

GameStop[®]

Armogan

GameStop Website Framework Presentation

Where we Started



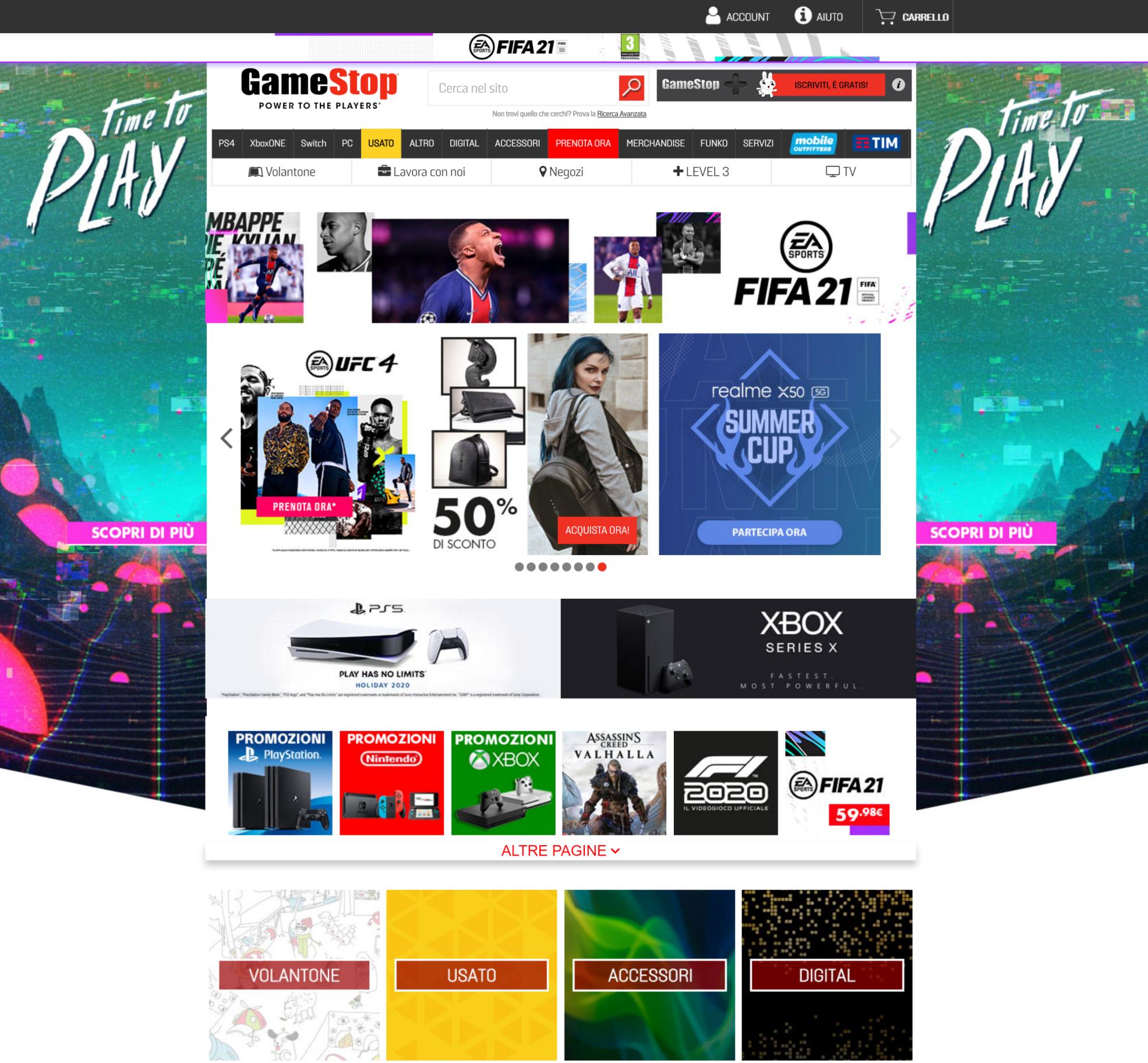
Armogan



Data and technicalities



What now ?

