

GameStop[®]

Armogan

GameStop Website Framework Presentation

Where we Started



Armogan



Data and technicalities



What now ?

The screenshot shows the GameStop website homepage from 2020. At the top, there's a navigation bar with links for ACCOUNT, AIUTO, and CARRELLO. Below the header is a large 'Time to PLAY' banner. The main content area features several promotional sections: one for EA SPORTS FIFA 21 featuring Kylian Mbappé; another for UFC 4; and a third for realme X50 5G SUMMER CUP. There are also sections for PlayStation 5 and Xbox Series X. A 'PROMOZIONI' section highlights Assassin's Creed Valhalla and FIFA 21. At the bottom, there are buttons for VOLANTONE, USATO, ACCESSORI, and DIGITAL, along with a 'CONTINUA A GIOCARE!' section featuring limited editions, bestsellers, and hot titles.

Where we started

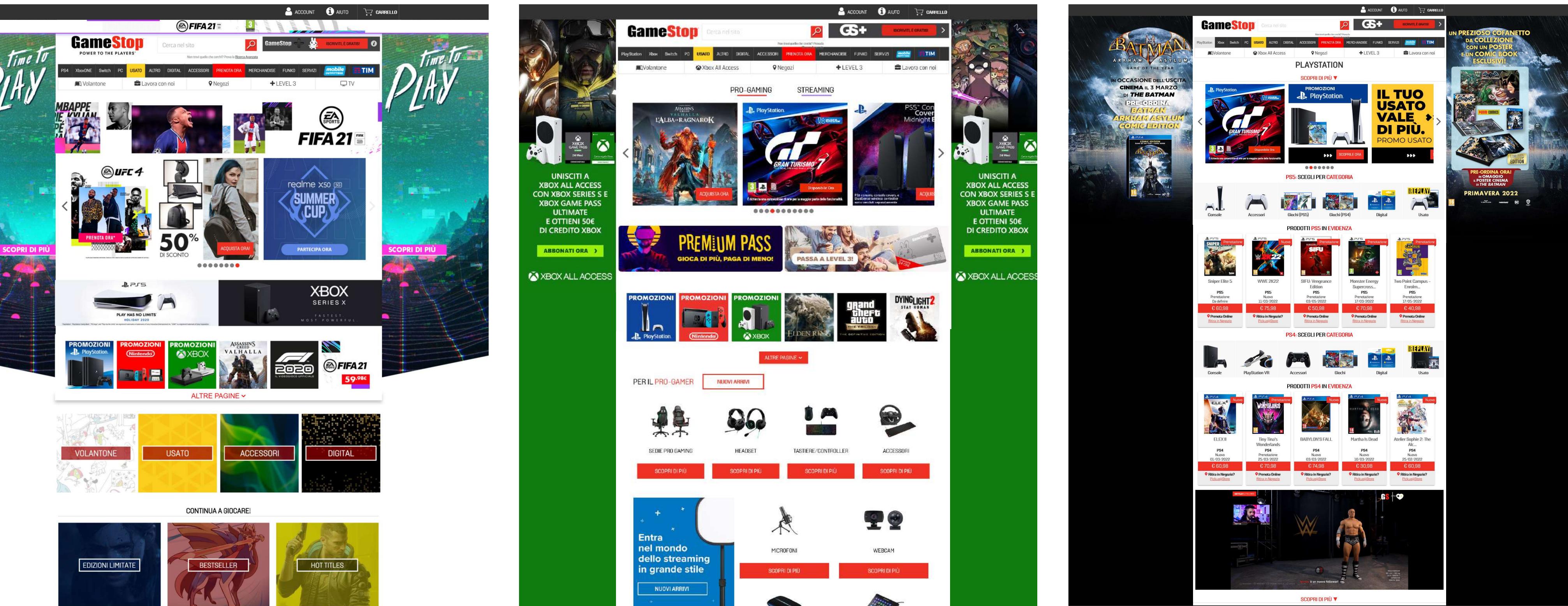
Where we started

Before 2022, the European GameStop websites had varying layouts and regulations, resulting in disorganized advertising that did not maximize marketing effectiveness or user conversions. This lack of alignment necessitated a major overhaul to improve the user flow and develop effective communication and marketing strategies.

Additionally, the user interface was unclear and convoluted, lacking a defined communication message and causing confusion for users.

