

SIMPLY CHINTASTIC

REDESIGN BY
Chance Brinkman-Sull

RAPID WEBSITE REDESIGN
INCLUDES:
User Experience & Branding

Version 1.1
December 12, 2017
Prepared for **Simply Chintastic LLC**





Sam Picasso

AGE: 24 YEARS

JOB: **GRADUATE STUDENT**

STATUS: SINGLE

LOCATION: ATHENS, OHIO

CHINCHILLA: PEDRO

A graduate student in the Scripps College of Communication, Sam Picasso is the proud owner of his three-year-old chinchilla, Pedro. Sam loves to spoil Pedro with toys and homemade treats. Additionally, it is safe to say Sam and Pedro enjoy the finer things in life.

66

I am looking to upgrade Pedro's current cage, and am in need of a business that can provide me with chinchilla-safe ledges, shelves and custom cage accessories.”

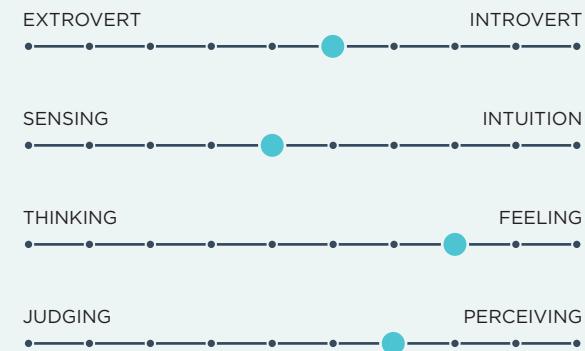
GOALS

- Upgrade his chinchilla's cage with custom-made wooden accessories.
 - Find a site that has an easy ordering and checkout process.
 - Discover a business that provides quality pet supplies with elegant product design.

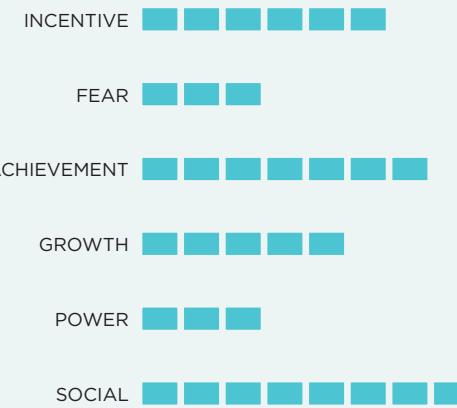
BRANDS



PERSONALITY



MOTIVATIONS





Tracy Moon

AGE: 33 YEARS

JOB: SMALL BUSINESS OWNER

STATUS: SINGLE

LOCATION: COLUMBUS, OHIO

CHINCHILLA: NIMBUS

Tracy Moon is the happy owner of her chinchilla, Nimbus, and a small pet store located in Columbus, Ohio. Moon is an energetic person, with a strong passion for developing her business and building a relationship with her community. Like Sam, Tracy is a fan of quality handcrafted items.

“

I would love to add some handmade products to my shelves, but I can't find a business that meets my standards of quality and elegant branding.”

GOALS

- Locate a business that meets her standards of quality and branding.
- Establish a relationship with said business and set up a plan to continue selling their products.
- Incorporate Simply Chintastic's products into her store.

