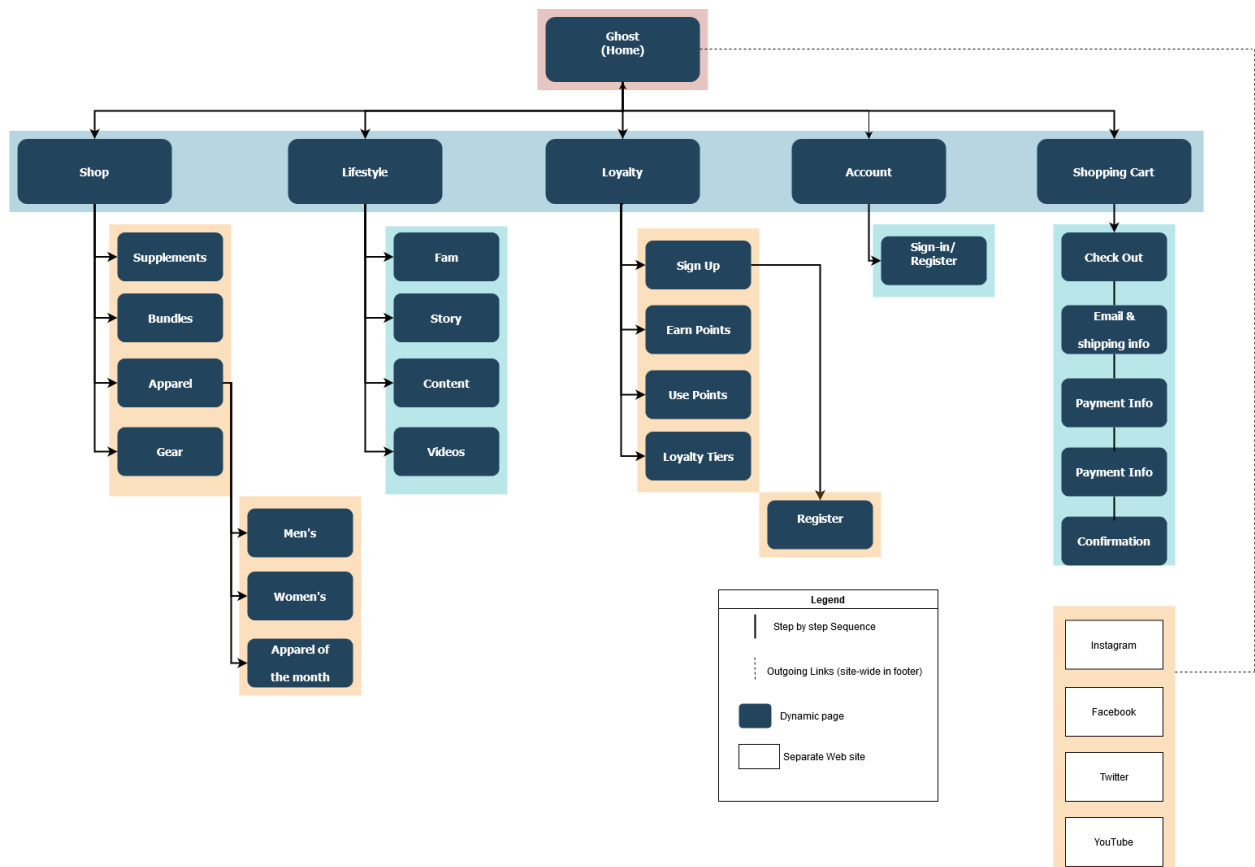
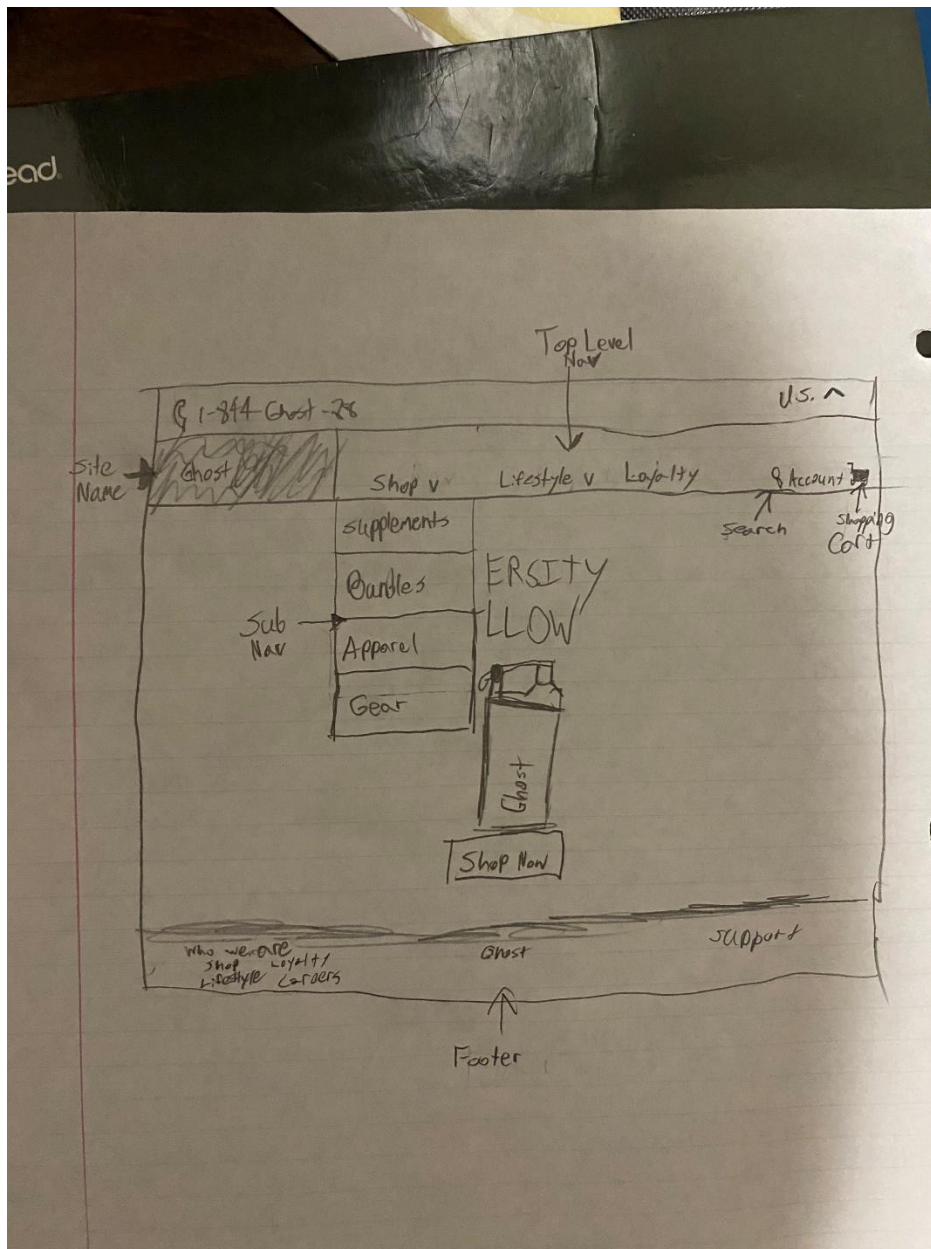


