



COMMA. Web Rebuild Research & Audit

Introduction

COMMA. is a multidisciplinary music and culture project based in Oslo. In the brand's own words, it **operates as a record label, artist management collective, apparel brand, event organiser and creative studio**, amplifying progressive house, trance and emotive melodic dance music across sound, space and style ¹. The home page frames this dual focus with a hero message "**MADE FOR CREATORS**" and a concise tagline – "**Apparel and accessories for those who design, produce, and perform. Minimalist by form — expressive by nature**" ². COMMA. positions itself as "a platform for forward-thinking producers, DJs and digital designers," curating genre-defying releases and mixes rooted in club culture and visual identity ³. The mission page explains that a **comma is a pause, not an end** – a space for transition, disruption and continuation – and that the label aims to build a **decentralized network of creatives, dancers, designers and listeners**, creating platforms for intimate, intentional and international expression ⁴.

This report audits the current COMMA.records website/webshop (built on Shopify) and proposes a creative rebuild based on Shopify's **Dawn** theme. The goal is to produce a new interactive landing page with strong storytelling and brand alignment and to strengthen six branches: **artist profiling and marketing, webshop, record label & distribution, booker landing page, blog tool, and gallery**.

Current Website Audit

Visual Style and Storytelling

- **Hero & narrative:** The home page uses a full-width hero photo of a crowded club with large typography ("MADE FOR CREATORS") and two call-to-action buttons ("Discover Artists" and "Explore Collection") ⁵. This establishes mood but offers little interactive storytelling – the narrative stops at the taglines. The static image could be replaced by short video loops or scroll-activated sequences to engage visitors.
- **Brand voice:** Content across pages maintains a minimalist tone with occasional poetic phrases (e.g., "built for movement, comfort and practicality" ⁶) and emphasises community, creative identity and the "global underground" ethos ⁴. Product descriptions are rich in narrative; for example, the COMMA.hoodie is described as "the foundation of the uniform... built for long nights, cold flights, club load-ins and everyday city life," designed by COMMA's in-house team ⁷.
- **Visual identity:** Black backgrounds, monochrome photography and minimalist type dominate. The design is coherent but static – there are limited animations or interactive elements that could reinforce the story.
- **Use of imagery:** Large images accompany products and artist profiles, but the gallery is simply a grid of pictures with no categorisation or interactive viewing ⁸.

Navigation & Information Architecture

- **Menu structure:** The top menu includes **booking, collections, artists** (with sub-pages for each artist), **label, gallery** and **about** ⁹. Secondary navigation appears in the left side-menu on mobile. However, some sections (label, gallery) are under-utilised.
- **Search:** The built-in Shopify search is available from the header. Product filtering is limited (no tags by category on the collection page), and there is no site-wide search for blog posts.
- **Call-to-actions (CTAs):** Buttons such as "Discover Artist" / "Explore Collection" drive to artist index and product categories. The booking page includes a simple email contact section ¹⁰.

Shop / Product Pages

- **Product catalog:** The collections page lists 22 products across clothing (hoodies, crewnecks, oversized tees), tech accessories (wireless chargers), accessories (blankets, caps, mugs, slides, socks) and other items ¹¹. Sorting is available but there are no filters by type or size.
- **Product detail pages:** Each product page uses Shopify's standard layout with large images, price, variant selector (size, colour), quantity, add-to-cart button and product information. The product copy combines specification and narrative. For example:
 - **COMMA.tech jacket** – described as a "lightweight, water-resistant shell built for movement... folds into itself for easy carry" ¹², with material details and care instructions ¹³. The page uses a table for sizing.
 - **COMMA.charge wireless pad** – emphasises Qi compatibility, portability (91 g), minimalist colour-blocked finish and durable housing ¹⁴, with care instructions and narrative ("created for clarity in the workspace and intention in everyday rituals") ¹⁵.
 - **COMMA.hoodie** – narrative highlights the garment as a uniform for long nights, travel and club life ¹⁶ and positions it as a symbol of identity and the "global underground spirit" ¹⁷. Material and ethical details are included ¹⁸.
- **Checkout & payments:** Payment options include major cards, Apple Pay, Google Pay, Klarna and more ¹⁹. Many products show "Sold out," which may create scarcity but could frustrate shoppers.