BRANDS

J.CREW ZARA

ANTHROPOLOGIE

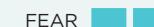
PETSMART TARGET

WWW.SIMPLYCHINTASTIC.COM

PERSONALITY



MOTIVATIONS



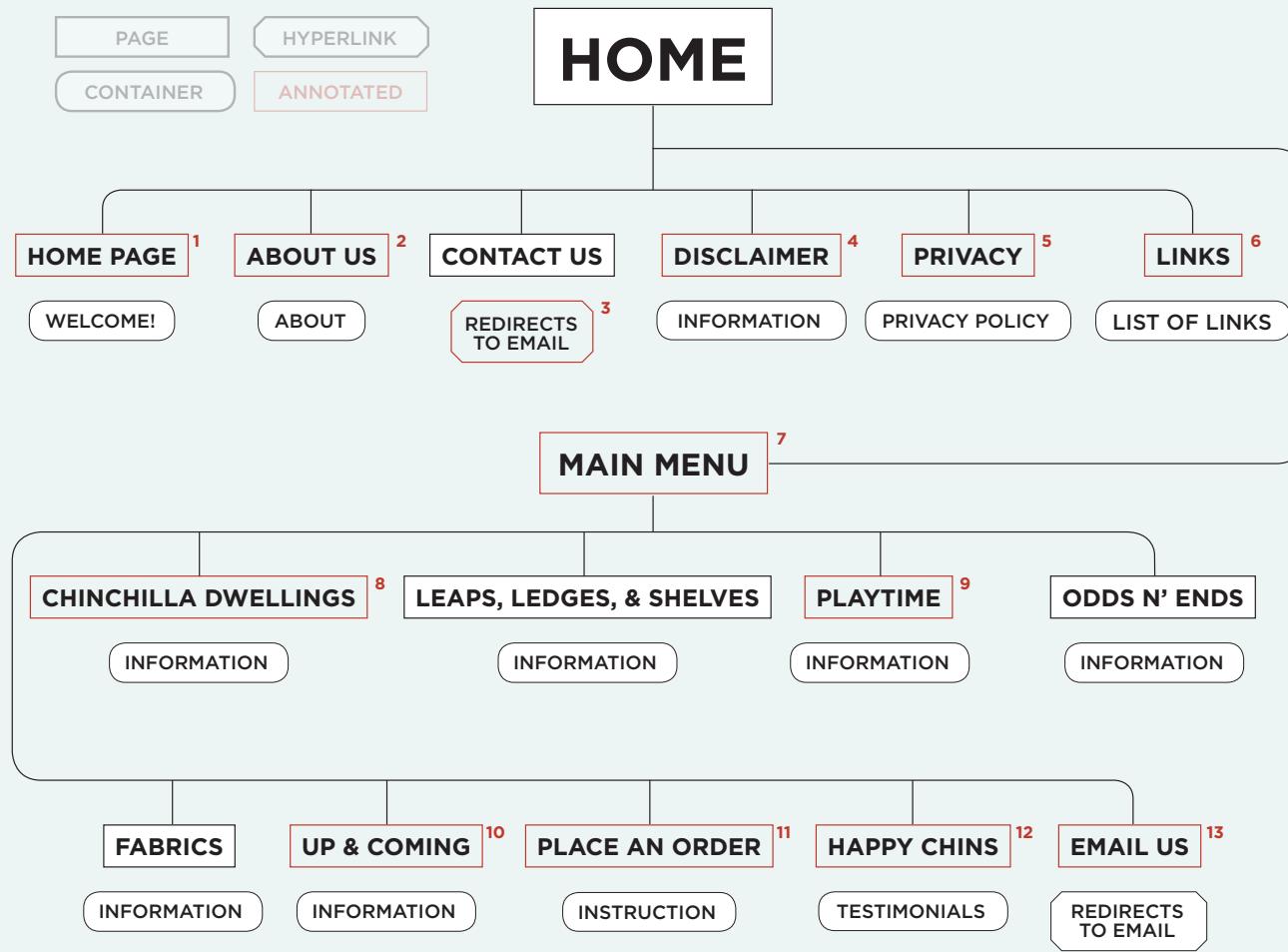
Site Structure: Problem Areas

The screenshot shows the homepage of the Simply Chintastic website. The page features a header with the logo 'Simply Chintastic' and navigation links for Home and Contacts. Below the header is a banner with three chinchillas and the slogan 'Because your pets deserve it...'. The main content area includes a sidebar with links like 'Chinchilla Dwellings', 'Leaps, Ledges & Shelves', and 'Playtime'. The main content area features a large image of a chinchilla and a 'Welcome to Simply Chintastic!' message. A central notice states 'HAPPY 2017! We will not be taking any orders this year for'. To the right is a panel for 'Important Update' and 'Reminder'. At the bottom is a 'Sponsors' section.

