

Briefing for Redesigning bengar.de

1. What do we need?

We would like to transfer our existing shop www.bengar.de to a new shop system. The new shop system can already be seen under this link: <https://zlrq6w0vcvw9.c01-17.plentymarkets.com>. We need a matching design from the old to the new website. The old design is to be modernized and optimized.

Bengar sells inflatable boats and boat accessories.

The logo and some pictures can be found in the attached folder. In this folder you will find brochures, logos, letter designs, labels, etc. Perhaps these documents will help you to adapt the design to the corporate design.

We need designs for four pages:

1.1. Homepage

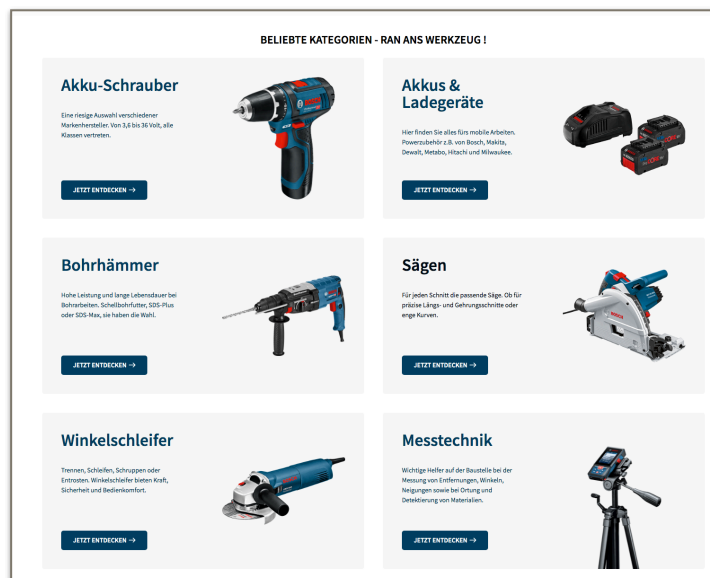
Reference for this page is: gotools.de (We like the homepage, the slider and the teaser elements)

A **slider** and **teaser elements** for our categories are required on the homepage (Please see image below as reference)

The Categories are:

- inflatables
- wood products
- textile products
- adhesives
- boat skin products
- plastic products
- electrical products
- metal products
- Railblaza
- Daiichiseiko

The actual page of the categories is: <https://zlrq6w0vcvw9.c01-17.plentymarkets.com/textilprodukte/>



1.1.1. Header

Reference for this is: [gotools.de](https://www.gotools.de), <https://www.xn--original-rder-kfb.de/> and [lotu.de](https://www.lotu.de)

We need a header with the following information:

- Search bar
- Login and register
- Mega menu
- Logo (large)
- Shopping cart
- Wishlist

1.1.2. Footer

Reference for the footer is [gotools.de](https://www.gotools.de) and [lotu.de](https://www.lotu.de)

We need a footer the following information:

- contact
- important links
- legal
- social media

1.2. Category Page

References for the Category Page are: <https://www.gotools.de/elektrowerkzeuge/reinigungsgeraete> and <https://www.lotu.de/fasten/rutenhalter>.

We need a new design of the actual category page: <https://zlrq6w0vcvw9.c01-17.plentymarkets.com/textilprodukte/>. On this page we need a left side filter.

1.3. Product Page

References for the Product Page are: https://www.lotu.de/fasten/angeln/rutenhalter/set-inkl-halterung-runde-basis-fuer-holz-alu-plastik-gfk_287_1413 and https://www.gotools.de/elektrowerkzeuge/akku-geraete/akku-sonstige-geraete/akku-nass-trockensauger-gas-18v-10-l-professional-solo-version-mit-rollenset_120287_11285.

1.4. Boat license plate Page

The license plate page has to be redesigned: The actual page looks like this: <https://bengar.de/de/bootskennzeichen-schlauchboot.html>. Please make your design proposals.

2. Style

- The website should be a full-color website in blue with white text.
- If you create a background image, it should have a minimum resolution of 2560 x 1600. You can also opt for a color background or a gradient.
- Elements on the Website can be: fishes, hook, water, sea, sky, clouds.
- You can use those colors: blue, white, red - You can use other colors as long as they can be used with our colors.

- You are free to choose the right font. Please use a free font that we can download and provide a link for it.
- Please create a responsive design for each page.

3. Additional design elements

- We need a design for the popups (When you click on „anmelden“, „registrieren“ in the header - See Screenshot)