Where we started

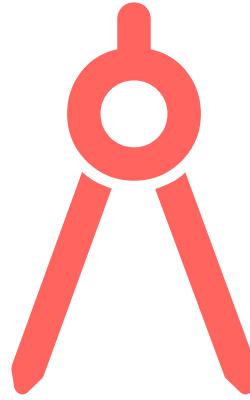
The UI presented was poor and left much to be desired, leading to unclear communication and creating a blurred experience for users. The user flow was not clear, and the message the company wanted to communicate was blurred and not completely defined.



Challenges and Considerations

The organizational process of devising an efficient new structure was a challenging first step. Reorganizing such a vast environment from scratch required considering numerous crucial points, which were related to vastly different perspectives and operational areas, including both creative and operational aspects.

- Devising an efficient organizational structure was challenging due to the vastness of the environment and the need to consider diverse perspectives and operational areas.
- Reorganizing all the websites required careful consideration of crucial points related to creative aspects (e.g., graphics, UI) and operational aspects (e.g., implementing faster solutions to prevent overloading).
- Achieving success required a thorough understanding of the organization's strengths, weaknesses, and potential areas for improvement from a marketing perspective.
- Involving stakeholders from different departments and areas was essential to ensure an efficient and successful reorganization process.



Armogan

*Presumably derived from a French dialect word, armogan is a 19th-century naval slang name for **fine weather**. In particular, the perfect weather for traveling or starting a journey.*



Flexibility and dynamism

The next slides will cover the concept behind the project and the technicalities involved, as well as the solutions developed during the design phase to meet marketing requirements.

Armogan is a web interface module that enhances user navigation by unifying country styles and updating outdated website structures.

It works on both mobile and desktop devices, is fully customizable and responsive. It uses a modern, module-based approach similar to modern frameworks, with independent modules for each page.



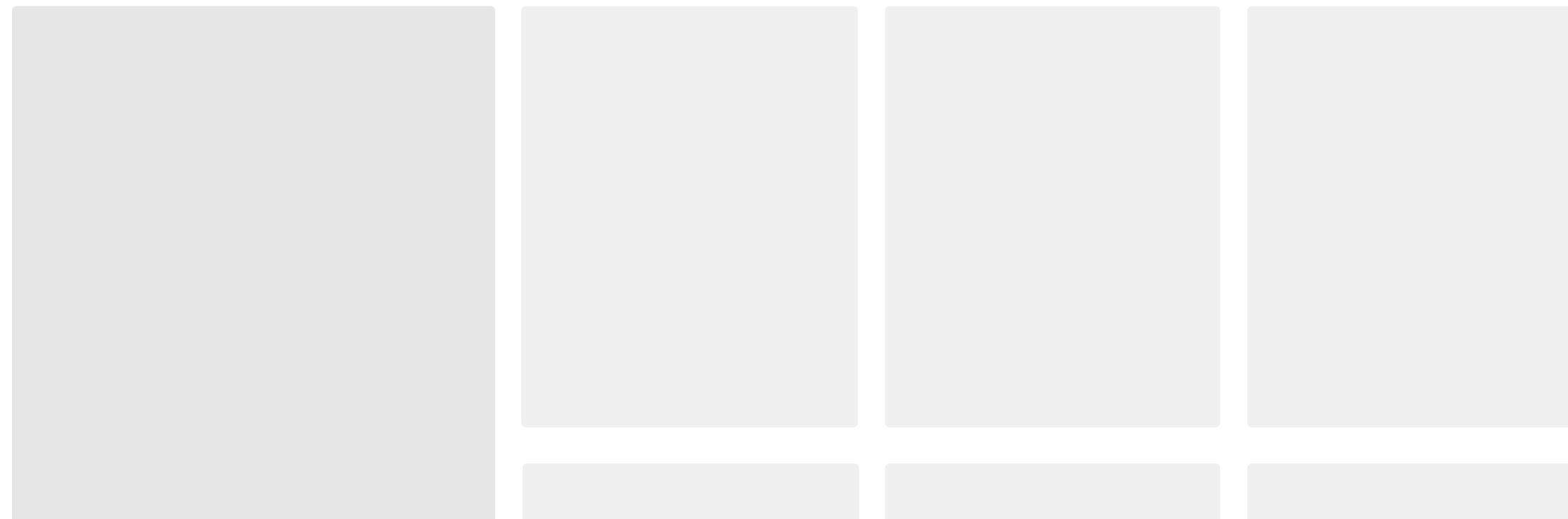


Components Based

Armogan is a modular design framework that allows countries to tailor their pages to their needs while still preserving a core style. Each module serves a specific purpose and can be positioned wherever necessary, and the framework is constantly evolving through updates, improvements, and the development of new modules.

The idea of viewing a page as a blank canvas composed of independent modules can aid in their maintenance and reuse for future purposes.

