

P1B Design Concept



First Coast Promotions

www.promonorm.com

P1B Completed By

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Date

23 April 2016



Overview

First Coast Promotions is a family-owned business which helps companies, organizations, and sports teams find, create, and purchase promotional items. Along with creating and selling these promotional items, First Coast Promotions develops short-term online stores for special events. Using these online stores, their customers can buy their promotional products in an efficient way. After these online stores close, the items are sorted, and shipped in bulk to one location. Through this website, customers can browse and purchase promotional items, as well as view previous online stores that First Coast Promotions has developed.

Design Brief

Design Problem

When I first visited the First Coast Promotions website, I noticed that there are several design issues. The website's header contains the main design issues on the website. For example, the header is inconsistent from page to page. It also lacks alignment and appropriate placement of items. Due to these inconsistencies and the awkward placement of buttons, the website becomes difficult to navigate. By redesigning this website and integrating more design principles, it will become more pleasing to look at, while also making it easier to use.

Objectives

- Clean up pages by reducing clutter- especially home page
- Eliminate excessive white space
- Use proximity and alignment to organize pages better
- Keep headers and footers consistent across all pages

Assumptions

I can assume that the website's target users will want to see a site with a clean, professional look. Users of this site may not know what they want, which means it is important that they can browse the website and navigate easily. Because they may be browsing, they will not be looking to use the website quickly.

Target Users

The target users for this site are business owners looking to promote their business with simple promotional products. It would also be any organization or sports team looking to sell products for their events and teams. These organizations and sports teams may request short term websites to help sell their products and apparel.

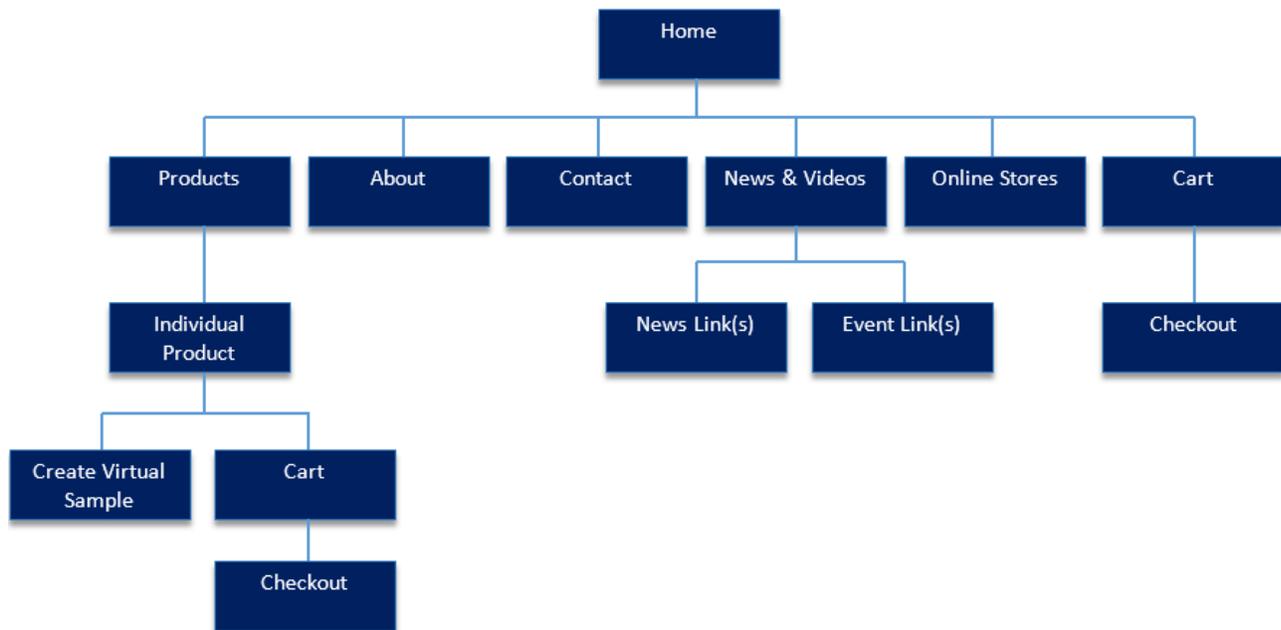
User Tasks

- Search, browse, and order promotional items for your business, organization, or sports team
- View previously made short-term online stores
- Request short-term online stores to sell promotional items for your own business

