Absolut Boards

Website Proposal

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Web Site Development II - IMD331
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Absolut Boards

Client and Purpose of the Site

Absolut Boards - Board riding is our choosen lifestyle. We love to surf, snowboard and skate but our passion extend to our customer. Absolut Boards is an independantly owned and independantly minded one stop board shop. We offer everthing you need when it comes to boards, weather your on the street, in the mountains or on the water, we have a borad for you. The main purpose of the website is to be the ultimate board resource for extreme sports lovers. Absolut boards is dedicated to bringing users the best selection of products with great service and competitve prices. The website will be a collection of the top brands in all type boards, it will be the online store front for the Colorado based store to sell worldwide. It will also be a place where customers new and old can come to gain information about the company, products sold and brands.

Current website: http://kaminel.aisites.com/imd323/final/index.php

Company Info

Absolut Boards is a company that has been made up by myself. I designed the main interface of the website in my last programming class but it does not have a database. The website needs all their products, product names, prices, sizes and board type saved in a database so that it is easily changed, updated or deleted. Without a database this website will not function properly.

Contact info: Absolut Boards
51690 Lipan Street
Denver, CO 80012

Phone: 1-800-712-5669
Email: service@absolutboards.com

Logo:

Target Audience

Absolut Boards is a website targeted towards extreme sports lovers and active adults, teens and children. Male children and teens ages 8 to 18 will be the major target audience as they are the most active skate and snowboarders, but both men and women will be targeted. Skateboarders, longboarders, wakeboarders, snowboarders, mountainboarders, surfers and any athlete that uses a board for their sport will be the type of client the website is trying to attract, sell products to and provide them with information about Absolut Boards Company.

About the Data

All the data is the client's. It includes each: board image, board name, price, description, size, brand and board type. Data needs to be able to have prices updated for sales or price changes and to delete or remove products based on availablitiy.

Absolut Boards

Client Goals

I plan to achieve the clients following goals with my professional design services and personal interests in the topic. I like to snowboard and skateboard. I have also grown up around a lot of skaters and young people in the target audience so I have a grasp on what a majority of the target audience wants in a design and website to purchase products from.

Absolut Boards Goals:

• Ability to easily search for a product name, brand, etc. to locate products to increase sales

• To decrease time spent changing webpage prices and products by using a database which is more efficient and easier to display need and necessary information and to change product information like pricing or newer models etc.

• More easily gain and organize orders from customers

• Make website more easily to navigate and use by incorporating a database to organize and change product information.

• Add search function to make finding products or items easier and the website more user friendly.

Benefits of User Registration System

A user registration system will be beneficial to the Absolut Boards website so that consumers can log into their account find merchandise that they like save it to a wish list, shopping list or gift ideas for friends and family. This would not be possible without a registration system to keep the list and selected products organized and private. The system will also store other information that the user might need later on like, billing and shipping information, addresses, credit card infromation and so on. They can sign in to track orders, contact customer service or send emails with the exact order numbers or information and see where their order currently is and when it will be delivered.

For the company the user registration system lets them keep track of who is using the system, how often they are visiting the site and to know what they are doing on the site. This helps to make keeping the site secure as well as allowing customized content.

The registration system with also help customize content for users. Since the registration system allows you to see what type of products a specific user is searching for or buys frequently so the system would allow you to customize feature areas to display content that relates to what they might like or what they are searching for. It will also help to get coupons and sales information out to these users.

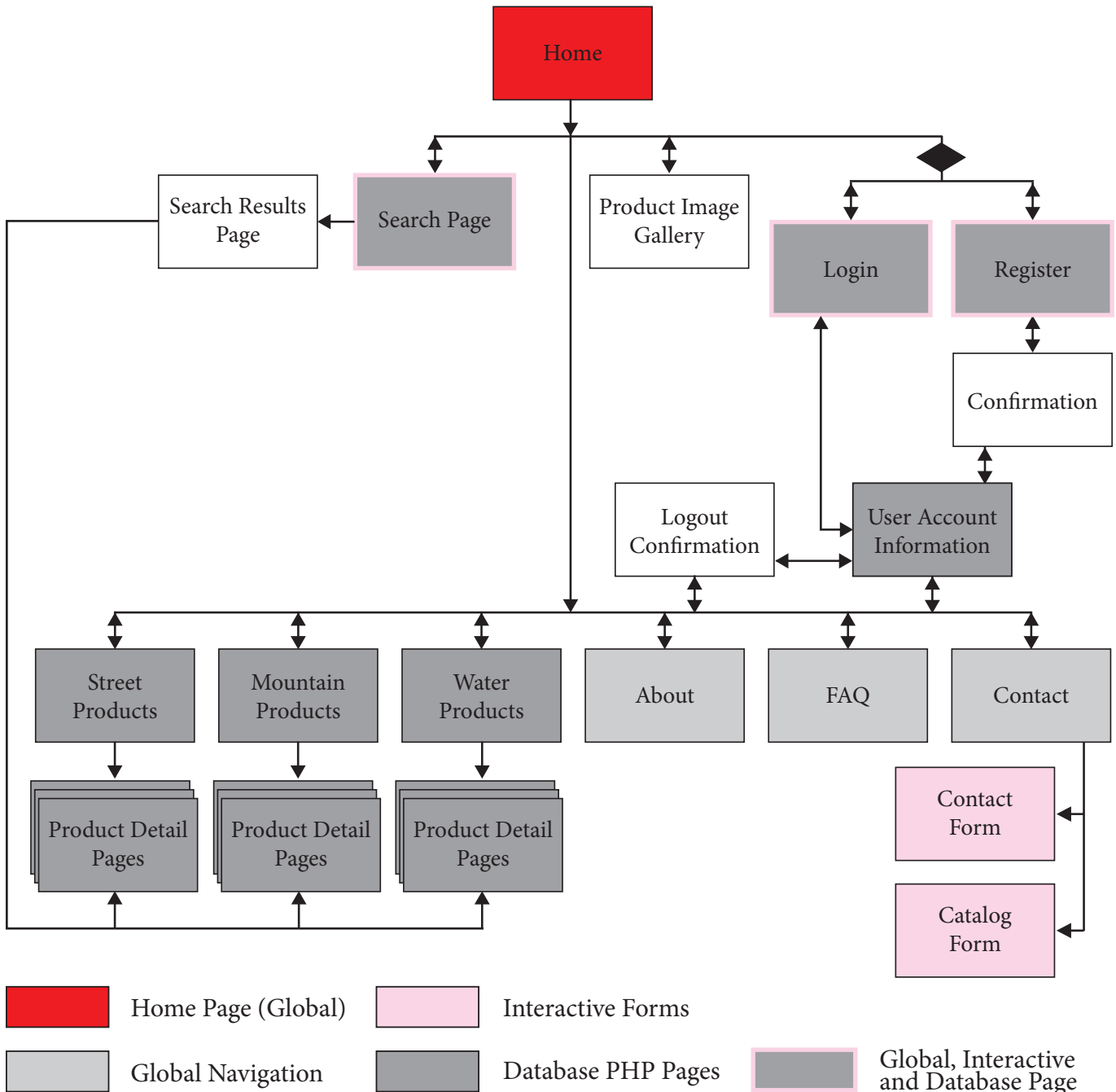As a professional designer with numerous years experience working for retailers and selling products through my branding, print and web work; I can bring ideas, along with my creative talents to make this website stand out and draw in customers. My abilites in creating interactive and error-free functionality websites will make make users want to return and enjoy the time they spend browsing products on the Absolut Boards website.