- Logo does not link to home page.**
- Old logo:**
- Redesigned logo:**
- This is where the most important links should be, instead of the disclaimer and privacy links.**
- Having a sidebar navigation further complicates the page for the user. Need to include more guideposts.**
- Empty navigation buttons are unnecessary and crowd the site with irrelevant visual content, which can confuse a user.**
- Unnecessary links**
- Need to simplify navigation — don't make the user think.**
- Slogan should be placed in a better place, where a user will associate with the business at first glance.**
- The News/Updates panel will need more structure, in both design and organization.**
- The reminder says to see the notice that's already on the page.**
- The welcome message is lost on the current page, with the overwhelming amount of clickable content, and visual stimulation.**
- Empty spot where the list of sponsors should be. Remove?**

Original Sitemap

LEGEND:

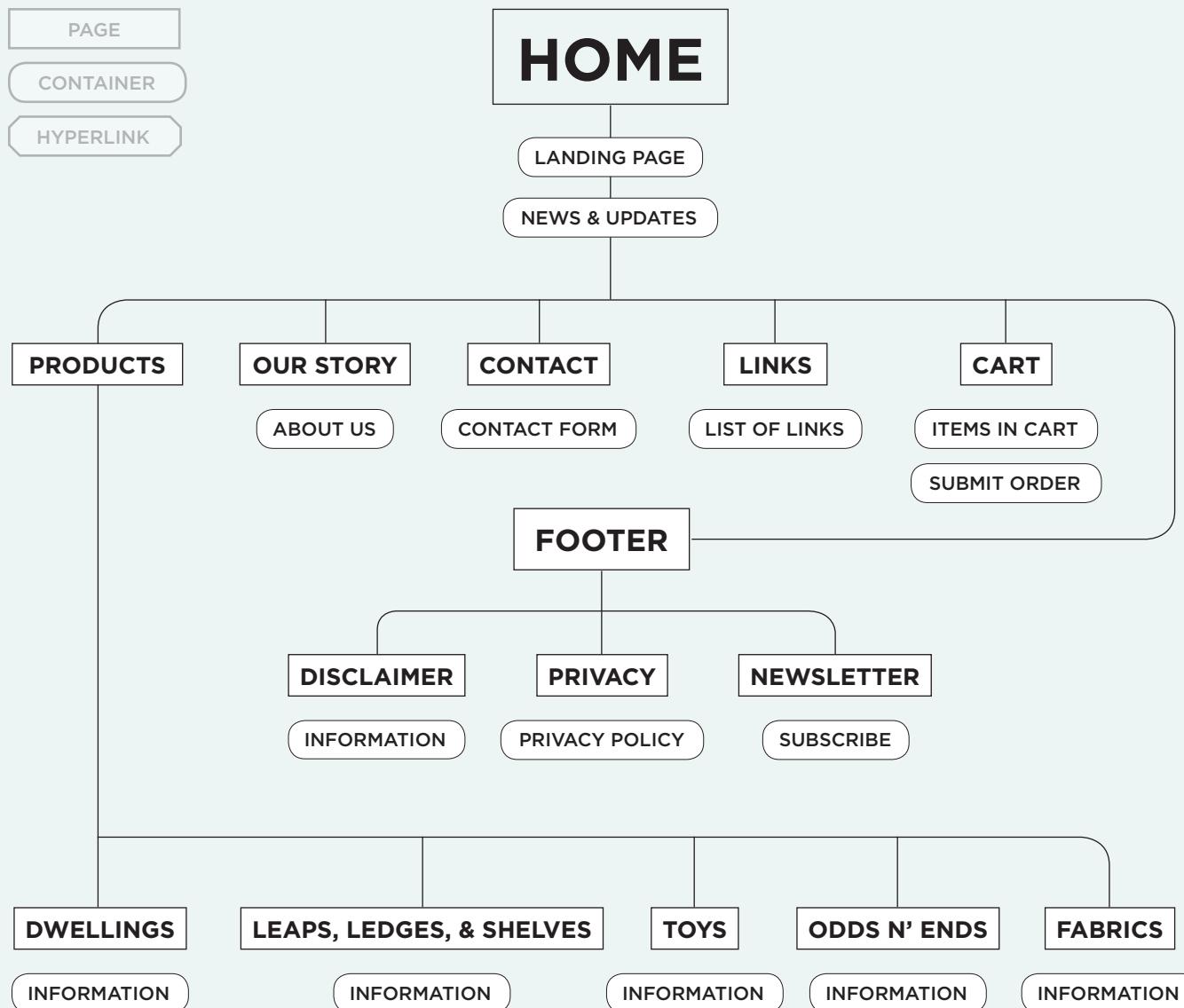
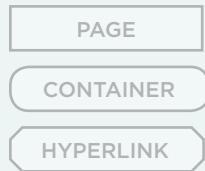


