

The Gardening Club Design Specification:

Phase 1

Effective Date	September 2017
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Revision History

Version	Date	Description
1.0	July 2017	Initial Writeup

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Introduction

The purpose of this document is to outline the deliverables and parameters for the design and frontend integration of The Gardening Club's Commerce site and standalone mobile site.

Company / Brand Summary

The Gardening Club offer a wide variety of high quality and competitively priced Gardening products. The Gardening Club are well established and are widely recognised as providing great value for money to their clientele.

Key Objectives

- Improve website look & feel
- Website that is intuitive, easy to use and legible
- Room for growth - cater for dynamic changes to navigation categories (Eg. addition of a "Christmas" category)
- Visually communicate that higher value products are offered as well as budget, and promote the benefit of joining the club/becoming a member

Design Approach

- Responsive tablet/desktop site, responsive mobile site
- Improve desktop navigation
 - Larger dropdowns which include both sub-categories and promotional content
 - Make navigation easier to read by reducing 'noise' surrounding navigation bar and by making clickable area of each link larger
- Improve usability
 - Make better use of whitespace to make things easier to read
 - Allow users to focus on important elements by establishing a clear visual hierarchy (ie. make the most important thing on the page stand out)
 - Make basket obvious / positioned top right

- Text should maintain a minimum contrast ratio of at least 4.5:1 as outlined in Google Design Guidelines¹
- Maintain sales / budget-friendly focus
 - Include ability to buy from product listing page
 - Use product stickers to highlight sale products
 - Differentiate “Sale” category in main navigation from
- Standalone mobile site
 - Layout, usability and features as in accordance with Standalone Mobile Specification
 - Client-specific look and feel
 - Configurable elements

Device Considerations

Given that devices come in a range of screen sizes, design will take the responsive design approach during both the desktop and standalone mobile site design. The mobile site will be a standalone solution as based on mobile eCommerce best practices.

Screen Sizes

The minimum width that the desktop site will cater for will be 760px. The maximum width will be 100% of the screen width. A maximum content width (optional) may be introduced during the Wireframe phase of the project.

The minimum width that the mobile site will cater for will be 320px. The maximum width will be 100% of the screen width.

Screen Density

With the increasing popularity of high pixel density displays (also known as “retina” in the Apple world), it is necessary to spend time to ensure a site looks its best on such devices. We use a media query which covers devices that have a resolution of 192dpi or higher, as well as webkit 2x devices. High pixel density displays will be served double pixel-sized images and we implement them in a way so that they don’t load unless the screen is, in fact, high pixel density (saving bandwidth on older devices).

Required Assets

In order to action various stages of the design process, The Gardening Club will provide the following:

¹ "Typography - Style - Google design guidelines." 2014. 17 Mar. 2015
<<http://www.google.com/design/spec/style/typography.html>>

Item	Format	Required before	Received?
Logotypes	High resolution scalable graphics (.ai, .eps, .psd, .pdf)	Design	Pending
“Brand” content	Lifestyle photography, print material, trade show photos, shop displays, catalogues, graphics, etc	Design	Pending
“About” page copy & content	Well-written, finalised copy (.txt or Google Document is preferred) as well as any photography that could accompany it	Design	Pending

Creative Deliverables

Provider will be responsible for delivering the following mockups. Mockups will be presented as flattened web images (*.png, *.jpg) for review. Each mockup shall include a **maximum of three** revisions. Additional revisions or wireframes / mockups beyond those listed below will fall under Out-of-Scope Requests and be estimated upon separately. Please note that not all wireframes will have creative designed counterparts and not all creative designs will be wireframed.

Desktop - Wireframes

1. Homepage - Desktop
 - Main Navigation - Dropdown
 - Include newsletter sign-up in footer
2. Homepage - Tablet
3. Product Category
4. Members area and login
5. Product Detail
 - Include “How to care” popup on desktop
 - COSHH instruction icons included where relevant
6. Checkout and basket pages
7. Blog

Desktop - Creative Designs

1. Homepage
2. Homepage - Main Navigation - Dropdown
3. Product Category
4. Product Listing

- include comparison tickbox
- 5. Product Detail, based on signed-off wireframe
- 6. Product Comparison
- 7. About Page
- 8. Generic Static Page Template

Mobile - Creative Designs

1. Homepage

Frontend Integration Deliverables

Once creative designs have been signed-off, design will commence the Design Integration phase of the project. We endeavour to stick to creative mockups as closely as possible, however, occasionally we'll encounter something which we later find to be impractical, impossible, or will take more time than has been allotted to integrate. In these situations, bolt's design team will present alternative solutions.

Any pages listed within Frontend Integration Deliverables but not within Creative Deliverables will *not* receive wireframes or creative mockups. The design of these pages will be in keeping with the look and feel of other signed-off creative mockups.

Additional Browser Testing:

In addition to the standard browser testing (as outlined in our Design Standards document), we'll also test:

Internet Explorer 8

Ensure Microsoft Internet Explorer 8 for Windows users get an appropriate, although possibly different, experience based on the limitations of the browser outlined on [Can I Use](#)². Browser testing will include ensuring that all products, including custom net curtains, can be purchased on Microsoft Internet Explorer 8 for Windows. Browser support for Internet Explorer 8 will cease when Microsoft drops support in January 2016, after which all subsequent IE8 browser issues will become billable change requests.

Outlook

To ensure email templates are viewable and render appropriately in outlook for windows. design will build and test email templates in those email clients listed in the Design Standards document. The Gardening Club will test the templates in modern versions of Outlook, if there are major flaws these will be fixed until the rendering is reasonable. For older versions of Outlook, a plain text version of the email will work as a backup.

Desktop - pages to be integrated:

² "Can I use... Support tables for HTML5, CSS3, etc." 2014. 25 Mar. 2015
<<http://caniuse.com/#compare=ie+8>>

- Homepage
- Product Category Landing
- Product Collection - “Enhanced Living”
- Product Listing / Search Results
- Product Detail
- Product Comparison - user journey based on product comparison functional specification
- About Page
- Careers - Overview
 - Job Listing
- Static Pages
 - Help & FAQ
 - Contact
 - Delivery
 - Returns
 - Care and planting guide
 - Privacy Policy
 - Cookie Policy
- Account Area
- Basket
- Checkout
- Error - 404! Page not found
- Email templates

Mobile - pages to be integrated:

- Homepage
- Product Category Landing
- Product Listing / Search Results
- Product Detail
- About Page
- Static Pages
 - Help & FAQ
 - Contact
 - Delivery
 - Returns
 - Privacy Policy
 - Cookie Policy
- Account Area
- Basket
- Checkout
- Error - 404! Page not found

Time Required

Item	Days
Wireframes & Creative Production	
Frontend Design Integration	
UAT	
Project Management	
TOTAL	

Please note, day estimates are only indicative at this point and will be finalised pending sign-off and specification completion.

Confirmation of receipt

Name:	
Position:	

I confirm I have received, read and understood the design specification document and agree to the deliverables and parameters outlined within.

Signed:	
Date:	

Acceptance of Proposal

Name:	
Position:	

I confirm I have received, read and understood the design specification document and accept the deliverables and parameters outlined within, along with any costs associated.

Signed:	
Date:	