Absolut Boards

Site Map & Navigation Chart

The site map for Absolut Boards website was designed to keep all the needed information at the users fingertips with global navigation and an easy to use interface. Global navigation will be: Home, Street, Mountain, Water, About, FAQ and Contact. The home page will have a search page where a person can search for a particular product or brand.

There is also a brands logo bar across the bottom that can be clicked and taken to a page that brings up only products by that manufactures.

Legend:
- Home Page (Global)
- Global Navigation
- Interactive Forms
- Database PHP Pages
- Global, Interactive and Database Page

Absolut Boards

WireFrame - Home Page

Logo

Header

Search Field

Login/Registration

Global Navigation

Background

Introduction

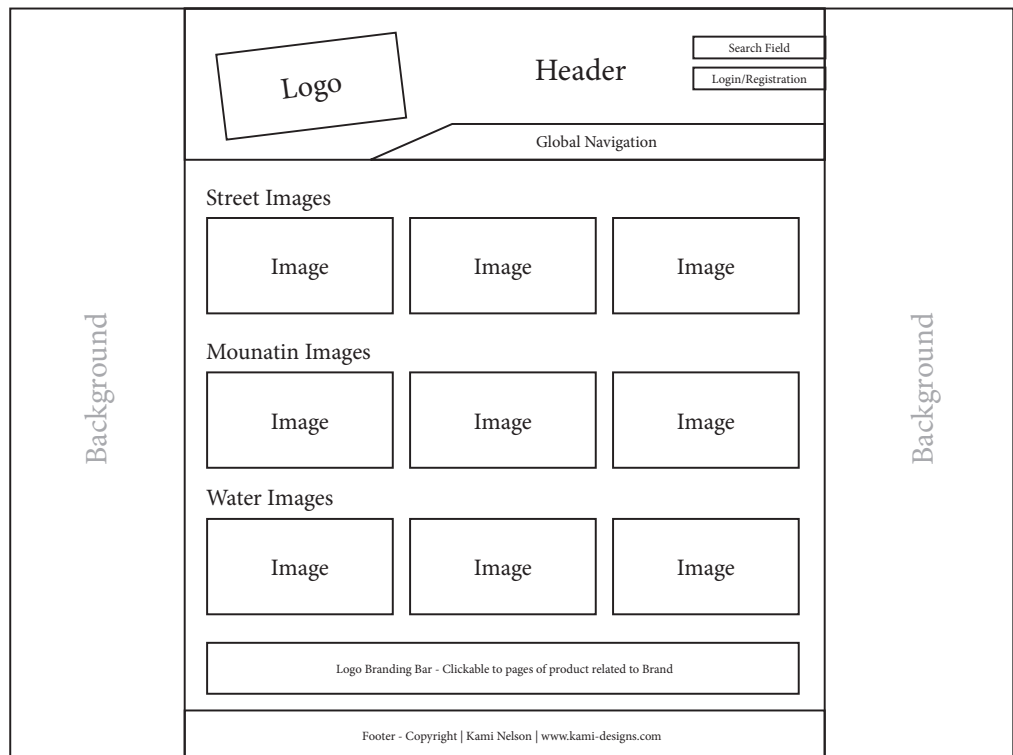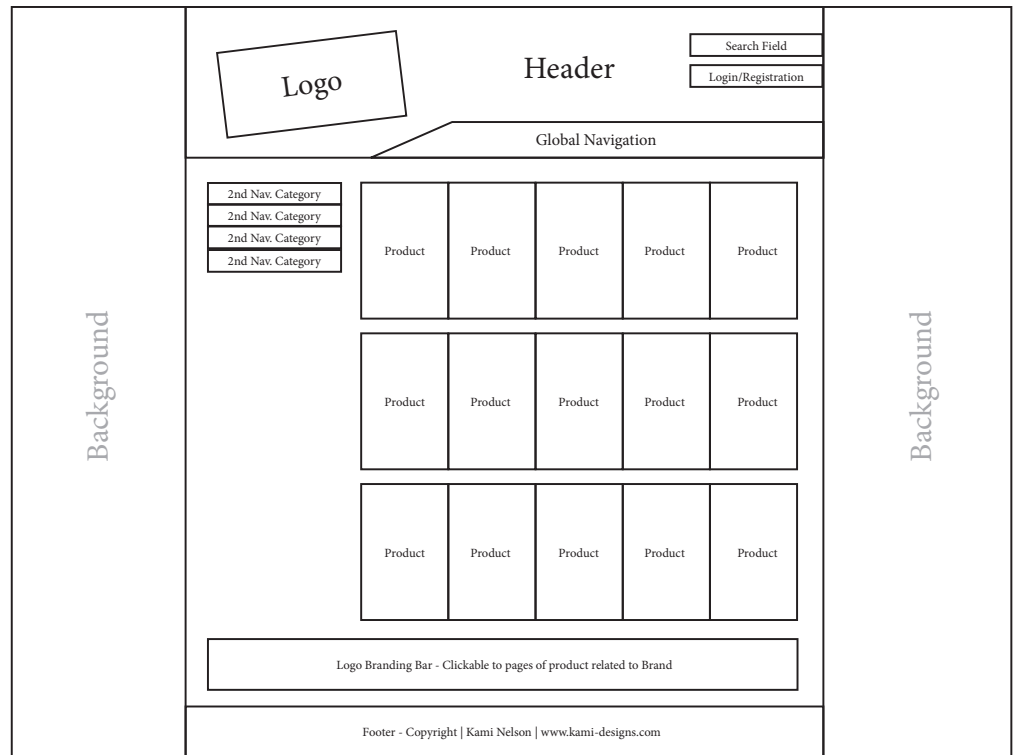Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio veniam, quis nostrud exerci tation ullamcorper suscipit lobortis veniam, quis nostrud exerci tation ullamcorper suscipit lobortis veniam, nisl ut aliquip ex ea commodo quis nostrud exerci tation ullamcorper suscipit lobortis.