ANNOTATIONS

1. Replaced with a landing page, with a featured image and the latest news and updates.
2. Renamed to "Our Story".
3. Replaced the redirection to email service with a simple contact form.
4. Moved to footer navigation.
5. Moved to footer navigation.
6. Kept in main menu, and will also use this page for any sponsors.
7. Eliminated sidebar navigation by adding a tab called "Products" to header navigation. Product categories will appear as a dropdown menu.
8. Eliminated "Chinchilla" from category name. Felt that it was unnecessary because site already devoted to chinchilla products.
9. Renamed to "Toys". Felt it was catchier, and eliminated confusion.
10. Eliminated this page entirely, and moved content to the landing page.
11. Renamed page to "Cart" and moved from "Main Menu" to the header navigation.
12. Eliminated this page, as users will likely skip it. Moved content to the landing page.
13. Eliminated this page, as it appeared twice on the page. Moved to header navigation as "Contact".

Redesigned Sitemap

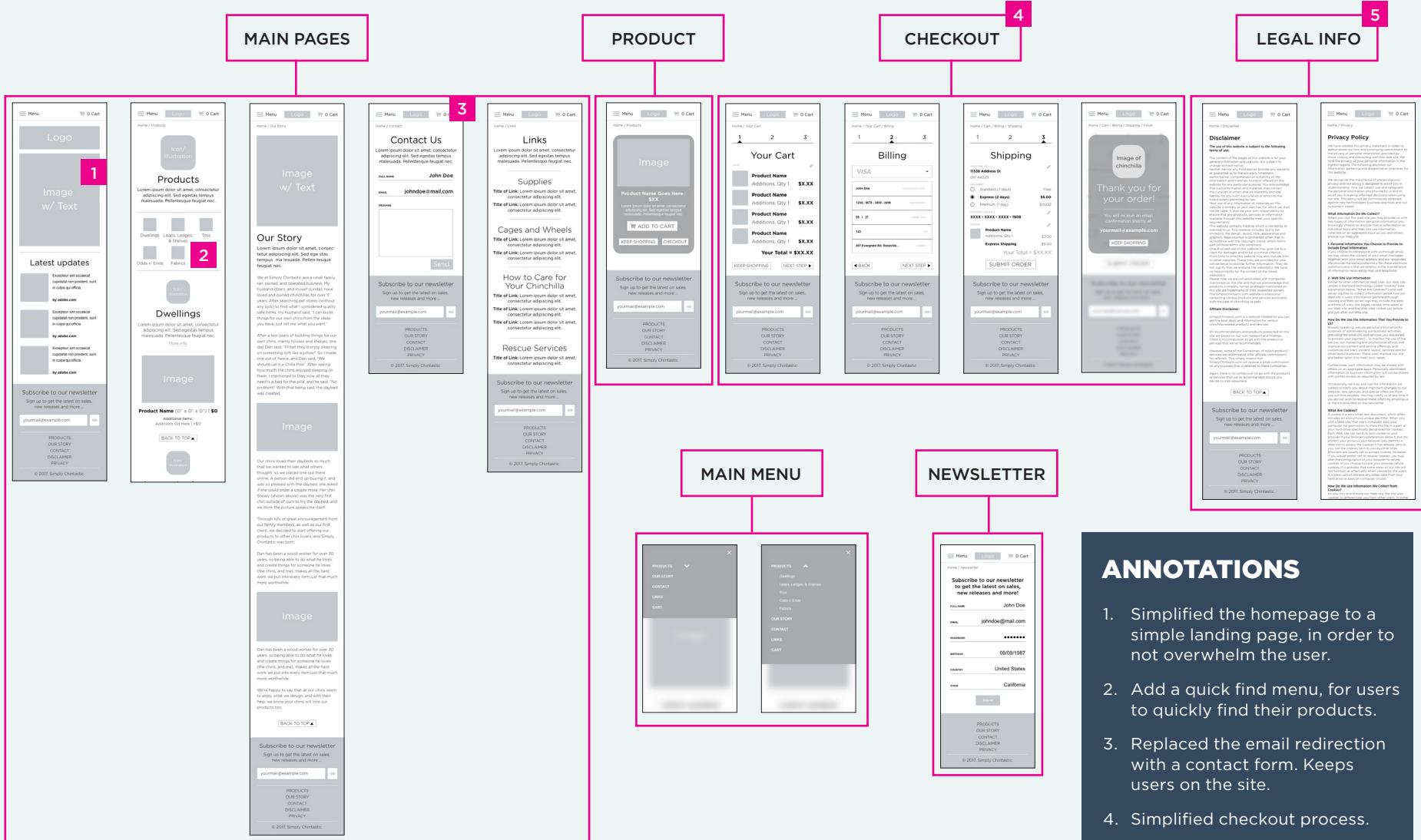
LEGEND:



