

RESEARCH: Analysis of Current Website

1. Header

- a) Important elements such as Language & My Account not prominent.
- b) Images of the store creates clutter.
- b) Login & Wish List not prominent.

2. Menu Bar

- a) Search bar is too small and would be more intuitive on the right.
- b) Too may icons too close together. Confusing for some users.
- c) Hero image could be positioned here.
- d) Many people do not know what "Explora" is.

3. Product Category Selection:

- a) Too many images and text becomes difficult to skim.
- b) These two links lead to the same page, should consolidate.
- c) Representative image sometimes difficult to understand.
- d) Small text is difficult to read and can easily be ignored.

4. Tout:

- a) Showing social media icons does not entice engagement.
- b) Should tout "Event Space" since it is free education from B&H.
- c) Should say "APP" instead.

5. Company info: Usually found at the footer or header.

6. B&H Service Tout:

- a) Left and right navigation could be easily ignored.
- b) Icon and text too small to be skimmable.

7. Email Subscriptions: Needs to be more prominent.

8. Footer:

- a) Currency change should show on shopping cart.
- b) Language already shown on top - Not necessary here.



WIREFRAME: Homepage Re-design Overview

1. Header

2. Category Selection

3. Hero Tout

4. Why Purchase At B&H

5. Videos from Explora & Youtube

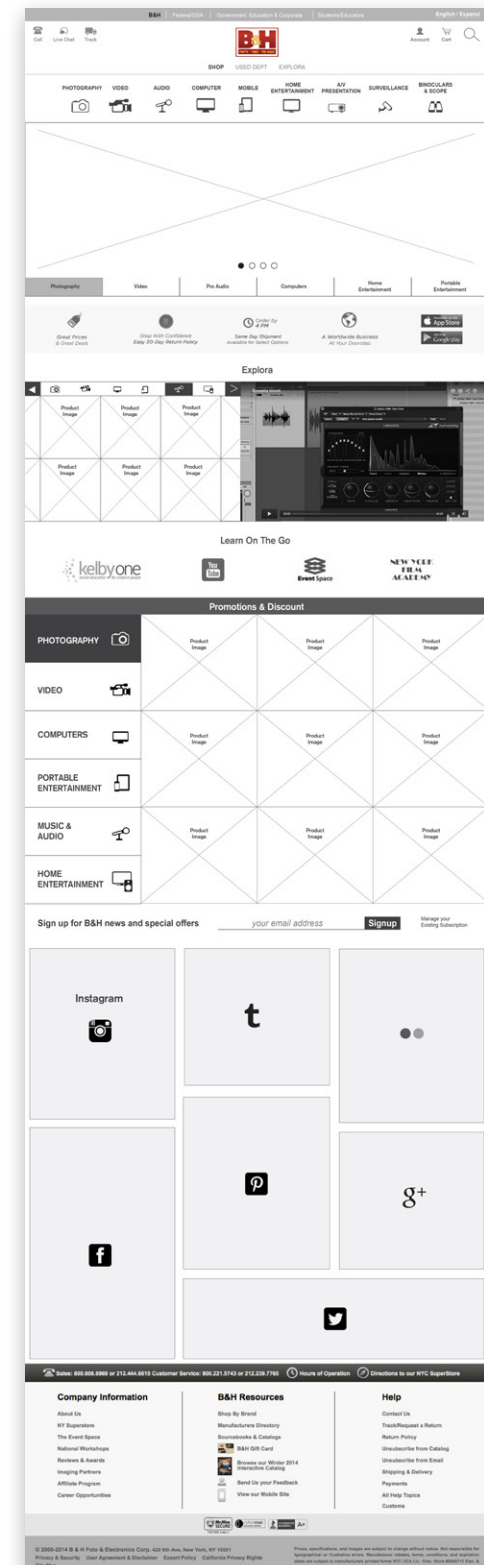
6. Learn on the go

7. Promotion & Discount

8. Email sign-up

9. Social Media Tout

10. Footer



WIREFRAME: Homepage Re-design (1/2)

1. Header

- Text are replaced with icons.

2. Category Selection:

- Sticky menu; sticks to the top of the page as the user scrolls below the fold.

3. Tout:

- Touts are shown according to each category which is show at the bottom of the hero.

4. Why Shop At B&H

- Touts are larger, the left right navigations are removed.

5. Video (Extracted from Explora & Youtube)

- a) Small touts are shown corresponding to what that product does. Has the ability to scroll left & right on tablet.
- b) Video player.
- c) Navigation for PC.