User Story

George wants to promote his new business by handing out free water bottles with his company's logo on it at an upcoming fundraiser. He pulls up the First Coast Promotions home page and then types in "water bottle" in the search bar. He finds the water bottle he likes and then clicks on it. On the product's page, he clicks on the "Create Virtual Sample" button and places his company's logo on the water bottle. George then clicks on "Add to Cart" and purchases 50 water bottles with his company's logo on it.

Site Map



This sitemap is an outline of the First Coast Promotions website. On the home page, the user will see five different navigation buttons, as well as a shopping cart button, which guide the user to different pages.

- When a user clicks on the “Products” tab, they will be guided to a product listing page. From there, the user can click on an individual product to see more details about it. On this product page, users can create a virtual sample of what they want the product to look like, as well as add it to their shopping cart.
- When a user clicks on the “News & Videos” tab, they will be directed to a page displaying news, events, and featured videos about the company. From this page a user can view a video, or click on any of the news or event links.
- If a user wants to view their shopping cart, they can click on the “Cart” button in the page header. From here, the user will be guided to their shopping cart and into the checkout phase.

Annotated Wireframes/Prototype

Home Page

Search Bar: This search bar allows users to search for products. It is placed in the header so it is easy to find.

Product Listing Page: If a user is looking to browse the available products, they can click on this link to view the product listings.

Highlighting: The "Sign In" button and main navigation links are emphasized by using a blue background and white text. This makes them stick out from the rest of the page.

Image Carousel: This carousel displays ads and featured products to attract the user's attention.

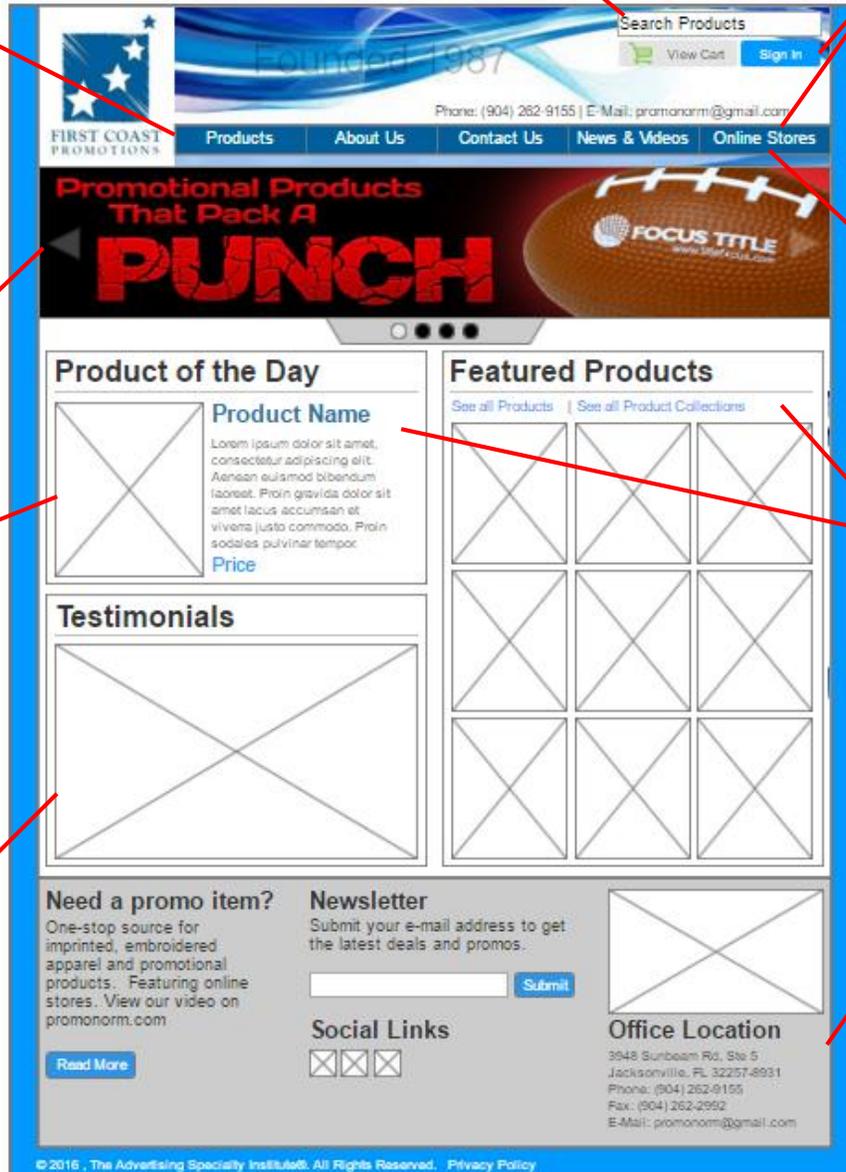
Main Navigation: This can be seen on every page and is the main method of navigating through the site