Armogan works in close collaboration with the marketing department to create custom framework components that meet both internal and external opportunities, and they're committed to keeping their components up-to-date based on customer feedback and emerging technological trends.





Armogan ensures the framework stays adaptable and can meet the ever-changing needs of the market, while also providing tailored solutions for each specific opportunity.

The wireframe illustrates a complex website structure with the following components:

- Header:** A large, central header section containing two "WEBSITE PROMO" banners. Below the banners is a grid of five "LOREM IPSUM" placeholder cards, each with a small red arrow pointing to the left.
- Content Area:** A large central area containing a "WEBSITE PROMO" banner above a horizontal scrollable image gallery. The gallery has a red "CTA" button at the bottom right. Below the gallery is a "LOREM IPSUM DOLOR SIT AMET" text block with a red "CTA" button.
- Footer:** A footer section containing several brand logos: ASTRO, TURTLE BEACH, POKÉMON, RAZER, QPLAY, and MARVEL. To the right of the footer is another red "CTA" button.

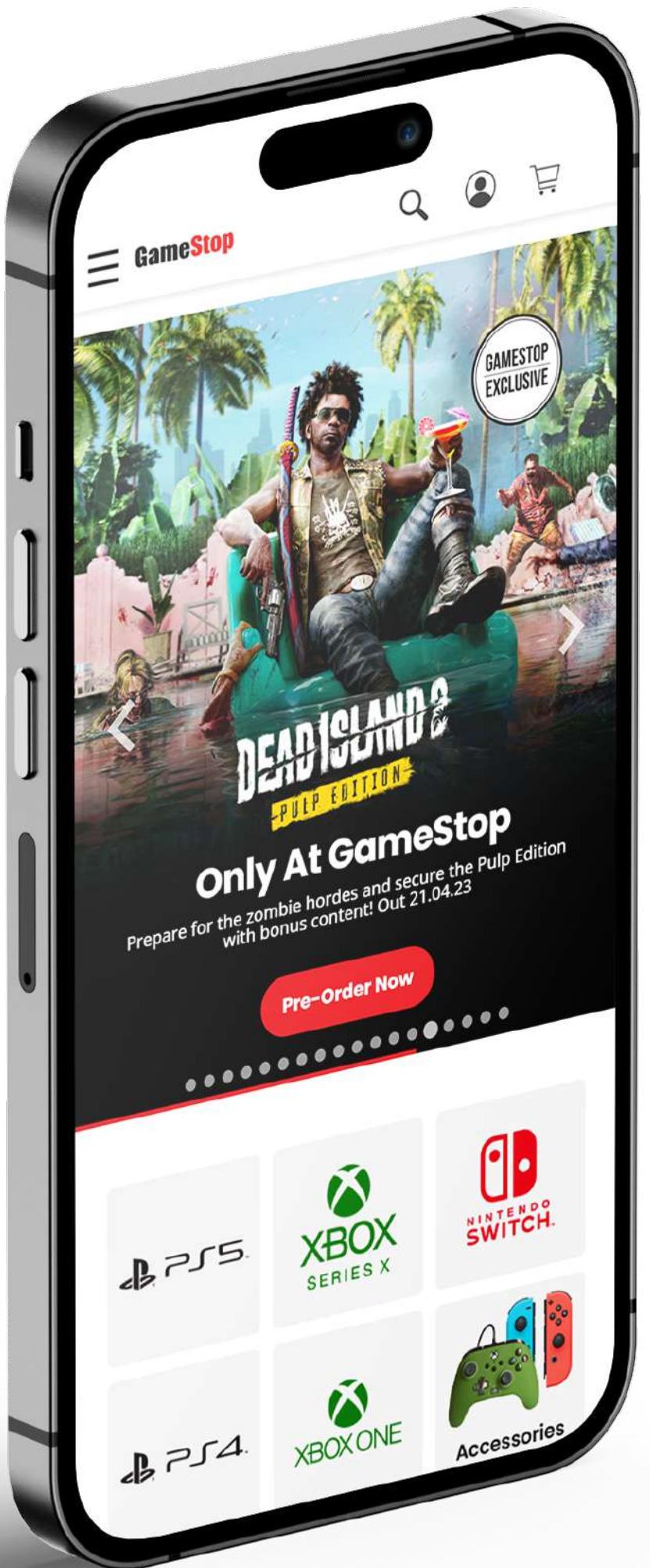
Text elements throughout the wireframe are placeholder text ("LOREM IPSUM") and descriptive labels ("WEBSITE PROMO", "CTA").



