

Afterpay Webshops briefing

We recently had our logo redesigned so we want the website design to fit perfectly with our new logo. The website design must give the user a feeling that they can trust us and they can shop 100% safely on our website. I like a clean, smooth and modern design but you are free to design otherwise if that looks better.

Pages:

- Homepage
- Department overview page
- Payment methods overview page
- Payment method detail page
- Quality marks overview page
- Quality marks detail page
- Sales/discount overview page
- My webshops
- Webshop detail page
- About us page
- Contact page with contact form
- Blog/news overview page
- Blog/news item page
- Informational page (used for static content)
- Sitemap

3 different views for a webshops overview:

- Tiles view (default)
- Details view
- List view

Due to local law we need a way to ask the user to allow cookies. Preferably using a bar at the top or bottom, with something like: 'due to law we need to ask you if you want our cookies [yes, of course] [no] '.

Main & subnavigation

I want a main and subnavigation to achieve a structure like:

- Afterpay Webshops
 - Apparel & Fashion
 - Computers & Electronics
 - Beauty & Health
 - Etc...
- Payment methods
 - AfterPay
 - Klarna
 - Buckaroo
 - Visa
 - Mastercard
 - Etc.

- Quality marks
 - Thuiswinkel waarborg
 - Etc.

The homepage should be 'Afterpay Webshops' and as such the subnavigation should be directly visible so the user can choose its desired department immediately.

Autocomplete search

I want a place to allow the user to search. Suggestions will be shown while typing (check out <http://www.webwinkel-shoppen.nl> and start typing the word *Kleding* (which means clothing in dutch) to see what happens.

Mobile devices

I require a design for very small mobile devices (smartphones) as well. I plan to built it on bootstrap so the overall design should scale up from tablet to desktop, but smartphones have a significantly smaller screen so that should be designed seperately.

Pages

Homepage

We require a homepage which allows us to place a good amount of text (for SEO), a square banner (250x250) for advertisements, some way of presenting the latest/newest webshops, recommended webshops.

Deparment overview page

You can think of this page as the homepage for a specific department, such as Apparel and fashion, computers and electronics, etc. For a department I'd like one or more nice images (possibly in slider?), a way to place a good amount of text for SEO and to tell the visitor about the shops in the department and what shops they can find here, a square banner (250x250) for advertisements, and, of course, provide an overview of webshops for the current department.

Also, a way to choose a subdepartment should be there. E.g. when the main department is Apparel and fashion, one may choose a subdepartment Shoes, Clothing, Accessories, etc. There may be a hierarchy of many more (sub)(sub)departments so the user can select the webshops that sell specific items, such as women's shoes.

The user may further refine their filtering, such as target audience (male, female, children, boys, girls). Something like a faceted search navigation would accomplish this. This also supports filtering on one or more payment methods, quality marks and so on.

Payment methods overview page

You can think of this page as the homepage for a list of all distinct payment methods supported by webshops. I want to provide an overview of the payment methods, including the payment method's official logo, a description and a link to the payment method detail page.

The same principle applies as the department overview page, but instead of an overview of webshops an overview of payment methods is required. In addition, this page should be primarily focused on textual content as there is a lot of information to write about payment methods in general and specific payment methods. This content will help increase search engine rankings so I'm not sure about whether to include one or more images in possibly a slider.

[Quality marks overview page](#)

The exact same principles as for the payment methods overview page apply, but instead on focusing on payment methods the focus is on quality marks.

[Payment method detail page](#)

This page will contain the payment method's logo, extended description and a square banner (250x250) for advertisements. In addition, an overview of webshops supporting the specified payment method must be included.

[Quality mark detail page](#)

The exact same principle as the payment method detail page applies.

[Webshop detail page](#)

This page should present the webshop's properties and content. It must include the webshop logo, extended description, payment method supported, quality marks supported (if any), webshop rating (based on reviews if any), a clear call to action (to visit the webshop), a tag cloud or something like that that lists the webshop's departments and subdepartments, overview of other recommended/relevant webshops, a listing of webshop reviews (if any).

In addition, it should contain social media sharing buttons (facebook like, google plus, twitter, linkedin). A way to add/remove the webshop from the user's favorites. The favorites will be provided by the system so I don't mean the browser favorites here. Also I'd like an indication of what country the webshop is located in (e.g. an Italian webshop may have a dutch version of their website and they may ship to my country). I would also like to integrate commenting/discussions on a webshop using facebook.

[My webshops](#)

This is the user's personal 'department' where his or her favorite webshops are listed for quick access. There must be a way to remove a webshop from favorites.

The user can use this at all times (favorites are stored locally), but I want a way of asking the user to create an account, using email/password, or some social media. If the user has an account, I want him to be able to share his personal webshop page on social media, so a way to do this must be included on the page.

[About us](#)

A content page where I can tell something about the website.

[Contact page](#)

A content page with our contact details and a contact form.

[Blog/news overview page](#)

I'd like a page that provides an overview of blog/news items.

[Blog/news detail page](#)

The page that displays a single blog/news article.

[Informational page](#)

A page that I can use for free content, such as extra informational pages about payment methods, a disclaimer, a cookie statement, privacy statement or whatsoever. The About Us page and Contact page may also be constructed using this page template.

[Sales/discount overview page](#)

Many webshops have temporary offers, such as: 'only this week free shipping', or 'use coupon code XD12N9Q3 for 10 euro off'. This page should be like the department overview page, but specifically tailored in discount, sales and other offers.

Webshops overview

On many pages (department overview, payment method detail, quality mark detail, etc.) an overview of webshops must be displayed. This overview should look the same on each of these pages.

For this overview I want a user to be able to choose a sort field, a sort order, the number of webshops per page and the desired view. Of course, a pager should be included.

Also I want an indication, maybe some ribbon or something like that on top of the webshop logo, to indicate whether a webshop is recommended, has actual offers or was recently added to the website.

[Tiles view](#)

Each webshop must be represented by its logo and an indication of the quality marks the webshop has, if any. Also, there must be a very subtle link (with an icon or something else) that links to the webshop's detail page. It must be subtle as this link is primarily used to allow the search engine to index the detail page. I would also like a way to add a webshop to the user's favorites (My Webshops) and display the webshop's rating.

Note that for display on the homepage I want to add the webshop's main department as well, so that if a webshop is to be found in the main department Apparel & Fashion, I want that text displayed (for seo).

[List view](#)

A table/list like view of the webshops.

[Details view](#)

An extended details view that, in addition to the tiles view, provides the webshop's name and introduction text. Also the country in which the webshops is located.

For inspiration please check out the following (dutch) websites:

<http://www.webwinkel-shoppen.nl>

<http://www.webshop-winkelen.nl>

And, of course, our current website <http://www.afterpay-webshops.nl>