Image slideshow

Hot Products for Street Section -Images/Text if necessary

Hot Products for Mountain Section -Images/Text if necessary

Hot Products for Water Section -Images/Text if necessary

Link to Gallery Page

Logo Branding Bar - Clickable to pages of product related to Brand

Background

Footer - Copyright | Kami Nelson | www.kami-designs.com

WireFrame - Gallery Page

Logo

Header

Search Field

Login/Registration

Global Navigation

Background

Street Images

Image

Image

Image

Mounatin Images

Image

Image

Image

Water Images

Image

Image

Image

Logo Branding Bar - Clickable to pages of product related to Brand

Background

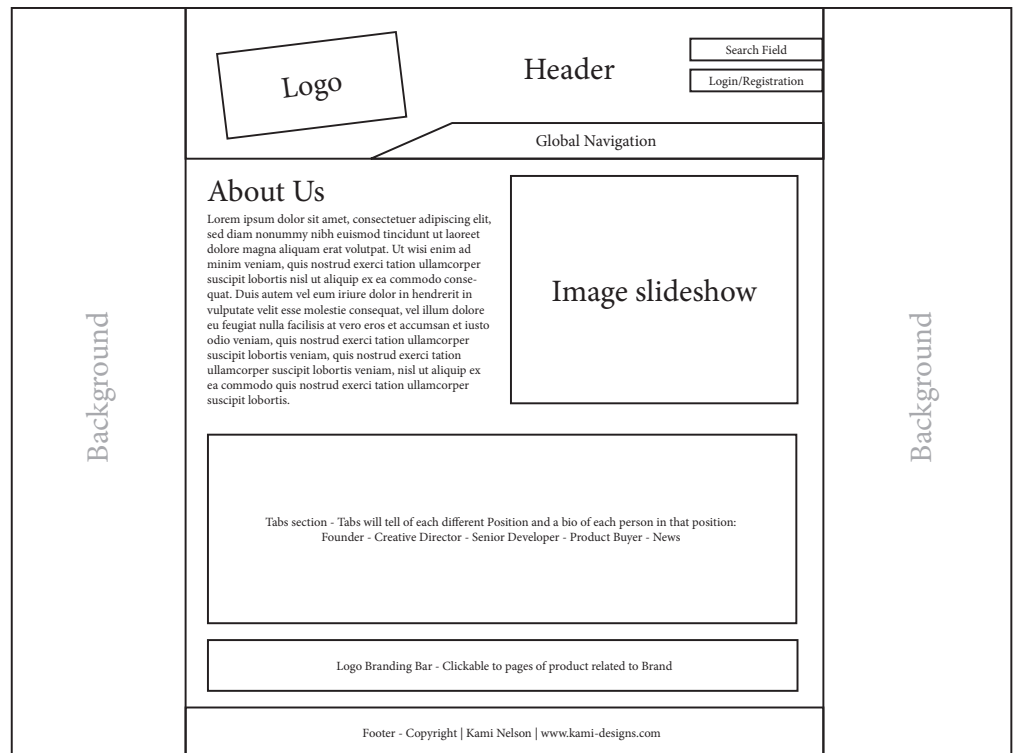Footer - Copyright | Kami Nelson | www.kami-designs.com

Absolut Boards

WireFrame - Product Pages

This will be the database pages for Street, Mountain and Water. There is secondary navigation to different categories of products contained within each page. Then there are multiple places for products to be pulled from a database or catalog.
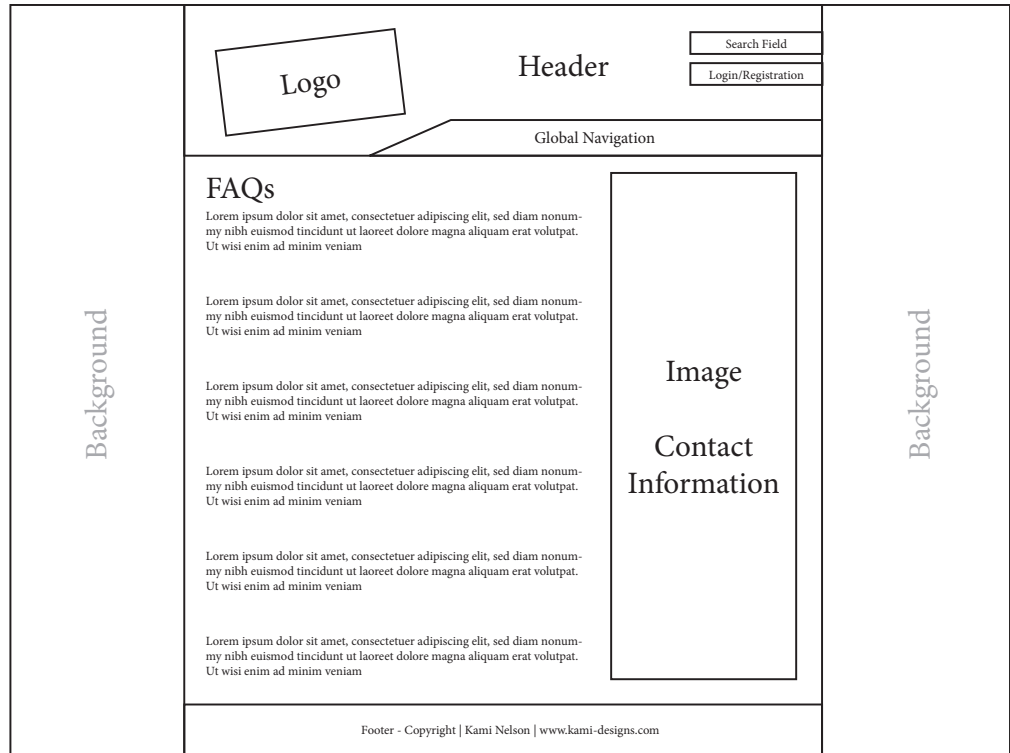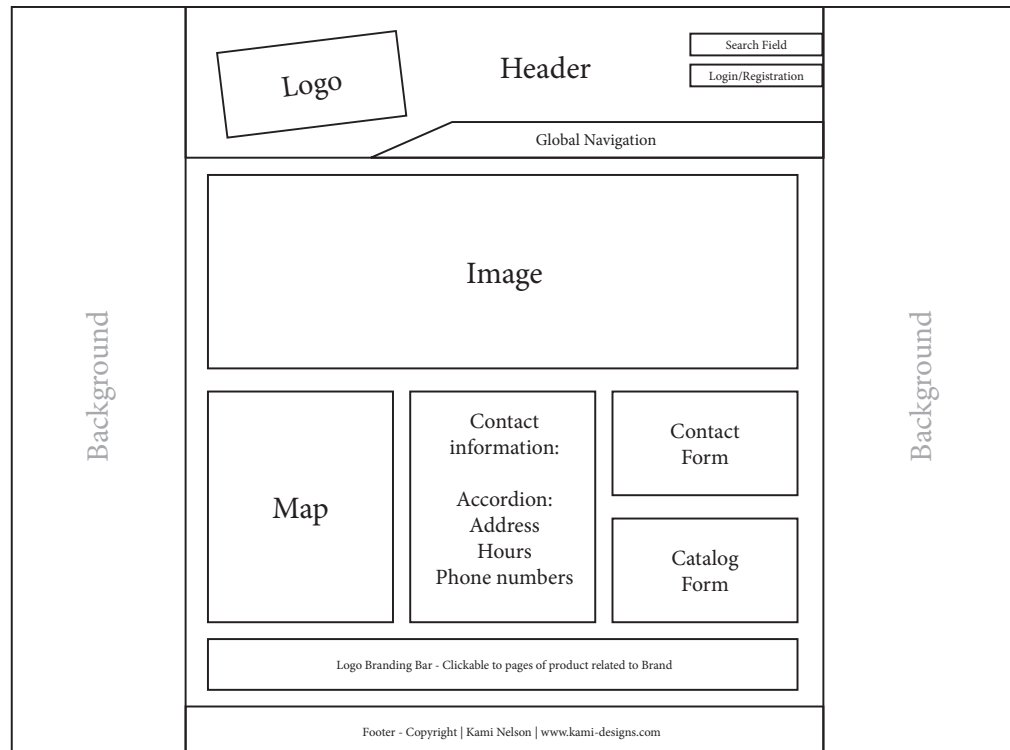
Background		Background

Logo

Header

Search Field

Login/Registration

Global Navigation

2nd Nav. Category
2nd Nav. Category
2nd Nav. Category
2nd Nav. Category

Product | Product | Product | Product | Product

Product | Product | Product | Product | Product

Product | Product | Product | Product | Product

Logo Branding Bar - Clickable to pages of product related to Brand

Footer - Copyright | Kami Nelson | www.kami-designs.com

WireFrame - About Page

Logo

Header

Search Field

Login/Registration

Global Navigation

Background

About Us

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Image slideshow

Tabs section - Tabs will tell of each different Position and a bio of each person in that position:
Founder - Creative Director - Senior Developer - Product Buyer - News

