

CONCEPT · FRONT-END · DATA-DRIVEN UI

Roblox Premium subscription explainer site

A five-page concept presenting a premium membership and its four allowance tiers — built around a live pricing estimator that recommends the smallest tier covering a stated need.

PAGES

5

DEPENDENCIES

None

BUILD STEP

None

TOTAL WEIGHT

~135 KB

What was built

A marketing site for a game-platform membership whose only meaningful differentiator is a monthly currency allowance. Because the product has four tiers that differ by nothing except quantity, the central design problem was making quantity legible — which shaped the whole page set.

CONSTRAINT**Original branding only**

No third-party logo or iconography. The identity is a standalone faceted-cube mark on a red accent system, with no visual claim to official status.

CONSTRAINT**No transaction path**

Every call-to-action resolves within the site. Nothing creates an account, charges a card or transmits data.

CONSTRAINT**Hedged claims**

Platform support and limits change frequently, so limits are described as raised or highest rather than as fixed numbers. Prices are labelled illustrative and vary by region.

CONSTRAINT**Disclosure on every page**

A footer notice on all five pages states the site is an unaffiliated concept and that every button is a layout element.

Information architecture

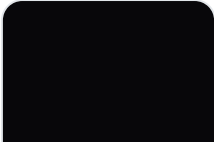
Page	Primary job	Contents
index.html	Convince	Hero with allowance-card mock, four headline figures, six-feature grid, process summary, onboarding steps
features.html	Explain	Twelve membership benefits — six as alternating split sections, one as a wide taxonomy panel, five as compact cards
plans.html	Compare	Tier finder, four tier cards, feature matrix, cost-per-unit breakdown
devices.html	Reassure	Six platform families, cross-platform sync diagram, platform limitations stated plainly
faq.html	Resolve	Eighteen questions across five themed groups, one-open-at-a-time accordion

Shared header and footer are duplicated per file rather than injected, so every page works from a static host with no server-side includes.

Tokens, type and spacing

Colour, type scale, radii and spacing are driven by custom properties, so the palette can be swapped without touching component rules.

Palette

					
Ink 950 #08070a	Surface #131114	Accent #ff4d5e	Accent 2 #e11d48	Cyan #4cc9f0	Amber #ffb703

Type scale

display-xl	Hero
display-lg	Section heading
display-md	Sub-section
lead	Introductory paragraph
body	Standard copy
eyebrow	LABEL

Display sizes use `clamp()` against viewport width. Corners range 10–32 px; spacing follows a fluid gutter clamp between 1.15 and 2.5 rem.

The tier finder

The product has no annual billing, so the billing toggle used in the previous concept had no equivalent here. Instead the pricing page carries a **tier finder**: a slider spanning the full allowance range that recommends the smallest tier covering a stated need, and converts it to a unit price.

Slider set to 450	\$4.99 · \$11.09 per 1,000
Slider set to 1,000	\$9.99 · \$9.99 per 1,000
Slider set to 1,200	\$19.99 · skips to the 2,200 tier
Slider set to 4,500	\$39.99 · \$8.89 per 1,000
Deep link ?robux=3000	restores slider and re-recommends

The recommendation walks a sorted tier list and selects the first entry whose allowance meets the target, so a value between tiers correctly jumps to the next one up rather than under-quoting.

Feature	Type	Behaviour and verification
Tier finder	JS + ARIA	Range input drives a sorted lookup, highlights the matching card and rewrites price, unit cost and delivery estimate. Live region announces the result.
Recommendation badge	JS + CSS	Exactly one card carries the badge at any moment. Verified across all three tiers after the styling defect described in section 06.
FAQ accordion	Native <details>	Opening a question collapses its siblings within the same group.
Mobile navigation	JS + ARIA	Drawer below 940 px; closes on link activation, Escape, outside click and breakpoint change.
Scroll reveal	IntersectionObserver	One-shot entry animation with a 70 ms sibling stagger.
Sticky header	Scroll listener	Gains background, border and blur past 12 px.

Audited at four widths

Every page was rendered in a headless browser at four widths and measured for horizontal overflow, with elements inside a scroll container excluded from the count.

Page	320 px	390 px	768 px	1440 px
index	Pass	Pass	Pass	Pass
features	Pass	Pass	Pass	Pass
plans	Pass	Pass	Pass	Pass
devices	Pass	Pass	Pass	Pass
faq	Pass	Pass	Pass	Pass

Clean on the first pass. The grid-overflow defect found in case study 01 originated in 1fr tracks floored at min-content. Those corrections were carried into this build as standard practice rather than rediscovered, so the initial audit returned twenty of twenty clean with no fixes required.

Three bugs caught by testing

Two of these were only visible in a rendered screenshot. An automated check had reported the badge state as correct, because it inspected the hidden attribute rather than the computed style.

#	Symptom	Root cause	Fix
1	Three “Recommended” badges visible at once on the pricing page	The user-agent rule <code>[hidden] { display: none }</code> is beaten by any author declaration. The badge component set <code>display: inline-flex</code> , which overrode it, so the attribute was set correctly and ignored visually	Added a global <code>[hidden] { display: none !important }</code> rule so the attribute cannot be silently overridden anywhere
2	“Most popular” and “Recommended” rendered as overlapping, garbled text	Both badges were absolutely positioned at identical coordinates on the same card	Replaced with one positioned flex row so multiple badges sit side by side
3	Intro copy claimed seventeen questions; eighteen existed	Copy drift during authoring	Corrected, and added an automated check comparing any stated count against the actual number of accordion items

Accessibility, SEO and weight

ACCESSIBILITY

Keyboard and assistive tech

- Skip-to-content link
- Range input labelled
- aria-live result region
- Reduced-motion honoured
- Visible focus rings
- aria-pressed on toggles
- Single h1 per page
- Alt text on every image

SEO & METADATA

Per-page signals

- Unique title and description
- Open Graph tags
- SVG favicon
- Canonical URL
- Theme colour
- Semantic landmarks

Deliberate omissions. No analytics, no cookies, no local storage, no third-party scripts and no forms. The site collects nothing and stores nothing. This was verified in the browser: storage length zero and the cookie string empty.