Placeholders: Boxes with X's in them represent images or videos.

Featured: Featured products, as well as a product of the day, are the main items on the home page. This will promote certain items that may be overlooked in the product listing page.

Testimonials: This is where videos of satisfied customers talk about their experience with First Coast Promotions.

Footer: The footer displays important information such as contact information and location. It also includes a place to sign up for the newsletter. It is identical across each page.



Product Listing Page

Consistency: This header is consistent from page to page because it does not change format on any page.

Accordion Menu: Each tab in this side menu displaying the search filters opens and closes. By closing the menu items, it reduces clutter on the page.

Product Page: If a user is looking to find out more information, or buy a product, then they can click on the product's box to view the product page.

Secondary Navigation: These links navigate the user from page to page in the results. This is located above the listed products as well.

Highlighting: The "Sign In" and "Search" buttons are emphasized by using a blue background and white text. This makes them stick out from the rest of the page.

Drop-Down Choosers: These drop-down choosers allow the user to select a category, number of items displayed on each page, as well as a way to sort the product results.

Alignment: The columns and rows are aligned vertically and horizontally to make it easy to read through the product listing page.

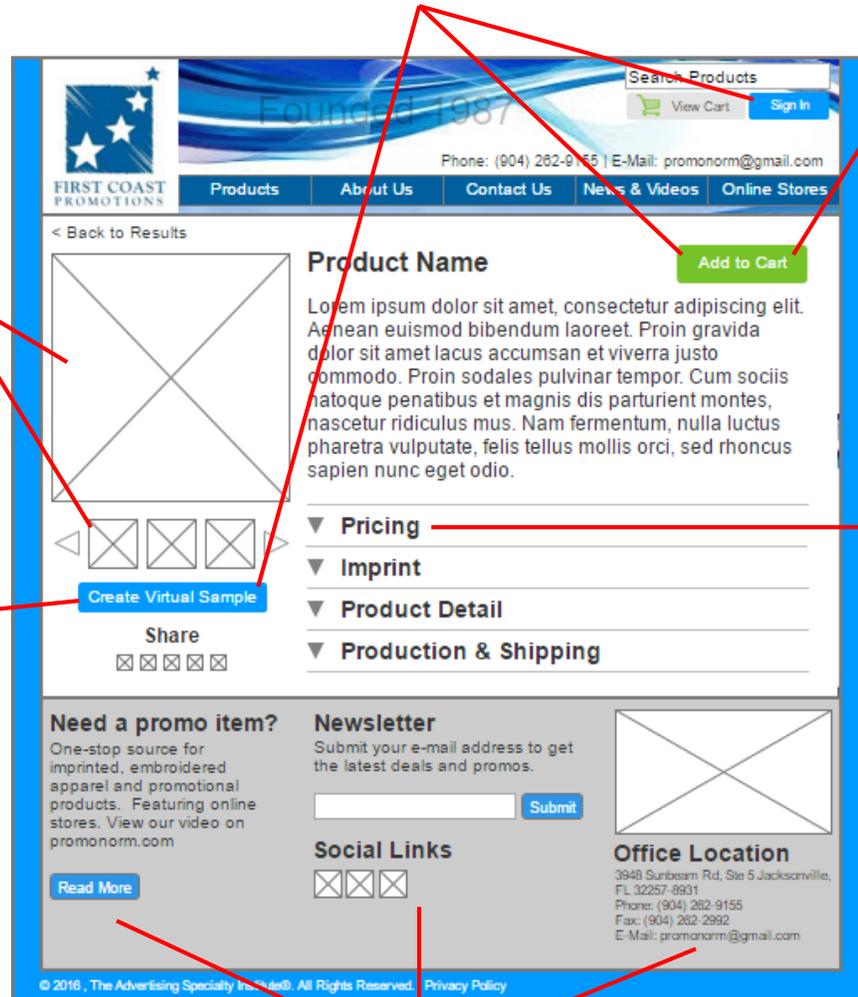


Product Page

Highlighting: The “Sign In,” “Add to Cart,” and “Create Virtual Sample” buttons are emphasized by using a blue or green background and white text. This makes them stick out from the rest of the page.

Product Images: Each product has multiple images so the customer knows what they are buying. They are also able to click on other images shown below the main image.

Create Virtual Sample: The customer has an option to create a virtual sample of their promotional item by uploading a logo onto the product.

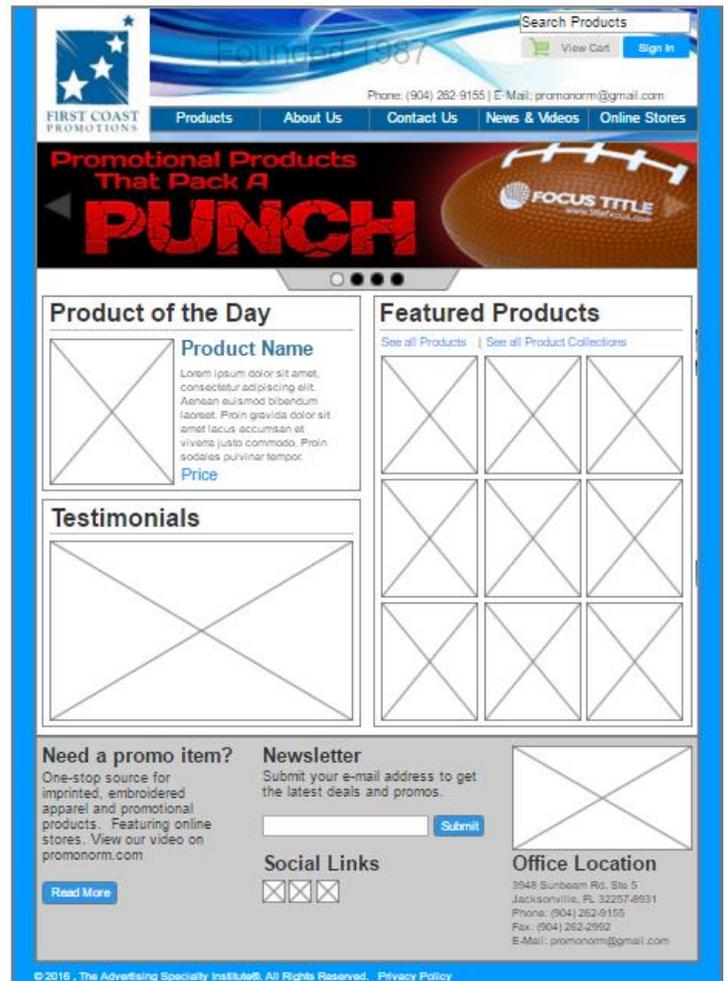
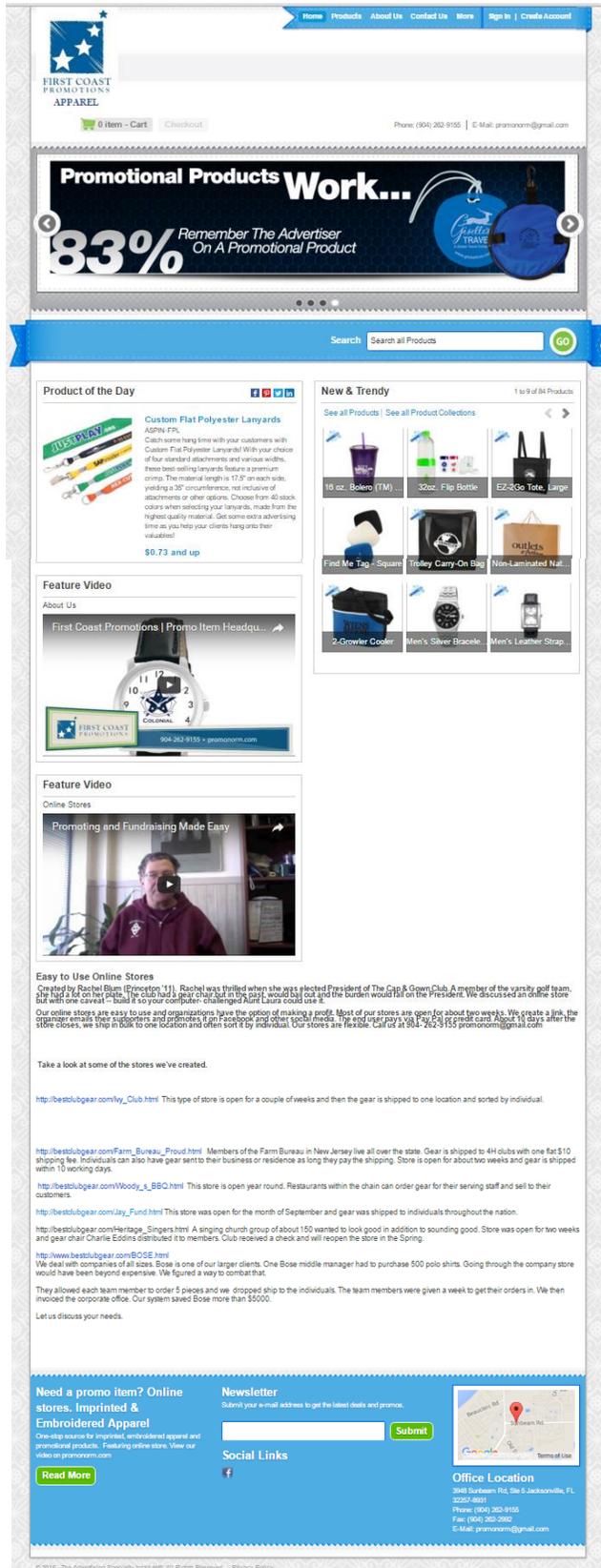


