New Site Overview

- All of the site mockups generally follow the new design direction of the new German site, including overall look and feel, and specifically employing the typefaces. They are intended to improve access to products, convey the breadth of ZARGES' US business, and to give target customers clear paths to their intended destination.
- All of the designs feature
  - easily expandable navigation to allow for future business decisions
  - the ability to show "mega-menus," or multi-level menus as one panel, in this case for products.
  - "sticky headers" with navigation which stay at the top of the screen when the user scrolls down the page.
  - responsive designs which adapts display for desktops, mobile and tablets.
- Site Architecture
  - WordPress / WooCommerce / PCI Compliant Hosting

Design One - Jupiter

Jupiter- http://165.227.177.115

This design is intended to display the dynamism of ZARGES products, with a full-width carousel at the top of the page showing the general areas of the business. It's intended to show portions of the previous and next images to indicate additional content, but the carousel only advances with manual controls. Directly below the carousel are blocks containing four applications and four products, situated so at least their titles and top parts of images are visible "above the fold" to encourage users to scroll down further. As a divider between product and general information, there is a full-width image that employs parallax for visual interest as the user scrolls. 4-column grid, with boxed content interspersed with full-with elements

Current issues- Currently the secondary menu is accessible by a hamburger button and pushes out a menu from the side. The search box in the top bar is weak and neither is included in the sticky header. Carousel slide elements display too slowly. Other elements lack interactive touches. Product boxes do not line up with application boxes.

Design 2 - EZboozt

EZBoozt- http://174.138.48.240

This design uses simplicity and shades of grey to give an impression of sophistication and elegance. The business categories and applications are presented together in a block, but each one is distinctly discrete. Following the rows of applications are a row of products. The lower half of the page includes an area intended to have regularly updated content showing ZARGES products in use (currently showing photos relevant to adventurers and sports teams). The overall design is sober and rectilinear. 4-column grid and full width pages

Current issues- setting up secondary navigation has been difficult, as has the mega-menu. The spacing is very wide, which allows for a lot of white space, but means all content is spread out. Sticky header does not have search.
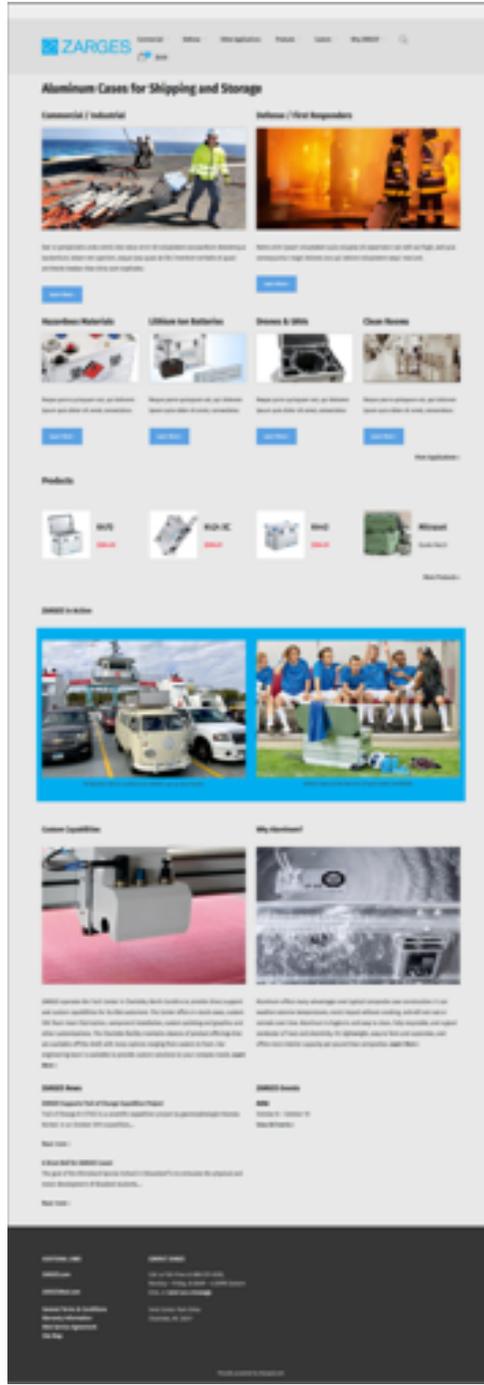
Design 3 - Flatsome

Flatsome- http://165.227.177.132

This design combines the simplicity and elegance of the first design with the dynamism of the second. The top part of the page is a collage (masonry grid) of interactive and clickable images representing both business categories and applications. Collecting them together reinforces the wide variety of uses for ZARGES cases. These images can be changed as needed to highlight other uses. Below the collage are a block of six products and a block promoting custom work. Elements other than the main block also have interactive touches, like zooming slightly when moussed over to indicate they are active. The bottom of the page is mostly general information about ZARGES, divided by a horizontal block containing a testimonial, which provides social proof that ZARGES is a trusted brand. 6-column grid with boxed content.

Current issues- getting secondary nav into sticky header