Shaped by Needs and Opportunities

Working closely with marketing we've created custom framework components that are regularly updated based on customer feedback and emerging trends, allowing us to meet the unique needs of each project and stay adaptable to the changing market.

The screenshot shows the GameStop website homepage. At the top, the GameStop logo is displayed next to a search bar and various navigation links: Cerca (Search), Volantone (Volantone), Negozzi (Stores), Servizio clienti (Customer service), Account (Account), and Carrello (Cart). Below the header, a large promotional banner for the game 'SAINTS ROW' is shown. The banner features the game's title and the tagline 'COMPRA NUOVO, PAGA CON L'USATO!' (Buy New, Pay with Used). It includes a small blurb about the promotion and a 'Scopri Di Più' button. The background of the banner is a scene from the game showing characters on rooftops and a large, ornate statue. Below the banner, there are sections for Xbox, PlayStation, and Nintendo promotions, as well as smaller images for other games like NBA 2K22, FIFA 23, and another Saints Row thumbnail.



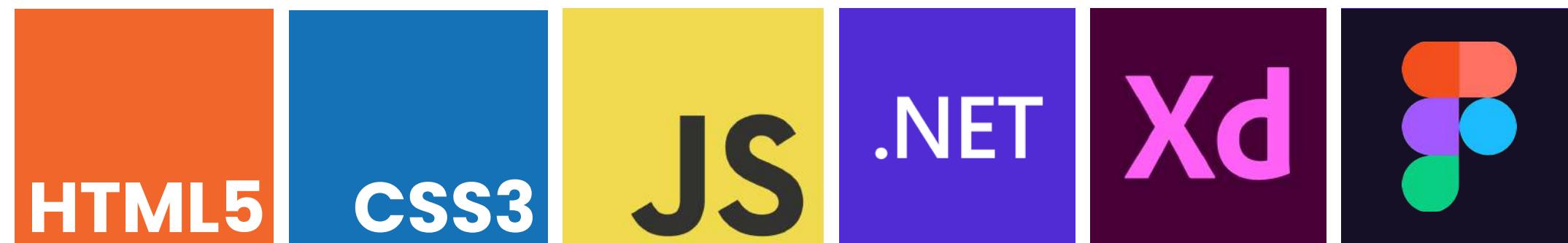
Branding for Improved Website UX

Armogan's website follows consistent brand guidelines and a comprehensive brandbook, fostering trust and credibility with users.

The site is fully responsive, prioritizing components for all screen sizes and resolutions, providing a seamless and cohesive experience for all users across devices. Users can expect a high-quality website experience without any compromise to usability or functionality.



Technology Used in the Development Process



Technology Used in the Creative Process





Datas and technicalities

"Discovering the Power of Data: Unveiling our Achievements after over a year later"



What we Obtained

Data provided by Google Analytics over an analysis started from April 2022 to April 2023

+30%

Conversion Rate

+10%

Average Time on Page

-7%

Page bounce rate

The introduction of Armogan has resulted in significant improvements in the conversion rate, average time on pages, and page bounce rate. These improvements suggest increased user engagement and a more user-friendly website, demonstrating the effectiveness of the new website structure.



Optimization & SEO

Data provided by Lighthouse Reports

+31%

Performance

+6.5%

Accessibility

+22%

SEO

In addition, the implementation resulted in notable improvements in website performance, accessibility, and SEO optimization. The website is now faster, more accessible, and better optimized for search engines. These enhancements have significantly improved the user experience for our website visitors.



Page's Showcase

The image displays the GameStop website and its mobile application side-by-side, illustrating the consistency and integration of the brand's digital presence.

GameStop Website: The desktop version features a prominent "EASTER DEALS" banner with the headline "Bundle Up This Easter". It highlights a bundle deal for a Switch OLED Console and a Mario game for €399.99. Below the banner, there are links for PlayStation 5, Xbox Series X, PlayStation 4, Xbox One, and accessories, along with a large image of Mario. A sidebar on the left contains promotional offers for movies, game returns, and Super Mario discounts.

GameStop Mobile App: The mobile app interface shows a similar "EASTER DEALS" section with a "DualSense Edge Wireless Controller" listed at €239.99. It includes an "Add to Cart" button and a yellow banner with the text "EASTER DEALS". The bottom of the screen features a "Let's Get Digital" section displaying various digital download icons.