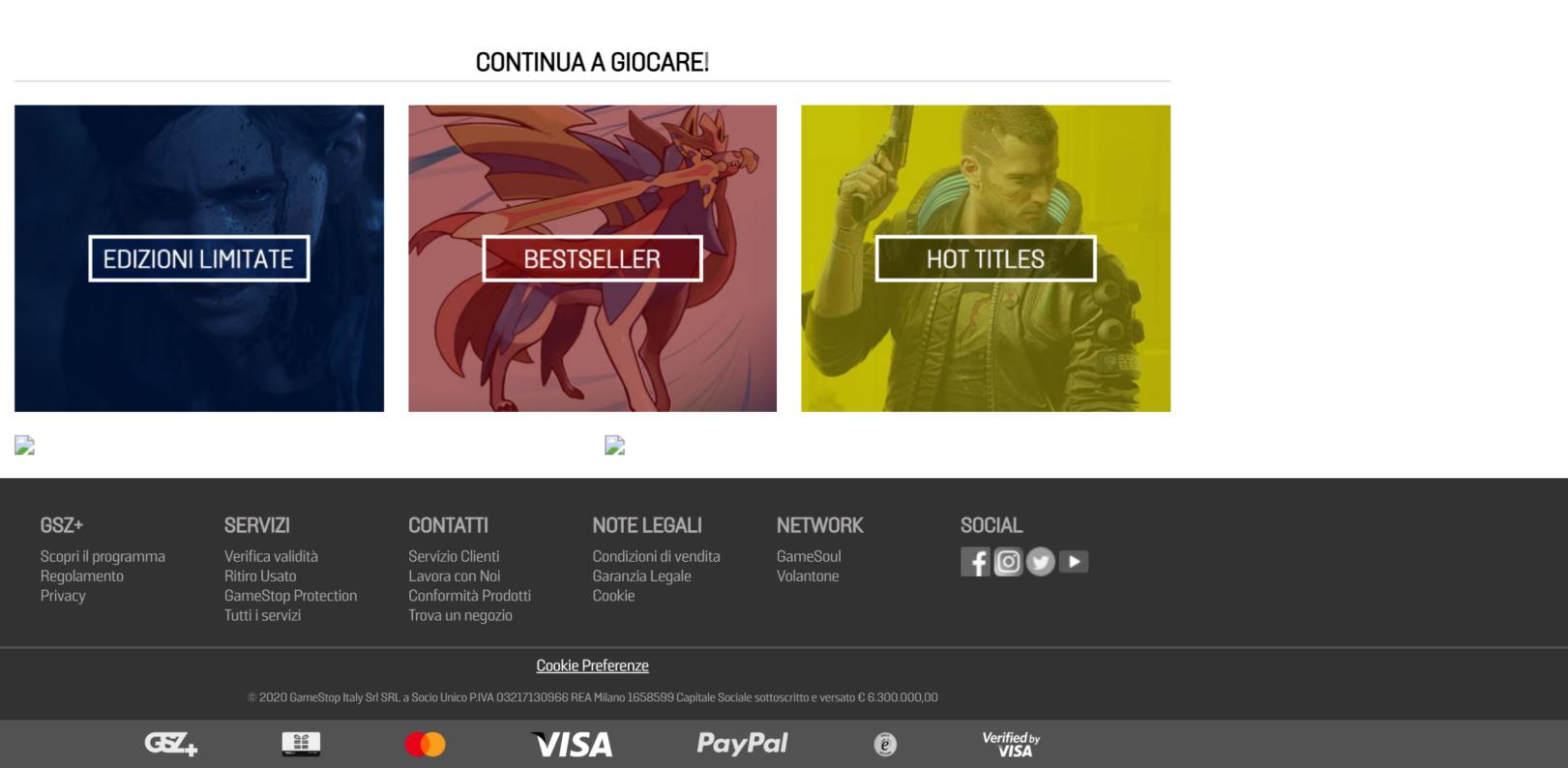


Where we started

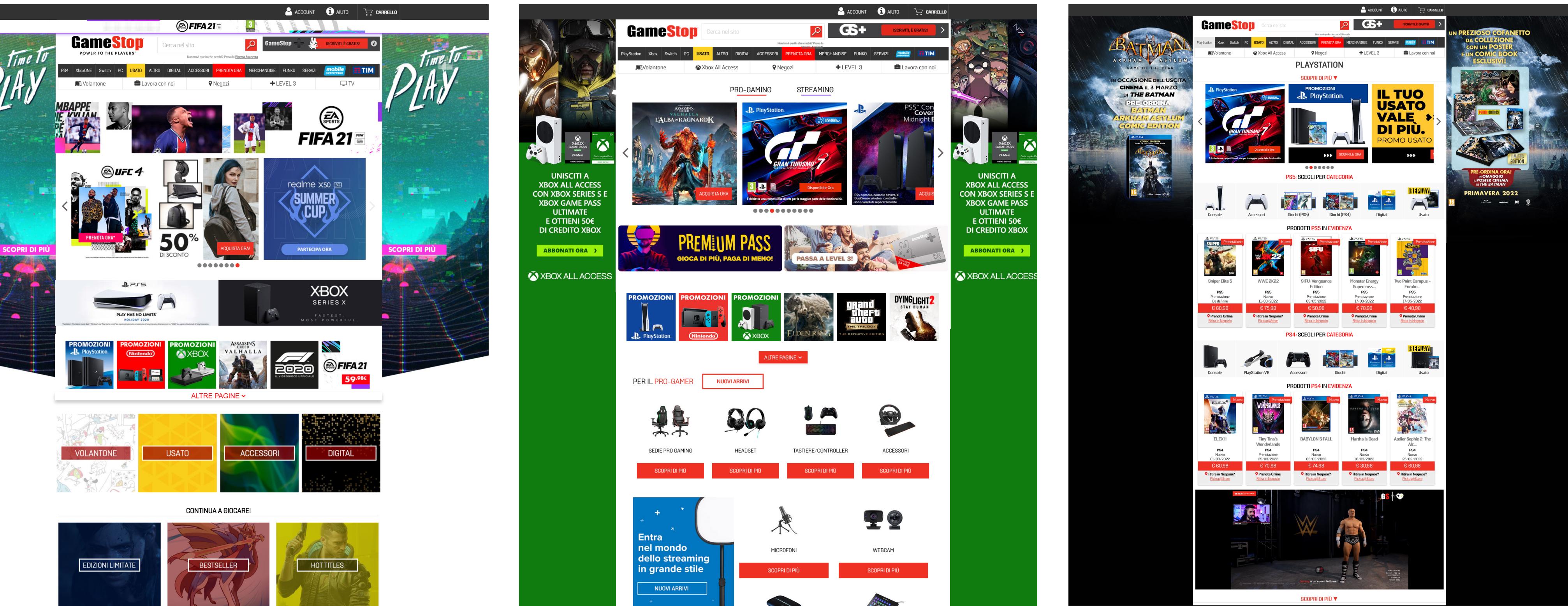
Where we started

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.



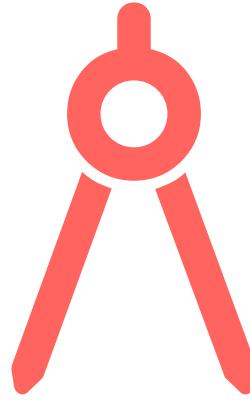
The UI presented was poor and left much to be desired, leading to unclear communication and creating a blurred experience for users. The user flow was not clear, and the message the company wanted to communicate was blurred and not completely defined.