Add to Cart: Once the customer is ready to purchase a product, they can click on the “Add to Cart” button. This will lead them to another page to input their payment information and check out.

Accordion Menu: Each tab in this menu opens and closes. By closing the menu items, it reduces clutter and scrolling.

Proximity: The proximity of the elements create the illusion of 3 columns, even though there are no visible lines separating it into 3 columns. Therefore, the proximity of the elements in the footer make it a clean, readable design.

Before and After- Home Page



Before and After- Product Listing Page

Home Products About Us Contact Us More Sign In | Create Account

0 Item - Cart Checkout Phone: (904) 262-9155 | E-Mail: promonorm@gmail.com

Promotional Products Work...

83%

Remember The Advertiser On A Promotional Product

Search

New & Trendy

84 item(s) are found

Your Search Terms

Narrow Results

Category

- ENVIRONMENTALLY FRIENDLY PRODUCTS (12)
- MOBILE ACCESSORIES (12)
- FOOD GIFTS (8)
- PHONE ACCESSORIES (8)
- WATCHES (8)
- [See More](#)

Price

- \$0.50 and Under (6)
- \$0.50 - \$1.00 (6)
- \$1.00 - \$2.00 (10)
- \$2.00 - \$3.00 (13)
- \$3.00 - \$5.00 (4)
- [See More](#)

Color

- Black Shades (48)
- Red Shades (31)
- Blue Shades (28)
- Green Shades (23)
- White Shades (23)
- [See More](#)

Price Only

- Yes (83)
- No (1)

Made in USA

- Yes (27)
- No (57)

Virtual Samples Ready

- Yes (65)
- No (19)

