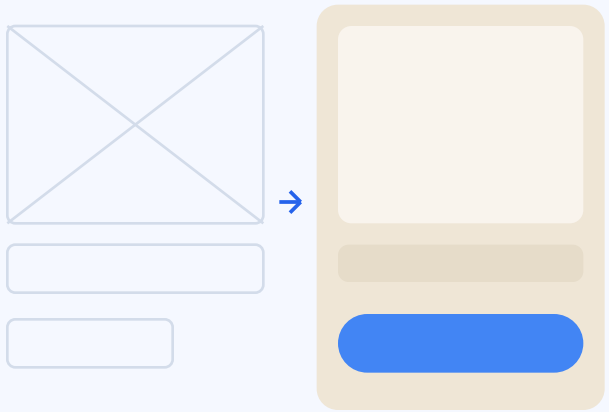


UX CASE STUDY · PART TWO · 2026

Blu-I-Tech

Wireframes to visual design

Eleven screens carried from grey boxes to finished interface, shown side by side. Every page names what changed between the two and why, including the places where the visual pass broke a rule the wireframes had set.

11	8	22	1
screens designed	with mobile	views in total	rule deliberately broken

N. Nkosi · Product design
Kempton Park, South Africa · August 2026

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What is in this deck

Part one settled structure and behaviour. This part is about surface: what the grey boxes became, and what that decision cost or bought on each screen.

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ADMIN

Dashboard

Inventory

CLOSE

Every mobile view

What the visual pass changed

What I would do next

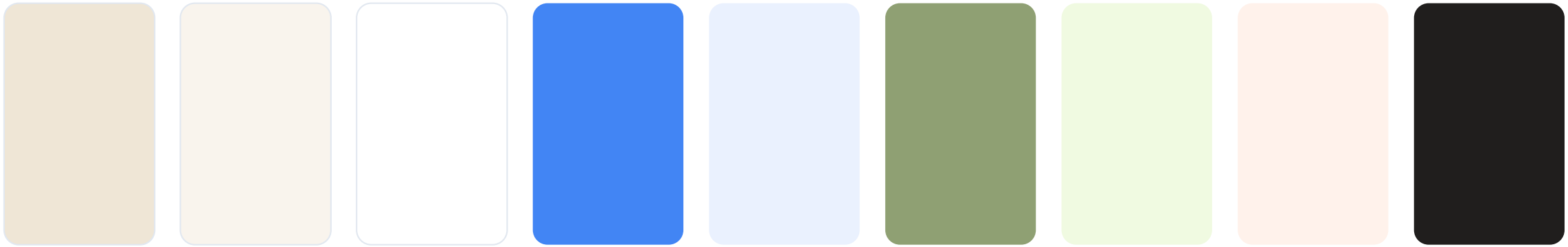
Reading the before and after pages

Wireframe on the left, finished screen on the right, both drawn at the same height so the comparison is honest. Three notes underneath name what actually changed, not what merely looks different.

THE VISUAL SYSTEM

Colour, sampled from the build

Nine values do the whole job. The page is warm sand rather than white, which lets an ordinary white card read as raised without needing a shadow to say so.



Page
`#EFE6D6`

Warm sand. Every screen sits on it.

Surface
`#F9F4ED`

Cream card, one step up from the page.

Raised
`#FFFFFF`

Pure white for panels that need to lift.

Primary
`#4285F4`

The only saturated colour. Actions only.

Primary tint
`#EAF1FE`

Selected chips, info banners.

Success
`#8FA073`

Olive. Confirmation mark, paid state.

Success tint
`#F0FAE1`

Paid chip, SSL row, free delivery.

Alert tint
`#FFF2EB`

Declined card, failed order, low stock.

Ink
`#201E1D`

Near black, warm. All headings and body.

No red anywhere

A failed payment is peach with amber text, not red. Red on a commerce site reads as danger the customer caused. Peach reads as something to attend to.

One saturated colour

Blue is the only colour at full saturation. Everything else is a tint. That is what makes a single blue button impossible to miss on a page otherwise made of sand and cream.

Contrast without shadow

Depth comes from sand against cream against white, not from drop shadows. The whole interface has almost no elevation, which keeps it calm at full page width.

THE VISUAL SYSTEM

Type, shape and elevation

A heavy slab serif against a plain geometric sans. The pairing is the only thing in the design doing any decorating.

TYPE

Order #1042 placed — Display

Slab serif, heavy. Page titles, prices, order numbers.

What happens next — Section

Sans, medium. Card headings and labels.

Free delivery over R500 · 12 in stock — Body

Sans, light. Everything else.

DELIVERING TO — Micro label

Uppercase, letter spaced, grey. Field labels inside cards.

SHAPE AND ELEVATION

Checkout

Buttons and chips

Full pill. Radius equals half the height, always.

Cards and panels

14px radius. One value, used everywhere.

Card number

Inputs

Full pill, filled with cream, no visible border until focus.

The one rule Nothing in this interface is separated by a shadow. Every boundary is a change of surface colour or a hairline. That was a deliberate constraint: shadows are the easiest way to make a design look finished and the fastest way to make a dense page feel noisy.

THE VISUAL SYSTEM

Components, before and after

The same eight parts from part one, now resolved. Each was drawn once and reused, which is why eleven screens took one pass rather than eleven.

Primary button	Outline box with a label	→	Blue pill, white label, carrying the amount
Input	Dashed rectangle	→	Cream pill, no border until focus, real placeholder text
Progress	Plain line with three dots	→	Filled node, ringed node, dashed node, in that order
Skeleton	Grey bars	→	Cream bars on white, low contrast enough to read as absent
Status chip	Grey rounded label	→	Tinted by meaning: green paid, sand pending, peach failed
Quantity stepper	Minus, value, plus in a box	→	Plus tinted blue, minus plain, so the common direction leads
Info banner	Dashed strip of text	→	Blue tinted card with an icon, sized to its content
Selected row	Light grey fill	→	Blue left bar plus a blue tinted fill, readable at a glance

01

SECTION

Browse and discover

The two screens where the visual pass had the most to add, because both are grids of repeated cards and repetition is where a weak component shows up eighteen times.

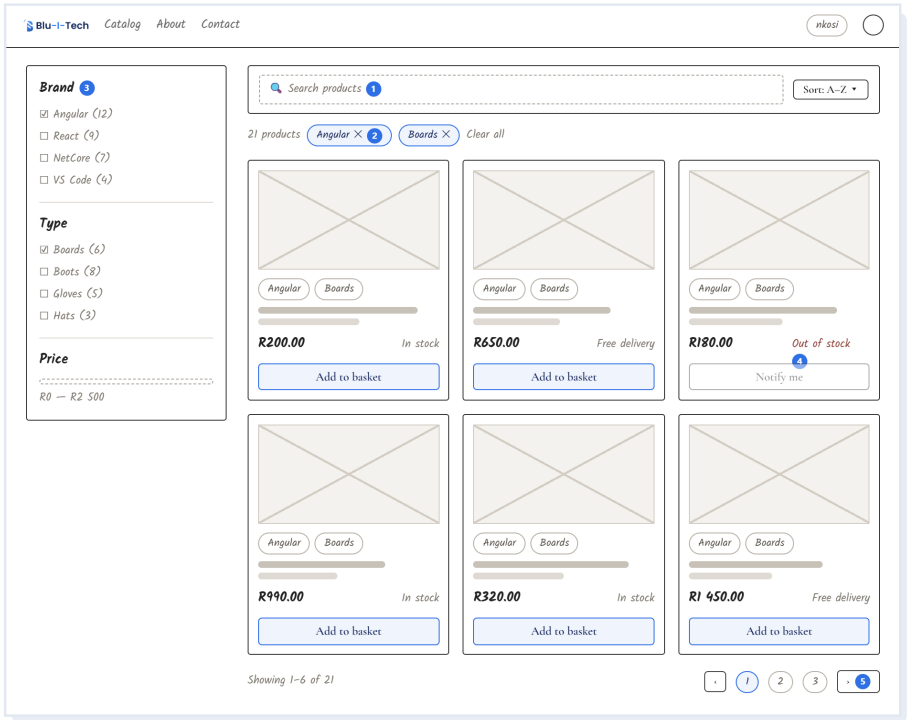
IN THIS SECTION

- Catalog, desktop and mobile
- Product detail, desktop and mobile

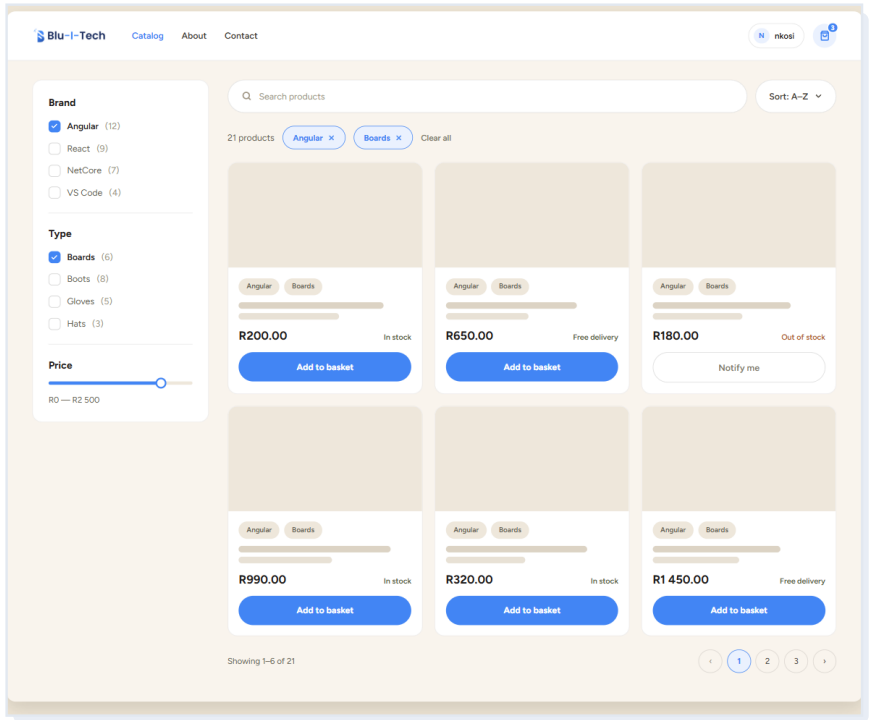
Catalog

Same structure as the wireframe, same six cards, same filter model. What changed is how much work the card does without being read.

Before · wireframe 1g-catalog.png



After · visual design 1440



Every card got a blue button

This breaks the one primary per view rule from part one. Six blue buttons in a grid is a real cost, accepted because in a catalog the grid is the page and Add to basket is the only thing anyone does.

Out of stock now reads instantly

Because every other card carries a filled button, the one outline Notify me card is visible without reading a word. The rule break is what makes this work.