Logo Branding Bar - Clickable to pages of product related to Brand

Footer - Copyright | Kami Nelson | www.kami-designs.com

Background

Absolut Boards

Logo

Header

Search Field

Login/Registration

Global Navigation

Background

FAQs

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Image

Contact Information

Background

Footer - Copyright | Kami Nelson | www.kami-designs.com

WireFrame - Contact Page

Logo

Header

Search Field

Login/Registration

Global Navigation

Background

Image

Map

Contact information:

Accordion:
Address
Hours
Phone numbers

Contact Form

Catalog Form

Logo Branding Bar - Clickable to pages of product related to Brand

Background

Footer - Copyright | Kami Nelson | www.kami-designs.com

Absolut Boards

Logo

Header

Search Field

Login/Registration

Global Navigation

Form

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Image

Contact Information

Submit   Reset

Background

Background

Footer - Copyright | Kami Nelson | www.kami-designs.com

WireFrame - Search Page

Logo

Header

Search Field

Login/Registration

Global Navigation

Search

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Submit   Reset

Image

Contact Information

Background

Background

Footer - Copyright | Kami Nelson | www.kami-designs.com

Absolut Boards

Style Guide

The choosen color scheme for AbsolutBoards.com is a red, gray and black scheme. This colors will be used to create nice contrast and create a grunge feel.

Rollovers and hovers will get darker to indicate that the user is about to select this option and then will stay this color once they are on this page or item, if it is displayed.
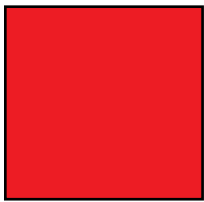
Color:
Red

R: 237
G: 28
B: 36

Hex: ed1c24

Color:
Dark Red

R: 154
G: 36
B: 42

Hex: 9a242a
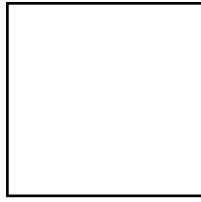
Color:
White

R: 255
G: 255
B: 255

Hex: FFFFFF

Color:
Gray

R: 128
G: 130
B: 133

Hex: 808285

Color:
Black

R: 0
G: 0
B: 0

Hex: 000000

Logo:

Navigation:

Regular:

Home

Current:

Home

Symbols:

These symbols will be used as forward and back buttons

Links:

Lorem ipsum

Regular:

Color will be Red when displayed inline of paragraphs.

Lorem ipsum

On Rollover & Visited:

The color will get darker to indicate the user is about to select the link. After visiting the links will stay dark to indicate that it has already been visited.

Absolut Boards

Verdana

Verdana will be used for body copy, captions, links and footer text (such as copyright). Since Verdana was specifically designed as a screen font and is very legible at small sizes on screen this is our choice for small text sizes.

Body Copy

Font: Verdana   Style: RegularSize: 1.05 em (≈13pt)

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad *minim veniam*, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Singulis assentior ex qui. Eum propriae appellantur et. Usu cu melius quaeque saperet, mei agam minim te.

For empahsis:

Font: Palatino
Style: Italic
Size: 1.05 em (≈13pt)

Lorem ipsum

Line-spacing:

1.15 em

Links - These will also be designated by the use of color

	Regular:		On Rollover:
Lorem ipsum	Font: Palatino Style: Regular Size: 1.05 em (≈13pt)	**Lorem ipsum**	Font: Palatino Style: Bold Size: 1.05 em (≈13pt)

Captions - Used over images (Reversed out and bold for legibility)

Font: Verdana   Style: Bold   Size: 1 em (≈12pt)

Lorem ipsum dolor sit amet, consectetur adipisicing.

Footer Text

Font: Verdana   Style: RegularSize: 0.95 em (≈11pt)

©2002-2011 Kami Nelson. Footer information to go here.

Text will also be set in em sizes rather than fixed size to accomodate the users' preferences. The base font will be 1 em which is equal to the font size the user has selected as there preference. This allows user to be able to set font preference to what they like in size, so that the text on the website will never be "too small." If no special preference is selected it will be about 12 pts. The other sizes, such as headers will be increased by percents based of this base size.

Attic

Attic will be used for headers, sub-headers, navigation and any other large size fonts. This is a decorative font so it will not be used any smaller than 1.3 ems or about 15pt so it does not cause legibility issues and cause noise on screen if used too small. This font will be genertated by a website so no user will need the font to be able to view it. This will keep the text searchable and usable by SEO while also having a decorative font. Both of which would be lost if an image instead of text was used for each header. Keep it text also allows for easier changes instead of having to create, save and change out images.

Header (h1)	Font: Attic	Style: Bold	Size: 2.2 em (≈26pt)
Header (h2)	Font: Attic	Style: Bold	Size: 2 em (≈24pt)
Header (h3)	Font: Attic	Style: Bold	Size: 1.8 em (≈22pt)
Sub-Header (h4)	Font: Attic	Style: Bold	Size: 1.6 em (≈20pt)
Sub-Header (h5)	Font: Attic	Style: Bold	Size: 1.5 em (≈18pt)
Sub-Header (h6)	Font: Attic	Style: Bold	Size: 1.4 em (≈16pt)

Navigation:

Home	Regular: Font: Verdana Style: Regular Size: 1 em (≈12pt)	**Home**	On Rollover: Font: Verdana Style: Bold Size: 1 em (≈12pt)

Absolut Boards

Navigation Elements

Global Navigation:
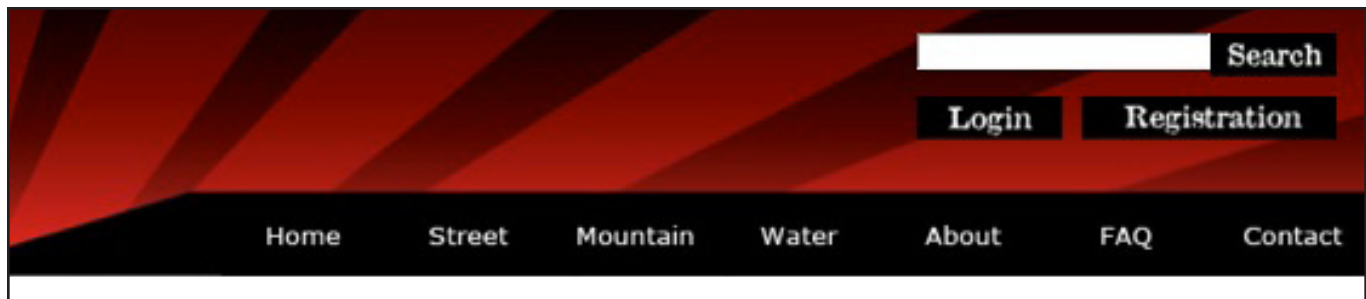
Global navigation will be at the top of the website and will allow the user to access the home page and secondary pages easily from whatever page they are on. Rollovers will help the user to see what page they are about to select. Active colors will indicate to the user what section they are currently on in the menu.

Rollover:

Brands Navigation:

Everypage will contain a brands navigation bar at the bottom. This will hold the key brands and each month a new set of brands will be rotated to display on the main section. This navigation is here as many shoppers are brand loyal and the company wants to show that they house the best and top brands of all categories. This will give users quick and easy access to brand specific product pages from any page. They can click on a logo and be taken to a page of only that brands boards.

Absolut Boards

Graphic Elements

Background:

Action Shots:

Products:

Product Details:

The background will be a dark cement texture. This creates a nie contrast against the red and white main content section. The white will create a nice area for the products, action shots and other images to pop.

The action shots will show the products in actions. They will be used to show what the product can do. They are to be fun, intriguing and want to make the user buy the product and use them in the ways shown in the images.