1	2	3	4	5	>		
<p>Kraft Die Cut Handi... Lightweight yet durable paper bag made from 40% recycled. HKC111NAT \$0.25 and up</p>	<p>Wasatch leather no... Take note of a product that's sure to get your brand noticed! BK0200 \$23.40 and up</p>	<p>Super Loop Keycha... Biker meets girly. The Super Loop Keychain features an... AC0138 \$12.029 and up</p>	<p>55" x 7" Stadium S... Show off your team spirit at your next event with this... SBC557 \$9.15 and up</p>	<p>2-Growler Cooler Be cooler than the competition with the help of this handy... 77GW1010 \$6.70 and up</p>	<p>Men's Leather Stra... Men's Style Leather Strap Watch. Time American Men's... TAM102 \$38.32 and up</p>	<p>9 1/2" Zebra Zip Fly... Have countless hours of fun with this Zebra Zip 9 1/2" ZZF... ZZF \$0.77 and up</p>	<p>775T Series Triang... Great for medium size dogs, the small pet triangle... TBM SOL-000 \$1.50 and up</p>
<p>15" Spirit Arm Slee... This 15" Spirit arm sleeve will support your arm in style! SA-15 \$1.375 and up</p>	<p>Fitness Tracker Fitness Tracker - main function: pedometer, calories... FIT-TRK \$29.50 and up</p>	<p>Shoe Bag Footwear can be a priority investment so keep these... 2SHA1216LKL \$2.50 and up</p>	<p>16 oz. The Party Cup The Party Cup, 16oz. Dimensions: 5 1/2" H x 3 1/2" D... TPC16 \$1.79 and up</p>				
<p>Slim Power Bank (f... Slim power bank is perfect for anyone on the go! Features a... PB200-IL-P \$9.25 and up</p>	<p>Parley leather jour... Others will take note of your brand when you choose this... \$24.071 and up</p>	<p>22 oz. Stadium Cup Spread your message through the stands with this 22 oz. tal... 8722 \$0.41 and up</p>	<p>The Classic Chocoo... This Classic Gift Holiday Christmas Fox Gift Bag is... \$11.05 and up</p>				
<p>Can Holder Frio Back can holder. Your message will be unobscured... FKACAP \$1.04 and up</p>	<p>20 oz. Bike/Fitness... Go green while you spread your message with this white... BK20W \$0.85 and up</p>	<p>4900T Series Trian... Promote your product, service or cause with our triangle... TLA SOL-100 \$1.50 and up</p>	<p>Men's Two-Tone SIL... Men's Two-Tone Silver Dial Dress Watch. Silver pattern... TAM316-TT \$78.50 and up</p>				

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Need a promo item? Online stores. Imprinted & Embroidered Apparel

One-stop source for imprinted, embroidered apparel and promotional products. Featuring online stores. View our video on promonorm.com.

Newsletter

Submit your e-mail address to get the latest deals and promos.

Social Links

Office Location

3948 Sunbeam Rd, Ste 5 Jacksonville, FL 32257-8931
Phone: (904) 262-9155
Fax: (904) 262-2962
E-Mail: promonorm@gmail.com

Search Products

View Cart Sign In

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Products About Us Contact Us News & Videos Online Stores

Search Products All Categories Advanced

Results for "hats"

84 item(s) found

Category

- Accessories (12)
- Clothing (52)
- Electronics (0)
- Gifts (5)
- Outdoors (15)
- [See More](#)

Brand

- Amet (5)
- Dolor (12)
- Elit (20)
- Ipsum (15)
- Lorem (19)
- [See More](#)

Price

- Under \$5 (10)
- \$5 to \$10 (24)
- \$10 to \$15 (30)
- \$15 to \$20 (27)
- \$25 & Above (15)
- to

Color

- Black (22)
- Blue (18)
- Green (9)
- Red (18)
- Yellow (8)
- [See More](#)

1 2 3 4 5 >>>

Items per Page: 12 ▼ Sort By: Price High to Low ▼

<p>Product Name Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p> <p style="text-align: center; color: blue;">Price</p>	<p>Product Name Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p> <p style="text-align: center; color: blue;">Price</p>	<p>Product Name Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p> <p style="text-align: center; color: blue;">Price</p>	<p>Product Name Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p> <p style="text-align: center; color: blue;">Price</p>
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Before and After- Product Page

