FH WEBSITE REDESIGN

May 2021 SITE LAYOUT & PAGES

\*\*Let us know if you want us to present the following information in a different format.

**PAGES**

1. HOMEPAGE

* Large images
* Introduction to who we are
* Shop current feature
* Image links to: Magazine, about us, shop

1. ABOUT US

* Who we are // Mission
* The founders
* Tunisia
* The Fouta (+link to more in depth page)
* In the media
* Instagram feed preview (?) Steh > maybe I would leave this to the homepage

1. THE TUNISIAN FOUTA

*FOUTA*

What is a fouta and what is its story

How is the fouta made

The technicalities of the fouta (weave, yarn, etc.) - (and then you can shop each section)

The cotton

*HANDWOVEN IN TUNISIA*

The Handmade process

The artisans

The atelier and the looms

1. SHOP

Shop all categories (visual rep of all categories: Signature, big, mini, beach, home, weave, season)

Page with list of products

Individual product page

Gift Card

1. MAGAZINE > Steh> maybe it could be call press?

Features

Individual post/article page

1. FH GENERAL INFORMATION

FAQ

Store Policies

Shipping and returns

Contact us

Stockists

\*\*Where can we showcase editorial photos from past collections?

Steh > we can do a page called collections like we've done for pinton > <https://www.pintonbolsas.com.br/> or call it gallerie

\*\*\*Anything you see that we might be missing based on your experience?

**MENUS**

\*\*on all pages

**Top of the Page**

*Menu 1*

SHOP - COLLECTIONS - THE FOUTA

*Menu 2*

ABOUT US - MAGAZINE

Shown as symbols: SEARCH and CART

**Footer**

*Menu 3*

FAQ PAGE

Subpages

Shipping

Returns and exchanges

Care Instructions (in question form)

Contact us

Stockists (eventually)

Repeat main menu at the footer

**DROPDOWN MENUS**

SHOP -- dropdown

FOUTA

Signature

Big

Mini

THROW

GIFTS

ABOUT US -- dropdown

Our mission // values

Meet the Founders

The Tunisian Fouta

Hand weaving

——

DETAILED LOOK AT:

SHOP

\*\* HOW CAN WE SHOW THESE DIFFERENT OPTIONS BELOW IN THE SHOPPING EXPERIENCE? Steh>dropdown menu and a page shop all

\*\* WHAT CAN YOU RECOMMEND ABOUT HOW TO ORGANIZE THE SHOP AND PRODUCT PAGES? Steh > I would create a page for each category and a page with all the products at the same time, so we give the option to search in different ways

SHOP BY:

Collection, season, yarn, foutas, throws, material, weave, gift recipient//use (kids, outdoor, beach, at home, travel, wear)

View options

How many foutas at a time can you see on the page? > Steh> I would suggest 16, and then the second page..

When you hover over product, you see a zoom detail of the fouta

PRODUCT PAGE

Add more information per piece so we have all the details for each piece

Ex: yarn, weave, use (beach, travel, wear, picnic, etc.) Steh > this would be added on the text section of the product

Need to see price and add to cart all on the same page - as much info as possible in one space without having to scroll down for it

Photo and text next to each other on the page

Drop down for all the extra details like care and materials

“You might also like” products at the bottom

At checkout - if you can create an account or quick auto-populate sign in with google so we can get more information about the customers —- WHAT ARE OUR OPTIONS HERE? > I'm not 100% sure if it's possible on shopify, but as soon as we start we will check all the apps options for this kind of short cut, if they have an app for that it would be doable, if they don't we probably won't, because shopify does not let us programm on the checkout sections.

——-

FH e-commerce REFERENCES

* The [Row](https://www.therow.com/us) - love the simple homepage and the menu layout. Its very elegant.
* [Mara Hoffman](https://www.marahoffman.com/) - clean, incredible photos, "our world" section is very thorough and really takes you into the world of MH and communicated the essence of the brand clearly
* [Cosmo Swim](https://cosmoswim.com/) - Very entertaining home page, with all the information you need in terms of products you could be looking for. Its dynamic.
  + Like the “shop the look” at the bottom of the homepage.
  + Short about us blurb at the footer of the page
* [General store](https://shop-generalstore.com/) -

[Minna](https://www.minna-goods.com/) - clean, bright and easy to navigate and lots of photos.