Products will be shown with both front and back shown. A detail shot will also shown so that users can zoom in on the detailed art. As users pick boards to portray their style, personal preference, brand and also for the technology the board has to offer.

Absolut Boards
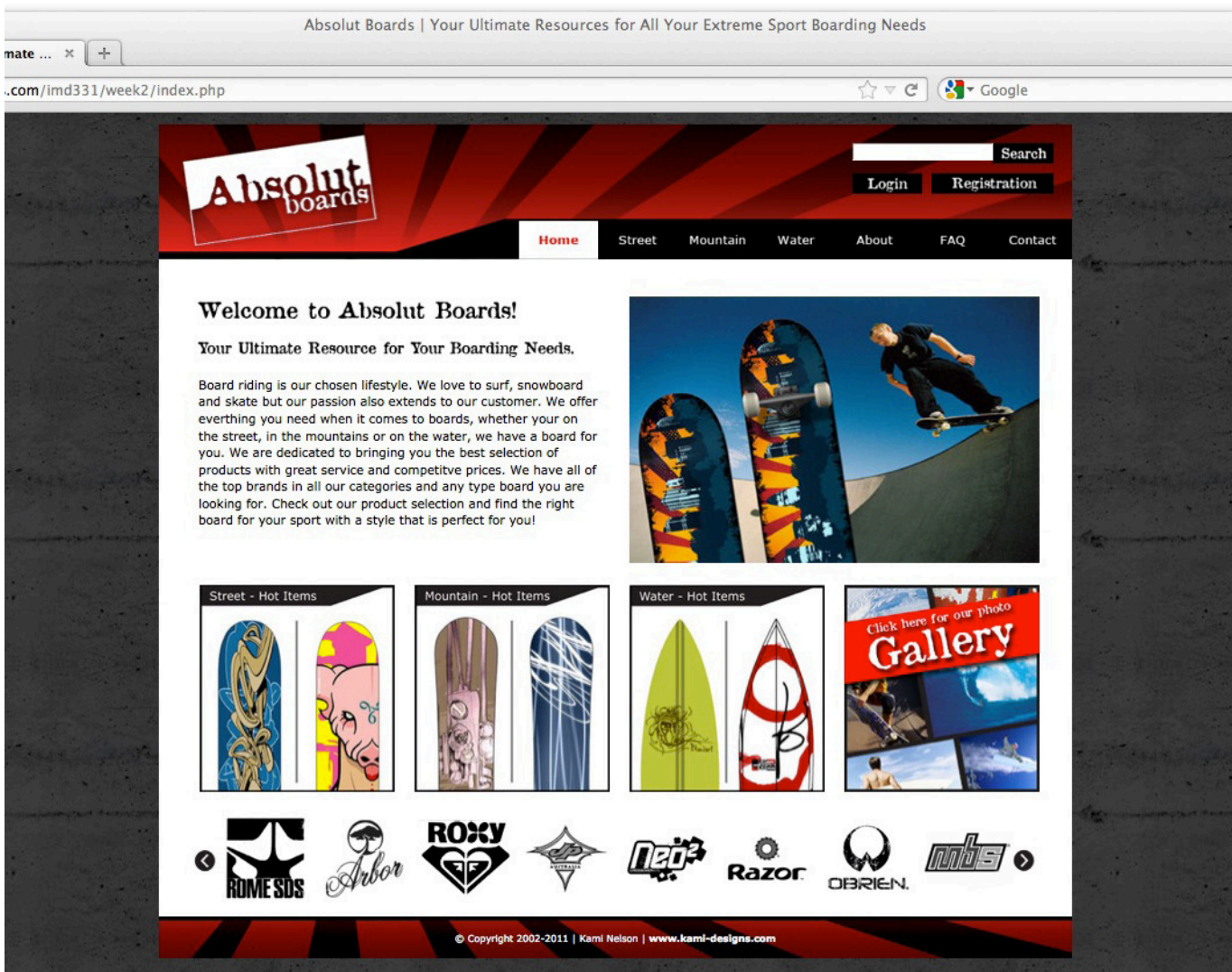
Home Page Storyboard

The home page layout was designed so that the header and footers draw the viewer into the logo and the main content section beacuse of the direction of the ray stripes. The headers have a decorative font to continue the look of the logo and the main text is kept simple and in a web safe font.

There are four sections towards the bottom of the page to show the three main category pages to display the latest and hottest products. The four section will hold a gallery of images of the products in use, submitted by customers or staff. This design highlights the action shot and also products to bring home the action of the sports and how the products are used.

The color schemes pop and bring the focus on the images and products on the white background Global and Brand navigation is continued on these pages to make navigating back to the product categories easy to find and use.

Absolut Boards
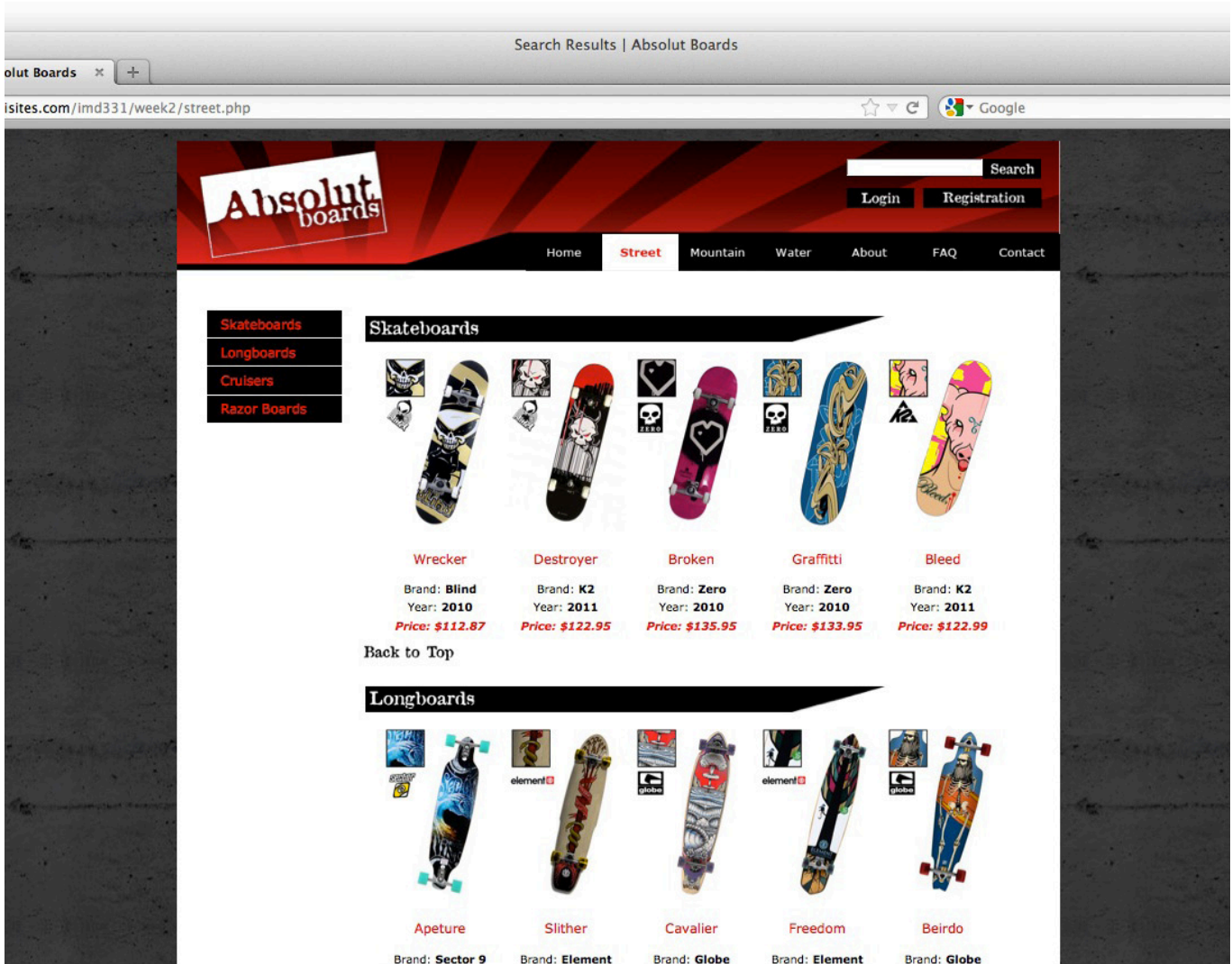
Street, Mountain & Water Page Storyboard