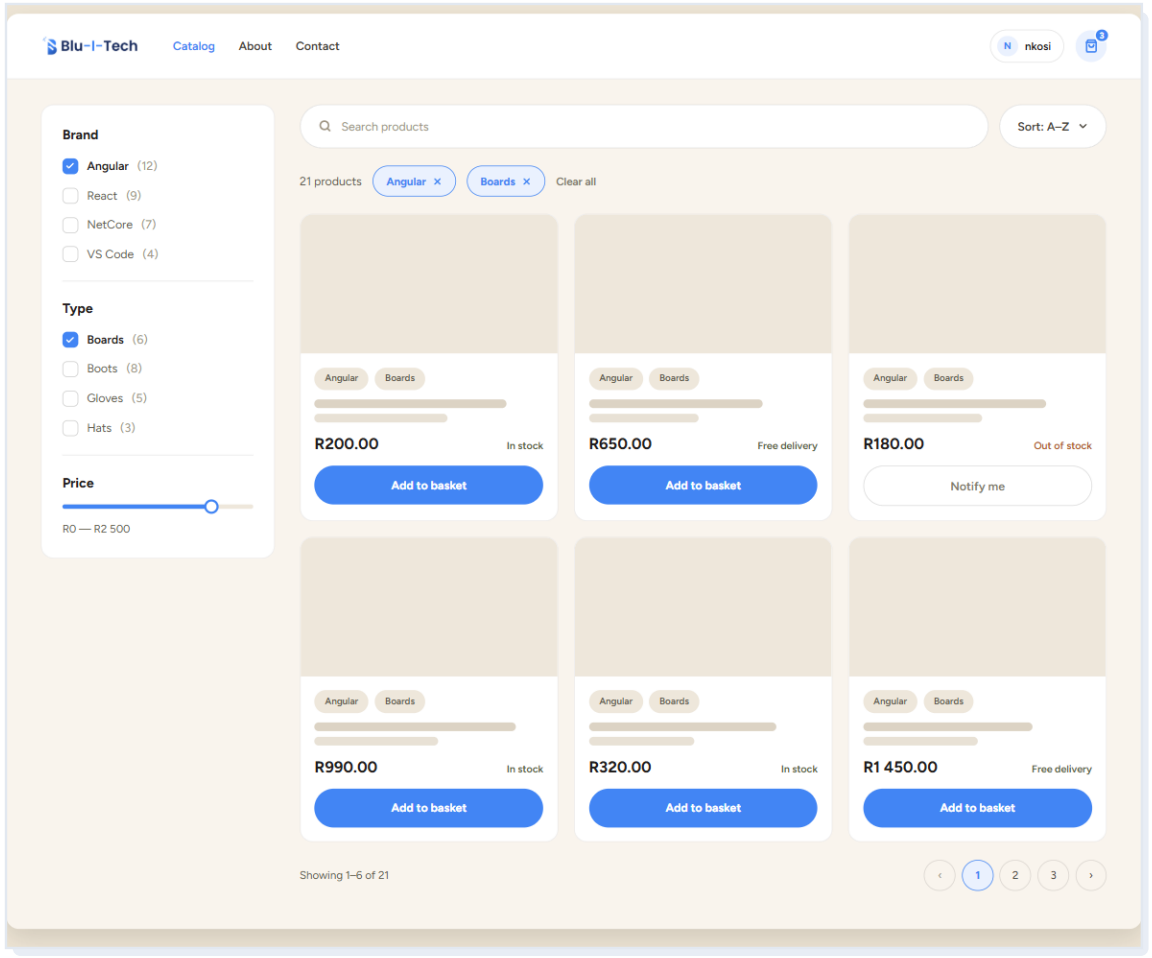
Facets gained weight

Counts sit in lighter grey beside each label, the price range became a real slider, and the basket icon carries a count badge. The sidebar reads as controls rather than as a list.

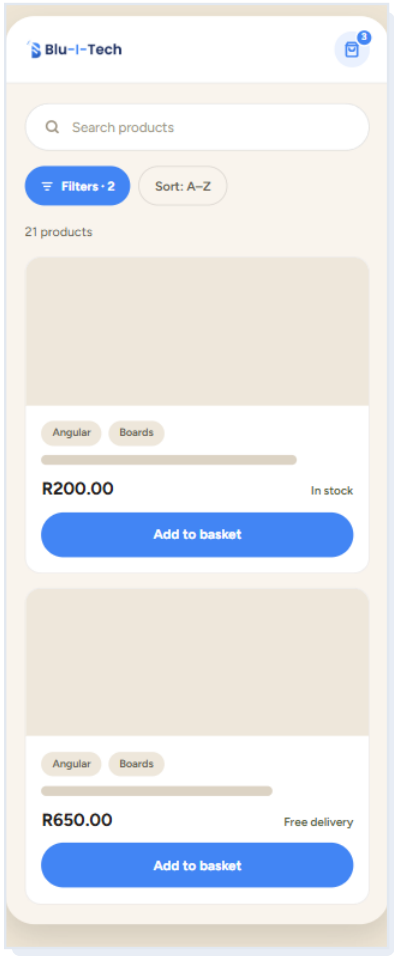
Catalog on mobile

The hardest adaptation in the set. A persistent sidebar of filters has nowhere to go on a 390 wide screen.

Desktop



Mobile · 390



1 Filters collapse, but carry their count

The whole sidebar becomes one blue Filters · 2 button. The number is the important part: it tells the user the result set is narrowed before they wonder why it looks short.

2 Sort splits off

Sort leaves the filter panel and becomes its own chip. It is a different kind of decision and mixing it into a filter sheet hides it.

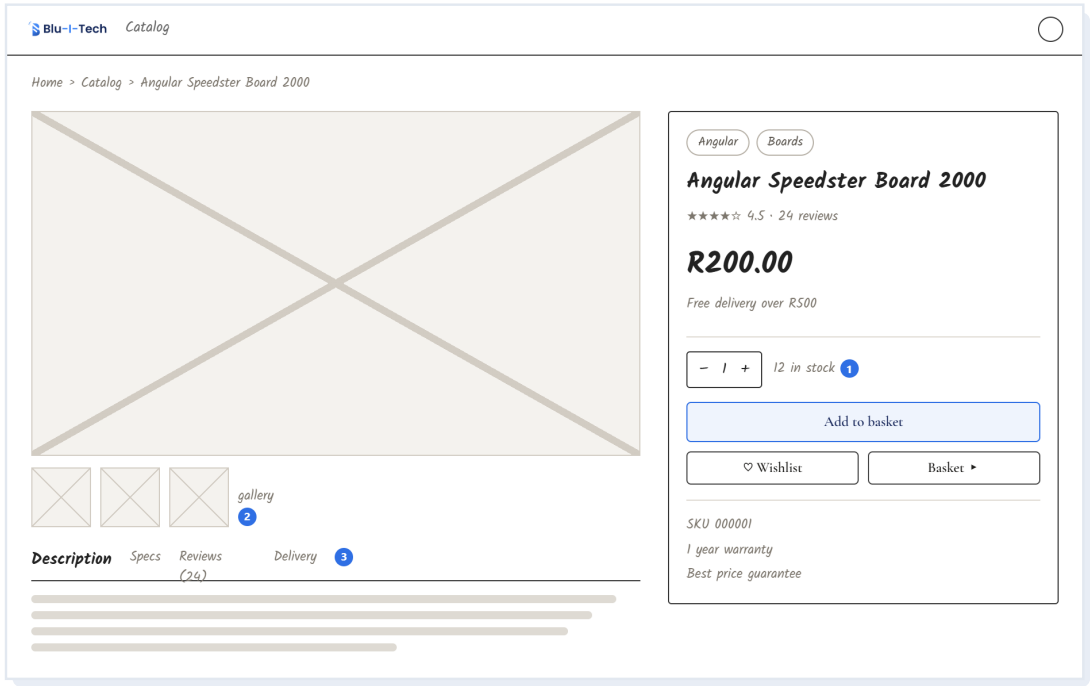
3 One column, taller cards

The card keeps every element it has on desktop. Nothing was dropped, because a two column mobile grid would have forced the price and the button to compete for width.

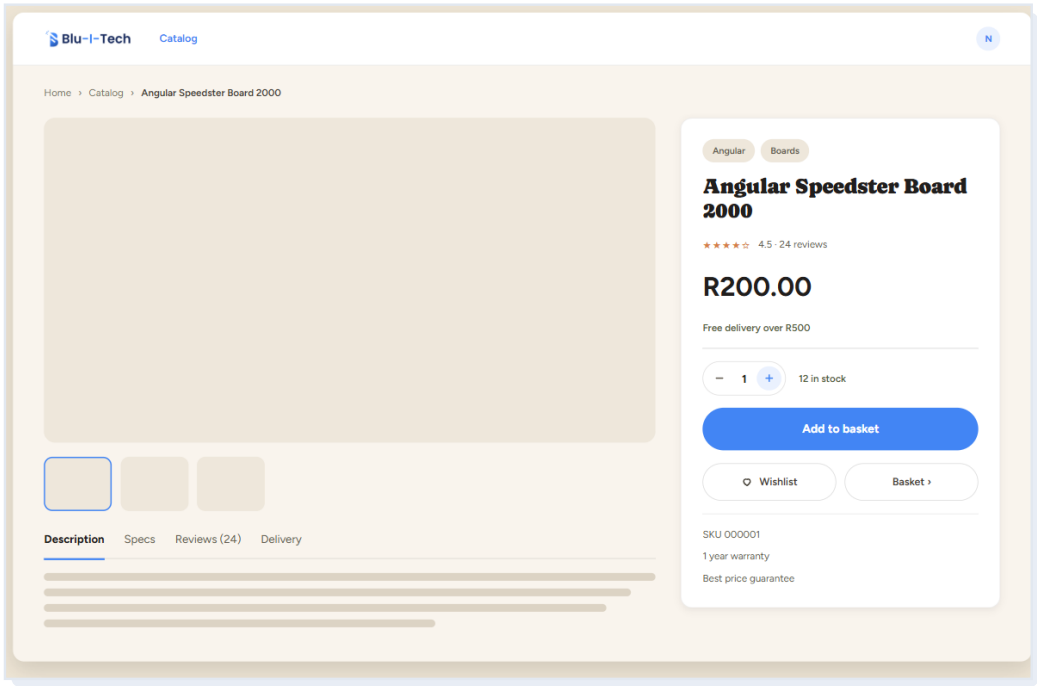
Product detail

The buy panel was a bordered box in the wireframe. It became a raised white card, which is the single change that made the page feel like a shop.

Before · wireframe 1i-product-details.png



After · visual design 1440



The buy panel lifts off the page

White card on sand, while the gallery sits directly on the page. The panel is the only lifted surface on the screen, so the eye lands there without a single arrow or highlight.

Price is display type

R200.00 is set in the slab serif at the size of a page title. In the wireframe it was bold body text and it read as one more line of copy.

Secondary actions became a pair

Wishlist and Basket sit as two equal outline buttons under the blue one. In the wireframe they were the same weight as Add to basket, which made three competing choices.

02

SECTION

Basket and checkout

Five screens carrying real money. The visual pass here was mostly about making numbers legible and making one button obvious.

