



- 1

The Product page will contain the high level product categories with links to pages showcasing the specific category selected.
- 2

About Us will combine content from the following “Experience” page stubs: Process, People, Craftsmanship, and Story. Additionally, from the “Company” section we will include Company Info and Testimonials. The Process section will link to an expanded Process page, People will link to Team bios, and Testimonials will link to the stories section. By doing this we enable users to easily skim the content and explore without constantly clicking. This should encourage deeper engagement and a better experience all around.
- 3

This page will be a showcase a particular product category. Each product will link to a page with expanded details on that product.
- 4

This page is an individual product page. It will highlight the product’s features. Below the product’s features the related products in the category will be showcased.
- 5

This page is an individual story page. It will highlight a customer’s story with The Greenwich Tent Company. Below the customer’s story related stories will be showcased.