Content 2015

The current placement of content on our site is, in most cases missed by our customers. Therefore, we set a goal to enhance the customers experience by providing them relevant content throughout their ecommerce shopping process.

# Home Page

With the new design of the homepage, We are able to feature content such as:

1. Featured image from articles or customer uploads (see "**Profiles 2015**") in the main slide show
2. an article widget that will display most recent articles that are relevant to the customers browsing and shopping history.
3. Trending customer images & recent videos

# Category Page

1. a clean layout, featuring a relevant lifestyle photo image from articles or customer uploads (see "**Profiles 2015**").
2. Right side will display select content that is most relevant to the customer (based on browsing history).
3. Featured content will have material style bright colors.
4. relevant videos and customer images will appear below.

# Listing Page

Presenting the customer with inline relevant content, assisting them in the decision process

# Detail Page

Providing the customer with a clean & clear overview of the item. displaying a "taste" from each tab with featured relevant articles, customer images and videos.

# Explora

Since the articles will now be utilized in the ecommerce process, we do not need the "explora" branding. all content is "B&H". The layout and category pages of Explora will still be used when a customer chooses to see more articles from a specific category or topic.

Article pages will have an easier way to proceed to the purchasing process . placing "add to cart" areas inline.

Profiles & News Pages 2015

 A new way to engage our customers. Providing a "home" for promoting themselves and connecting between customers creating a loyal community.

# Profile - Components

## My Gear

User selects from their previous orders, searches our current and historical items or uploads when not on the site.

## Collections

User selects from "my gear" and by searching our site, items for each collection. to create collections of items they recommend for different uses.

In the collection page they can write a short description or use one of their photos as a cover BG.

## My Photos

User can upload a select amount of high-res high quality photos (moderated) for each photo, they select the gear they used and writes a short description. enter data the EXIF data doesn't already have

In the detail page, the user will see a full screen photo with images of the gear used, map of location taken and all other data the photographer provided.

## My wish lists, Comments, Articles

if relevant & public, an area will display links to these.

# Profile - Visual

The top section will have the personal info of the user they select to make public. along with location, social links and a short description about themselves.

the Background will be either a color they select or one of their photos. the color selected will be used as an accent throughout the page.

A "follow" button will be on the right. user that clicks on it will see all updates about him on their feed. (maybe receive an emailed journal.

Users stats will also appear on top.

User will see % of profile complete if they have not completed their profile (like linkedin)

on the left, if user uploaded, there will be a photo of the user.

Below there will be a dynamic grid of their gear. showing high priority items in larger size. the user will be able to drag and drop to rearrange the layout.

on the right there will be: News feed, my wish lists, articles when relevant.

below, there will be my collections & my photos in a grid layout.

# Sales

## Owner

1. Besides being a place for a all-in-one public profile, the owner of the profile pages will get incentives from every purchase made through their page (either like affiliates or B&H credits)
2. Current gear trade-in suggestions.
3. Recommended upgrades
4. Recommended accessories they don't yet have
5. Buy replacement "in-the-box" items we carry.

## Visitors

1. Get inspired to buy items they see on the profile pages
2. Buy items used to achieve photos the owner uploaded .

# Profile - More

1. Detail Pages have statistics: item appears in X collections, wish lists
2. Detail pages now have more "user images"
3. get users to review items they own but didn't purchase by us.
4. fresh user-generated content
5. more wish-list exposure
6. get more user data for widgets such as "Users who bought this also bought..."
7. Collections can be promoted in category pages and in other locations.
8. Users can get badges on their page to share (based on number of followers / posts / uploads ...)
9. maybe, if user has a complete profile, they can share contact info (for hiring)

# News Feed

In today's social media world, most people to not generate much original content but follow the ones who do (the minority on twitter for example). Here too, the Professional & enthusiast photographers, designers, audio technicians, animators, gamers will be creating a full profile. all others will be able to get educated and inspired by them. as well as interact with them.

The News Feed will be the main page users will come back to, where they will see all activity of people they follow, as well as updates about items or articles they follow.

They will be able to:

1. share with people that follow them (or publicly) text, links or media (photos, videos, audio)
2. view, like & comment on all posts
3. see injected in the feed content relating to items they follow or browsing history.

Visual & Application Shopping 2015

Print media has been successfully inspiring customers with a high-visual photos. we would like to adapt this medium on our website.

1. Custom photos will be taken of setups or gear combinations wither in a studio or on location (Preferable - makes it more relatable). e.g. Ultimate gaming Setup, back-to-school collage setup, Beginner DSLR setup.
2. the user will get inspired ("wow" feel) to purchase what they see in the photo.
3. User gets education on what's needed and what is the best for this setup
4. User learns about each component
5. add all items to cart or customize
6. promote on category page and other pages.

# Components

1. photo of the items in a nice visual setting
2. title, short description & total price of all items
3. pointes and guides to each item in the photo, with name and price .
4. hovering over the name, will show mire details about the item
5. below, will be a photo, and more details with an add-to-cart for each item in the photo. as well as a link to other items from the category.
6. A user that chooses to customize the kit, will be brought to a pre-refined listing page, a widget will be added to the top of the page guiding them through the process.
7. when scrolling down in the listing page, a narrow, fixed bar will continue to guide them.