The Street, Mountain and Water products pages will all be a very similar layout to keep the design consistant and to show case the products in the same format. This will make it easy for a user to switch categories and still be able to navigate the pages in a similar manner.

Categories will be highlighted with seperate headers separating the different products. Each product will show a full display of the board, a detail shot and a brand logo for each. The white background on the main makes the designs on the products pop. The text is kept simple to display only the important information.

Global and Brand navigation is continued on these pages to make navigating back to the product categories easy to find and use.

Absolut Boards
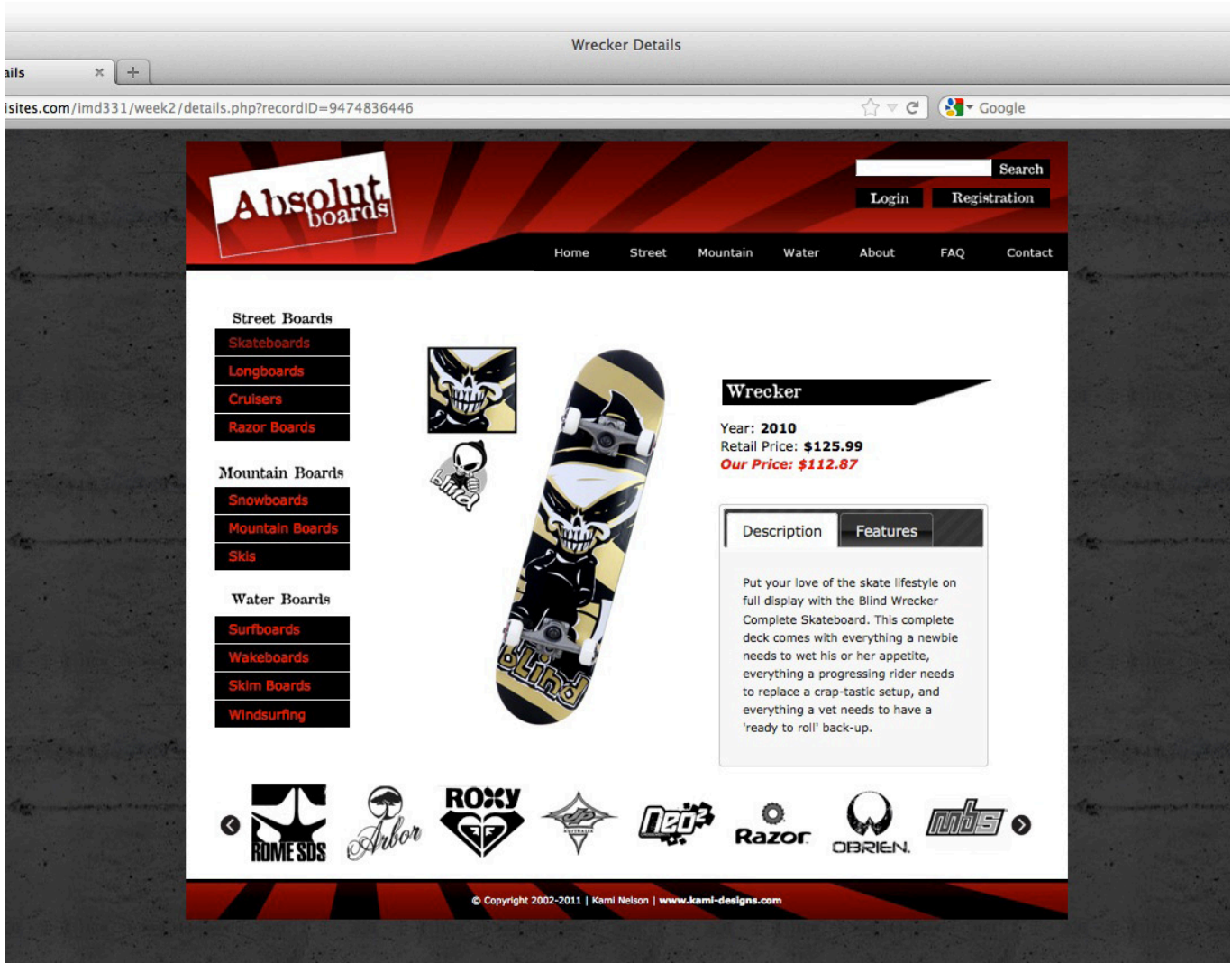
Product Detail Page Storyboard

The product detail pages will display a large full image shot as well as a small detail shot and the logo of the brand. The page will also have a product description and features section that will be held in an accordion so that information can easily be flipped back and forth without the need to scroll.

Global and Brand navigation is continued on these pages to make navigating back to the product categories easy to find and use.