Artist Profiles

Each artist page provides a biography, photos and links to streaming and purchasing. Examples:

- **DECO 5000:** Presents the alias as "the trance alias of Oslo-based producer Herman Marenus Gjersøe," rooted in fast, emotive energy ²⁰. It summarises his release history, noting that **Decosistema Vol. 1** debuted on COMMA.records in 2025 ²¹ and describes his live performances as high-intensity and emotionally resonant ²². It highlights influences from the 90s/00s golden era of trance ²³ and offers CTAs to listen on Spotify, buy on Bandcamp and watch on TikTok ²⁴.
- **Hovland:** Described as the solo project of Herman Hovland, blending progressive house and melodic techno with mood and texture ²⁵. His bio recounts early projects (Von Dahl, Violand), mentions co-founding COMMA.records in 2024 ²⁶ and frames the Iris EP as the label's first release ²⁷. It emphasises his detail-oriented approach and minimal, confident visual/sonic language ²⁸.
- **Marenus:** Introduces the project as the progressive house alias of Herman Marenus Gjersøe and notes regular performances at Oslo venues ²⁹. It discusses the Iris EP, a collaborative debut for COMMA.records, and subsequent releases that fuse lush pads and hypnotic grooves ³⁰. It mentions that he also produces trance under the alias DECO 5000 ³¹.

- **Violand:** Profiles the duo of Herman Hovland and Jørgen Vigre, noting their blend of groove, emotion and cinematic production ³². It lists early singles "Sweven" and "Elude," their support from Miss Monique and Jordan Gill ³³, and announces an upcoming EP "Both Of Us" ³⁴.

While these pages provide rich context, they are mostly static text and images. There is no interactive music player, event calendar or dynamic timeline of releases.

Label & Blog (COMMA.records section)

The **label** menu leads to a blog where each release or event is presented as a post with an image, date, summary and link. Posts highlight events like "**Hovland & Marenstius | All-Nighter at The Villa**" ³⁵ or releases such as **DECO 5000 - "B With U"** ³⁶. Clicking into an article yields longer copy; for example, the **Decosistema Vol. 1** article describes the EP's tracks and remixes ³⁷ and includes a release date and call to stream ³⁷. However, there is no central discography page that aggregates releases or provides audio previews.

Booking & Collaboration Page

The current booking page simply lists an email address and provides a generic contact form for questions ³⁸. It lacks information about the artists available for booking, their performances, technical riders or past venues.

Gallery

The gallery page is a static grid of photos and video thumbnails ⁸. There are no filters by artist, event or year, nor any immersive viewing experience such as slideshows, captions or story highlights.

Strengths & Weaknesses Summary

Aspect	Strengths	Weaknesses
Brand alignment	Cohesive minimalist aesthetic; strong narrative voice; clearly defined mission and tagline ² ⁴ .	Static storytelling; limited interactivity; hero message doesn't develop into a journey.
Shop	Detailed product descriptions blending narrative and specs; high-quality images; ethical material information ³⁹ ; multiple payment methods ¹⁹ .	No filtering by category; many products sold out; basic layout; no cross-sell or quick view.
Artist pages	Rich biographical context and call-to-actions (Spotify, Bandcamp, TikTok) ²⁴ .	Lacks interactive audio players, event calendar, or dynamic content; contact forms are generic; no newsletter sign-ups.
Label / Blog	Provides news about releases and events ⁴⁰ .	Disconnected posts; no central discography; no streaming or purchase links within posts.

Aspect	Strengths	Weaknesses
Booking page	Simple contact form ³⁸ .	Lacks information for bookers (press kit downloads, set lists, technical rider, past clients).
Gallery	Offers a catalogue of images and video thumbnails ⁸ .	Static grid with no filtering, captions or interactive viewing experience.

Shopify Dawn Theme Capabilities

The rebuild will utilise Shopify's **Dawn** theme as a starting point. Dawn is an open-source reference theme introduced with Shopify's Online Store 2.0. Its main benefits include:

- **Easy Customisation:** Dawn is minimalist and user-friendly; merchants can customise the homepage, create gallery pages and use visual banner options via the drag-and-drop editor ⁴¹. It ensures access to new features and free updates ⁴².
- **Optimised Cart & Checkout:** Dawn offers cart notes, in-store pickup options and a Quick Buy function to reduce friction in the checkout process ⁴³.
- **Marketing & Conversion Features:** Built-in blogging functionality, product reviews, recommended products and "quick view" for product category pages allow store owners to promote branding activities and help customers discover products without leaving the current page ⁴⁴.
- **Merchandising Tools:** Supports high-quality image galleries, photo zoom, videos or slideshows, and size charts ⁴⁵. Product pages can include detailed descriptions and shipping information ⁴⁶.
- **Product Discovery:** Enhanced search, product filtering, sorting and mega menus improve navigation and help organise a sophisticated catalogue ⁴⁷.
- **Responsive & Performance:** Dawn is built for speed and mobile responsiveness ⁴⁸.

