

HamptonsCollection.com Site Redesign Blueprint

Prepared by

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Introduction

This Site Redesign Blueprint offers usability, functionality, and content recommendations for the redesign of HamptonsCollection.com. The Blueprints spell out what the redesigned site should contain in order to optimize e-commerce from a business perspective as well as usability from the customer's perspective. The Blueprint details the overall site structure as well as major components (*e.g.*, navigation, graphics, text, meta tags, ALT tags) that must be incorporated into individual pages.

Using only a visual site map, the blueprint for the overall site structure specifies the organization of the site from the user's point of view as determined by primary and secondary navigation. Straight lines between pages represent the relationships between pages, while the pages themselves are grouped together in clusters. The primary goal in designing the site structure is to ensure that the user can navigate intuitively through the site. A secondary goal is to define a limited set of *types* of pages.

Page blueprints deal with *types* of pages. For example, there is only one home page, but there are (in this plan) six product category pages and a potentially infinite number of product detail, shopping cart, and "info" pages. Therefore, this document offers one blueprint for the homepage, one for all product category pages, one for all product detail pages, and one for all "info" pages. The goals are to ensure consistency and specify the primary components that need to appear on each *type* of page. For each type of page there is a diagram that illustrates the main concepts visually along with a list of architectural considerations.

The diagrams should not be mistaken for "look and feel" specifications. This document does not specify graphical design or copy. The Site Redesign Blueprint serves as a set of specifications for site and page structure, much like a blueprint for a building. Once the structure is stable, the painters and interior designers can come in to make it all look pretty.

At the end of each page blueprint, there is a set of **Action Items**. You will need to complete the **Action Items** specified in this document before I can begin the design templates (for "look and feel") and before I can implement the site redesign. I have also mentioned some tasks you will need to complete before you can launch the redesigned site.

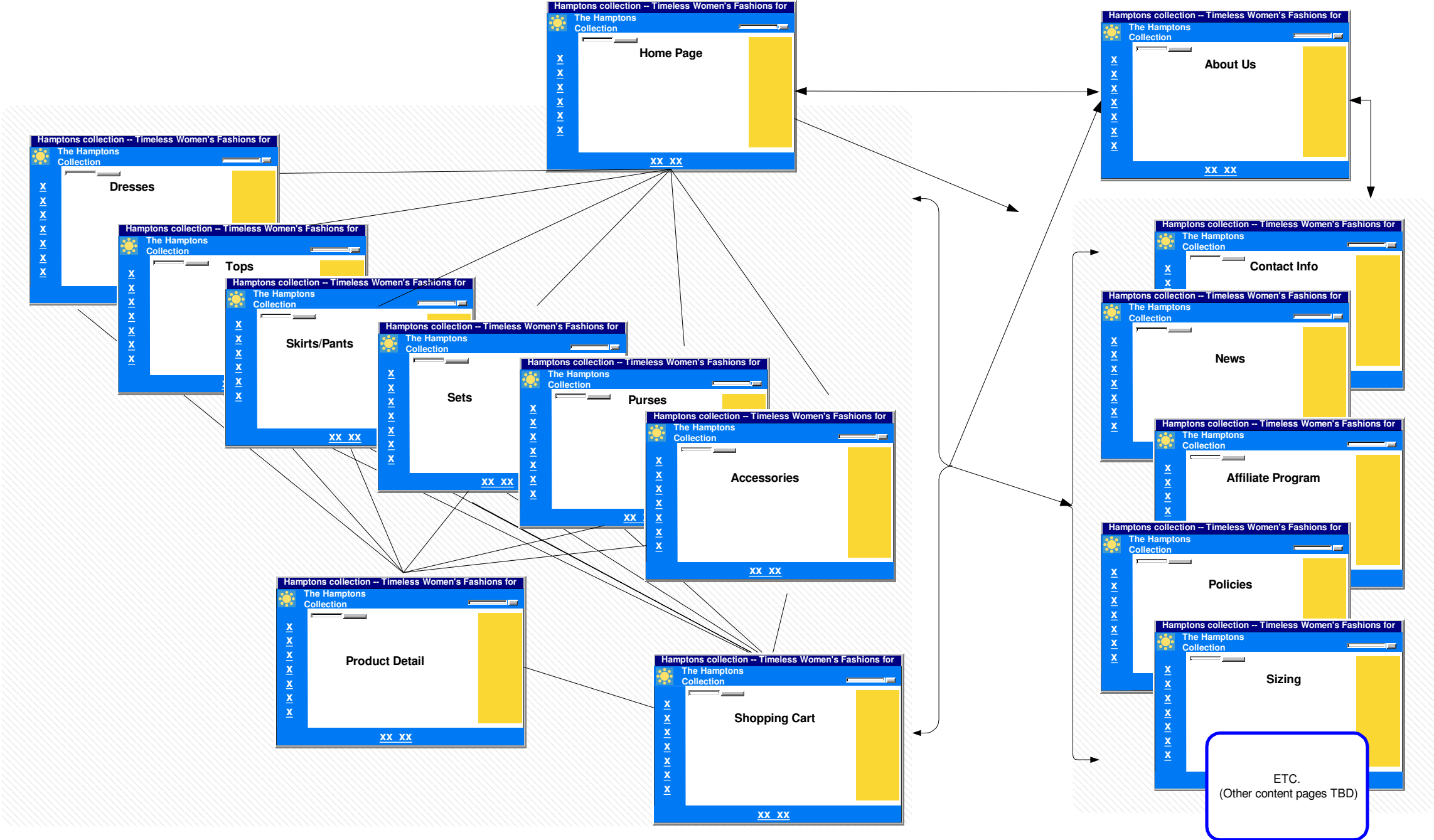
I have distinguished between *implement* and *launch*, so I will clarify these terms. *By implement*, I am referring to my creation of page templates, setting up Miva Merchant, and applying my designs on your site and within Miva Merchant. *By launch*, refer to that moment in a web site's life when it is ready to face the world, when all of the content and functionality is there and it is ready for customers to shop and buy. There are some tasks you will need to complete before your site is ready for *launch*—such as writing copy and preparing images, uploading the copy and images, and configuring display of products in Miva Merchant—that do not affect my ability to *implement* the requirements of the Blueprints. However, you must complete the **Action Items** before I can implement the requirements of the Blueprints.