# Ghost brand Supplements (ghostlifestyle.com) tree diagram

Was evaluated on PC



## Ghost brand supplements page schematic



## Summary:

Ghost is a company that makes and sells workout supplements, apparel, and gear. Their e-commerce site is very straight forward with how they chose to set up their information architecture. Every page has the same navigation bar with three drop down menus (Shop, Lifestyle, Loyalty), as well as links for account, shopping cart, and a product search feature. On mouse over, shop turns into a drop-down

menu that helps users navigate to the type of product they would like to shop for (supplements, apparel, gear, as well as bundles of their popular products).

There are step by step pages for both the shopping cart feature that will guide you through the forms of information you have to fill out in order to place an order, as well as the register account portion of the site. 1. If you are already logged into the site, the step by step portion of checking out is skipped for convenience since you have already given that information. 2. Your shopping cart isn't a separate page but rather a pop up window that can be accessed from any page and check out can take place from any page. 3. It's an easy to navigate site in the regard to supplement shopping (which is the main purpose) as it has everything separated by category to make it easy to quickly find what you're looking to buy.

They also don't put a ton of information on the product pages but rather have detail pages with all the info you could need for a given product. I really like this because I might read some of this information before buying a product I've never tried before, but I don't care to see the information each time I revisit the site to reorder pre-workout for example because I already know the ingredients etc. from the first time I bought it.