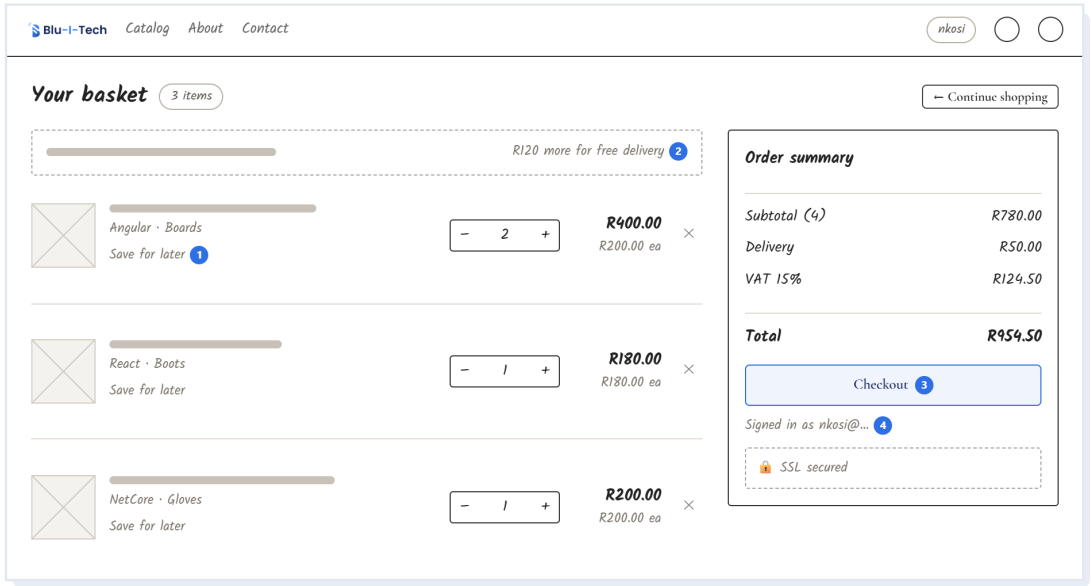
IN THIS SECTION

- Basket, desktop and mobile
- Checkout one page, desktop and mobile
- Checkout two pane, the rejected option
- Payment states
- Confirmation

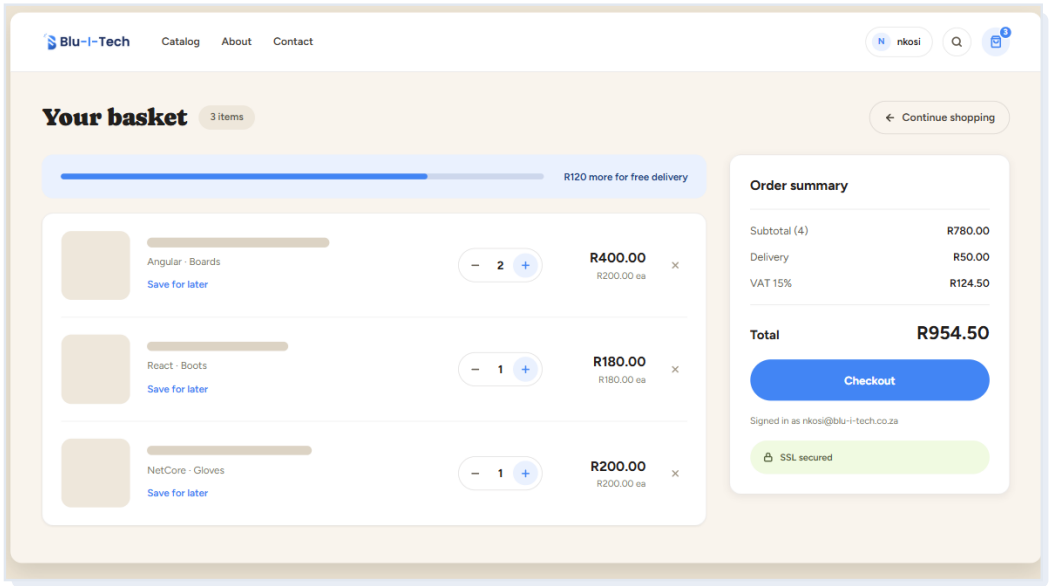
Basket

Every number on this page had to survive being scanned rather than read. That drove almost every change.

Before · wireframe 1a-basket.png



After · visual design 1440



Free delivery became a real bar

The dashed strip turned into a blue tinted panel with a filled progress bar. The bar is roughly three quarters along, so the remaining R120 is legible as a distance before the sentence is read.

The stepper leans one way

Plus is a blue tinted circle, minus is plain. Both work, but people increase quantities far more often than they decrease them, and the control now says so.

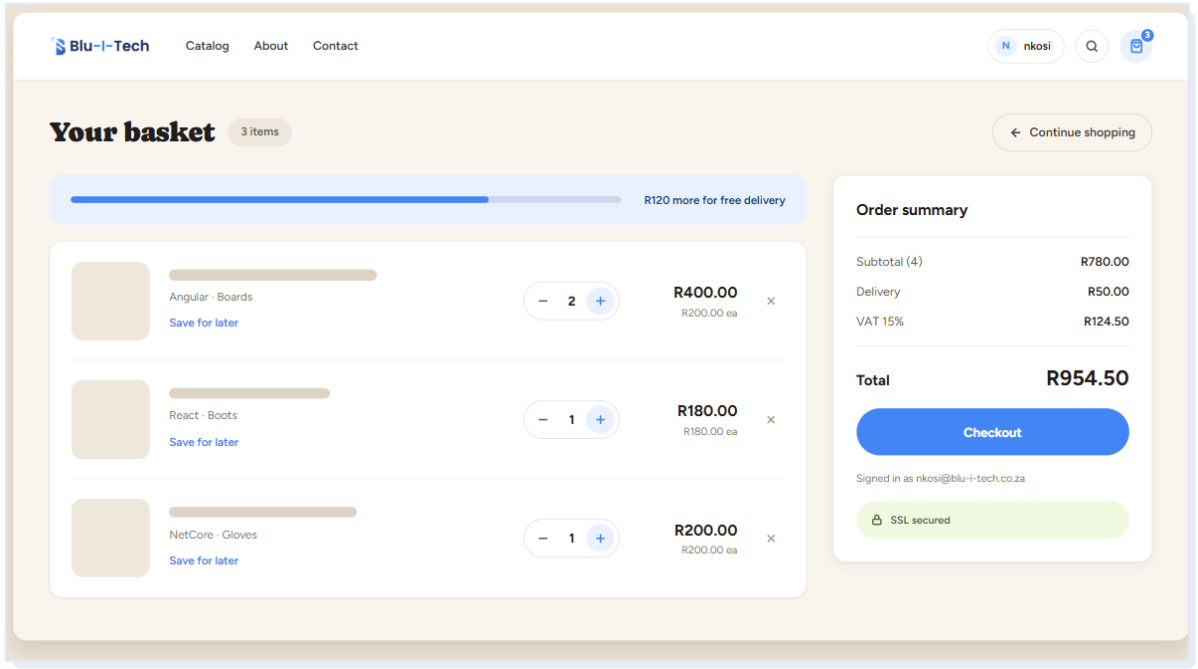
Trust moved into a tint

SSL secured became a green tinted row rather than a dashed box with a padlock. It reads as a state of the order, which is what it is, rather than as a badge stuck onto the page.

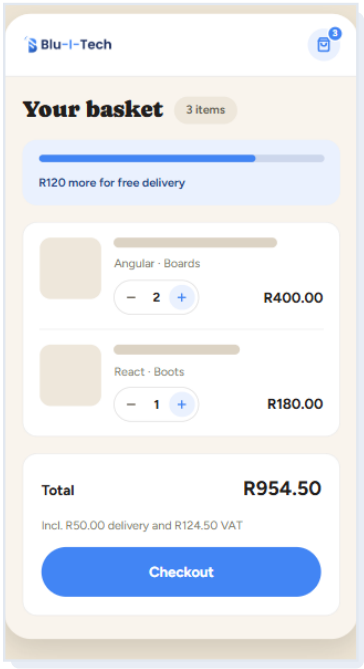
Basket on mobile

The order summary is a sidebar on desktop. On mobile it cannot follow the items down the page, so it had to shrink instead.

Desktop



Mobile · 390



1 The summary collapses to one line
Subtotal, delivery and VAT become "Incl. R50.00 delivery and R124.50 VAT" under the total. Three rows of numbers nobody disputes, folded into one line that can still be checked.

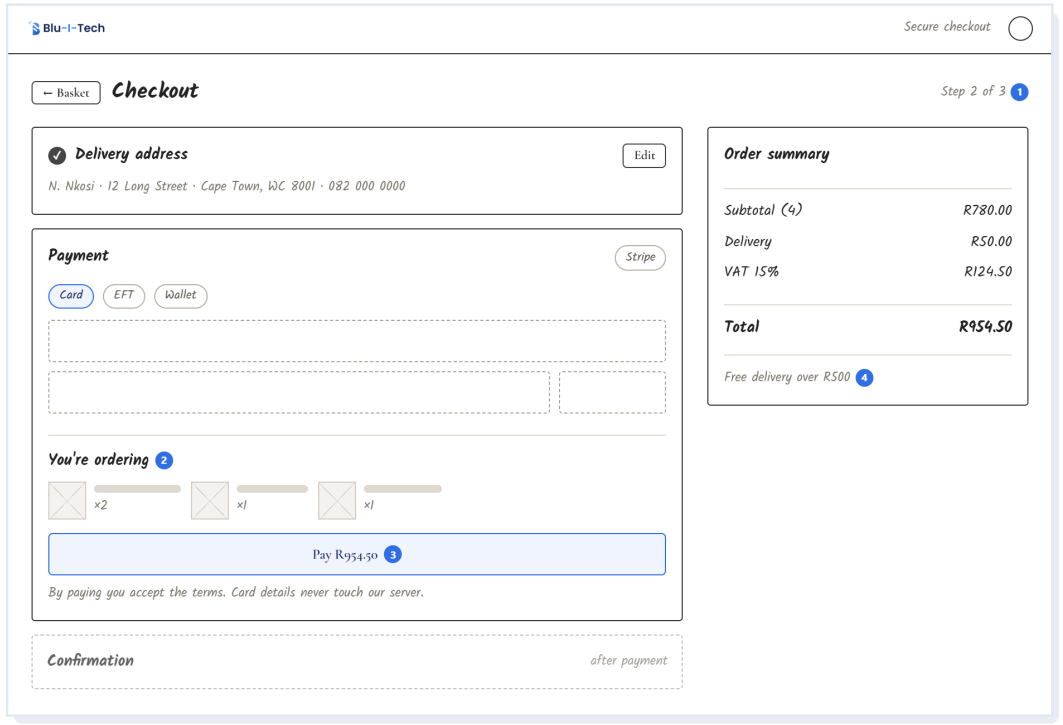
2 Per unit price drops
R200.00 ea leaves the line item on mobile. It is useful when scanning a wide table and clutter when the row is already wrapping.

3 Checkout stays at the bottom
It is the last thing in the flow rather than a floating bar. The basket is short enough that pinning it would cost more room than it saved.

