

# Advice

*In this document we will discuss about some advice that could be beneficial in the creation of the design book.*

## **Branding and Visual Identity**

The webpage should follow a basic principle of branding and the visual identity of the company itself, but also the products. This means that the webpage should be consistent throughout, and consist of elements to bring out the identity of the company, that either being through images, text, logos, icons etc. The concept of sustainability should be explained but also shown throughout the whole webpage. As a result the user will understand that the company identifies having eco-friendly, zero emissions making it more appealing to environmentally conscious consumers. Also, the consistent look of the website via colors and other elements will make for a more visually pleasing website, as well as give it a professional profile.

## **User Engagement and Support**

Upon landing on the website, the user will be greeted with a special message and an offer. They will be able to close the window or get redirected to the product to purchase it. When closing the window, it will get a fixed position on the screen in the form of a bubble. If the user decides they want the special item, they can click on the bubble to view it again. This engagement with the users will drive more traffic and sales.

The website will have a chat functionality, in which any user with questions may click the chat bubble on the corner of their screen to talk to the customer support team, or an auto response bot. This enhances the user satisfaction, because it provides instant support instead of waiting for a response over a couple business days.

The client has told us to not only include images of socks, but also images of happy people wearing socks. This is a way of emotionally triggering the user into wanting the product even more, but the main reason is that it creates a more welcoming webpage.

## **Website Design and Usability**

The client has emphasized that for him a desktop website design is more important, but we also discussed the possibility of a responsive design for a mobile web browser as well. By ensuring all people can view the website, we simultaneously increase consumer outreach, hence driving sales to higher standpoint.

The website should have a simple and easily navigable layout, which users find welcoming and all the heuristics of Nielsen are met. Checking this out the list, ensures that the users are highly satisfied finding it hard to complain about the structure of the website.

## **Marketing Factors**

Social media icons that when clicked will redirect the user to the social media accounts of Sunny will be integrated into the website. This will surely increase the traffic and growth of the company over many different platforms, potentially bringing more customers into the business.

The website will also have the functionalities of an e-shop, meaning any potential customer that wants to purchase something, they will be able to do that via the website – an online, secure transaction. Having this in the website will definitely boost sales, as users will be able to instantly order whatever it is they liked, which delivers instant gratification.

## Showcase of Ethical Practices

Since our client will be collaborating with local farmers and charities, we need to show the world that Sunny exercises eco-friendly methods during production and day-to-day tasks. Doing this will ensure that the company will stand out from the competitors in the market, eventually removing competition, monopolizing the market.

***Please note:*** that the recommendations and advice provided in this document are based on the meetings and discussions we had with our client. The client is also aware that these are not final, but are subject to change throughout our collaboration with Mr. Arvid.