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.*

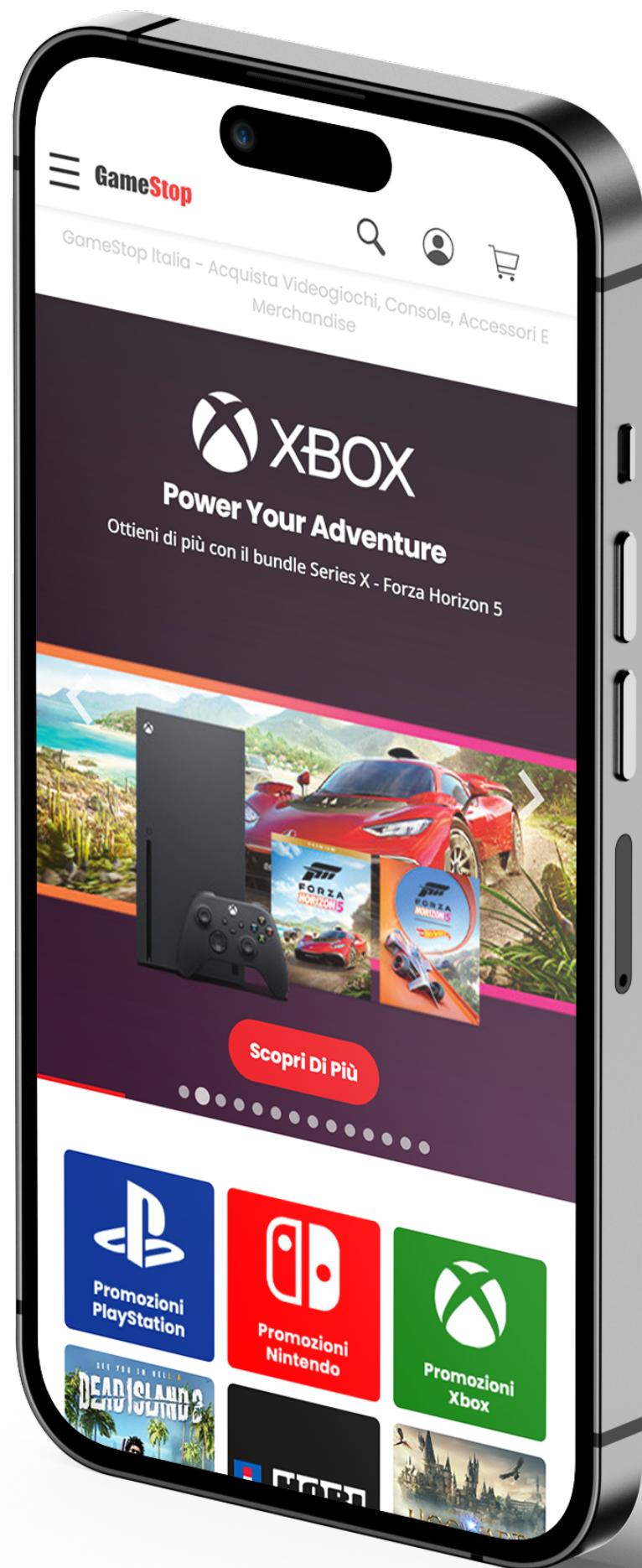


Flexibility and dynamism

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.