6. Learn on the go

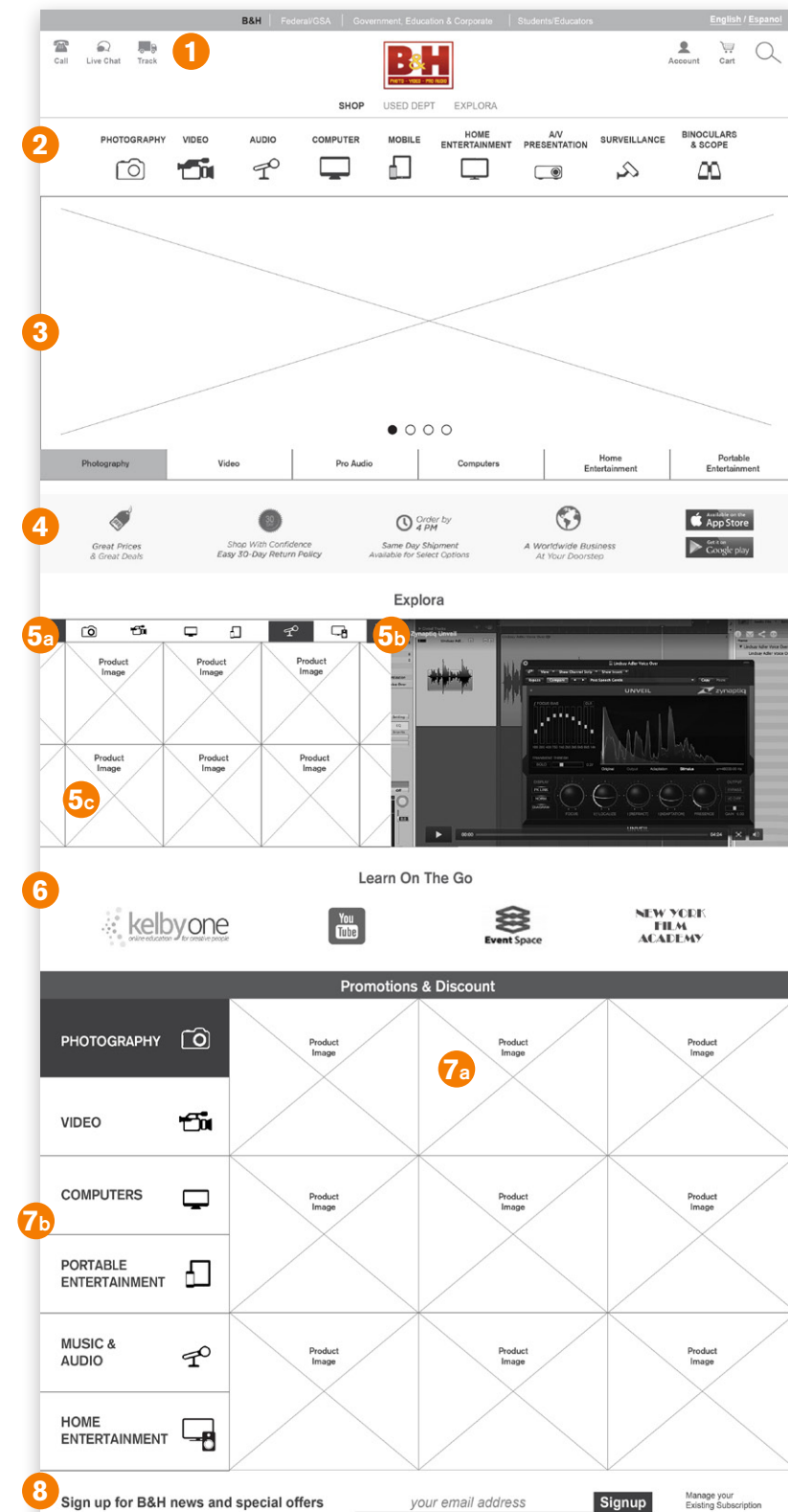
- Positioned here to be relevant since some of the videos above are educational.

7. Promotion & Discount

- a) This was shown on the right side of the page in each product category. Brought it out to the home page to entice users to purchase discounted items.
- b) Category selection for the promotion and discount items.

8. Email Sign-up

- Strategically placed here since everything above is promotion items. More incentives to sign-up since users are aware of promotions.



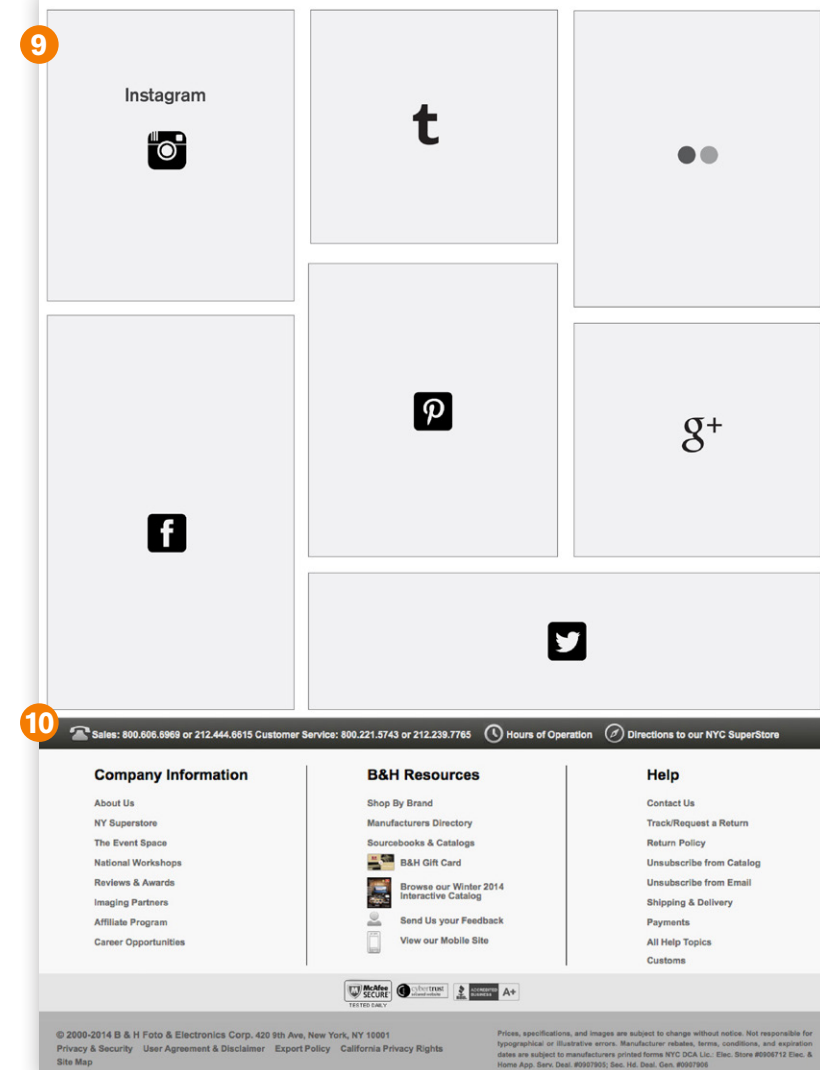
WIREFRAME: Homepage Re-design (2/2)