Leveraging these features will allow COMMA. to craft a sophisticated yet performant store with interactive and editorial-style sections.

Best Practices for Interactive Storytelling

According to a 2025 digital marketing insight article, **interactive storytelling** encourages audiences to influence and personalise a brand's narrative through clickable web experiences, immersive videos, quizzes and gamified campaigns ⁴⁹. The article highlights several benefits:

- **Higher engagement:** Interactive stories keep audiences actively involved, increasing the time they spend with a brand and helping them understand the brand's value ⁵⁰.
- **Personalisation:** Users can tailor the experience to their interests; hyper-personalised suggestions significantly improve conversion rates ⁵¹.
- **Higher retention & trust:** Interactive experiences reduce bounce rates and foster emotional ties, leading to greater loyalty and conversions ⁵².
- **Data collection:** Quizzes and other interactive elements give brands insights into user preferences for smarter targeting ⁵³.
- **Differentiation:** Narrative-driven interactivity helps brands stand out and makes content more shareable ⁵⁴.

- **Increased conversions:** By involving users in decision-making, interactive storytelling naturally guides them through the sales funnel towards calls to action ⁵⁵.

These principles should guide COMMA.'s new landing page and content strategy.

Branch-Specific Findings & Recommendations

1. Artist Profiling & Marketing

Observations

- Artist pages contain bios, photos and links to external platforms (Spotify, Bandcamp, TikTok). The stories emphasise each artist's background, influences and key releases ⁵⁶ ⁵⁷.
- Contact forms are generic; there are no embedded music players, event calendars or dynamic discographies.

Recommendations

1. **Interactive profile pages** – Use Dawn's sections to create custom templates per artist. Begin with a full-screen hero video or loop of a live performance; include a dynamic timeline component showing releases, events and milestones; embed audio players (e.g., Spotify or SoundCloud) for immediate listening; integrate video clips or behind-the-scenes footage.
2. **Marketing CTA modules** – Add sections for newsletter sign-up, exclusive merchandise and upcoming show announcements. Use Dawn's product recommendation blocks to cross-sell artist-branded merchandise next to the bio.
3. **Social & streaming integration** – Display real-time Spotify follow counts and TikTok/Instagram feeds; include share buttons. Provide one-click follow and add to playlist.
4. **Booking information** – Replace the generic contact form with a booking widget containing a downloadable press kit (bio, tech rider, high-res images) and a calendar of availability. Offer filters by artist to help promoters quickly evaluate options.

2. Webshop (Clothing, Tech Accessories, Accessories & Music)

Observations

- Product pages combine storytelling and specifications, but many items are sold out and categories are not clearly distinguished ¹¹. The collection page is simply a list; there is no filtering by type, gender or price.
- Each product description emphasises quality and narrative (e.g., COMMA.tech jacket being water-resistant and packable ¹²; COMMA.charge's minimalist design and portability ⁵⁸; COMMA.hoodie symbolising identity and community ⁵⁹). However, cross-selling is minimal.

Recommendations

1. **Category restructuring:** Use Dawn's mega menu and product filtering to create distinct collections for **Apparel, Accessories, Tech, and Music & Digital**. Each category should have filters (size, colour, price, material). Provide a "Sold out? Notify me" option rather than leaving items unavailable.

2. **Interactive product discovery:** Leverage Dawn's Quick View feature so users can preview products in modals without leaving the collection page ⁴⁴. Add "You might also like" carousels to cross-sell related items.
3. **Story-driven product pages:** Use full-width images, videos or 360° views; embed user-generated content (photos from events showing the apparel in use); include narrative text emphasising the global underground spirit ⁵⁹. Offer dynamic size guides and interactive fit checkers.
4. **Digital music sales:** Create a **Music** collection that sells digital downloads and physical formats. Use audio previews and integrate with the label's discography (see below). Provide bundles combining merch with music (e.g., hoodie + digital EP at a discount).
5. **Checkout optimisation:** Utilise Dawn's Quick Buy and cart note features to reduce friction ⁴³. Offer local currency and multiple shipping options.

3. Record Label & Music Distribution

Observations

- Release articles describe EPs and events but are isolated blog posts. There is no aggregated discography or streaming integration ⁴⁰.