I have also included a section specifying requirements for Search Engine Visibility.

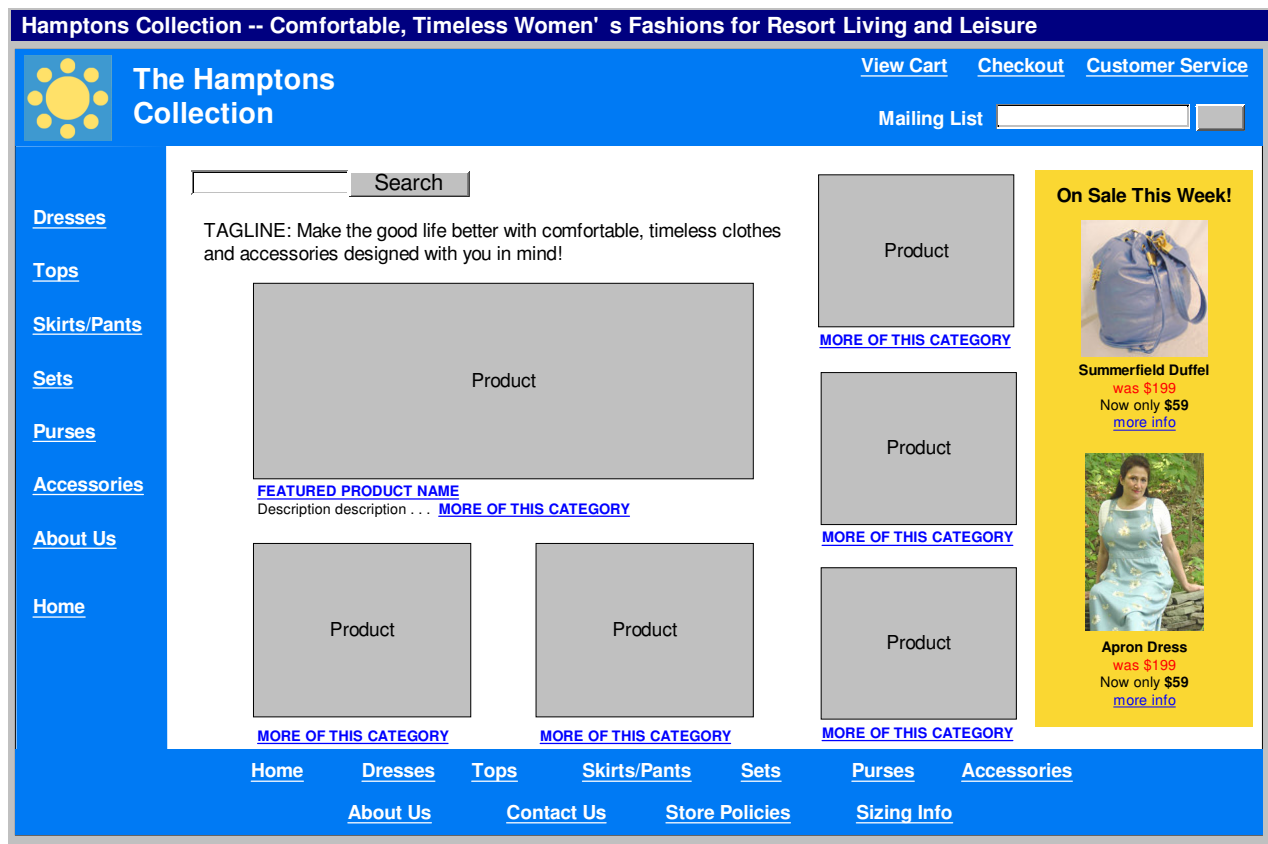
If you have any questions, let me know.