9. News & Social Media

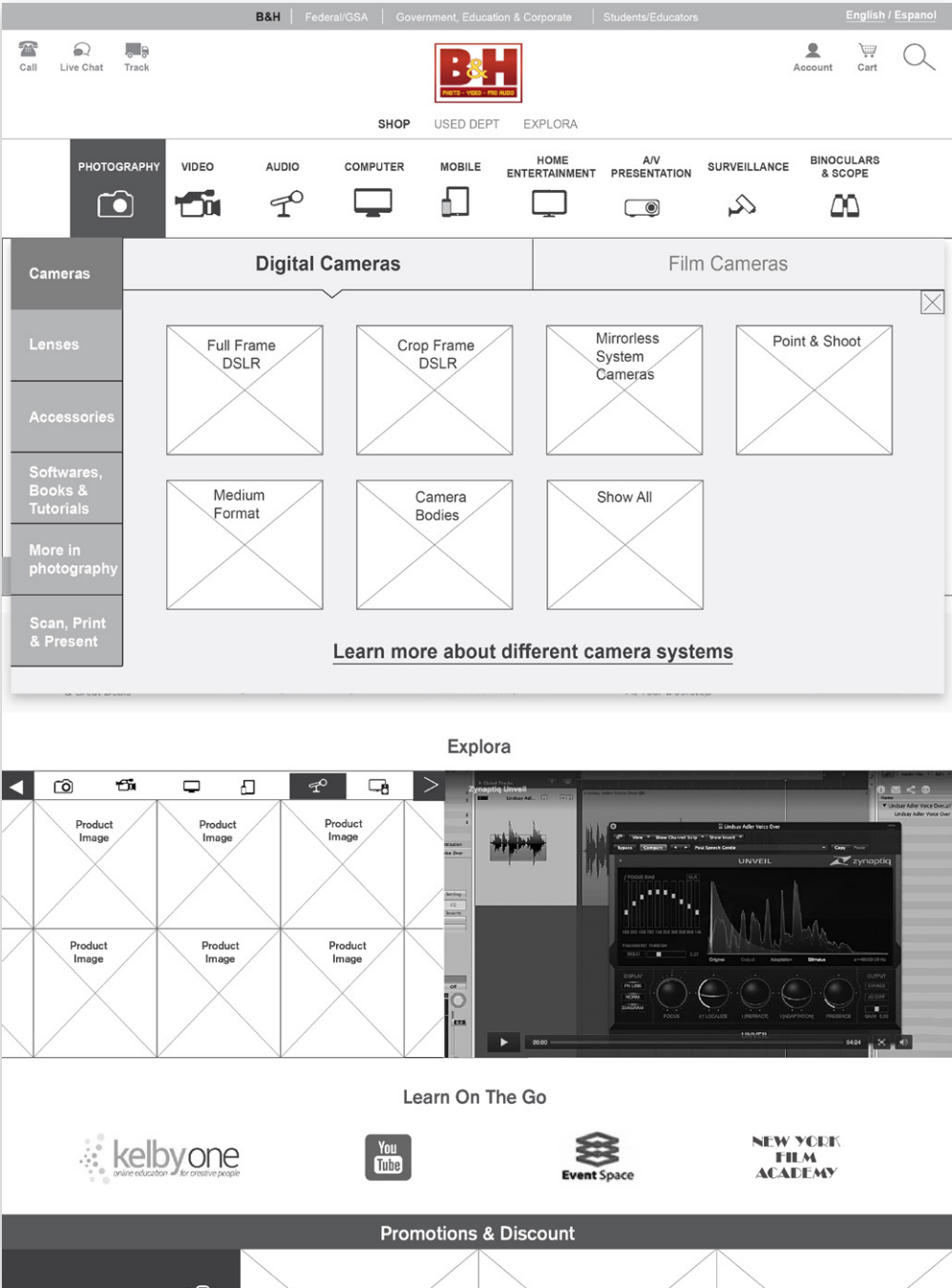
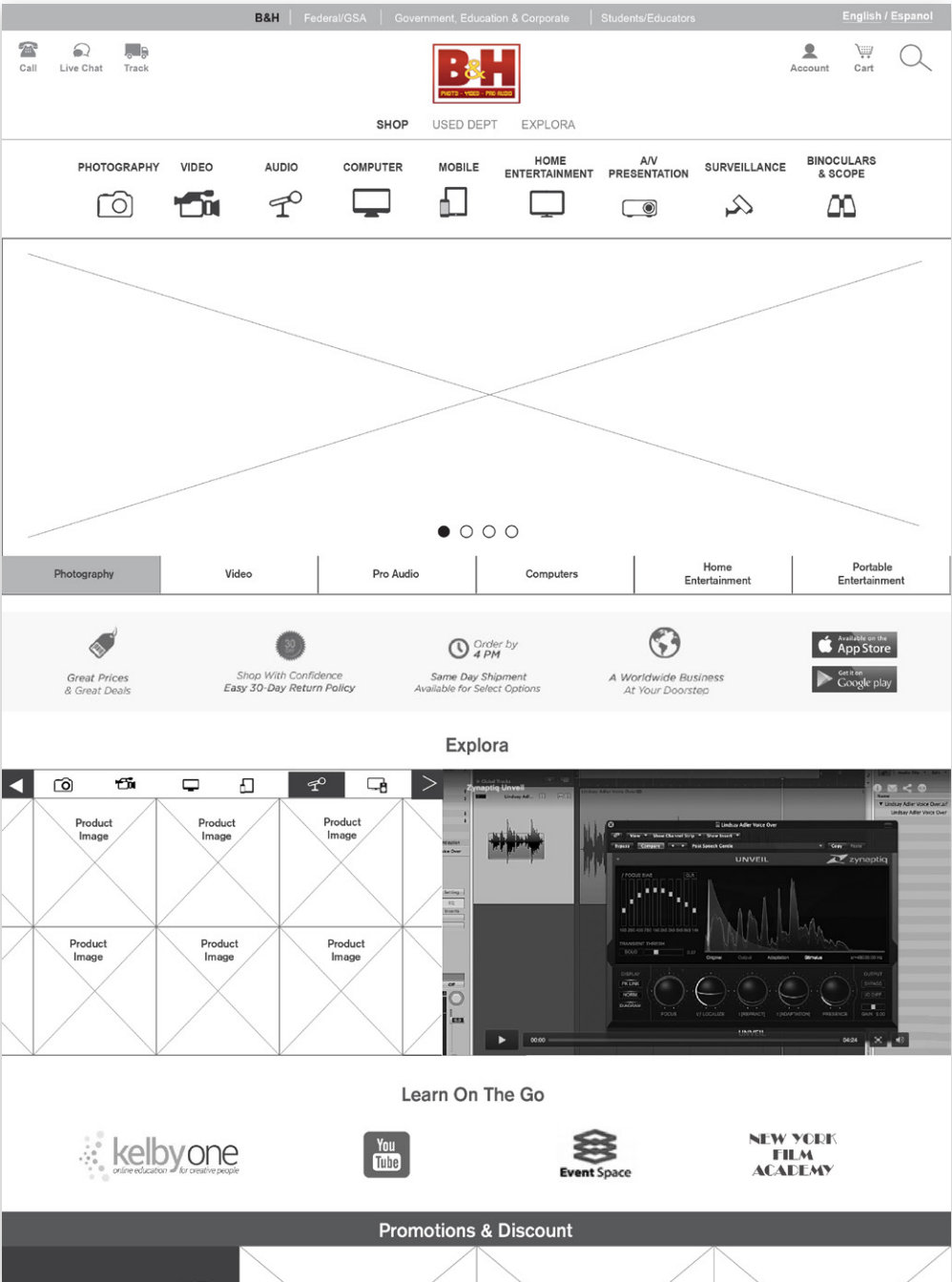
- Uses API to pull from B&H's feeds. Social integration will foster a community amongst users.
- Exhibiting latest blog/news post will create a sense of newness on the homepage.