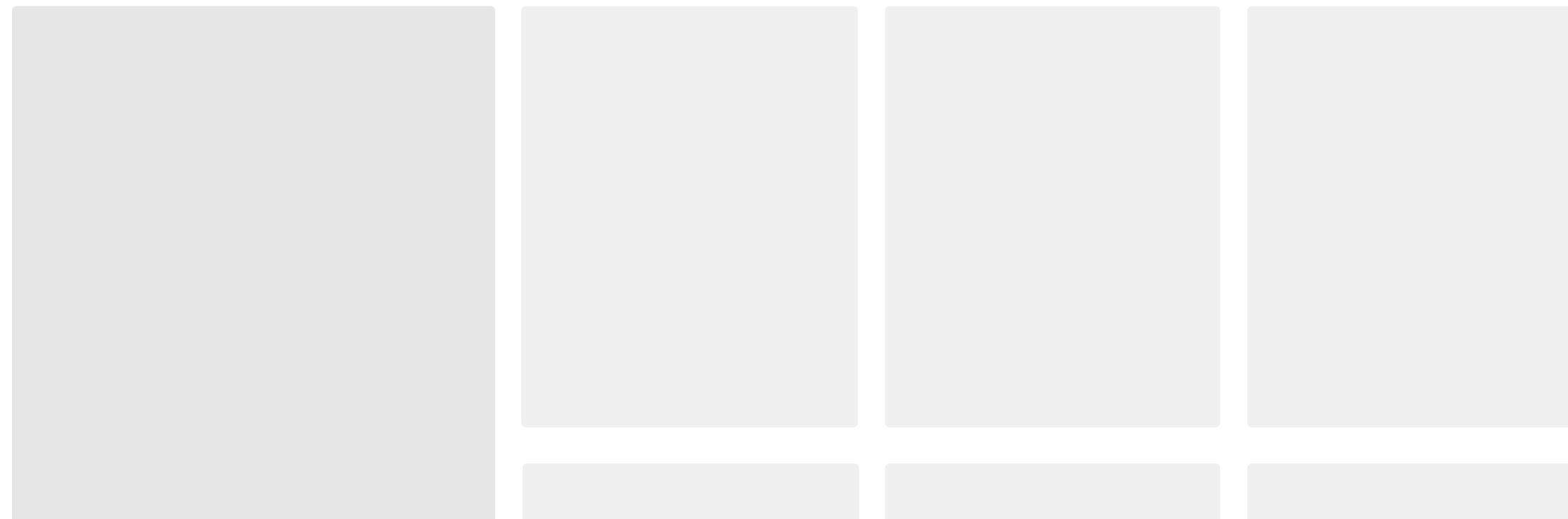


Components Based

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 designed for adaptability. It includes:

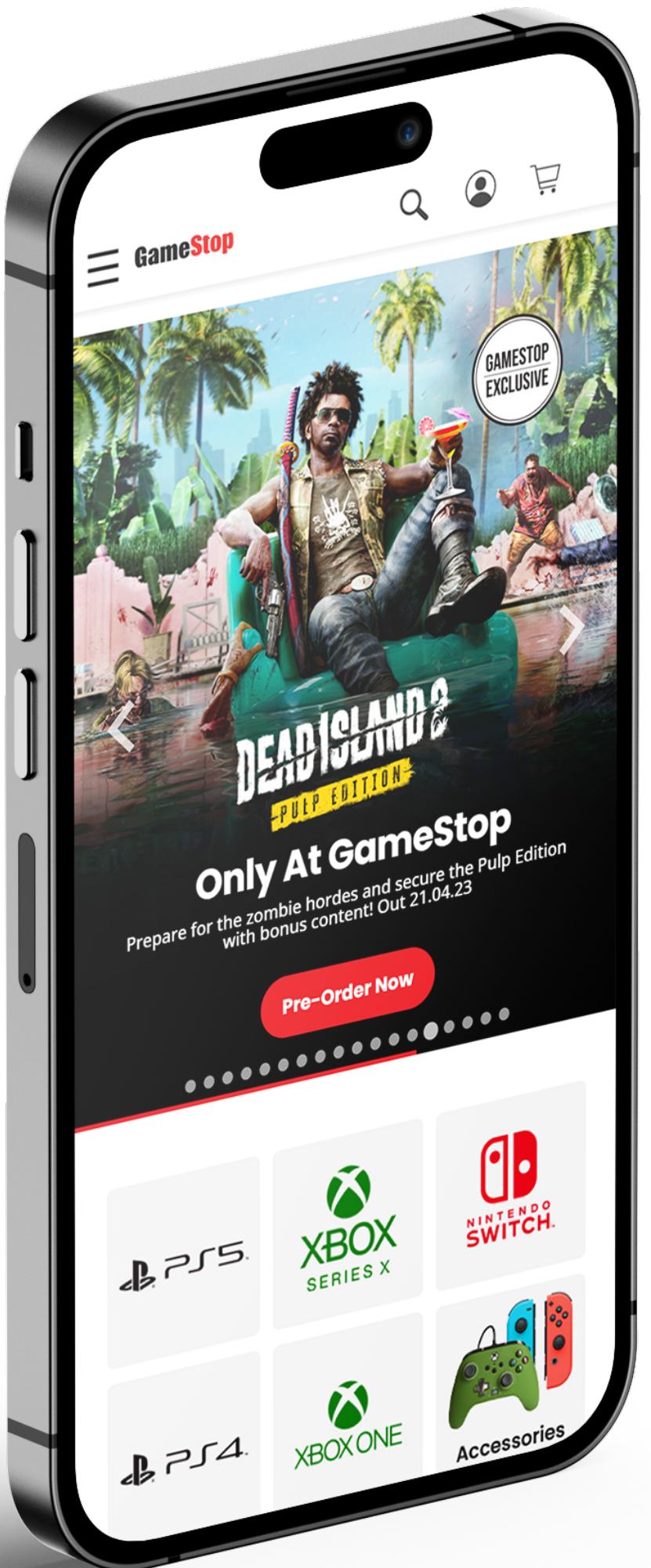
- Header Section:** A large, semi-transparent banner labeled "WEBSITE PROMO".
- Content Grid:** A grid of five columns, each containing a "LOREM IPSUM" placeholder with a small red arrow pointing to the first column.
- Call-to-Action:** A prominent red "CTA" button.
- Inset Promotional Boxes:** Two boxes labeled "WEBSITE PROMO" containing "LOREM IPSUM DOLOR SIT AMET" text and "CTA" buttons.
- Footer Logos:** Logos for ASTRO, TURTLE BEACH, POKÉMON, RAZER™, @PLAY, and MARVEL.
- Text Content:** Large blocks of "LOREM IPSUM DOLOR SIT AMET, CONSECTETUR" text with "adipiscing" and "elit" variations.
- Footnotes:** Small paragraphs of "Lorem ipsum" text at the bottom of the main content area.
- Footer CTA:** A red "CTA" button at the bottom right.