(WARNING: the next page must be printed on legal-size paper!)

Site Map: Redesigned HamptonCollection.com



Home Page



Usability Solutions

1. **Optimization:** not illustrated here, all text should be text (and the text should be formatted to allow users to resize it), and all images should have ALT tags. This page blueprint uses images only to display products and the site logo (also, possibly, navigation buttons).
2. **Navigation:** the page blueprint shown here illustrates the navigation concept for the entire site. Primary navigation emphasizes product categories, with one area devoted to “about us” information. Secondary navigation (at the bottom of the page) duplicates primary navigation and provides convenient access to key information pages.
3. **Search:** a search box appears on every page. It is at least 25 characters wide so it can accommodate multiple words without obscuring parts of the user’ s query.

Content Solutions

1. **Tagline:** the page blueprint specifies a tagline for the home page.
2. **High-Priority Tasks/ Examples of Real Site Content:** the home page blueprint emphasizes what the customer can buy on the site, presenting a representative product from each major category, with one product highlighted as a “featured product.” In the right column are “sale items.” The right column could also be used to announce new items, events, etc., for example with links to a “What’s New” page (currently your “News” page).

ACTION ITEMS

1. Specify primary and secondary navigation categories and labels.
2. Write a tagline.
3. Specify how many products to display on the home page.
4. Specify how many products to “upsell” in the right column on every page.

For launch: optimize product images & write ALT tags for them.

Product Category Page

Hamptons Collection -- Buttery Leather Handbags

The Hamptons Collection

View Cart Checkout Customer Service

Mailing List

Purses

Search Browse Purses

Ultra-soft, ultra-light lamb skin suede and leather handbags. Smooth, glazed and crackled finishes.

Product

Product Name \$155

Product

Product Name \$155

Product

Product Name \$155

On Sale This Week!

Summerfield Duffel was \$199 Now only \$59 [more info](#)

Prestige Drawstring was \$199 Now only \$59 [more info](#)

Home Dresses Tops Skirts/Pants Sets Purses Accessories

About Us Contact Us Store Policies Sizing Info

Usability Solutions

1. **Optimization:** not illustrated here, all text should be text (and the text should be formatted to allow users to resize it), and all images should have ALT tags. Images are used only to display products and the site logo (also, possibly, navigation buttons).
2. **Navigation:** the page blueprint shown here illustrates the navigation concept for the entire site. Primary navigation emphasizes product categories, with one area devoted to “about us” information. Secondary navigation (at the bottom of the page) duplicates primary navigation and provides convenient access to key information pages. If there are more products than fit on one page, a link to “More Purses” appears. This functionality will be governed by Miva Merchant.
3. **Search:** a search box appears on every page. It is at least 25 characters wide so it can accommodate multiple words without obscuring parts of the user’s query.

Content Issues/Solutions

1. **Images:** in the page blueprint shown here, there is one “featured” product displayed with a large image and other products shown with smaller images. The “featured” product is optional. Also, as on the home page, “special” items are displayed in the right column.
2. **Number of products per page:** I’d like to allow the user to determine whether they view 3-4 products at a time or all products in a category at once, pending Miva Merchant support.
3. **Product Descriptions:** in the page blueprint shown here, each product image is accompanied by the name of the product and a price. The featured product has a complete description.