10. Footer

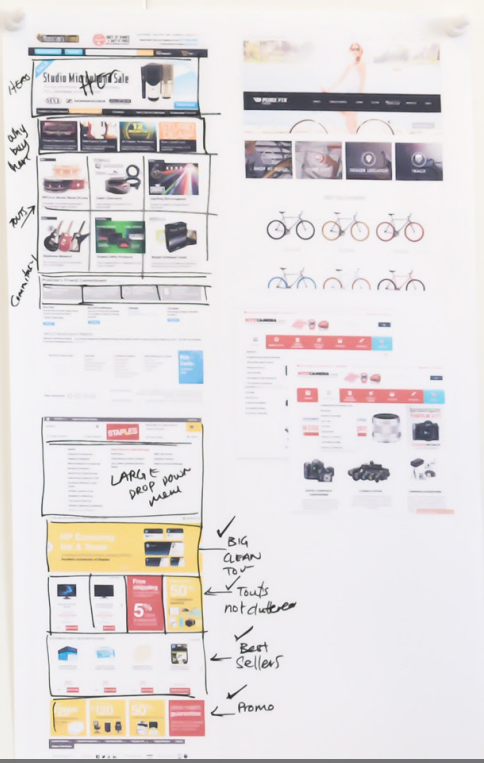
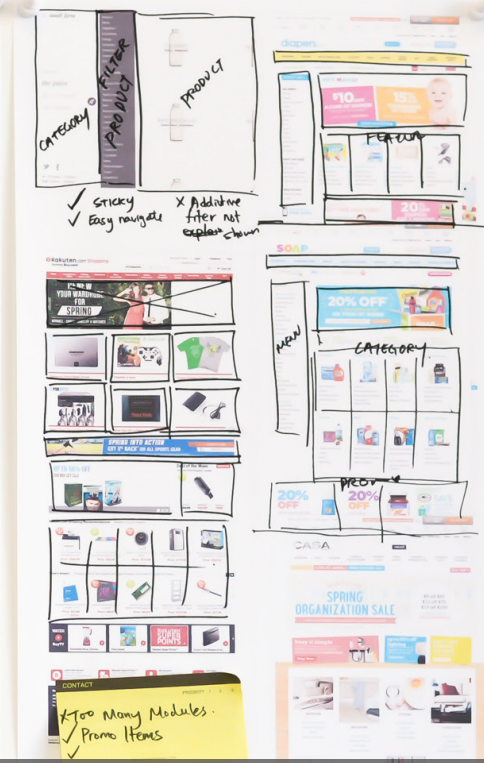
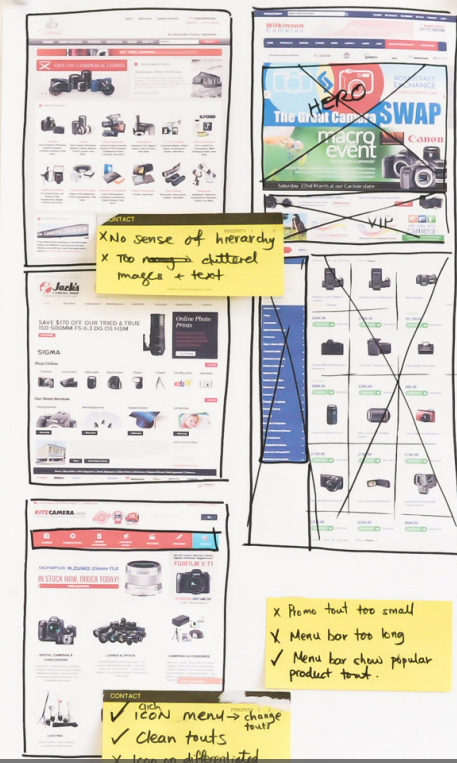
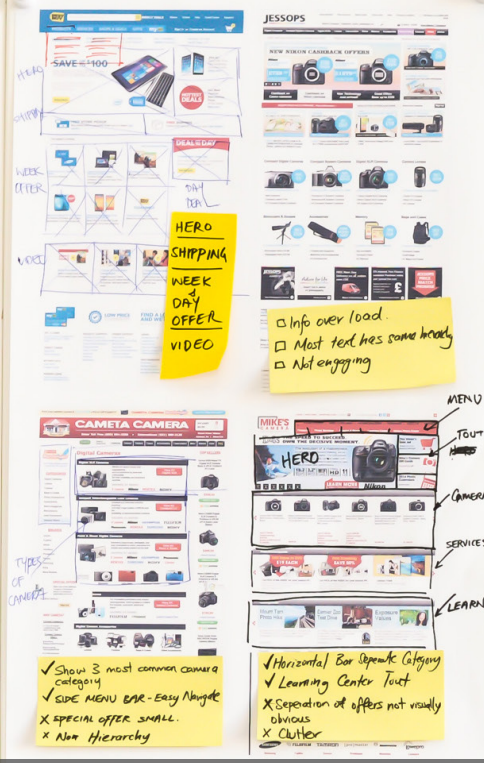
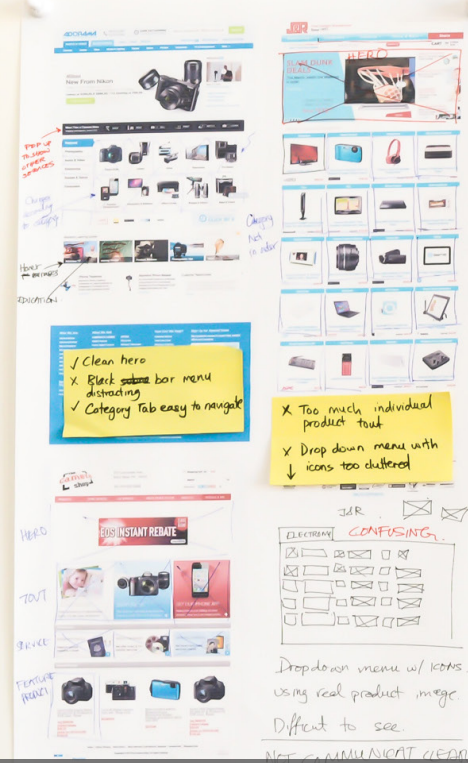
- Consolidated