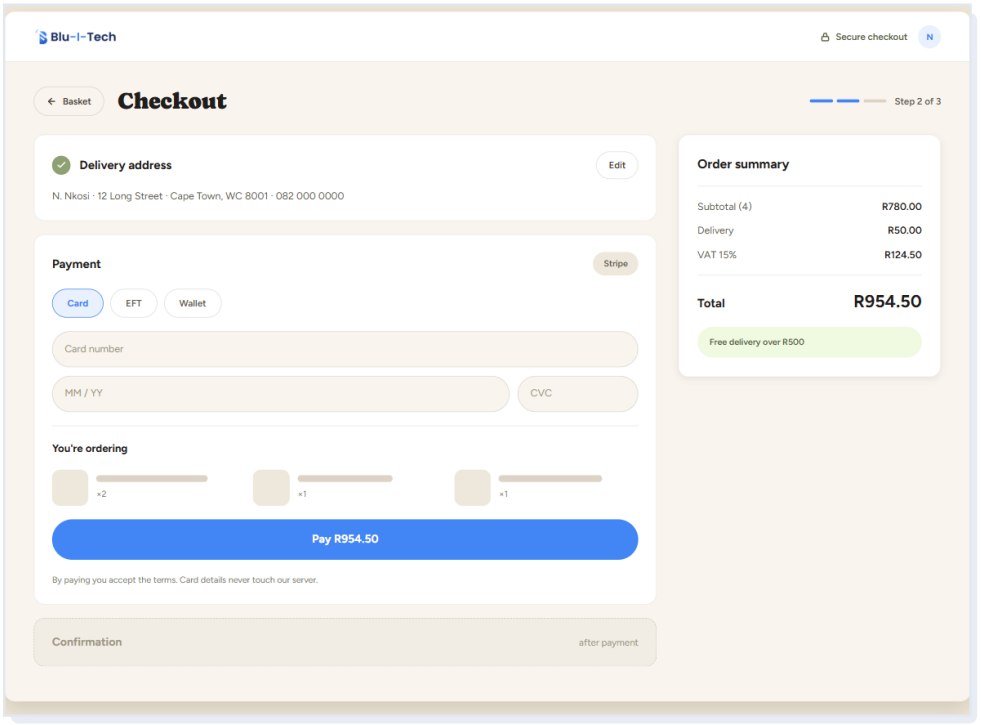
Checkout, one page

The layout chosen in part one, now built. Two additions here were not in the wireframe at all, and both are named below.

Before · wireframe 1b-checkout-one-page.png



After · visual design 1440



Step 2 of 3 became a bar

Three segments, two filled. The wireframe said the words; the visual shows the proportion, which is what actually answers "how much is left".

Wallet appeared

Card, EFT and Wallet, where the wireframe had two methods. Added during the visual pass because the pill row had room for a third and Stripe supports it. Worth flagging as scope that arrived late.

Free delivery moved into the summary

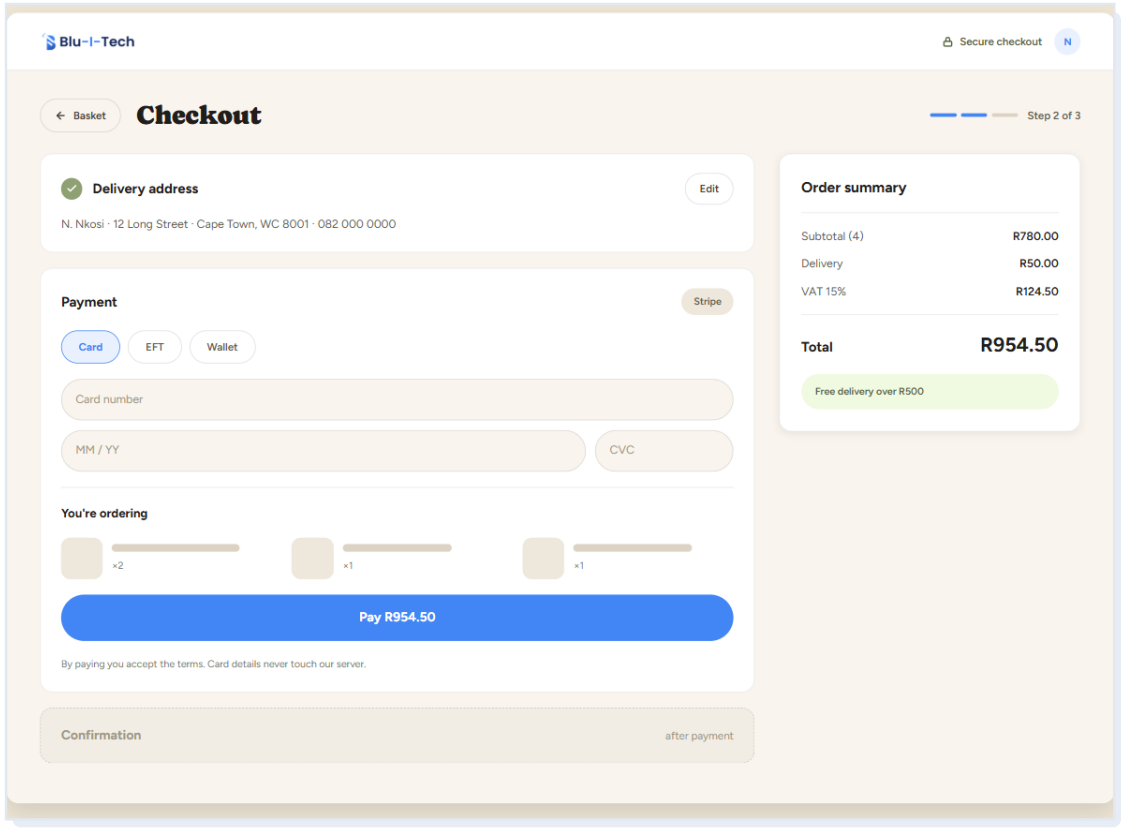
It is now a green tinted row inside the order summary rather than a note beneath it. Good news about money belongs with the money.

SCREEN 1B

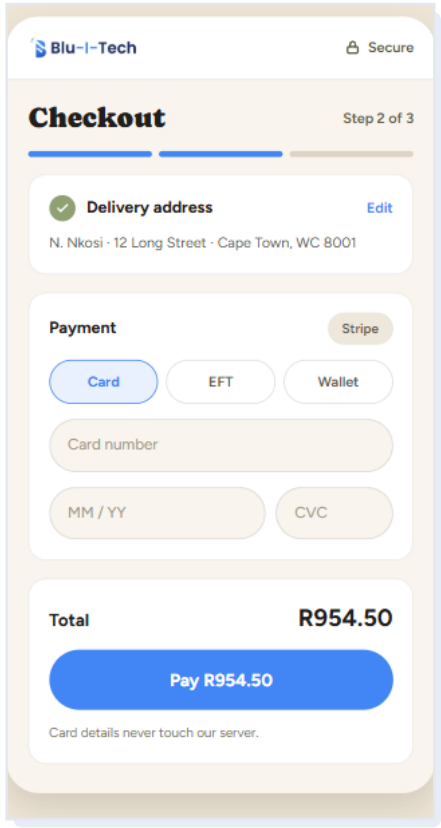
Checkout on mobile

A two column checkout has to become one column without letting the total drift away from the button that charges it.

Desktop



Mobile · 390



1 The summary follows the form
Order summary drops below payment instead of sitting beside it, but the total is repeated directly above Pay so the number and the button are never separated by a scroll.

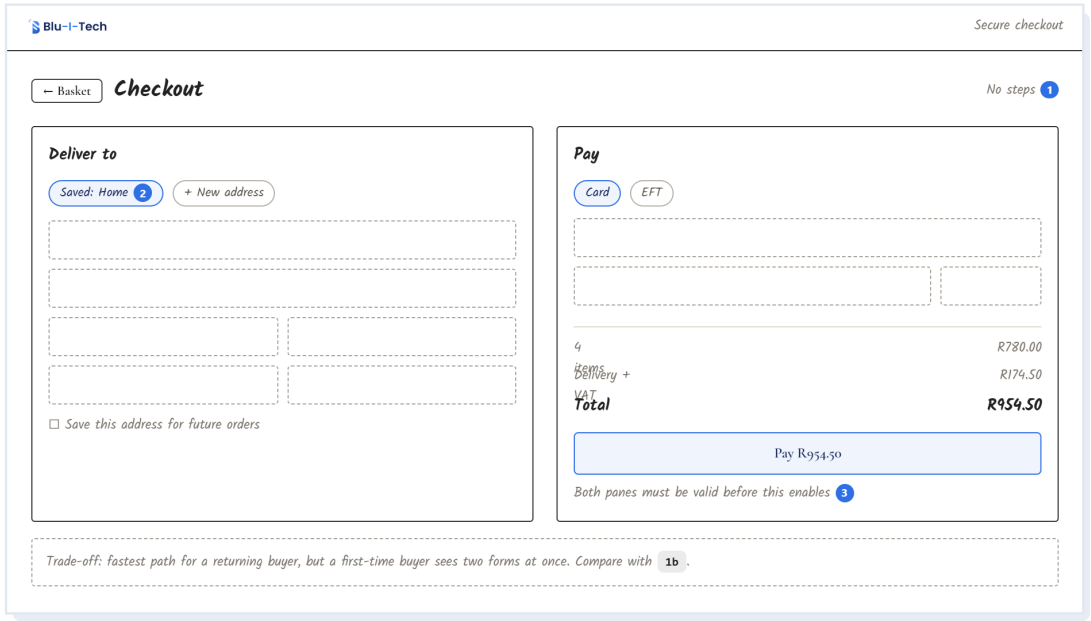
2 The address stays collapsed
One line with an Edit link, exactly as on desktop. On a small screen an expanded confirmed section would push the payment fields below the fold for no benefit.

3 The step bar survives
It shortens but stays, because the reassurance it provides is worth more on mobile than on desktop, where more of the page is visible at once.

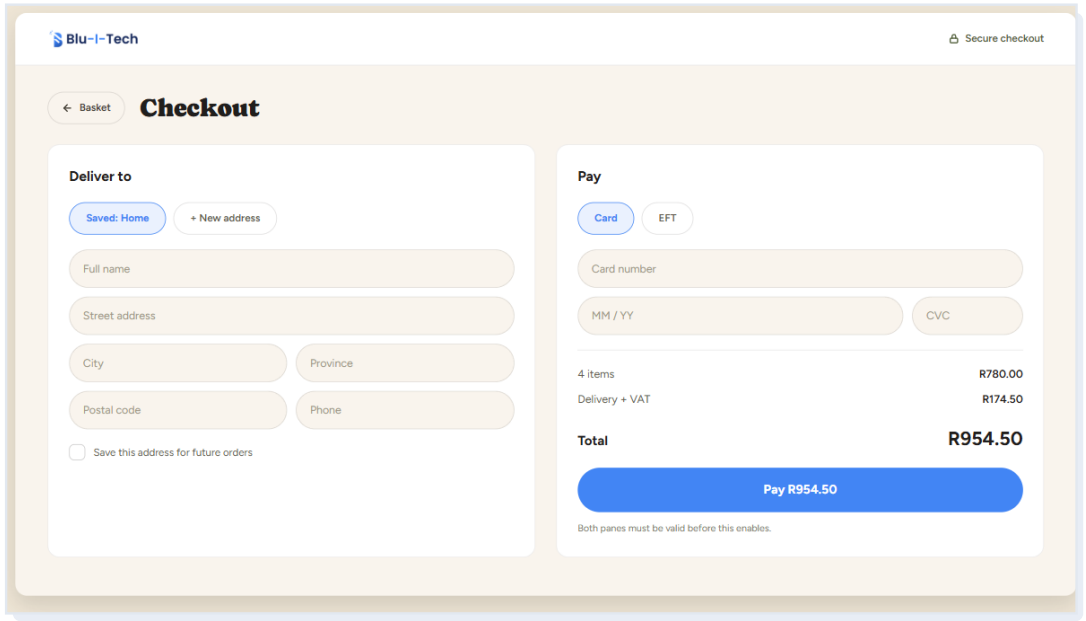
Checkout, two pane

The option rejected in part one, drawn to the same finish anyway. A comparison between a polished layout and a rough one is not a comparison.