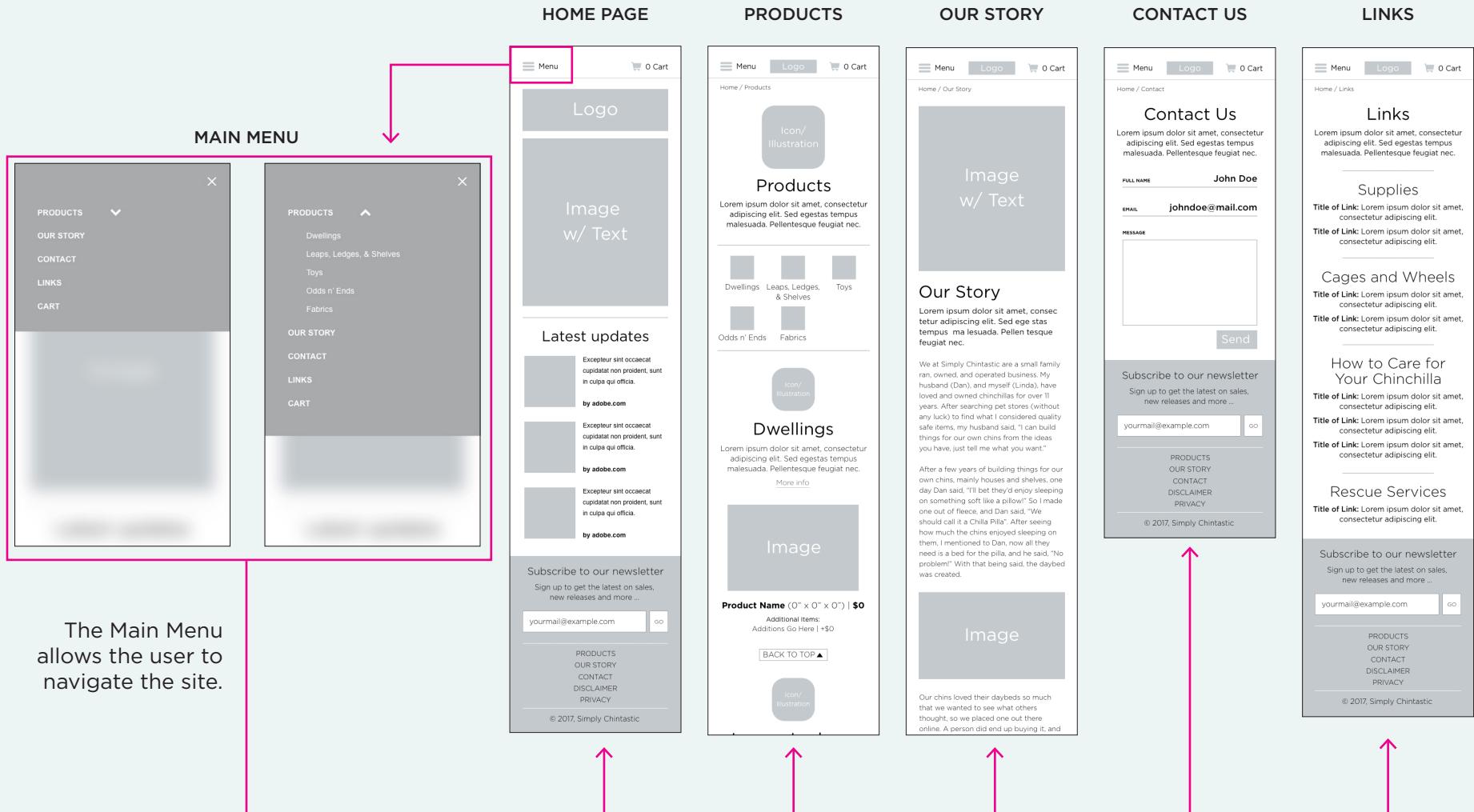
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