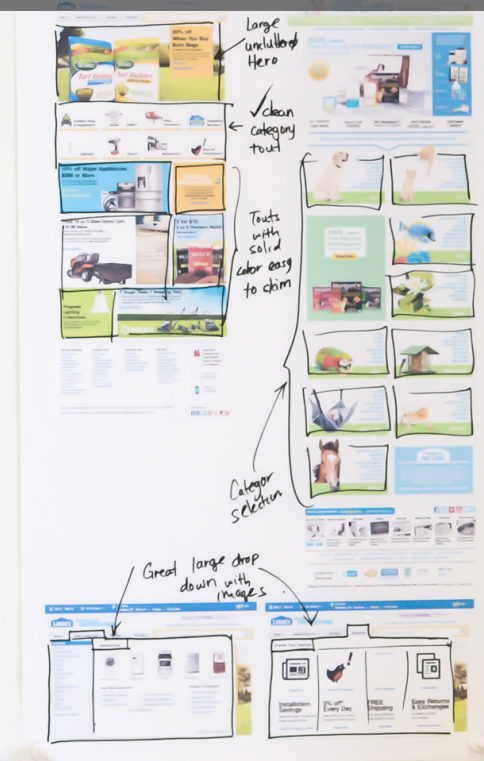
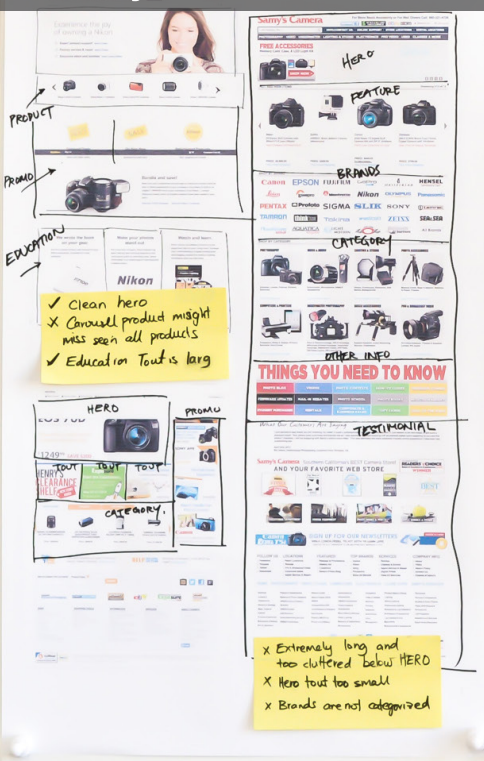
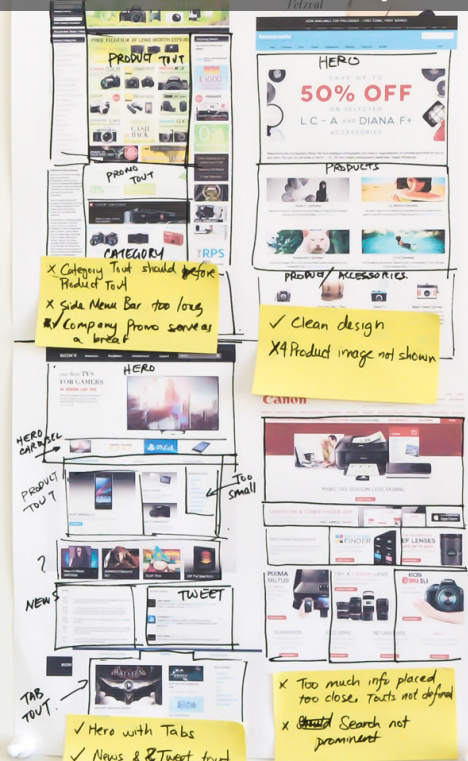
WIREFRAME: Homepage Global Navigation



ENGAGING
STICKY
DECLUTTER
CLEAN
EDUCATE



RESEARCH: Competitive Analysis





Ken the “Working Professional”

“I know exactly what to get, I just want to compare the price with other resellers”

KEY
BEHAVIORS

- Very knowledgeable on what to purchase.
- Often has a list of to buys.
- Asks peers for recommendations on new products.
- Uses mobile to search product while on a job.
- Likes to know the latest gear trend.
- Knows that he does not need new products to be a better working professional.