Absolut Boards
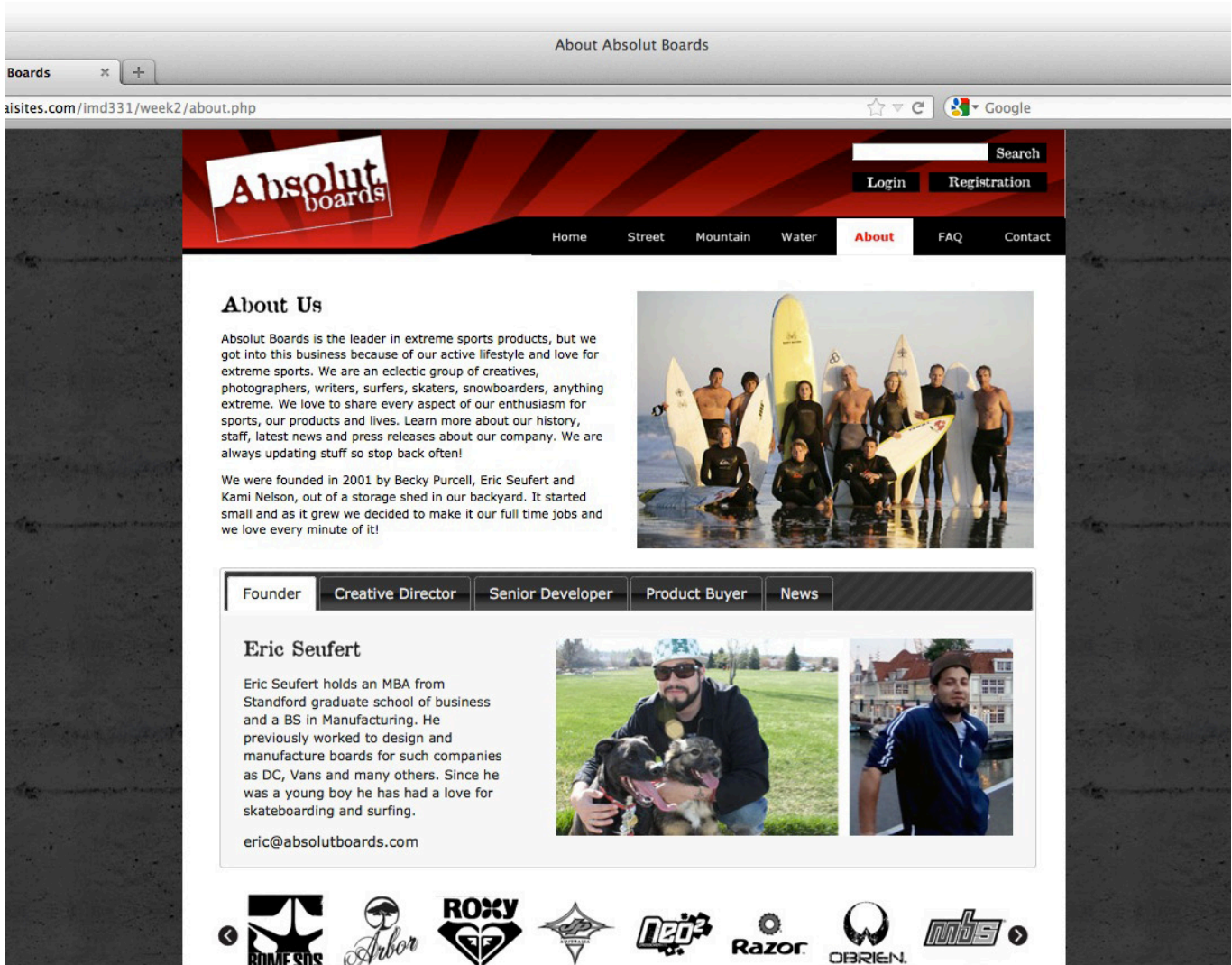
About Page Storyboard

The about page will have a large slideshow of images to show the founders of the company and interesting fun shots of the staff. A tab section will hold information about the top positions of the company along with a short blurb and photos of the person. There will also be a news section to display the latest information or important news about the compay.

Global and Brand navigation is continued on these pages to make navigating back to the product categories easy to find and use.

Absolut Boards
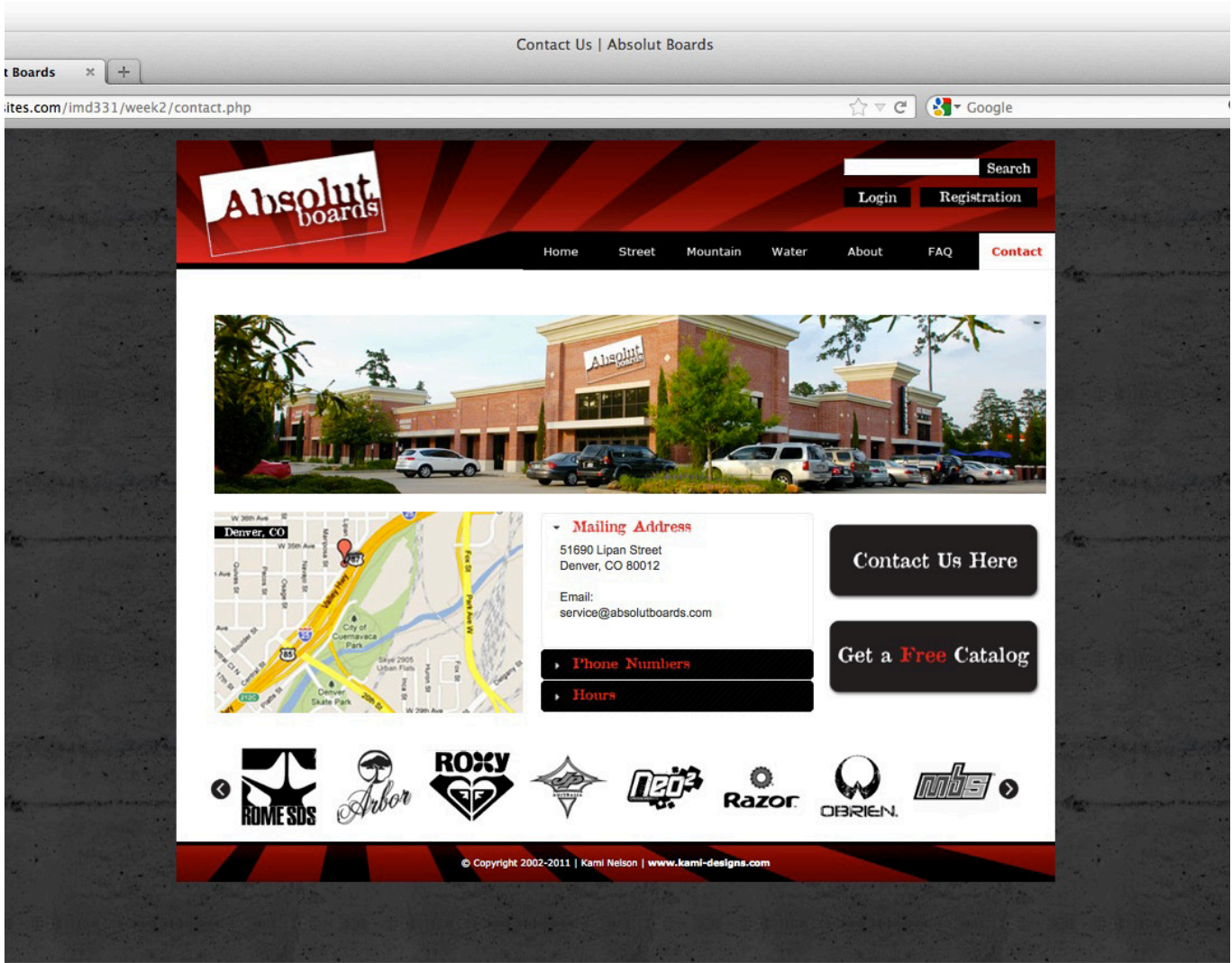
Contact Page Storyboard

The contact page has a large image of the outside of the buiding, a map and then the address, contact information and hours of operation. This layout will make the information easy to find without the page being over cluttered with uncessary information.

There are two buttons that will lead to forms where users can contact the company or request a catalog.

Global and Brand navigation is continued on these pages to make navigating back to the product categories easy to find and use.