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's homepage. At the top, the GameStop logo is displayed, followed by a navigation bar with links for 'Cerca' (Search), 'Volantone' (Flyer), 'Negozzi' (Stores), 'Servizio clienti' (Customer service), 'Account' (Account), and 'Carrello' (Cart). Below the navigation, a large promotional banner for the game 'SAINTS ROW' features the text 'SAINTS ROW' and 'COMPRA NUOVO, PAGA CON L'USATO!' (Buy new, pay with used). It includes a small description: 'Goditi l'ambiente di gioco più ampio e coinvolgente a solo 1 centesimo riportando in negozio un gioco usato valido per la promozione. Approfittane!' and a 'Scopri Di Più' button. The banner background shows a scene from the game with characters on rooftops. Below the banner, there are promotional cards for Xbox, PlayStation, and Nintendo, along with smaller images for 'FIFA 23', 'SAINTS ROW', and other games. A 'Scopri di Più' button is also visible at the bottom right of the page.



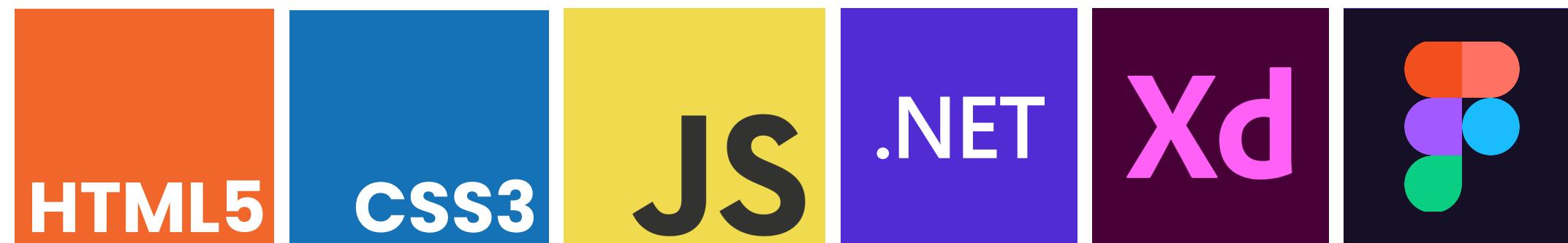
Branding for Improved Website UX

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 interface, both featuring Easter-themed promotional content.

Website Screenshot:

- Header:** GameStop logo, navigation menu, search bar, store locator, customer service, sign in, and cart icons.
- Main Content:** A large banner titled "EASTER DEALS" with the sub-headline "Bundle Up This Easter". It features a white Switch OLED console and a Mario game case. Text below states: "Get a Switch OLED Console and select Mario Game for only €399.99". A "Shop Now" button is present.
- Bottom Navigation:** Icons for PlayStation 5, Xbox Series X, Nintendo Switch, PlayStation 4, Xbox One, and Accessories. A small image of Mario is also visible.
- Footer:** Promotional banners for "GUARDA AL CINEMA" (Watch at Cinema), "SUPER MARIO BROS. IL FILM" (Super Mario Bros. The Movie), "RIPORTA IL BIGLIETTO NEI NEGOZI" (Report the ticket to the stores), and "RICEVI UN ULTERIORE SCONTO DEL 10% SUL MONDO EXCLUSIVA GameStop" (Receive an additional 10% discount worldwide EXCLUSIVA GameStop).

