

Bergs Potter

PROJECT: Homepage mockup
DATE: 05/10/2015
AUTHOR: Ilja Panic

SCREEN

Frontpage

- 1 MAIN NAVIGATION
outlines the structure of the site
- 2 HERO IMAGE
right away tells visitors what the page is about and sets the overall tone
- 3 INTRO TEXT
a concise summary of the company and what it does
- 4 FEATURED COLLECTIONS
3 collections that you manually set according to current needs
- 5 COLLECTION - IMAGE
photo with an optional ribbon containing a variety of predefined options to provide additional information according to current needs
- 6 COLLECTION - TEXT
a snippet from a full collection description with a link inviting visitors to learn more about that particular collection
- 7 BROWSER COLLECTIONS
inviting visitors to explore more collections
- 8 HISTORY INTRO
a brief intro into the history of the company intriguing visitors to learn more about the company, invoking feelings of tradition, quality and old family-run business
- 9 VIDEO
providing a bit of additional interactivity and showing that you are a serious business with professional quality video
- 10 TRIVIA BIT
a very specific piece of information about your process/history, further inviting the visitor to learn more about the company and its history
- 11 PARTNERSHIP SYSTEM
a sentence or two explaining that you sell through partners
- 12 PARTNERS' LOGOS
logos of the main partners establishing a social proof and increasing trustworthiness and seriousness of the brand
- 13 ALL PARTNERS
link to the map with stores and a list of all the partners on the contact page
- 14 FORM
a standard form providing a quick way to contact you
- 15 CONTACT INFORMATION
basic contact information - address, contact person, phone, email, CVR
- 16 UPCOMING FARES
a list of upcoming fares that the company is attending, including dates and link to the fare page
- 17 SOCIAL MEDIA
links to company social media profiles
- 18 WHOLESALE INQUIRIES
additional information about wholesale, who to contact, how, mention that you have a dedicated platform
- 19 FARE ORGANIZERS
additional information for fare organizers, what types of fares are you attending, who to contact a link to press kit
- 20 NEWSLETTER PROMPT
visitors who scroll all the way down were potentially looking for contact information or they were interested enough so now it's a good time to ask them for their email address so they stay in the loop
- 21 FOOTER NAVIGATION
same as the main navigation, giving visitors an option to further explore the site and reminding them of the structure of the site
- 22 COLOPHON
copyright information and standard footer stuff

1

COLLECTIONS

OUR STORY



CONTACT

WHOLESALE

GET IN TOUCH WITH US

SEND US A MESSAGE

your name

your email

your message

SEND MESSAGE

CONTACT INFORMATION

UPCOMING FARES

FOLLOW US



FIND THE NEAREST PARTNER STORE

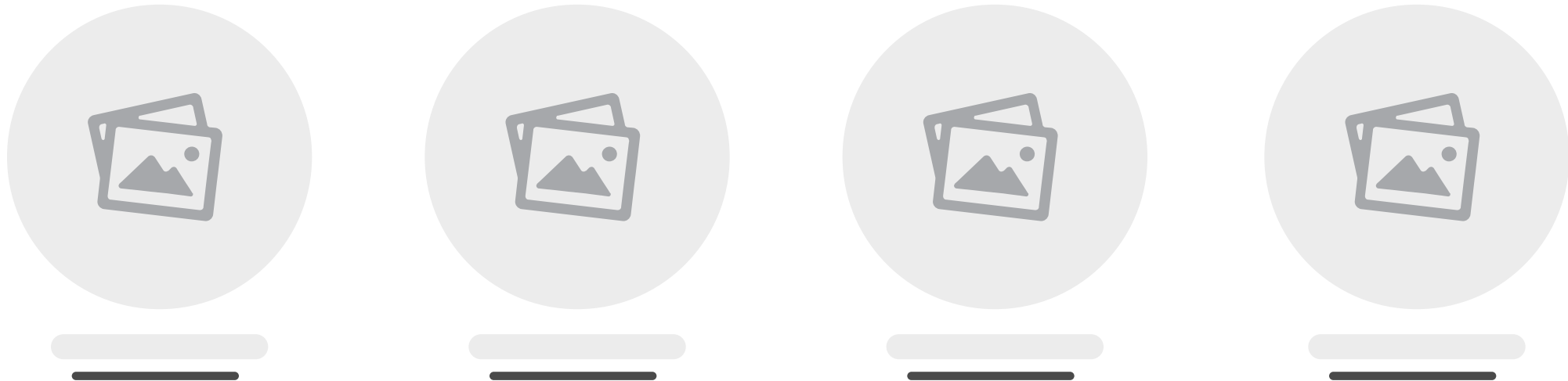


FULL LIST OF PARTNERS

PARTNER WITH US

FARE ORGANIZERS

MEET OUR TEAM



KNOW ABOUT LATEST COLLECTIONS AND STAY UPDATED

your email

COLLECTIONS

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Contact

1 GET IN TOUCH

same as frontpage

2 MAP

a customized Google map in company colors showing all the stores where visitors can see and buy the pots

3 LIST OF PARTNERS

a full list of all the partnerts in an alphabetical order

4 PARTNERSHIP INVITATION

same as the 'wholesale inquiries' on frontpage but with an adjusted wording to create a sense of openness and comradeship, showing that the company is open to business

5 FARE ORGANIZERS

information for fare organizes with a link to press kit

6 TEAM

it's very important to put a human face to the company, people trust websites with faces much more, also it further establishes the sense of transparency and a small family-run business that is doing honest business without corporate tricks and marketing gimmicks