Absolut Boards
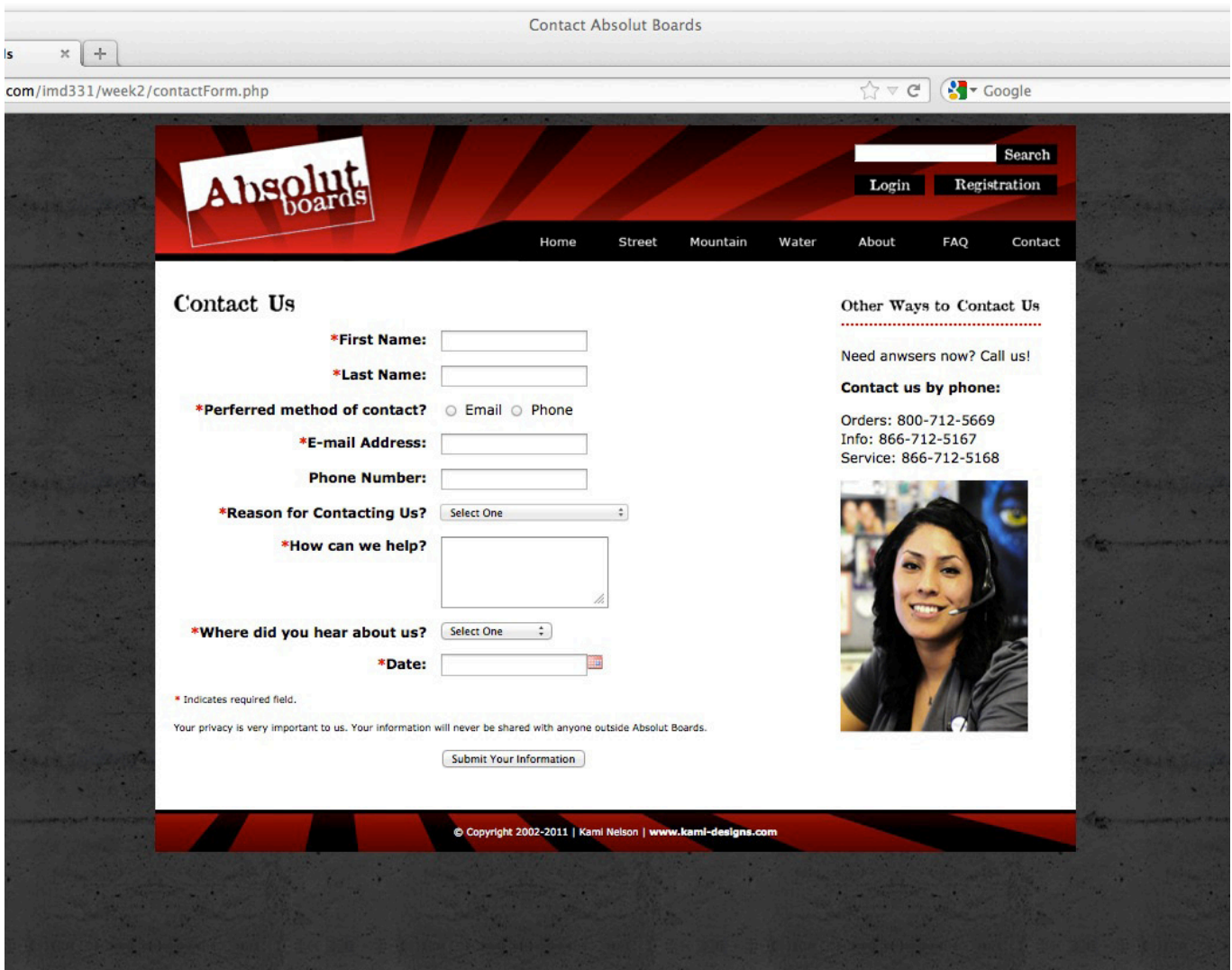
Form Pages Storyboard

The Form pages will house the form fields and also the confirmation pages once the form has been successfully submitted.

This page will also have the customer service contact phone numbers. This will allow users that can not find the information they need to have easy access to the quickest and fastest way to get an anwser to their question by having the phone numbers easily accessible.

Global navigation is continued on these pages to make navigating back to the product categories easy to find and use. Branding navigation will not be used on this page as it is not related to products or brands etc.

Absolut Boards
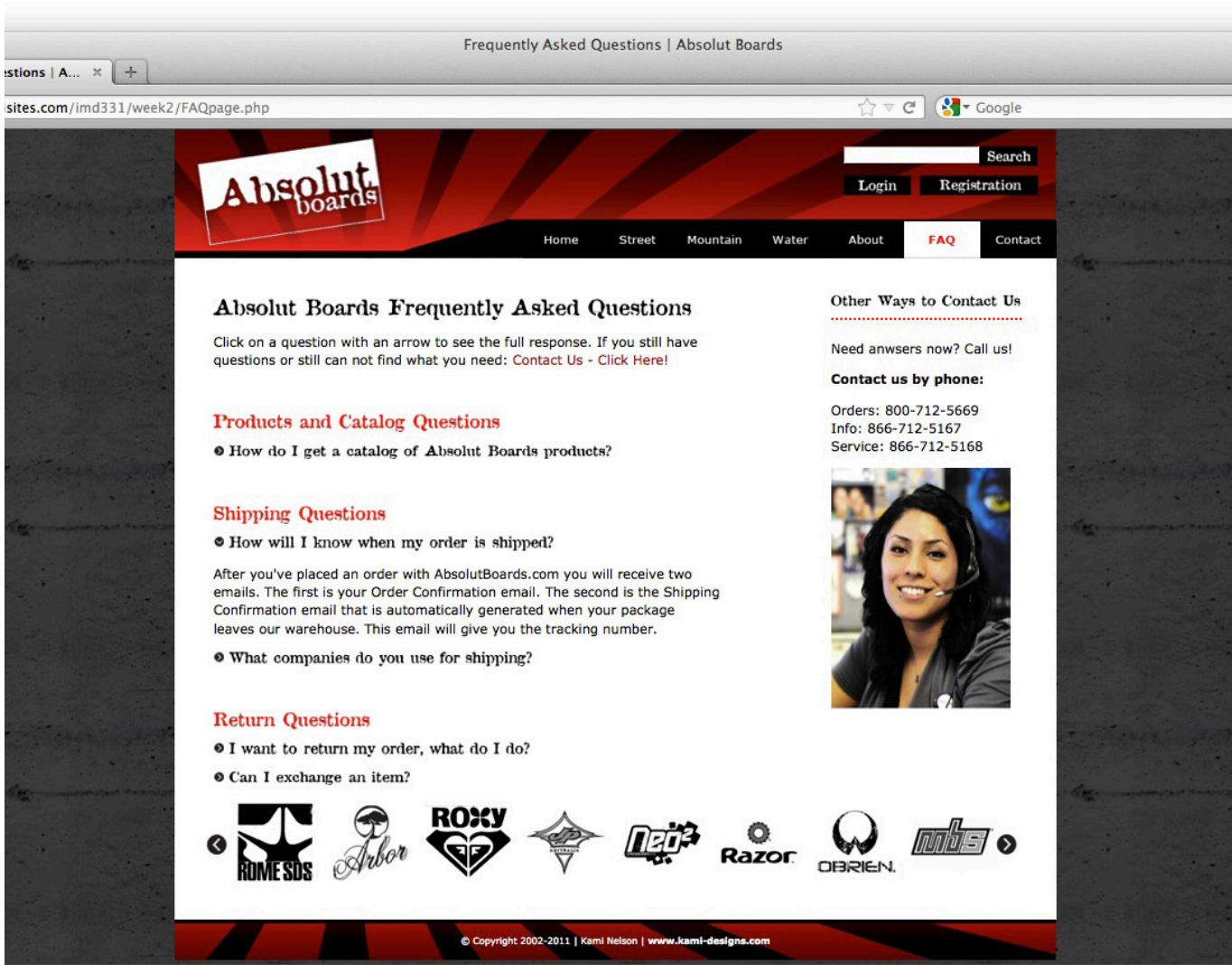
FAQ Page Storyboard

The FAQ page hold the questions which only show the question at first but upon click the anwser will drop down. This will save the user the need to scroll through lots of text to find their question. They can open and close each question so they can easily navigate to the next question they have.

This page will also have the customer service contact phone numbers. This will allow users that can not find the information they need to have easy access to the quickest and fastest way to get an anwser to their question by having the phone numbers easily accessible.

Global and Brand navigation is continued on these pages to make navigating back to the product categories easy to find and use.