ACTION ITEMS

No action needed for implementation.

For launch, you will need to configure products for display in Miva Merchant.

Product Detail Page

The screenshot shows a product detail page for 'The Hamptons Collection'. The page features a blue header with the site logo and navigation links like 'View Cart', 'Checkout', and 'Customer Service'. A left sidebar contains category links such as 'Dresses', 'Tops', 'Skirts/Pants', 'Sets', 'Purses', 'Accessories', 'About Us', and 'Home'. The main content area displays the 'Summerfield' duffel handbag, including a product image, a 'Click to Zoom' link, and descriptive text: 'Think Spring or a vacation in the tropics! This angel-soft duffel can brighten a mood just looking at it. Side outer zip-pocket makes it easy to call friends from your cell and say: "Wish you were here!"'. It also lists available colors (Blue Sorbet, Turquoise, Pale Lavender, Pretty Pink, Burnt Orange, Lively Green) and provides technical details: 'Dyed lambskin with solid gold hardware, 100% silk lining. Dimensions: 12"W x 13"H, Depth at base: 6", Strap length: 29"'. A 'Color' dropdown and an 'Add to Cart' button are present. On the right, a yellow 'You Might Also Like' section shows placeholders for 'Similar Purse' and 'Coordinating Accessory', both priced at \$59. A bottom navigation bar repeats the site's main categories.

Usability Solutions

1. **Optimization:** not illustrated here, all text should be text (and the text should be formatted to allow users to resize it), and all images should have ALT tags. Images are used only to display products and the site logo (also, possibly, navigation buttons).
2. **Navigation:** the page blueprint shown here illustrates the navigation concept for the entire site. Primary navigation emphasizes product categories, with one area devoted to "about us" information. Secondary navigation (at the bottom of the page) duplicates primary navigation and provides convenient access to key information pages.
3. **Search:** a search box appears on every page. It is at least 25 characters wide so it can accommodate multiple words without obscuring parts of the user's query.
4. **Clickable Image Oddity:** in the page blueprint shown here, the customer can click on the product image to zoom in. This is pending Miva Merchant support, as it requires three image sizes.
5. **Ordering:** shopping cart form added.
6. **Customer Service:** secondary navigation provides links to store and purchasing information.

Content Solutions

1. All product detail pages must have descriptive/marketing copy.
2. The page blueprint shown here offers text details about colors and materials. Also, the user can click on links to view the item in different colors. .
3. "Style #" has been eliminated.
4. Related products appear in the right column.

ACTION ITEMS

No action needed for implementation.

For launch, you will need to configure products for display in Miva Merchant.

Shopping Cart




Hamptons Collection -- Guaranteed Secure Online Shopping

The Hamptons Collection

Your Shopping Cart

View Cart Checkout Customer Service

Mailing List

Remove	Product Name	Quantity	Price	Total
<input type="checkbox"/>	 Summerfield Duffel Purse	<input type="text" value="1"/>	\$59	\$59
<input type="checkbox"/>	 Summerfield Duffel Purse	<input type="text" value="1"/>	\$59	\$59
<input type="checkbox"/>	 Summerfield Duffel Purse	<input type="text" value="1"/>	\$59	\$59


Add giftwrap? (\$3.99)


SUBTOTAL: \$177
Tax (New York): \$14.60
S&H: \$17

TOTAL: \$177

Continue Shopping Update Cart Proceed to Checkout

You Might Also Like:

 Similar Purse
[Product Name](#)
\$59

 Coordinating Accessory
[Product Name](#)
\$59

Home Dresses Tops Skirts/Pants Sets Purses Accessories

About Us Contact Us Store Policies Sizing Info

The page blueprint shown above for the Shopping Cart is **very much preliminary**, pending review of Miva Merchant's capabilities. This is what I hope to do. The blueprint proposes:

1. Thumbnails of product images
2. "Add Gift wrap"
3. Allowing the customer to view tax and shipping prior to filling out a credit card form
4. Upsell in the right column

I am not sure Miva Merchant supports any of these design ideas. Also, from what I have seen in the Miva Merchant demo, the customer must "log in" prior to viewing the shopping cart. I am fairly certain this can be changed (and this is a must!). I will fine-tune this design after I read all of the Miva Merchant documentation.