PAIN
POINTS

- Forgetting the specific model of the product.
- Unable to quickly find what he wants.
- Does not know if one component is compatible with another.
- Unsure of availability and shipping arrival date.



Joe the “Gear Acquisitor”

“I’m not a professional but I like to have the latest gear, I believe it will help with my creativity.”

- Loves to read about new gear and reviews.
- Follow blogs with RSS reader and subscribes to industry magazines.
- Uses his gear on nights and weekends.
- Likes to discuss gear with his friends.
- Have extensive wish list.
- Mainly uses desktop or tablet to read and research.

- Unable to make a decision between products.
- Does not have enough money to buy new products.



Jen the “New Hobbyist”

“ I have some free time and I want to get into photography.”

- Needs guidance on her purchase.
- Will take a couple of photography classes.
- Listens to authority’s recommendation.
- Watches free and paid online tutorials.
- Needs second opinion

- Afraid to commit to large purchases since.
- When websites focuses on specs and does not give an indication of how each performs in real life.
- Overwhelmed by the vast amount of information on the website.
- Unsure the total cost for her to get started.

RESEARCH: Personas



Ken the “Working Professional”

NEEDS

- Technical specifications on each product and the ability to compare features.
- Search and find a product quickly.
- Availability and exact shipping arrival date.
- Knows exactly what I have bought previously and shows recommendations and compatibility.
- Searches for items quickly through menus and filtering search results.



Joe the “Gear Acquisitor”

- Comparison feature that helps him to make decision.
- Feature that allows him to calculate what to buy.
- Latest news on gear fed to him.
- Play list on videos that interests him.
- Know when price of certain product's price dropped.



Jen the “New Hobbyist”

- A list of items with pricing that allows her to get started.
- Be educated and guided on what to purchase.
- Speak to professionals for recommendation.
- Guided through different systems of camera

BUSINESS REQUIREMENTS

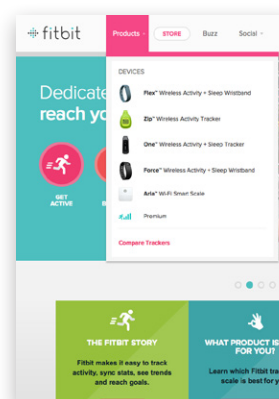
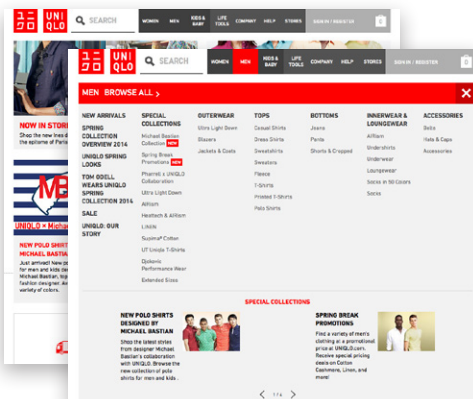
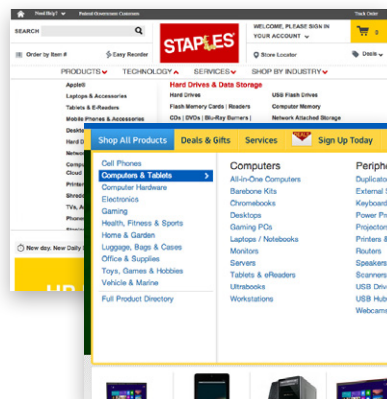
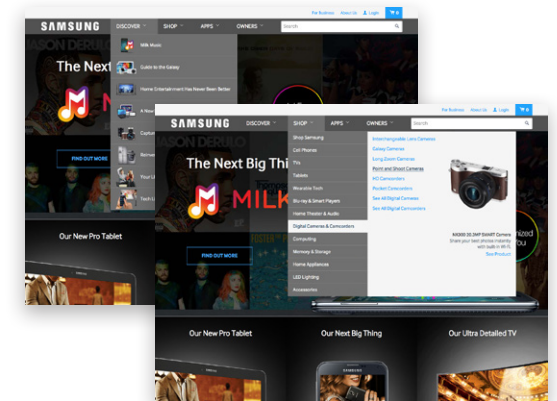
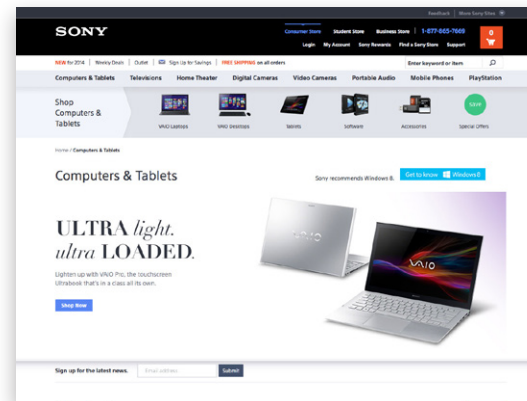
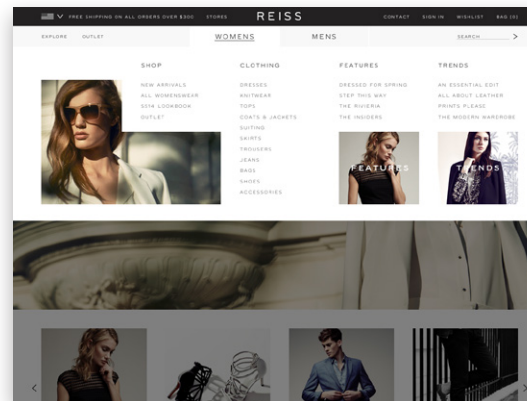
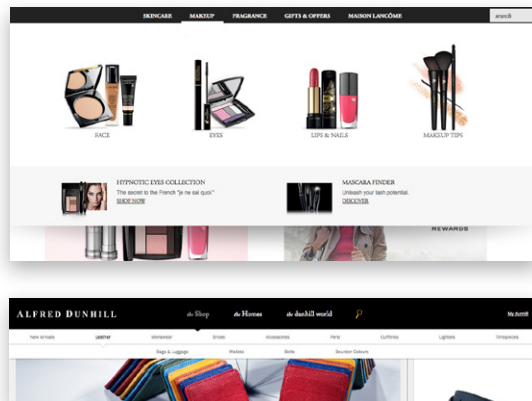
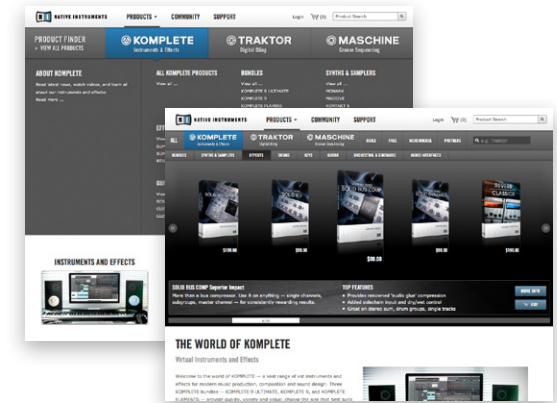
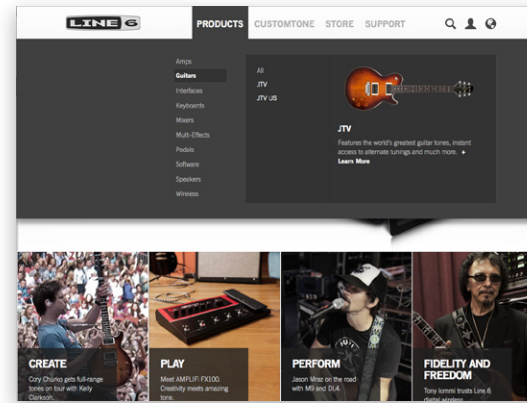
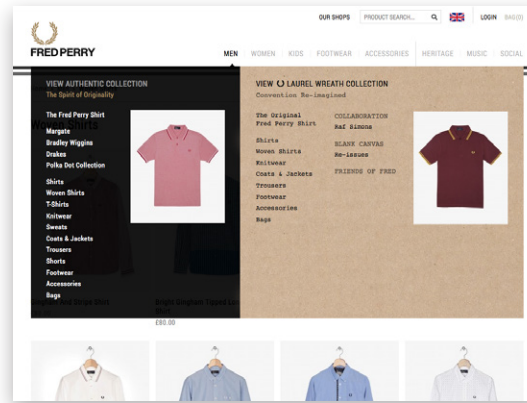
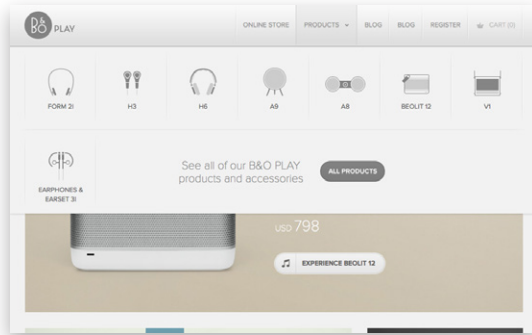
- Large search menu and predictive result.
- Latest news, gear and trend on his industry.
- Comparison feature between two or more products and recommends product with better specific features.
- Shows compatibility with current owner's products.
- Has separate wish list and to buy list.
- Shows availability and exact shipping arrival date.