* I like the extensive dropdown shop menu.
* I love the super detailed “how we work” section. It has a ton of information but it’s presented in a way that’s still digestible and easy to follow. It feels different from an about us section and more like “our process”. Would be cool to have an “our process or our artisans” page.
* I like that they have a “journal” not a “blog”
* Recent press section right at the bottom of the home page

[Kotn-](https://kotn.com/) not very sexy but clear.

* I like the “featured” at the top of their drop down menus under men/womens. That way we can always feature the latest collection.
* Also an extensive “about” section that really connects you to their whole process from cotton to product.
* I think their instagram feed looks good on their homepage. It fits. Steh > actually those are images, chosen and pretending to be the feed, but they are not updated with the feed.
* I like the way their menu is repeated at the very bottom of the homepage.

[Kindred Black](https://www.kindredblack.com/) - eye catching and immediately feels luxurious.

* I like the use of “one of a kind” for found or vintage objects.
* I like the way they feature suggested products once you are shopping one
* I like how you can sign up for their newsletter at the bottom of every page but it feels almost invisible

[Citizenry](https://www.the-citizenry.com/) - a reference for any handmade brand. Kind of a gold standard

* I like their use of images in their drop down menus.
* A lot of information presented in a very clear way
* I like the split between the primary menu of products and the secondary menu at the top right and at the bottom. I esp like “our story” instead of about us. And “ our artisans”
* I like the use of “the final few” as a way to shop the last pieces of previous collections.

[Block Shop](https://www.blockshoptextiles.com/) - so visually pleasing. Emphasis on bright colors draws you in.

* I like that they have a page for collaborations
* Very inspired by the way their “about” page is split up. It’s not an overwhelming amount of info but very informative.
* I also kind of like the hidden menu on the left. Steh > this is not very good for user experience, I would recommend a normal menu for desktop and a hamburger menu for mobile only

[Apartameno](https://www.apartamentomagazine.com/stories/) - love their magazine layout // good example for the FH magazine page layout of

\*\*I want to have a design that stands out, that is user friendly but that does not look like all of the other sites.

——-

FH SHOPIFY TEMPLATE OPTIONS

\*\*Please let us know what you think, Steh, and what suggestions you have for us based on your experience with e-commerce.

*Cascade* - clean, clear, focus on product

[Link](https://themes.shopify.com/themes/cascade/styles/classic) to Cascade - this one is all in mosaic, I think it can work but at the same time I think it could be something that in few months you girls can saturate from the aesthetic, and in a long term thinking it can be a problem

*Handy*

This is a base I think we can work with - simple and has base elements we need

[Link to Handy](https://themes.shopify.com/themes/handy/styles/light)  > the only thing that I like on this one is the menu with the images, even thinking that this kind of menu might give the sensation of a more popular product. That's what most popular brands use. Even though it's clean, I guess they have a lot of divided sections and it can be confusing. I don't like the product page, and this as a base could be a problem because it's like a page over the website.

*Maker*

This one is more fun - could be worth putting our personality on this layout

[Link to Maker](https://themes.shopify.com/themes/maker/styles/bloom) > this on could work, they also have the Luna version of the theme, and it could be rearranged to look more refined and classic, it's my favorite. Mobile isn't 100% great

Steh:

<https://themes.shopify.com/themes/symmetry/styles/salt-yard/preview?surface_inter_position=3&surface_intra_position=20&surface_type=all> > I really like this one, it's clean, easy to navigate, and has some amazing features like > the product page quick buy option that opens in a bigger way than normal, it's pretty cool / the product page open that show a big image + text and buttons on the right like you want / the color in a circle - I like it, but it's also optional / our story has some nice options /… I know that display maaany features at the home page, but they are all optional and we can rearrange it

<https://themes.shopify.com/themes/atlantic/styles/organic/preview>

<https://themes.shopify.com/themes/atlantic/styles/chic/preview?surface_inter_position=3&surface_intra_position=21&surface_type=all> > this is a clean and elegant theme, I like the menu section of them more elegant

<https://themes.shopify.com/themes/prestige/styles/couture/preview> this is the same as cosmo is using right now as base, just to you girls imagine the possibilities

<https://themes.shopify.com/themes/grid/styles/moody/preview> this one shows a base closer to what you girls want. Not talking about design details likes font/color/order of sections/sizes etc, you can see the menu with the image / the product page has a image with the buttons + text on the side - even though the menu organization looks strange, we can work with that and change.