Home Products About Us Contact Us More Sign In | Create Account

0 item - Cart Checkout Phone: (904) 262-9155 | E-Mail: promonorm@gmail.com



Search Search All Products GO

20 oz. Bike/Fitness Bottle - White
BIK20W



Go green while you spread your message with this white 20 oz HDPE bike / fitness bottle with push / pull lid. BPA free & lead free. Perfect for charity walks or runs, environmental awareness programs & health food stores. Complies with HR4260 / CPSIA requirements. Made in USA. Does not ship assembled. Dishwasher use not recommended. Avoid use of commercial detergents & abrasive cleaners, can damage imprint. Production occurs an additional cost. PTH x 20W.

Additional Information: WASHING/CLEANING: Dishwasher use is not recommended on any plastic products. Avoid the use of commercial detergents and abrasive cleaners which can damage any imprint. Products are not intended for use in restaurant environment. *Poly Bags are strongly recommended on all bottles. Factory is not responsible for any scuffs or scratches that may occur during transit on non poly bagged items. All Products are BPA Free & Lead Free Complies with HR4260/CPSIA Requirements Product does NOT ship assembled. Assorted colors: 100 per color minimum.

Request Info: More from this line.

Download Image | E-mail this Image

Create a Virtual Sample

Pricing

20 oz. Bike/Fitness Bottle - White BIK20W

Quantity	200	400	600	1,000
Price	\$0.85	\$0.85	\$0.85	\$0.85

You may order less than the minimum quantity
Price includes: 1 color - 1 or 2 side imprint. [Add to Shopping Cart](#)

Product Detail

Imprint

Production and Shipping

Safety and Compliance

All prices and descriptions are subject to change without notice. If the price listed is different from the actual price, we will notify you before processing your order. Prices will be calculated using end of day exchange rates if orders contain products with different currencies. Total price is for merchandise only. Prices may be exclusive of any setup charges, art changes, shipping charges, state/provincial required taxes, rush charges or any other additional charges, which will be communicated prior to processing the order.

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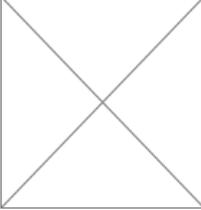
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FIRST COAST PROMOTIONS Products About Us Contact Us News & Videos Online Stores

< Back to Results

Product Name [Add to Cart](#)



▼ Pricing

▼ Imprint

▼ Product Detail

▼ Production & Shipping

Need a promo item?
One-stop source for imprinted, embroidered apparel and promotional products. Featuring online stores. View our video on promonorm.com [Read More](#)

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Reflection

There were a few key design principles I focused on when redesigning the First Coast Promotions website. The first principle, which I believe impacted my design the most, was alignment. Looking at the header section of each page, it is noticeable how the old design lacks use of alignment. It looks as if the main navigation menu, shopping cart, and the phone and email information is randomly placed in the header with a great area of white space in between. In my design, I believe I did a successful job of fixing these issues by making the header more grid-like. I also noticed that in the old design there was a lack of consistency in the header from page to page. The First Coast Promotions logo even disappears when navigating away from the home page. To fix this, I simply made the header look the exact same for each page.

Another key principle I integrated into my new design was highlighting. For example, it was important that I emphasized the “Sign In” and “Add to Cart” buttons so the users are able to find them easily. Although these buttons are not necessarily larger than other items on the page, the use of blue and green color grabs the attention of the user.

One of the other modifications I made to the pages was removing the search bar in the middle of the page, before placing it in the header. The reason for this was to save room and reduce the amount of scrolling down the page. My new design is simpler throughout and does not require as much page scrolling.

Although I made changes in the body section of each page, the majority of the redesign work came in the page headers. I also believe the strongest part of my design is the page headers because it is simpler and more compact. There is no more awkward white space anywhere in the header, or the rest of the pages. The weakest part of my design may be the product page. Some users may not be a fan of the accordion menus, especially when they want to see information about a product, but I thought it may be the best option to save space and reduce scrolling.