**Stuhrling Website Design Brief**

**Website Pages**

1. Home
2. Collection - 8 Collections
3. Product
4. Watch Finder
5. Tourbillon Movement
6. Automatic Movement
7. Diver Watches
8. Watchmaking/Manufacturing
9. History
10. Watch Registration
11. Watch Care
12. Customer Service
13. FAQ
14. Retailers?
15. Download Images/Screensavers
16. Brochures
17. How To Video Tutorial
18. User Manual Downloads
19. Deal Of The Week
20. Watch/Brand Videos?

**Homepage Setup**

Menu: Mens Collections, Ladies Collections, Manufaturer, Services, Accessories

Sub Menu: Store, Outlet, Luxury of the Week, Phone, Email

**Banner** - We are going to have 5 - 7 banners on the homepage. These banners are going to rotate what we are selling on the deal of the week, posting on social, core products, social contest. In the future, I would like to have a brand video playing there.

**Stuhrling Production Section** - This is an idea I think makes a lot of sense for us to show the value of the product we are offering and that it is not a cheap product. We will show a diagram of all the steps and maybe show the prices, to be honest with how everything works. (This will be linked to a page that will have a video showing how the watches are inspired, designed, 3D rendered, manufactured, and sold to the end customer. Underneath the video, we will have images and text describing and showing the process.)

**Manufacturing** - This will be 3 - 4 sections of our main type of watches we sell; Tourbillon, Automatic, Divers, and The Watchmaking. (This will link to pages that will show the inspiration behind the products and people using the watches. It will be similar to the video above.)

**Watch Finder** - This will link to our advanced search.

**Stuhrling Sale of the Week** - Should we have an image and a countdown clock above when it is going to go up?

**Stuhrling Services/Warranty Registration** - This will be linked to the customer service or warranty page. I also think we should have how to contact customer service for help.

**Blog/News Post** - This area will show the 3 or 4 of the latest posts. (When this is done we must have at least 2 posts written a week. One can be about top 5 trends and one can be about the watch we educating the consumer about on social.)

**Instagram Posts** - This should show our top Instagram post that we want people to see. Most brands have this last on their pages, but this is something we want to emphasize so maybe we should bring it higher.

**Watch Collections** - Have a scroll through of our 8 collections. It can either show a lifestyle image or a soldier image.

**Featured Timepieces of the Month** - Top products of the month.

**History** - Should we do this.

**Stuhrling Featured In** - This is so good to do. Below the hero we can have 5 top magazines that mentioned Stuhrling which will give validation of the brand. Once we have this setup we must reach out to them to get a sentence written so we can put their logo there.