

A Case Study into the Design and Improvement Trends in UI/UX over the Course of the Past 20 Years

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As part of our computer science degrees, we decided to capstone UI/UX. We chose to further develop our Development project from the course into a near-fully functional and deployable web app. Through this project, we had the opportunity to explore ecommerce user interfaces and the evolution of user experiences over time. We redesigned an already-existing ecommerce site that was created in the dawn of the internet age. Finewinecollector.com is a fascinating site because, while it's still in use, it has not seen any significant UI or UX improvements since the early 2000s. In that way, the site serves as both a time capsule as well as the perfect case study to explore, iterate, and test various UI trends and improvements from the past 20 years. We integrated more interactive elements, a refined design and brand aesthetic, as well as migrating the site to React and its various packages. Over the course of the semester, we went through the UI/UX trends of the past 20 years and found ourselves iterating and progressing through that timeline. For example, a much earlier version of the site we made (which is an HTML-only; no React) version can be found at: <https://delightfuldolphin212.github.io/responsive-redesign/>. Our final version can be found at: <https://delightfuldolphin212.github.io/capstone/>. We look forward to continuing with this project and eventually pitching it to Jim Shaw, the current owner of Finewinecollector.com.