Before · wireframe 1c-checkout-two-pane.png



After · visual design 1440



The flaw is now visible

"Both panes must be valid before this enables" sits in amber under a full width blue button that does nothing. At wireframe fidelity this was a note; here it is the experience.

It is genuinely faster

For a returning buyer with a saved address this is one screen, no scroll, no steps. The visual pass made that case stronger, not weaker.

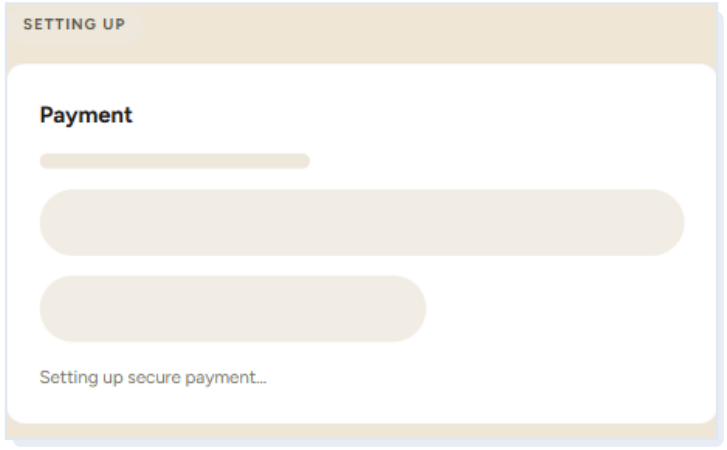
Still not chosen

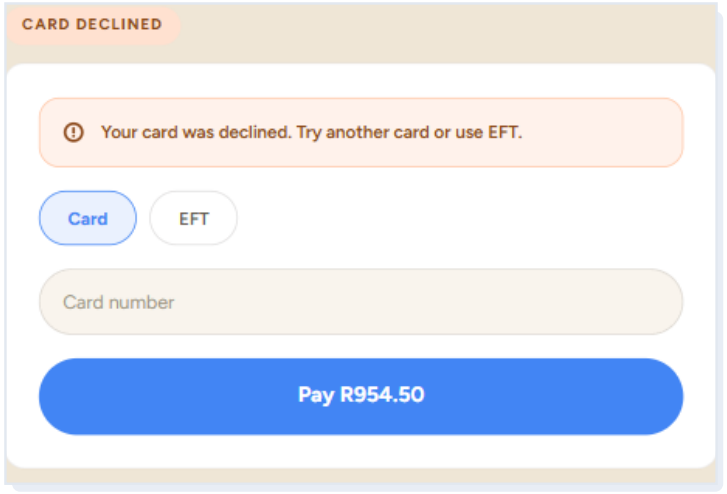
Keeping it at full fidelity is what makes the decision defensible. The argument was never that this option was ugly.

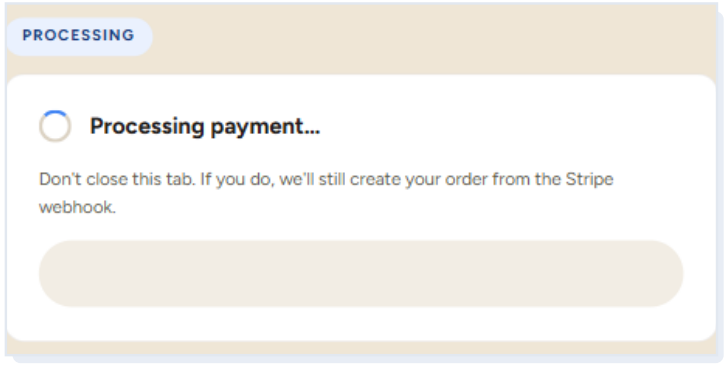
SCREEN 1D

Payment states

The three states from part one, now colour coded by severity. The label chip above each card does the work that a heading would otherwise have to.







SETTING UP

A neutral sand chip. Nothing is wrong and nothing is required, so the state is announced without any colour at all.

CARD DECLINED

Peach, not red. The banner carries an alert icon and names EFT as the alternative inside the same sentence.

PROCESSING

Blue, because this is the system working rather than the user being asked for anything. The webhook sentence survived the visual pass intact.

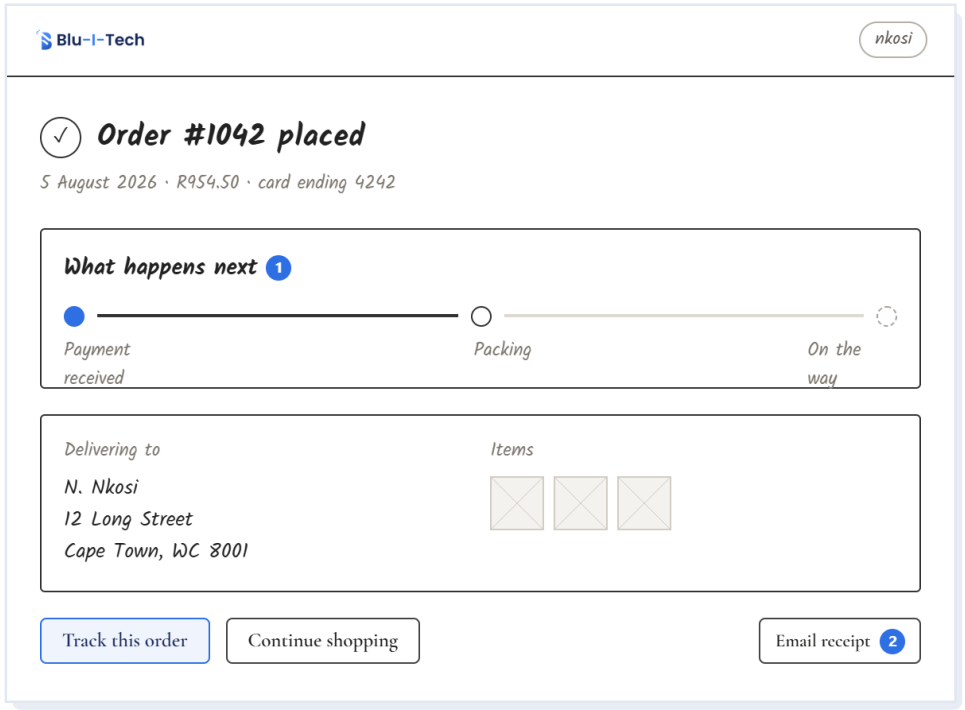
What changed In the wireframe these three cards were identical grey. The only difference between them was the words. Colour coding the label chip means a developer reading the spec, and a user meeting the state, both learn the severity before reading a sentence.

SCREEN 1E

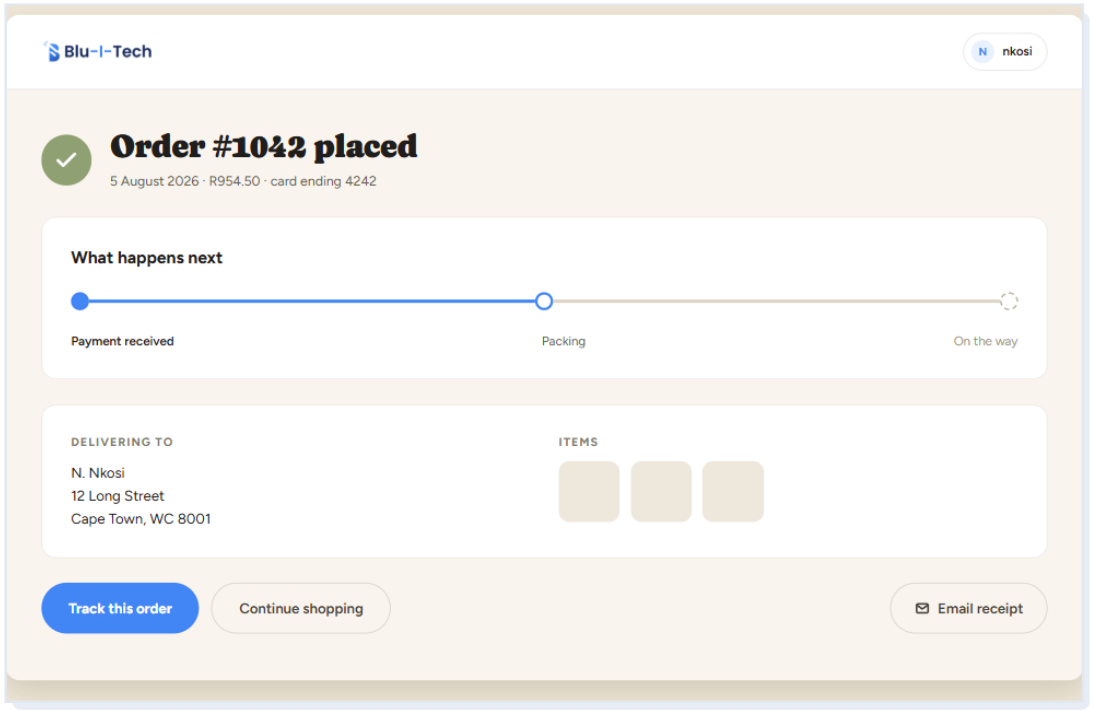
Confirmation

The one screen allowed a second colour. Everything about this page is arranged around a single olive check mark.

Before · wireframe 1e-confirmation.png



After · visual design 1200



One green thing on the page

The olive circle is the only success colour anywhere in the flow. It is used once, at the moment it means something, which is why it lands.

The tracker became legible

Filled node, ringed node, dashed node. Three different shapes rather than three positions on a line, so the state survives being glanced at.

Receipt gained an icon

Email receipt is the only iconed button in the set. It is the one action here that produces something outside the site.

03

SECTION

Account and orders

Screens people return to rather than pass through. The visual pass was restrained here on purpose: nothing on these pages should be more interesting than the order it describes.

