1. Here is the landing page with elevated design - can you re-create this? We need to see how this website interface will look on mobile. My team has added comments on what the updates should look like on the mockup as well, be sure to check that. This is exactly how we what the landing page to look: <https://www.figma.com/file/6hZ0BXBb4pzKA7N6aX4HF2/VM-2023-LANDING-PAGE-UPDATE-V2.0-JAN-18?node-id=0%3A1&t=1GbVXNI20jrJh9EY-0>
2. Send me a mockup of both desktop and mobile versions of the landing page before starting the design.
3. All the other pages should have similar / consistent design, make sure to send us the mockup of the new page design while you are developing the landing page so our team is able to make the changes and have it ready.
4. Check out this site - we love the fonts they are using and the structure of this style and design - can we adopt these fonts? <https://www.behance.net/gallery/158029429/Redesign-Fenty-Beauty?tracking_source=search_projects%7Cfenty>
5. This is the Figma design for product pages with sustainability rating, we need to come up with how we are going to show the product rating on products displayed on the landing page <https://www.figma.com/file/tR9Tulr4lB0n0cSe2I9Yr5/Verte-Mode-(Draft)?node-id=0%3A1&t=zPNd48IAQlNPIqjU-0>

#### Main Navigation: (drop down style: https://plaintiger.co/

**Shop Membership Gifts Sustainability Rating Closed Loop Learn About**

### Total Pages to be designed: Phase I

1. Landing Page & Navigation

2. Gifts

3. Sustainability Rating

4. Closed Loop

5. Learn

6. About

7. Home

8. Our Impact

9. Who We Are

10. Carbon Footprint (Intro Text + Carbon Offset App),

11. Apply To Be Vendor (This Is Where Brands Enter The Information Used For Sustainability Rating - Questionnaire/Form)

12. Ambassador Program

13. Sustainability Services (Easy To Book Page)

1. Most importantly we need speed optimization, most customers don't purchase because of the lag.
2. Mobile optimization, majority of our customers visit via mobile and we need to make sure this design very mobile friendly and easy accessibility to quickly purchase products
3. Adding Shopify Pay & payment set up guidance
4. All page mockup both web / mobile should be first approved / updated per need before designing them
5. All pages should be consistent with design style, interface, functionality, fonts, etc
6. Attention to details, spacing, weight, etc
7. Image optimization - High res images optimized to load quickly but look sharp and guidelines for the team on the dimensions for uploading
8. Quick video tutorials for our team to update content, images, texts etc
9. Copywriting & images for each pages will be provided, the design should make sense with the context of the text
10. Buttons and image transitions example - https://www.mecca.com.au/