Recommendations

1. **Interactive discography:** Build a dedicated label page with a chronological grid of releases. Each release should have an audio player (30-sec preview), release notes (like those in the Decosistema article ³⁷), purchase/streaming buttons and options to pre-order forthcoming titles.
2. **Distribution integration:** Provide streaming links (Spotify, Apple Music, Bandcamp) and embed Bandcamp purchases directly. Offer downloads or vinyl orders through Shopify. Use Dawn's product pages or custom templates for digital products with immediate delivery.
3. **Artist collaborations & playlists:** Create curated playlists (e.g., "Neotrance Highlights" or "COMMA. Essentials") and display them on the label page. Use interactive features to allow visitors to "vote" for upcoming remixes or suggest collaboration ideas.
4. **Newsletter & fan club:** Encourage fans to join the COMMA. mailing list for release announcements and exclusive early access. Provide membership tiers or Patreon-style benefits (e.g., early releases, behind-the-scenes content, private streams).

4. Landing Page for Bookers

Observations

- The current booking page has a single email contact and form ³⁸. There is no information about available acts, past clients or event types.

Recommendations

1. **Dedicated booking microsite:** Build a landing page targeted at promoters and bookers. Include artist profiles with short bios, genres, technical riders and price ranges. Provide downloadable press kits, high-resolution photos and sample setlists.

2. **Case studies & testimonials:** Highlight successful events, venues and festivals (e.g., Findings Festival, Musikkfest). Use quotes from promoters to build credibility. Include a gallery or video reel of performances.
3. **Booking form with routing:** Use dynamic forms that route requests to the appropriate management contact. Include fields for event date, location, budget and additional notes. Add an FAQ about booking terms and conditions.
4. **Calendar integration:** Present a calendar of upcoming availability for each artist so promoters can quickly identify open dates. Integrate with Google Calendar or third-party booking tools.

5. Blog Tool & Content Strategy

Observations

- The blog (COMMA.records) contains event announcements and release posts but lacks categorisation or tags. There is no search or filter system. Some posts feature long paragraphs with no rich media.

Recommendations

1. **Categories & tags:** Organise content into categories such as "Releases," "Events," "Interviews," and "Behind the Scenes." Implement tags and a search bar. Dawn supports blog pages and can display articles by tag ⁴⁴.
2. **Interactive storytelling:** Follow the principles of interactive storytelling: incorporate embedded playlists, video interviews, infographics, and choose-your-own-adventure narratives. For example, a release article could include an interactive track-by-track breakdown with audio previews.
3. **SEO & long-form content:** Use long-form guides and artist interviews to increase dwell time and search visibility. The interactive storytelling article notes that long-form content combined with immersive elements fosters cognitive immersion and trust ⁵².
4. **User engagement:** Enable comments, product links, share buttons and newsletter prompts. Use data-collection features such as polls or quizzes to gather insights ⁵³.

6. Gallery

Observations

- The gallery is a simple grid of images without context or filtering ⁸.

Recommendations

1. **Curated collections:** Categorise images by event, artist or theme (e.g., "Live Sets," "Studio," "Behind the Scenes"). Provide filters and tags. Use Dawn's image gallery sections to display high-resolution photos with captions.
2. **Interactive viewing:** Implement a lightbox or slideshow with narrative captions telling the story behind each photo. Provide links to related products (e.g., a hoodie worn in the photo) or releases.
3. **UGC & social integration:** Encourage fans to contribute photos via hashtags. Curate UGC into the gallery and credit the photographers. Provide an upload form or embed Instagram feeds.
4. **Video & 3D experiences:** Incorporate video clips of performances and 3D renderings of merchandise. Use interactive 360° viewers or AR experiences to showcase apparel or stage setups.