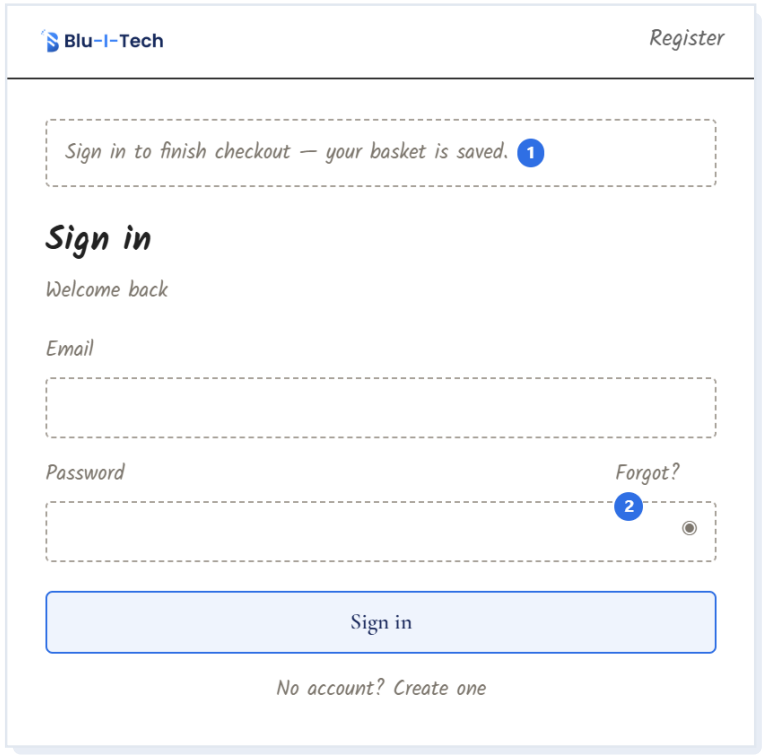
IN THIS SECTION

- Sign in, desktop and mobile
- Order history, desktop and mobile
- Order detail

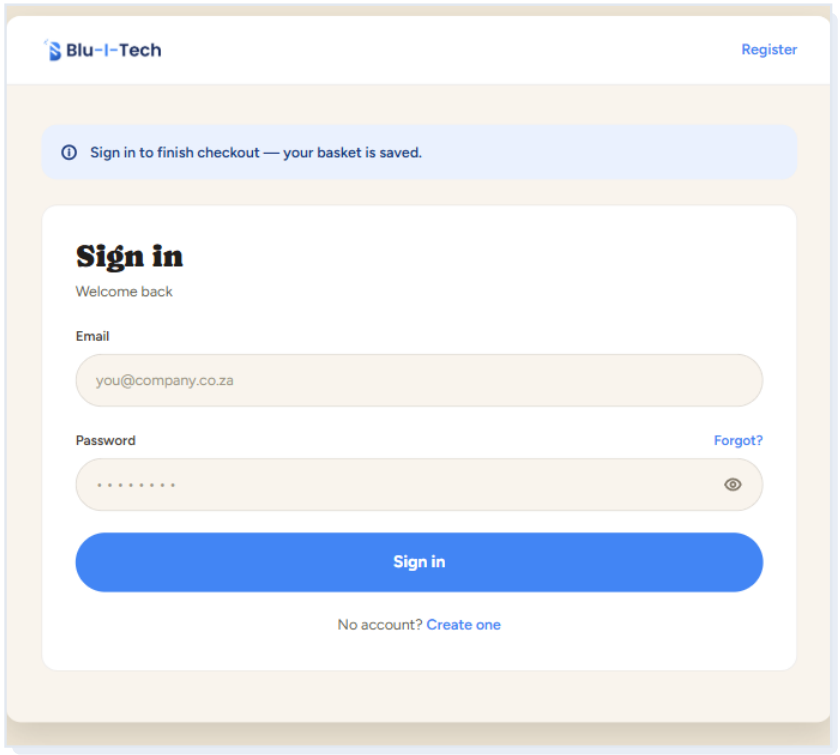
Sign in

The narrowest screen in the set at 840, because a sign in form stretched across 1440 is the clearest sign that nobody set a maximum width.

Before · wireframe 1j-sign-in.png



After · visual design 840



- **The banner became a card**

  Blue tinted, with an info icon, sized to its own content. In the wireframe it was a dashed strip that read like a system message rather than an explanation.

- **Placeholders became local**

  you@company.co.za, not user@example.com. Small, but it is the first field a new customer meets and it should look like their address.

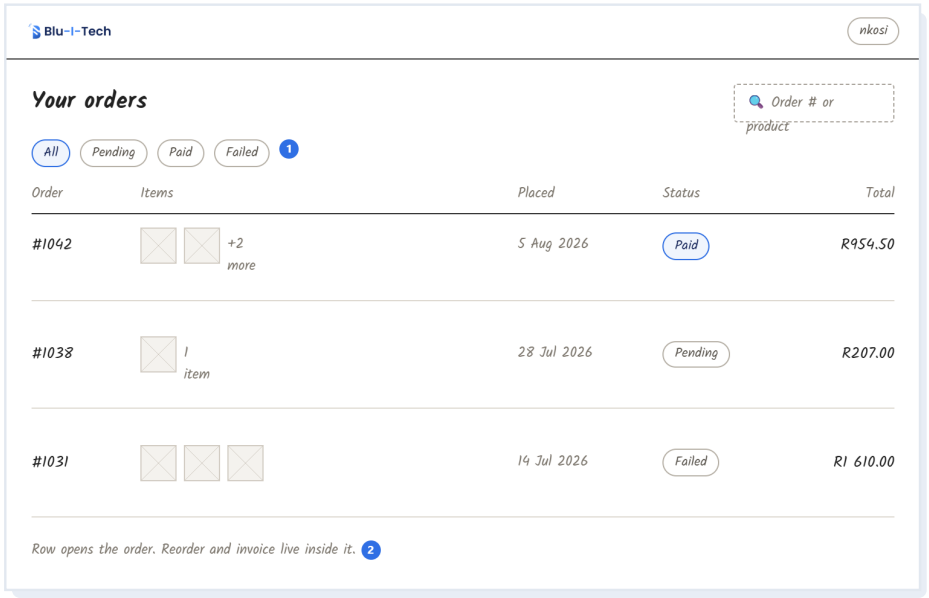
- **Password gained an eye**

  A visibility toggle inside the field. It was not in the wireframe, and on a form with a single password entry it removes the most common reason for a failed sign in.

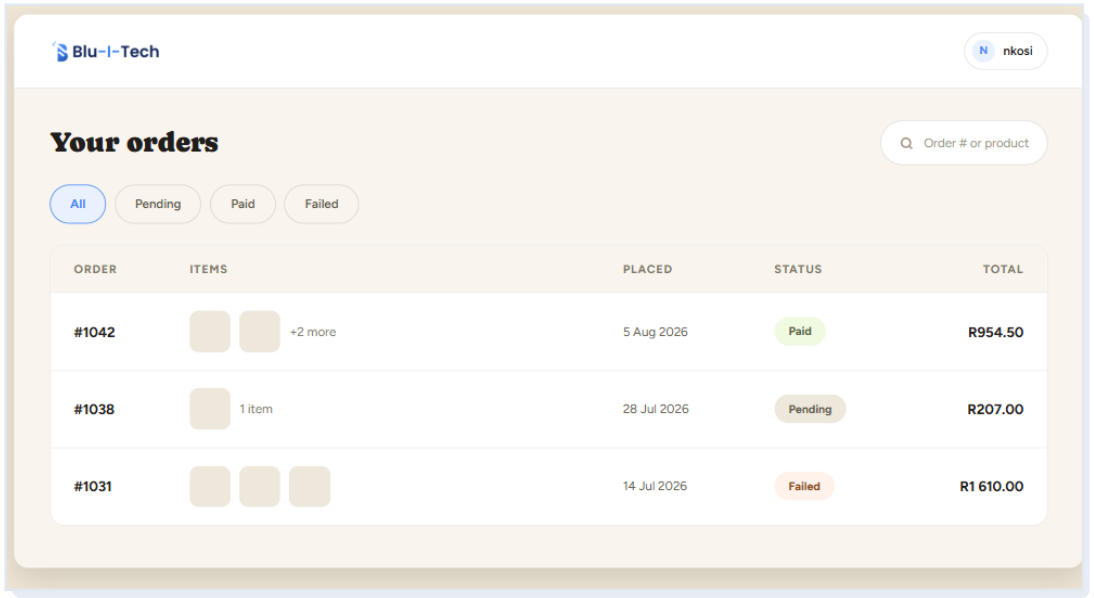
Order history

A table whose only real job is to let someone find one order fast. Colour carries the status so the row does not have to be read.

Before · wireframe 1m-orders.png



After · visual design 1200



Status became three tints

Green paid, sand pending, peach failed. The same three tints appear in the admin table, so the shop owner and the customer are never looking at different words for the same state.

Headers became micro labels

Uppercase, letter spaced, grey. They stop competing with the order numbers, which are now the heaviest thing in the row.

Filters kept their shape

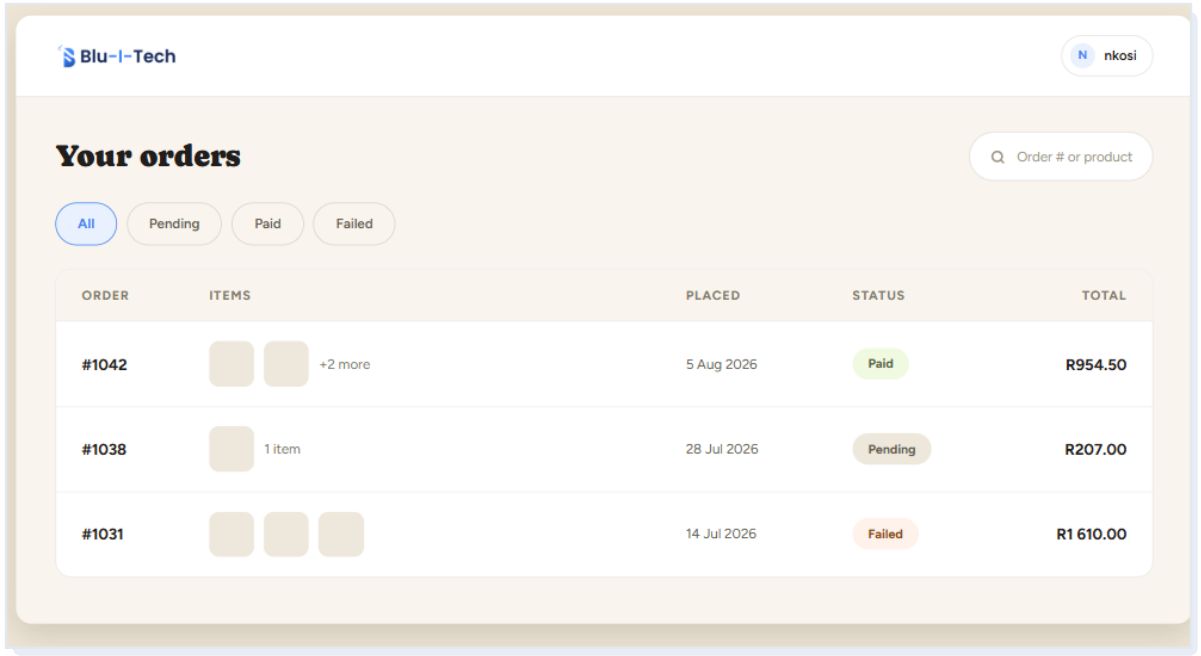
The chip row is unchanged from the wireframe. It was already right, and the visual pass adding nothing to a component is a result worth recording.

SCREEN 1M

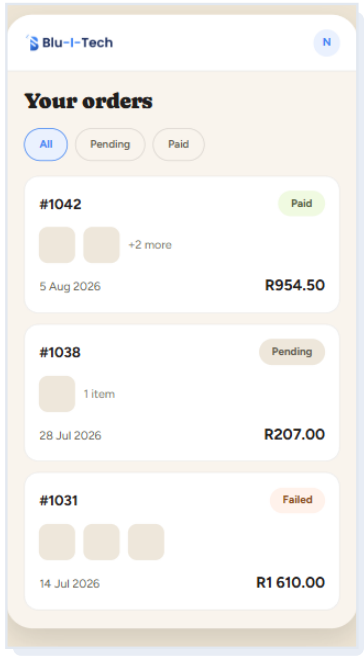
Order history on mobile

A five column table cannot shrink. It has to become something else, and the something else is a card.

Desktop



Mobile · 390



1 Each row becomes a card
Order number top left, status top right, thumbnails and item count in the middle, date and total on the bottom line. The same five facts, arranged for a narrow column rather than a wide one.