Mobile App Screenshot:

- Header:** GameStop logo, search bar, user profile, and cart icons.
- Product Page:** Shows a PlayStation VR2 Horizon Call of the Mountain™ bundle. It includes a DualSense Edge Wireless Controller, a VR headset, and a game disc. Price: NEW €649.99. Availability: Available. An "Add to Cart" button is shown.
- Bottom Content:** A yellow "EASTER DEALS" section and a "Let's Get Digital" section featuring digital gift cards for PlayStation, Xbox, and other platforms.

Homepage



Page's Showcase

The screenshot shows the GameStop website. At the top, there are navigation links: Cerca (Search), GS Deals, Negozzi (Stores), Servizio clienti (Customer Service), Accedi (Log In), and Carrello (Cart). Below the header, there are categories: CONSOLE PLAYSTATION, GIOCHI PLAYSTATION, ACCESSORI PLAYSTATION, and DIGITAL PLAYSTATION. A prominent promotional banner for the "Bundle Console PS5™ – God Of War™ Ragnarök" is displayed, featuring the PS5 console and the game box. The price is listed as €569,99*. Below the banner, there is another section for the "PlayStation 5 Bundle" which includes the PS5, Forspoken, and House of Dragon S1, priced at €599,98*. There are also sections for "DIGITAL PLAYSTATION" and "ACCESSORI PLAYSTATION".

The screenshot shows the GameStop mobile application interface. At the top, there are navigation icons: search, user profile, and cart. Below the header, there is a promotional message: "PS4 e PS5 al tuo servizio: titoli campioni di incassi ora in formato PlayStation HITS, avventure immersive p...". The main content area displays a grid of game titles: "GOD OF WAR RAGNARÖK" (with an "Acquista Ora" button), "God of War: Ragnarok" (priced at 80,98€), "Horizon: Forbidden West" (priced at 49,98€), "FORSPOKEN" (with a "PROMO DISPONIBILE" badge), "House of Dragon" (with a "PROMO DISPONIBILE" badge), and "SPIDER-MAN: Miles Morales" (with a "PROMO DISPONIBILE" badge). Each game entry includes a small image, its title, its price, and a "Disponibile" (Available) status indicator.

Category Page



Page's Showcase

The screenshot shows the GameStop website with the main navigation bar at the top. Below it is a large banner featuring a character from the game Dead Island 2. The title "Dead Island" is displayed prominently below the banner. A promotional image for the DayOne Edition is shown, followed by a grid of five product cards for different editions: DayOne Edition (PS5 and PS4), Xbox Series X|S and Xbox One Edition (both priced at 70,98 €), and the Hell-A Edition (PS5 and PS4, both priced at 99,98 €). Each card includes a "PRENOTAZIONE" button, the price, the edition name, and a note indicating availability for delivery.

The screenshot shows the GameStop mobile application interface. It features a large banner for Dead Island 2. Below the banner, a promotional image for the Hell-A Edition is displayed. A call-to-action button "Scopri Di Più" is visible. To the right, there is a detailed view of the Hell-A Edition, which includes a steelbook and other physical items. At the bottom, a small thumbnail image of a zombie character is shown.

Landing Page



Page's Showcase

The image displays two screenshots of the GameStop mobile application. The left screenshot shows the main menu with a sidebar containing 'Your orders' and 'Shop By Category'. The categories listed are Playstation 5, Xbox Series, Switch, Playstation 4, Xbox One, PC, Accessories, Merchandise, Digital, Used, Digital, Trading Cards, and Phones. The right screenshot shows the 'My Account' screen, which includes a greeting 'Hi Manuel!', a 'Loyalty Plan' section, and links for Account, Orders, and My Coupons. At the bottom of the account screen is a 'Logout' button. Both screenshots feature a dark theme with white text and light-colored backgrounds.

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

GameStop®



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