Trago Website

Redesign

The Trago Redesign has been approached following a minimalist aesthetic with the intention of aiding the customer in finding what they want as quickly and efficiently as possible. The advertising of physical stores comes secondary to the use of the website has a store in and of itself.  
  
A growing portion of many larger retails are finding foot traffic through the doors to be constantly decreasing, year after year, and so, are shifting their focus to creating a streamlined online selling process.

# Overarching Structure

The main colour theme of the website is the traditional deep Trago blue and a softer pastel shade to reinforce the Trago image. The logo is of course included to the top left of each page.  
  
The navigational menu can be found at the top of the page and this will disappear as the user scrolls down. However, to prevent the user from having to scroll all the way up to the top of the page to access the menu, it is presented to them once an “intention” to scroll up is detected.  
  
Once this intention is detected, the navigational menu will smoothly animate in from the top of the page, allow them to quickly and easily navigate to other pages of the website.

The navigational menu, as mentioned, consists of the Trago logo to the top left, then a search menu in the middle, followed by a profile link, basket link and menu link.  
  
The search bar will easily allow the user to search for and find any products they may wish to browse, quickly and conveniently, rather than having to manually navigate through categories.  
  
The profile link (an icon of a silhouette) will allow the user to navigate to their profile and set up personal information such as name, contact information and address etc.  
  
Clicking the basket will take the user to their current shopping basket to allow them edit or remove items, or go through with their decision to purchase or use click and collect.

# Homepage

The key changes to the structure involve several aspects, primarily that the navigational menu has been shrunk down to take up much less space on the screen to allow the end user to view the actual content more easily.  
  
The content on the homepage has been slimmed down to allow an easier flow of information, initially on landing on the website the user will find a carousel that can be interacted with by either clicking the arrows to either side of the image, the dots below, or by clicking on and dragging the actual banner.  
  
Additionally each slide will have a button within it to take the user to the appropriate page for the deal.  
  
The carousel will ideal be used for sales and discounts across a wide range of categories or for an entire department.  
  
Below this is the deal of the day section, this section will allow Trago to advertise what is considered to be the best deals for that day across specific products or sub categories.  
  
To clarify, the carousel would be used for sales such as the January sale where the entire store has a 15% discount for a day (or several days), alternatively it may be used to promote an event, such as the recent Easter event that was held in the car park.  
  
The deals of the day would be for a subcategory such as Lego toys or a specific product like Umbrellas.

Following on from this is a small text section, this would allow Trago to present some information about its origins and commitment to customer satisfaction. Immediately followed by a parallax image, currently a placeholder image of the Liskeard store which would be replaced with a higher quality version. Overlaid on the parallax image would be a small tagline reinforcing the Trago values.

The next section is a grid of images that would portray different services available at different Trago Locations, clicking on one would take you to the Locations page where more information can be found about the different locations.

# Shop/Categories Page

The categories page shows a list of subcategories within the category, each accompanied by an appropriate image. The image allows the end user to quickly identify a category by image rather than reading through lines of text and judging its relevance to what they are seeking.  
  
Each page within the shop section of the website has a breadcrumbs bar towards the top, this allows the user to quickly see the route to the page they are currently on and allows them to click pages within the breadcrumbs to easily navigate back up the hierarchy to find something else.

# Subcategories Page

The subcategories page presents the end user with the available range of products within that category. Each item includes an image, a short item description, the MRSP and our sale price along with a button to instantly click and collect the item or to go into the full description of the item.  
  
The left hand side of the page contains a list of filters allowing the user to filter down the range to more relevant results. The filters will stack.  
  
As an example, Trousers might have filters for Brand, size, material and color.

|  |  |  |  |
| --- | --- | --- | --- |
| Brand | Size | Material | Colour |
| Levi | S | Denim | Blue |
| Police | M | Suede | Black |
| Hugo Boss | L |  | Red |

The filters will allow the user to select Levi’s AND Hugo Boss, thereby removing and Police Brands from the results. The user may also select the size M removing S and L from the results, then by selecting Denim, any Trousers made from suede will be removed.  
  
This will leave the user with Medium sized Trousers made of Denim, in any color from both the brands Levi and Hugo Boss.

# Single Product Page

The single product page will primarily consist of a 3-column layout. The first column will consist of a large high-quality image of the product, With additionally gallery images below.

The second column consists of the product title, with a detailed description of the product below.

The third column lists the MRSP, the actual price, a click and collect button and then the availability of the product at each store.  
  
In a separate section below all of this is a Tabbed container, the first tab will allow the user to see current product specifications. For example, with a chair it might display the chairs material, it’s finish and its dimensions. To the right of the specifications will be all current reviews of the product.  
  
Following on, if a customer wishes to add a review, they would do this by clicking the right-hand tab labelled “Leave a review” and fill in a form. Once completed they would be emailed a link to verify their email address to help combat spam and low effort reviews.  
  
Additionally a captcha could be used.