Homepage



Page's Showcase

The screenshot shows the GameStop website homepage. At the top, there is a navigation bar with links for Cerca (Search), GS Deals, Negozzi (Stores), Servizio Clienti (Customer Service), Accedi (Log In), and Carrello (Cart). Below the navigation, there are four main categories: CONSOLE PLAYSTATION, GIOCHI PLAYSTATION, ACCESSORI PLAYSTATION, and DIGITAL PLAYSTATION. A large promotional banner for the "Bundle Console PS5™ – God Of War™ Ragnarök" is displayed, featuring the PS5 console and the game box, with a price of €569,99*. Another banner for the "PlayStation 5 + GOD OF WAR RAGNARÖK" bundle is also shown, priced at €569,99*. At the bottom, there is a section for the "PlayStation 5 Bundle" which includes the PS5, Forspoken, and House of Dragon S1, priced at €599,98.

The screenshot shows the GameStop mobile application interface. It displays a product listing for "God of War: Ragnarok" with a price of 80,98€ and a "PROMO DISPONIBILE" badge. Below it, there is a promotional offer for "Horizon: Forbidden West" with a price of 49,98€ and a "PROMO DISPONIBILE" badge. Both items have a green "Disponibile" status indicator. There are also "Aggiungi al Carrello" (Add to Cart) buttons for each item.

Category Page



Page's Showcase

The screenshot shows the GameStop website's main landing page for the game "Dead Island 2". At the top, there is a navigation bar with links for "Cerca", "GS Deals", "Negozzi", "Servizio clienti", "Accedi", and "Carrello". Below the navigation is a large banner featuring several screenshots from the game, including a close-up of a zombie-like character and a scene of a zombie running on a beach at sunset. The title "Dead Island" is displayed in bold black text below the banner. A promotional box for the game is shown, listing five editions: "Dead Island 2 - DayOne Edition" (PS5 and PS4), "Dead Island 2 - DayOne Edition" (Xbox Series X|S and Xbox One), "Dead Island 2 - DayOne Edition" (PS5), "Dead Island 2 - HELL-A Edition" (PS5), and "Dead Island 2 - HELL-A Edition" (PS4). Each entry includes a price of 70,98 € or 99,98 €, an "Available for delivery" status, and a "Pre-order" button. A red "TOP" button is located in the bottom right corner of the promotional box.

The screenshot shows the GameStop mobile application's landing page for "Dead Island 2". The interface is similar to the web version, with a navigation bar at the top. The main focus is a large banner for "DEAD ISLAND 2" featuring a character sitting on a beach. Below the banner, a promotional box highlights the "Hell-A Edition" with a release date of "21 Aprile 2023". It includes a "Scopri Di Più" button and a small image of the game's steelbook. A smaller image of a zombie character is visible at the bottom of the screen.

Landing Page



Page's Showcase

The image displays three screenshots of the GameStop mobile application interface:

- Left Screen (Menu):** Shows a navigation menu with "Your orders" and "Shop By Category". Categories listed include Playstation 5, Xbox Series, Switch, Playstation 4, Xbox One, PC, Accessories, Merchandise, Digital, Used, Digital, Trading Cards, and Phones.
- Middle Screen (My Account):** Displays a welcome message "Hi Manuel!" and "Upgrade to GS Pro". It includes sections for "Loyalty Plan", "Account", "Orders", "My Coupons", and a "Logout" button.
- Right Screen (Shop By Category):** Shows a product grid with categories: Playstation 5, Xbox Series, Switch, Playstation 4, Xbox One, PC, and Accessories. A promotional banner for "DEAD ISLAND 2" is visible at the bottom.

Menu Navigation



Conclusion

The successful implementation of Armogan not only resulted in improved website performance, accessibility, and SEO optimization, but it also had to cover 5 different countries including **Italy, Ireland, Germany, Switzerland, and Austria**.

As a result of these efforts, the website's bounce rate, conversion rate, and average time spent on the website improved, leading to an overall better user experience.

Additionally, **Canada** also adopted the new framework, further demonstrating its effectiveness and adaptability.

GameStop®



Impacted Countries

- **Italy** www.gamestop.it
 - **Ireland** www.gamestop.ie
 - **Germany** www.gamestop.de
 - **Switzerland** www.gamestop.ch
 - **Austria** www.gamestop.at
 - **Canada** www.gamestop.ca



What Now?

*"Discovering the Power of Data: Unveiling our
Achievements after over a year later"*



Constant Update

Future plans include creating new customizable and scalable modules based on the needs of the business and stakeholders. The company has already made changes to the website using the Armogan framework, and will continue to do so in the future. Despite being a new framework, Armogan has significant potential and scalability for the core business.

The framework's capabilities will be explored and its features leveraged to improve the website's performance and user experience.



Thank You

GameStop