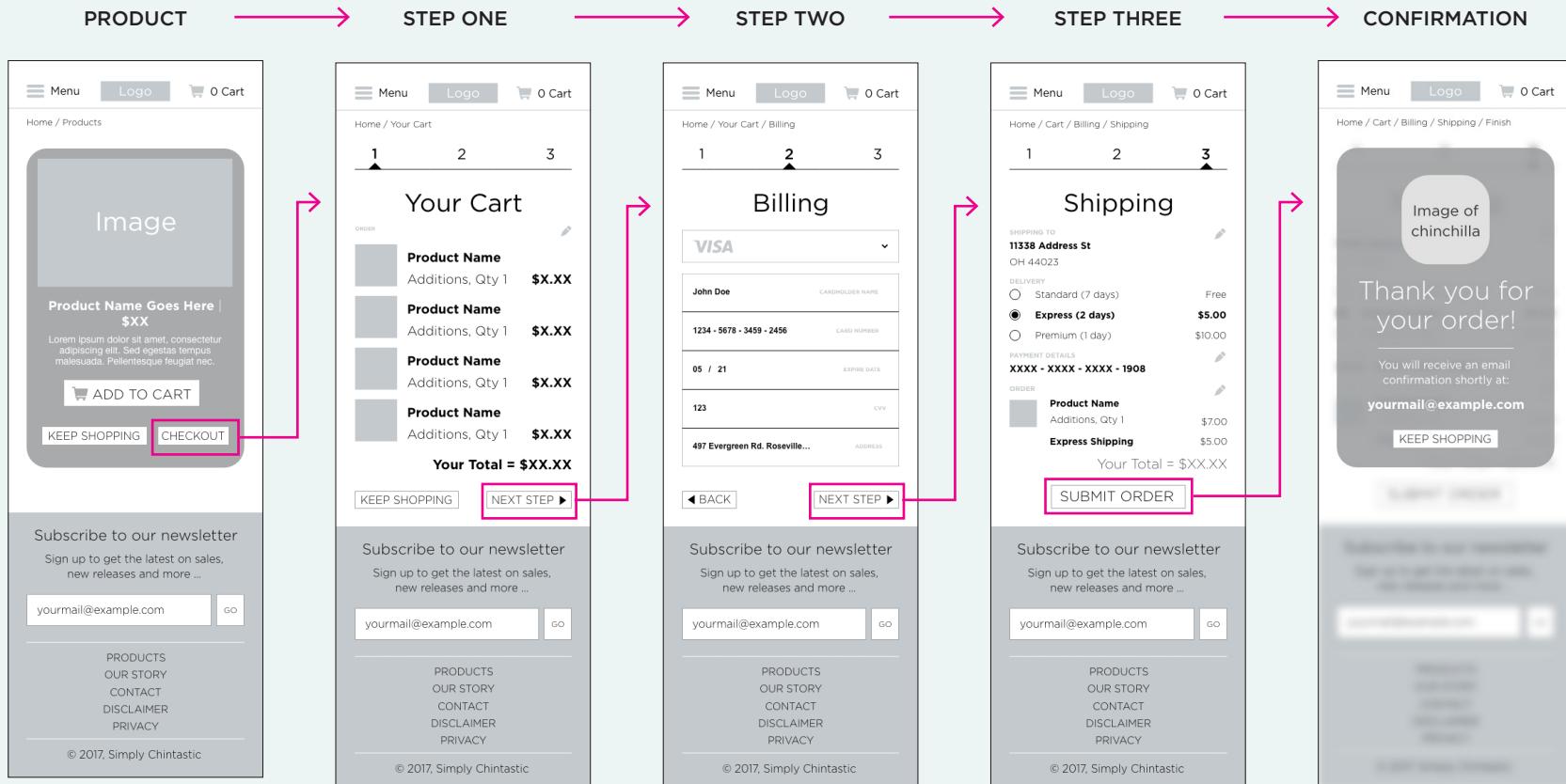
Wireframes Overview