- Tout Explora and its RSS feed on his interest.
- Tout B&H news & product review video.
- Compare groups of products together.
- Wish list with different categories.
- Easily share product links through email or social media.

- Speak or chat to gear professionals.
- Tout B&H instruction video.
- A step by step guide on every decision.
- Tout Explora and Youtube channel videos.
- Show a list of items that is required for her to purchase in order to get started.
- Easily share to buy list through email or social media.

RESEARCH: Navigation Design Examples

Large Drop Down Menus



Large Drop Down Menu

Pros:

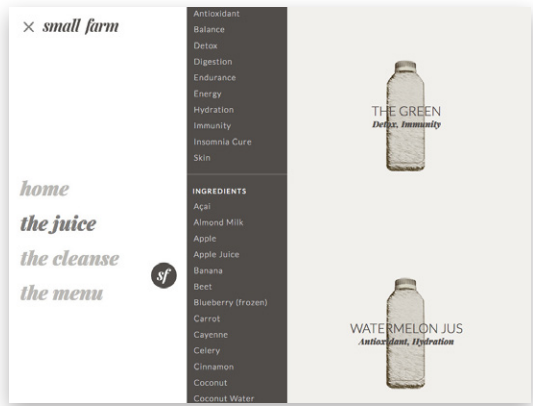
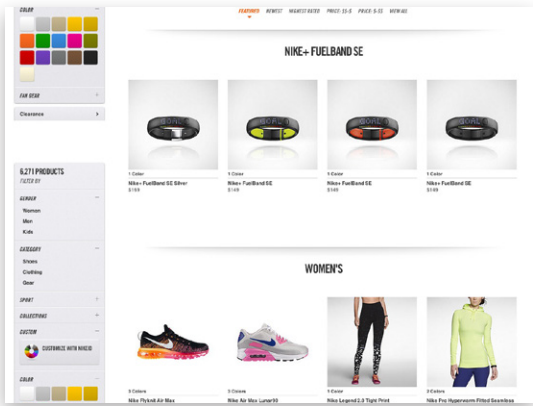
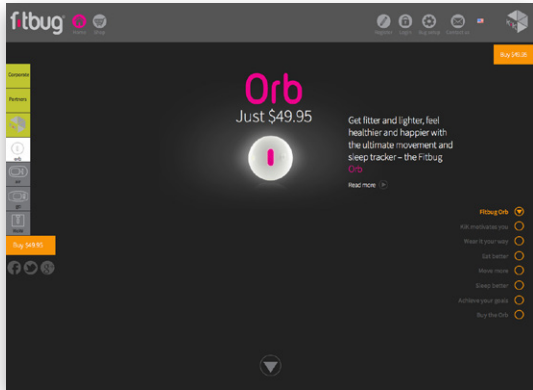
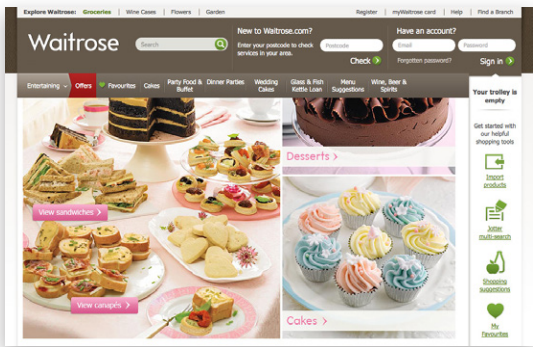
- Declutters the web page.
- Reduce click-through to find the right product..
- Fast loading time.