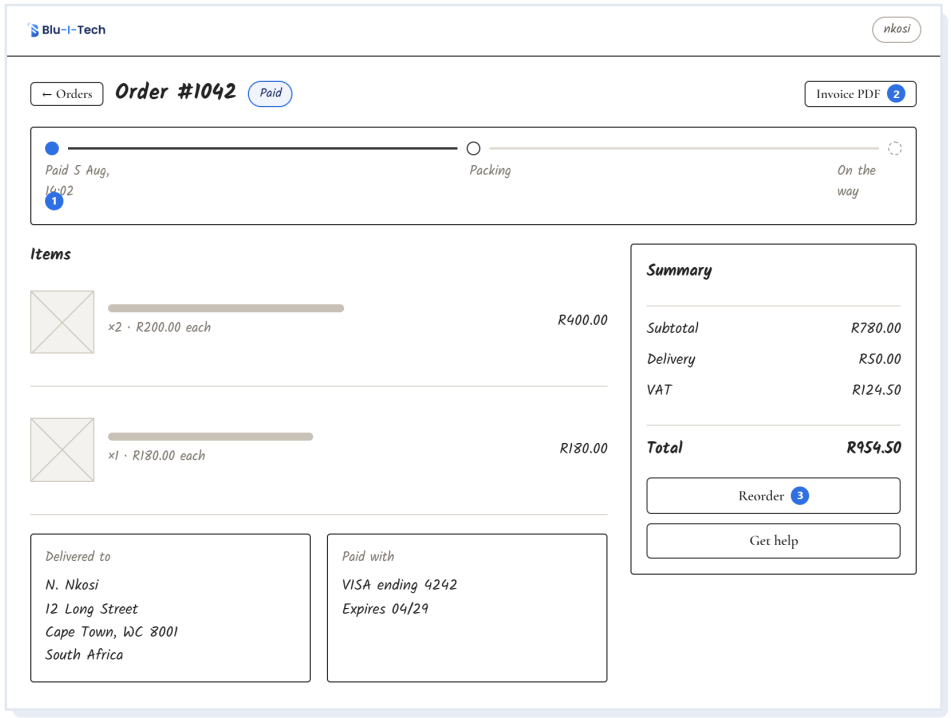
2 Total stays heaviest
It sits bottom right in the display face, the same weight it carries in the desktop table. Whatever else moves, the money keeps its rank.

3 One filter went missing
Only All, Pending and Paid fit the chip row at 390. Failed is cut off. That is a real bug in this design and it is listed on the next steps page rather than quietly cropped out of this deck.

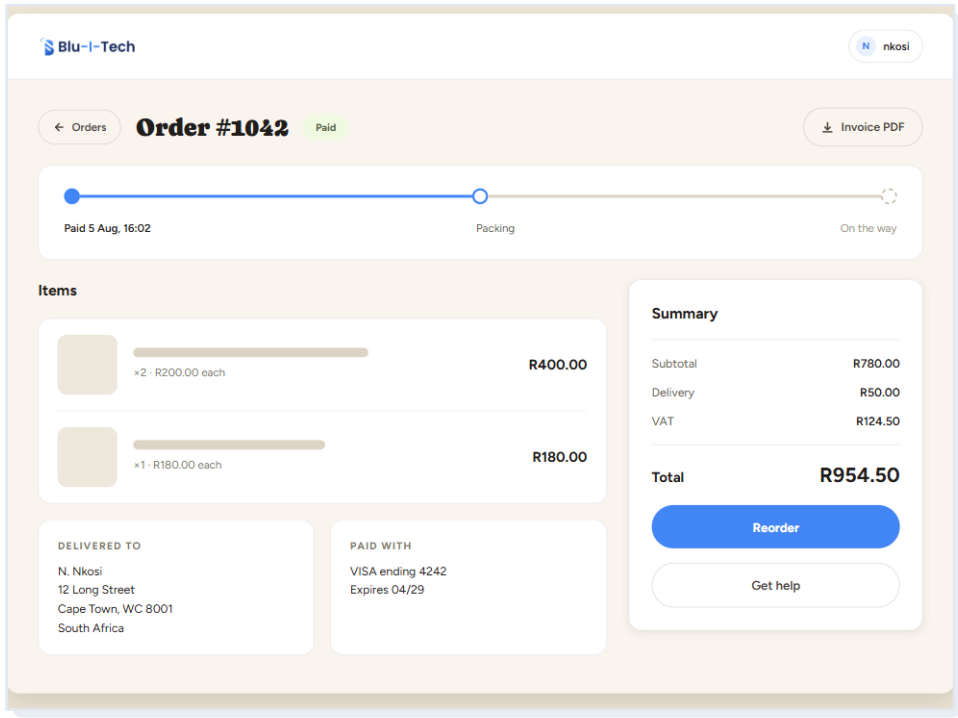
Order detail

The page a customer opens to prove they bought something. It reuses the confirmation tracker exactly, which was the whole point of designing the tracker once.

Before · wireframe 1n-order-details.png



After · visual design 1200



- **The tracker is the same component**

  Identical to confirmation, down to the node shapes. A customer who saw it once at checkout does not have to learn it again three days later.

- **Invoice PDF gained a download icon**

  The only other iconed button in the set, for the same reason as the email receipt: it produces a file that leaves the site.

- **Reorder is the only filled button**

  Get help sits under it as an outline. In the wireframe both were outlines, which made the page end on a shrug.

04

SECTION

Admin

Two screens the customer never sees. Different rules apply: density beats generosity, and the interface is allowed to assume the person using it opens it every day.

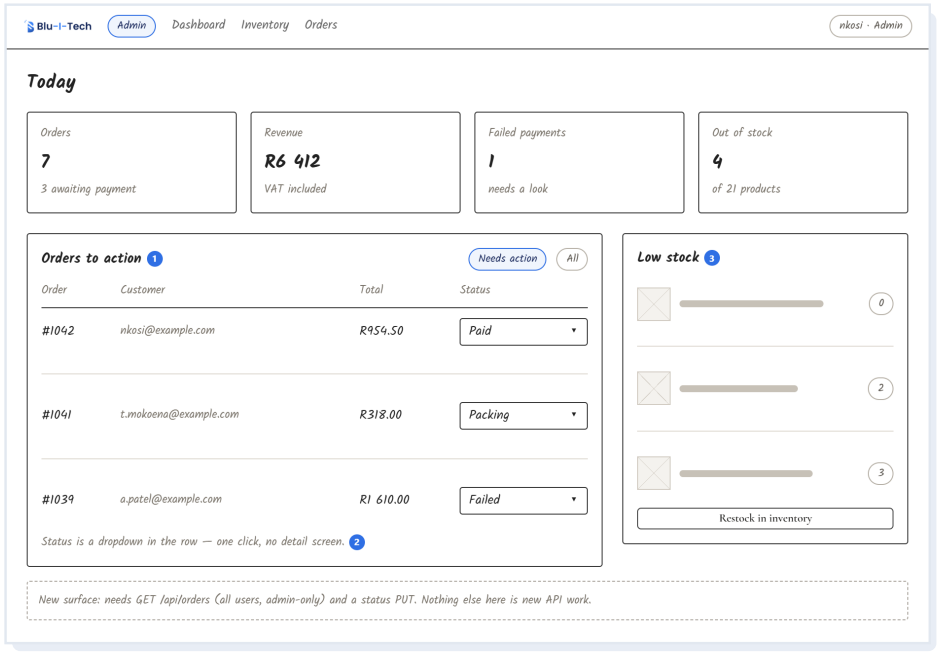
IN THIS SECTION

- Dashboard
- Inventory with the edit panel open

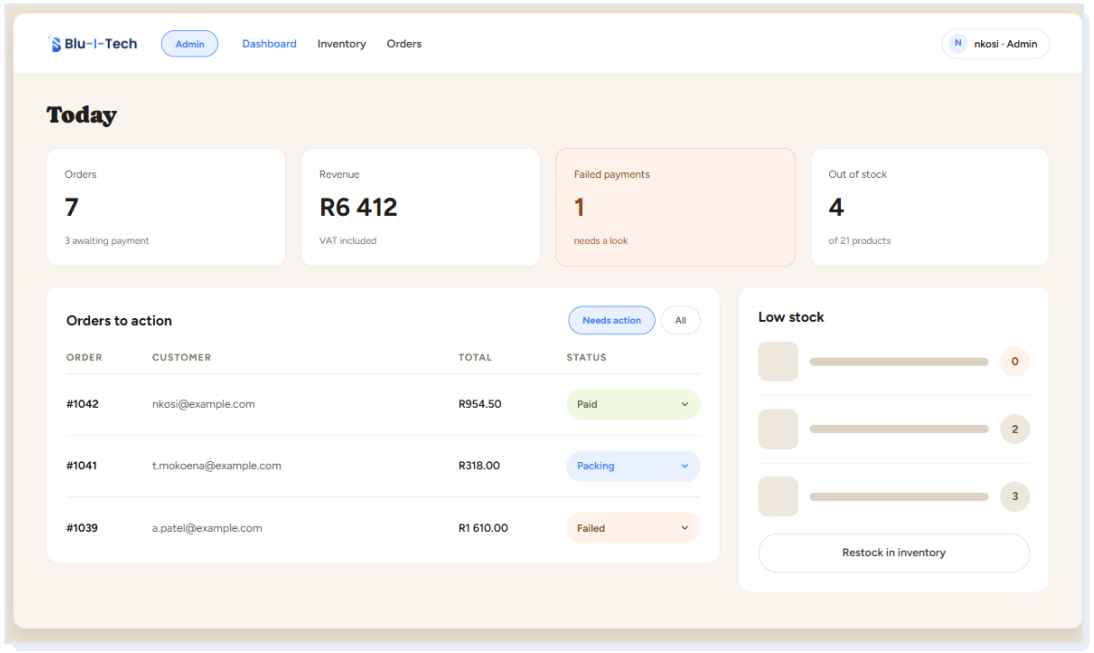
Admin dashboard

Four numbers and a table. The only change that matters is that one of the four numbers is now tinted.

Before · wireframe 1o-admin-dashboard.png



After · visual design 1440



One tinted stat card

Failed payments sits in peach while the other three stay cream. The owner learns whether anything is wrong before focusing on any number, which is the entire job of this screen.

Status dropdowns carry colour

Paid is green, packing is blue, failed is peach, matching the customer facing chips exactly. Changing a status now looks like changing a state, not editing a field.

