devices

Processor

Operating memory

Housing

Characteristics

The most popular products among laptops

Laptop Apple MacBook Air 13" M1 8/256GB 2020 Space Gray

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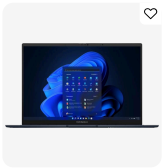
38 499₴



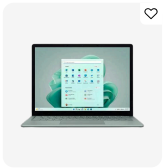
Laptop ASUS Zenbook 14 OLED UX3405MA-PP047X Ponder Blue

71 999₴

Laptop Samsung Galaxy Book3 Graphite / Intel Core i5-1335U / 8 GB / 256 GB

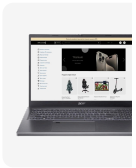
~~32 888₴~~

26 999₴



Laptop Microsoft Surface Laptop 5

35 912₴



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38 499₴

Є в наявності

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53 499₴

Є в наявності

Screen

Screen diagonal

Laptop Apple MacBook Air 13.6" M2 8/256GB 2022 Space Gray

13.6"

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Checkout

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38 499₴
- 1 +
38 499₴

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8/256GB 2022 Space Gray
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53 499₴
- 1 +
53 499₴

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15 999₴
- 1 +
15 999₴

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M2 8/512GB 2022 Space Gray
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Alisa Martyniuk
Buyer

Personal information

Name: Alice
Last Name: Martyniuk
Gender: Woman
Phone number: +38(067)350 11 45
Position: Buyer
Email: alisamartiniuk@example.com
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Save

Alice Martyniuk
Buyer

Personal information

Name and Last Name
Alice Martyniuk

Gender
Woman

Phone number
+38(067)3501145

Position
Buyer

Email
alisamartiniuk@example.com

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