Cons:

- Space is premium & touts will be minimal.
- Text can be overwhelming if not space correctly.

RESEARCH: Navigation Design Examples

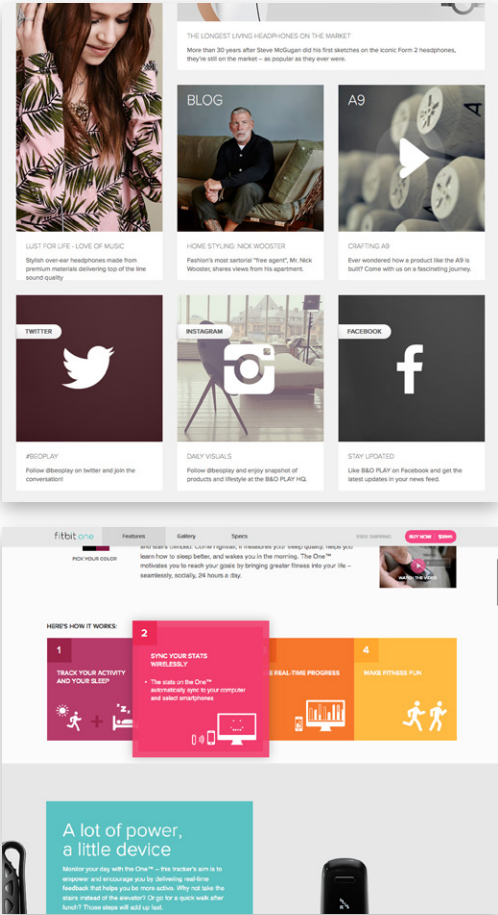
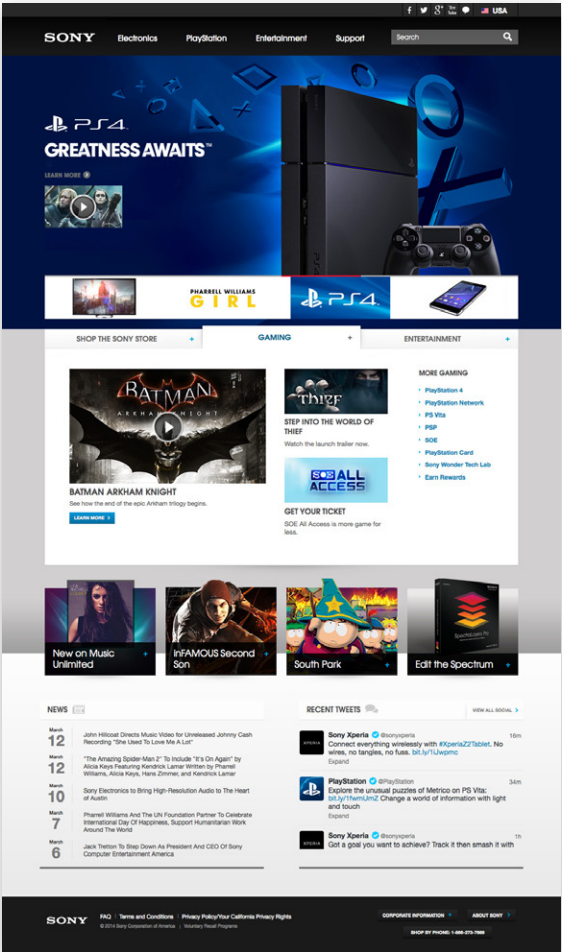
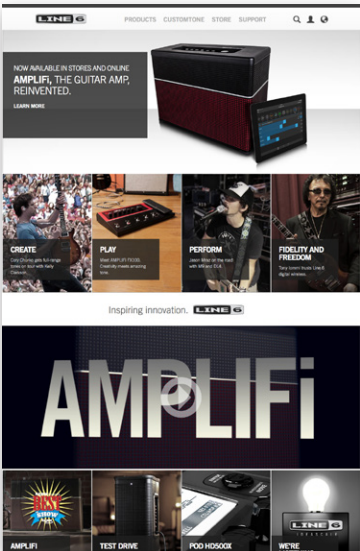
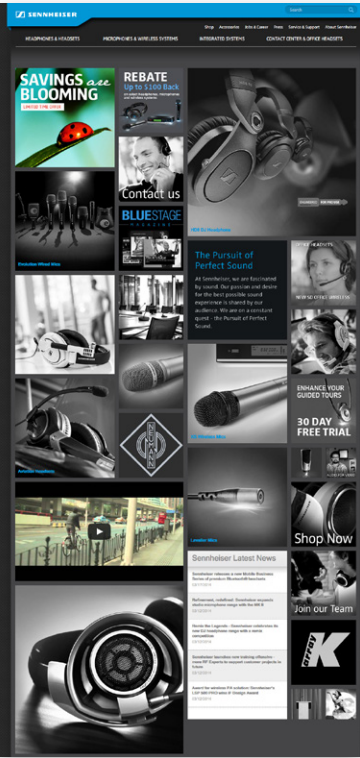
Sticky Menus



Sticky Menu

- Allows easy navigation at any part of the page.
- Use icons to de-clutter page.
- Use drawer menu to hide menu when not in use.

RESEARCH: Examples of Engaging with Customers



Engagement

- Avoid showing just product images.
- Show lifestyle images and how to's.
- Tout events.
- Tout social media.

Logo The Professionals Resource

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SEE PROMOTIONS

EXPLORE

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