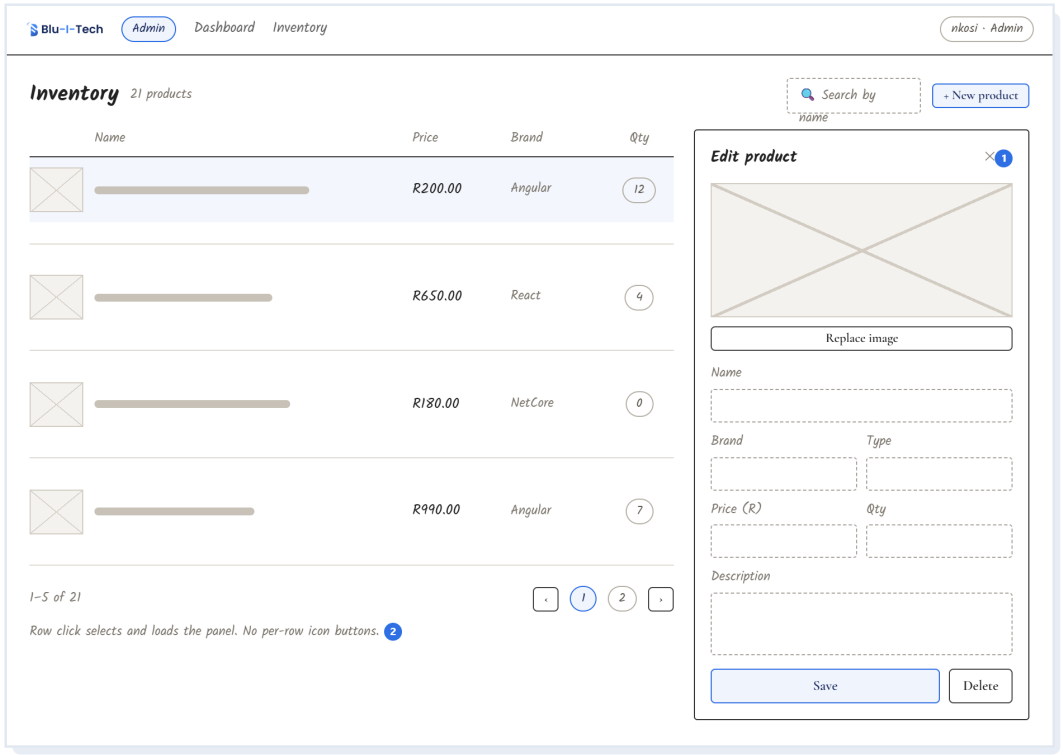
Low stock counts became pills

Circular, right aligned, with zero reading as a warning through position and repetition rather than through red.

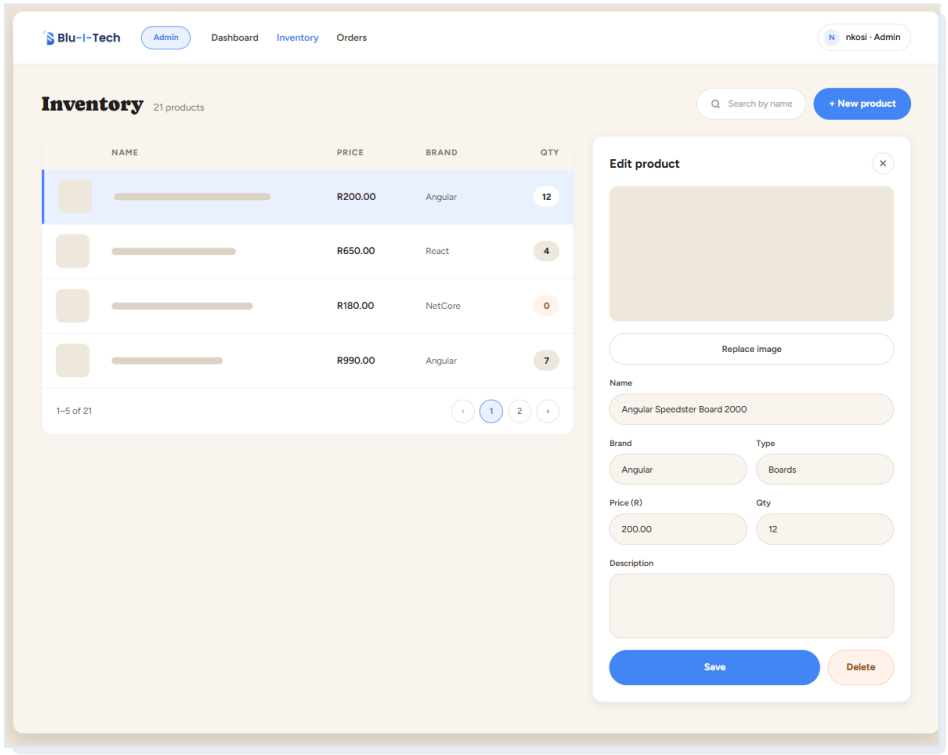
Inventory

Table plus edit panel, one selection model. The visual pass had one problem to solve: making the selected row unmistakable.

Before · wireframe 1p-inventory.png



After · visual design 1440



Selection got a left bar

A blue bar on the row edge plus a blue tinted fill. Tint alone was not enough on a page already made of warm neutrals, and the bar survives being viewed at an angle or on a dim screen.

The panel holds real values

Angular, Boards, 200.00, 12. Filled fields in a spec are worth more than empty ones, because they show what the field expects.

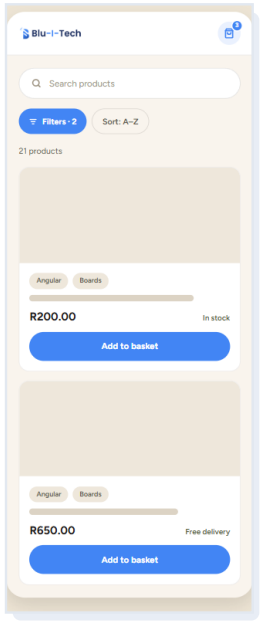
Delete is peach, not red

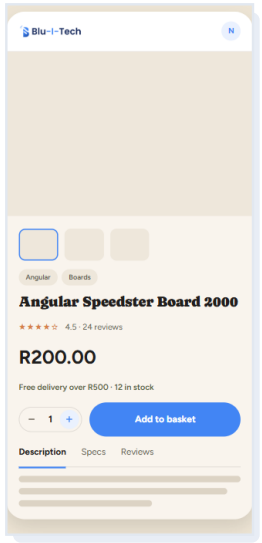
Bottom right, away from Save, in a tint rather than a shout. Reachable in one click, never mistakable for the button next to it.

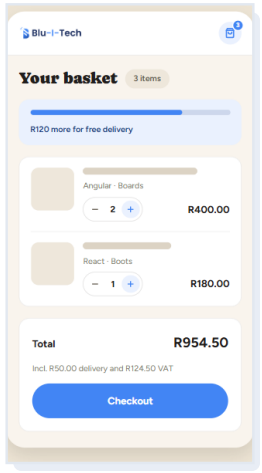
CLOSE

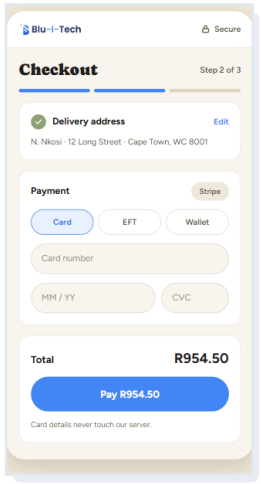
Every mobile view

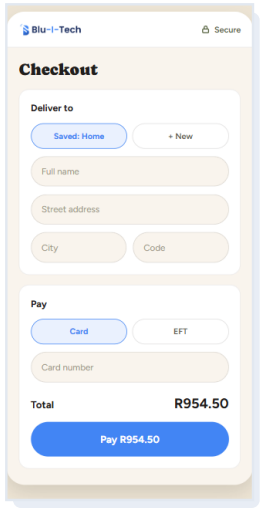
Eight of the eleven screens were drawn at 390 as well. Seen together, the adaptation rules are more obvious than they are one screen at a time.

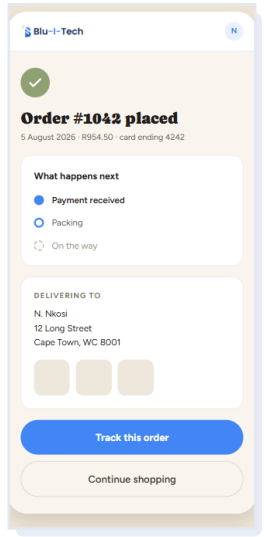


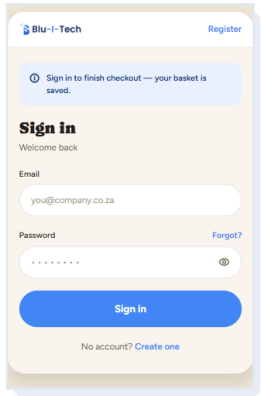


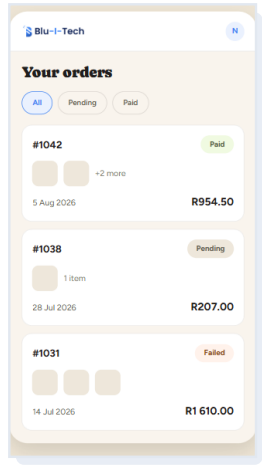












Catalog	Product	Basket	Checkout	Two pane	Confirmation	Sign in	Orders

Sidebars become buttons that carry their state

Filters · 2, not just Filters.

Tables become cards, one per row

Same facts, rearranged for a narrow column.

Totals stay next to the button that charges them

Whatever else moves, money and action stay together.

Nothing is dropped without a reason

Only per unit price and one filter chip went, and one of those was a mistake.

CLOSE

What the visual pass actually changed

Sorted by whether the change was a translation of something the wireframe already decided, or a new decision made at this stage.

Translated

Progress and state, from words to shapes

Status, from one grey chip to three meanings

Hierarchy, from bold text to display type

Trust, from badges to tinted rows

Decided here

Wallet as a third payment method

Password visibility toggle on sign in

Icons on the two actions that produce a file

One tinted stat card on the admin dashboard

Deliberately unchanged

The filter chip row on order history

The webhook sentence in the processing state

Every layout decision from part one

The step count in checkout

Broken on purpose

One primary per view, in the catalog grid

Accepted because the grid is the page there

Documented rather than quietly dropped

CLOSE

What I would do next

Two of these are bugs visible in this deck rather than ideas for later.

Bug

The Failed filter is cut off on mobile order history

Only three of four chips fit at 390. The row needs to scroll horizontally, or Failed needs to fold into a single overflow control. Visible on page 21 of this deck.

Bug

Wallet was added without a state design

Card and EFT both have a designed empty and filled state. Wallet has a pill and nothing behind it. Either design it or take it out before build.

Next

Empty states are still missing

An empty basket and a search returning nothing were missing from the wireframes and are still missing here. They are the two most likely screens to be hit by a first time visitor.

Next

Contrast audit on the sand palette

Grey body text on cream is the risky pairing. Every text and background combination needs measuring against WCAG AA before this ships, particularly the micro labels.

Open question

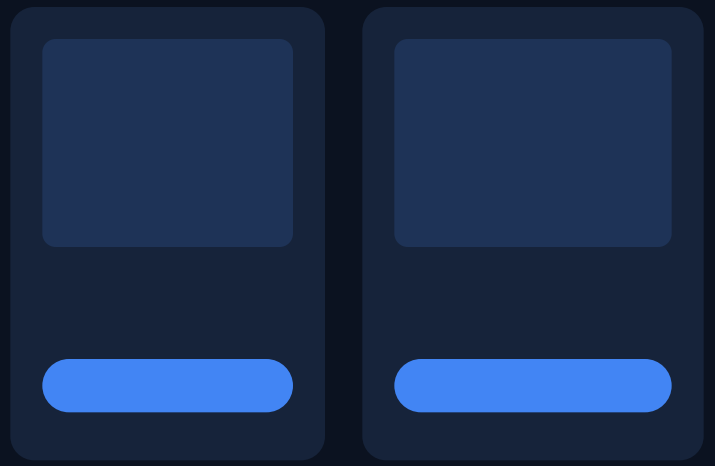
Admin has no mobile design at all

Dashboard and inventory are desktop only. That may be correct for a shop owner on a laptop, but it should be a decision on record rather than an omission.

THANK YOU

Grey boxes to a finished shop.

Part one settled what the screens do. This part settled what they look like. Happy to walk through either, including the two bugs on the previous page.



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