Implementation Strategy Using Dawn

1. **Setup & Customisation:** Install the latest Dawn theme and use the theme editor to build the main templates. Create multiple page templates (home, artist, label, booking, blog, gallery). Leverage Dawn's drag-and-drop sections for hero, featured collections, image galleries and text columns ⁴¹.
2. **Navigation & Mega Menu:** Build a mega menu with links to Apparel, Accessories, Tech, Music, Artists, Label, Blog, Gallery and Booking. Use Dawn's enhanced product filtering and search features ⁴⁷.
3. **Homepage & Interactive Landing:** Design an immersive landing page that introduces COMMA.'s mission and invites users to choose their path (e.g., "I'm a Creator," "I'm a Fan," "I'm a Booker"). Use interactive scroll animations, video backgrounds and micro-interactions to tell the story (e.g., from the underground club to the creative studio). Use call-to-action blocks to drive visitors to artists, products or booking.
4. **Product & Collection Pages:** Use Dawn's merchandising features to highlight products with zoom, multiple images, and video ⁴⁵. Add product reviews and recommended products to increase conversion ⁴⁴. Implement variant swatches and dynamic pricing. Use upsell blocks to offer music bundles.
5. **Artist Pages:** Create custom templates with hero videos, dynamic timelines and embedded players. Use Dawn's app blocks to insert third-party widgets (Spotify, SoundCloud, Bandcamp). Add contact modules with press kit downloads and booking enquiries.
6. **Label & Blog:** Create a discography page with filterable releases (by year, artist). Use blog sections to embed audio/video and interactive components. Connect blog posts to products and events with meta objects or tags.
7. **Booking Page:** Build a structured landing with hero, case studies, artist roster, calendar, and contact form. Integrate third-party booking solutions or embed Google Calendar.
8. **Gallery:** Use Dawn's gallery sections or install an app to create filterable, captioned galleries. Add video blocks and AR experiences for products.
9. **Analytics & Optimisation:** Implement analytics to track user interactions. Use interactive elements (quizzes, polls) to collect data and personalise experiences ⁵³.

Conclusion & Next Steps

COMMA. already has a compelling brand ethos grounded in community, club culture and minimalist design. However, the current site relies on static pages and isolated blog posts. By adopting Shopify's Dawn theme and embracing interactive storytelling, the rebuild can transform the site into a dynamic platform that:

- Guides visitors through a narrative journey aligned with the label's mission.
- Enhances product discovery, cross-sells and conversion through Dawn's merchandising and marketing tools ⁴⁵.
- Showcases artists with interactive profiles, music players and booking information.
- Provides a cohesive discography and news hub for label releases.
- Introduces a professional booking page with case studies and press kits.
- Engages users through interactive blogs, galleries and data-driven content ⁶⁰.

The next phase should involve wireframing the new templates, selecting interactive components (e.g., timeline, audio player, video backgrounds) and mapping content migration. A structured design system

consistent with COMMA.'s visual language will ensure that every branch of the new site contributes to a unified, story-driven experience.

1 4 6 19 About COMMA.store | Minimalist Lifestyle Brand, Management and Label – COMMA.records
<https://commarecords.com/pages/about>

2 3 5 9 COMMA. | Progressive House & Trance · Music & Merch – COMMA.records
<https://commarecords.com/>

7 16 17 18 39 59 COMMA.hoodie | Heavyweight Cotton Hoodie with Fleece Lining – COMMA.records
<https://commarecords.com/products/comma-hoodie>

8 Gallery | Visual Archive by COMMA.store – COMMA.records
<https://commarecords.com/pages/gallery>

10 38 Booking & Collaborations | COMMA.store – COMMA.records
<https://commarecords.com/pages/booking>

11 Products – COMMA.records
<https://commarecords.com/collections/all>

12 13 COMMA.tech | Minimalist Water-Resistant Jacket by COMMA. – COMMA.records
<https://commarecords.com/products/comma-tech>

14 15 58 COMMA.charge | Wireless Charging Pad by COMMA. – COMMA.records
<https://commarecords.com/products/comma-charge>

20 21 22 23 24 56 DECO 5000 — Oslo Trance Artist | COMMA. Records – COMMA.records
<https://commarecords.com/pages/deco-5000>

25 26 27 28 57 Hovland — Electronic Music Artist & Producer | COMMA.records
<https://commarecords.com/pages/hovland>

29 30 31 Marenstius — Ambient Music Producer & Artist | COMMA.records
<https://commarecords.com/pages/marenstius>

32 33 34 Violand | Artist Profile | COMMA.records
<https://commarecords.com/pages/violand>

35 36 40 COMMA.records
<https://commarecords.com/blogs/comma-records>

37 COMMA.005: DECO 5000 - Decosistema Vol. 1 – COMMA.records
<https://commarecords.com/blogs/comma-records/comma-005-deco-5000-decosistema-vol-1>

41 42 43 44 45 46 47 48 Shopify Dawn Theme Review in 2025: Features, Pro & Cons and more
<https://litextension.com/blog/shopify-dawn-theme-review/>

49 50 51 52 53 54 55 60 Interactive Storytelling in 2025: Next-Level Engagement through Digital Content - GoViral Digital
<https://goviraldigital.com/interactive-storytelling-in-2025/>