ACTION ITEMS

If there is anything on your wish list, please tell me.

Info Page

Hamptons Collection -- Returns & Exchange Policy

The Hamptons Collection

View Cart Checkout Customer Service

Store Policies: Returns

Mailing List

Search

Returns
Returns are easy at jjill.com. A USPS return label (U.S. orders only) is provided on all shipping invoices for your convenience. Attach it to your package and leave it with your postal carrier, or take it to the nearest post office. Upon receipt of your returned item, your credit card will be billed for the return postage charge. If your purchase was made using the J. Jill credit card, your return postage is free.

Exchanges
If you need to make an exchange, just call us toll-free at 1-800-343-5700, between 8 a.m. and 10 p.m. ET, Monday through Saturday, and we'll send your replacement item right away. To exchange by mail, complete the information on the back of your shipping invoice and enclose it in the box. Take the box to the post office and affix the proper postage. Your exchange will be processed upon receipt of your package.

ABOUT US:
[Our Philosophy](#)
[Our History](#)
[Store Policies](#)
[Shipping](#)
[Sales Tax](#)
[Returns](#)
[Security](#)
[Privacy](#)
[Affiliate Program](#)
[Sizing](#)
[Press Releases](#)
[Trunk Shows](#)
[Services](#)

Home Dresses Tops Skirts/Pants Sets Purses Accessories

About Us Contact Us Store Policies Sizing Info

“Info” pages are informative, content pages that do not sell products. Their purpose is to establish your credibility and assure customers that they can feel good about buying from you. They are very important. I have proposed 14 individual pages for this section, all of which are linked from a primary “About Us” page; pages that customers are most likely to need during the shopping process are also linked from the secondary navigation.

Notes

1. My primary goal is to provide a template that allows you to format content however you like within a user-friendly page framework that adheres to the conventions of the rest of the site.
2. In the page blueprint shown here, I have placed navigation for this section in the right column. I did this only to illustrate the concept of a subsection; ideally, the right column will disappear in this area, leaving you more room to present written content and images, and the subsection navigation will either “expand” out of the primary navigation or appear within the body of the pages.
3. You also have a choice about how to break down information. For example, it is not uncommon for e-commerce sites to present all Store Policies on one page.

ACTION ITEMS

1. You will need to decide what categories of info to provide in this area. For example, do you want to have pages about “trunk shows” and “services” (I’m thinking one-on-one consultations)? Do you want to offer an affiliate program, where other sites sell your stuff and earn commissions? Do you want to have a corporate area that presents press releases, reviews, etc?
2. Which sections would you like to group together, and which merit their own pages?

For Launch: provide content for all of these areas.

Search Engine Visibility

1. **Window Title:** in search engine results, the window title is displayed as the title of the web page. Page blueprints shown in this document provide example window titles for all pages.
2. **Meta Tags:** search engines use meta tags (along with page titles, headings, and content) in generating search results. The web page blueprints here do not show meta tags.
3. **Text:** when an internet user conducts a search using a search engine, they type in keywords describing what they are looking for. In addition to looking at the window title and meta tags, search engines look at words on the page, including headings, body text, and ALT tags for images. In most search engines, the more frequently the user's keyword appears on a webpage, the higher the webpage ranks in the search results. Google, Lycos, AltaVista, AlltheWeb, and AskJeeves pull out excerpts from text on the page and display it in their results, with the user's keywords highlighted in bold. The web page blueprints shown here provide minimal examples of text emphasizing keywords.

ACTION ITEMS

No action needed for implementation.

For launch, you will need to

1. Write window titles for all pages (pages to be specified after our meeting).
2. Develop a Description meta tag for the site – something like, “Designer clothing and Resort for women shockingly discounted! EuropaCouture offers the most extensive online selection of Haute Couture from the most ...”
3. Develop a set of keywords for the Keywords meta tag to be used across all pages of the site. For example, “handbag, purse, dress, dress, jacket, blouse, designer, designer handbag, coach, coach handbag, coach purse, pants, slacks, cruise, resort, vacation, Hamptons, plus-size, clothing,” and so on. Organize the keywords from most important to least, emphasizing the words potential customers are likely to type in.
4. Write text for each page, ensuring that the text includes the keywords that are in your meta tags.