Main Pages



Product/Checkout Userflow



Prototypes Overview

DESKTOP

INFORMATION ARCHITECTURE

1 HEADER

2 STATEMENT

3 MISSION

4 PRODUCT MENU

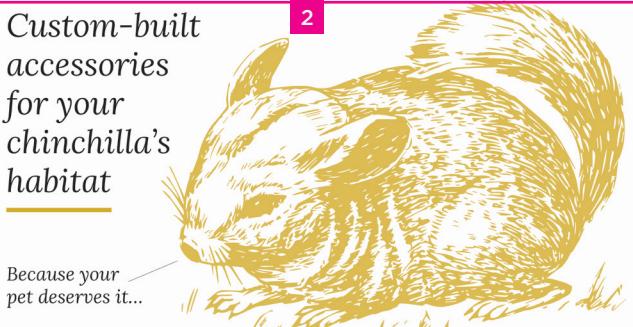
5 UPDATES

6 TESTIMONIALS

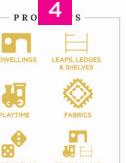
7 SUBSCRIBE

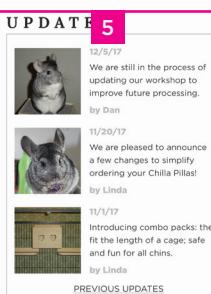
8 FOOTER

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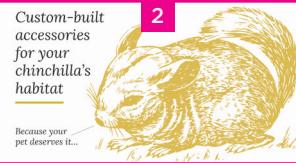
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TABLET

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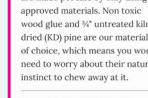
8 

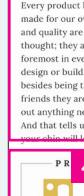
MOBILE

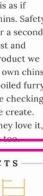
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[OUR PRODUCTS](#) [OUR STORY](#)

SIMPLY CHINTASTIC

Custom-built accessories for your chinchilla's habitat

Because your pet deserves it...

OUR MISSION

To provide high quality products for your furry friends, using only the safest materials to ensure your pet's happiness and well-being.

Being loving chin owners ourselves, we at Simply Chintastic know that all chins have their own personality and tastes. All of our products are made pet safe by only using approved materials. Non toxic wood glue and $\frac{3}{4}$ " untreated kiln dried (KD) pine are our materials of choice, which means you won't need to worry about their natural instinct to chew away at it.

UPDATES

- 12/5/17 We are still in the process of updating our workshop to improve future processing. by Dan
- 11/20/17 We are pleased to announce a few changes to simplify ordering your Chilla Pillas! by Linda
- 11/17 Introducing combo packs: they fit the length of a cage; safe and fun for all chins. by Linda

[PREVIOUS UPDATES](#)

HAPPY CHINS

You were by far one of the easiest sites to deal with, and the quality of your product shows the time and love that goes into what you do. Thanks so very much. — Tara from Pennsylvania

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GET THE LATEST

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Every product built is as if made for our own chins. Safety and quality are never a second thought; they are first and foremost in every product we design or build. Our own chins, besides being the spoiled furry friends they are, love checking out anything new we create. And that tells us if they love it, your chin will love it too.

PRODUCTS

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