

Pine Marten

Website

Research - the Competition

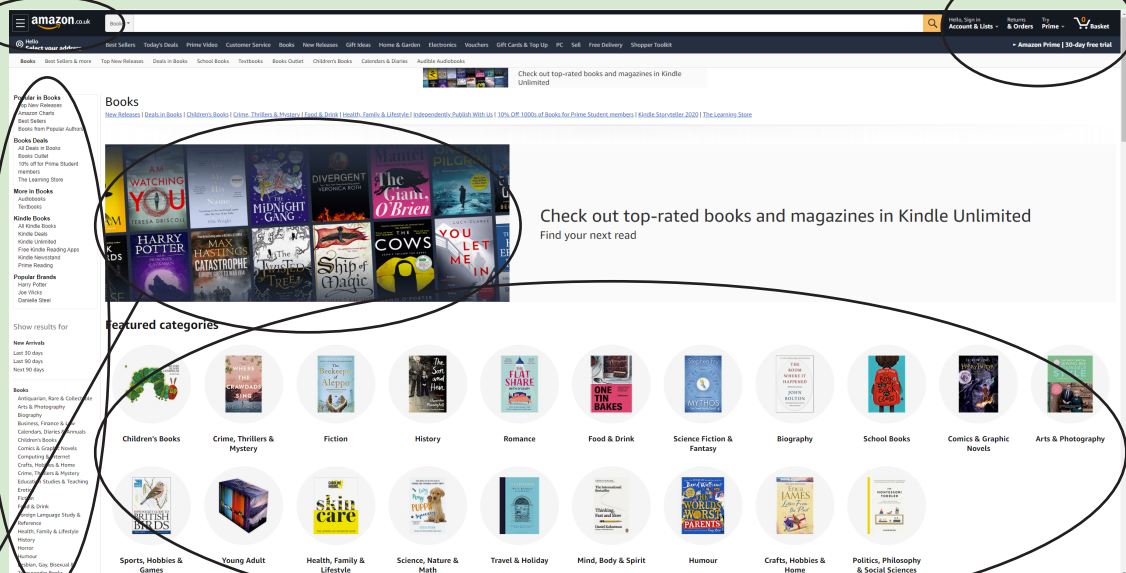
Amazon

https://www.amazon.co.uk/gp/browse.html?node=266239&ref_=nav_em__bo_books_0_2_12_2

Logo placement very small at the side as the brand Amazon is very established, I would suggest larger for Pine Marten to establish online presence.

Account - on amazon you can create an account and add things to your basket which will stay for unlimited time. Does the client wish to create an account based system for ease of use for regular customers?

Side Bar - Too cluttered keep it simple and aesthetic to entice younger readers.



Strong imagery - the use of strong book covers is always appealing to a potential customer. Shows a diverse range. Maybe use professional photography to take striking photos of your very individual book covers to create collage for main page.

Category 'bubbles' provides easy guidance across the page, provide something similar to keep it simple and easy to navigate.

Notes -

- Large Logo
- Category Bubbles
- Strong Imagery
- Account?

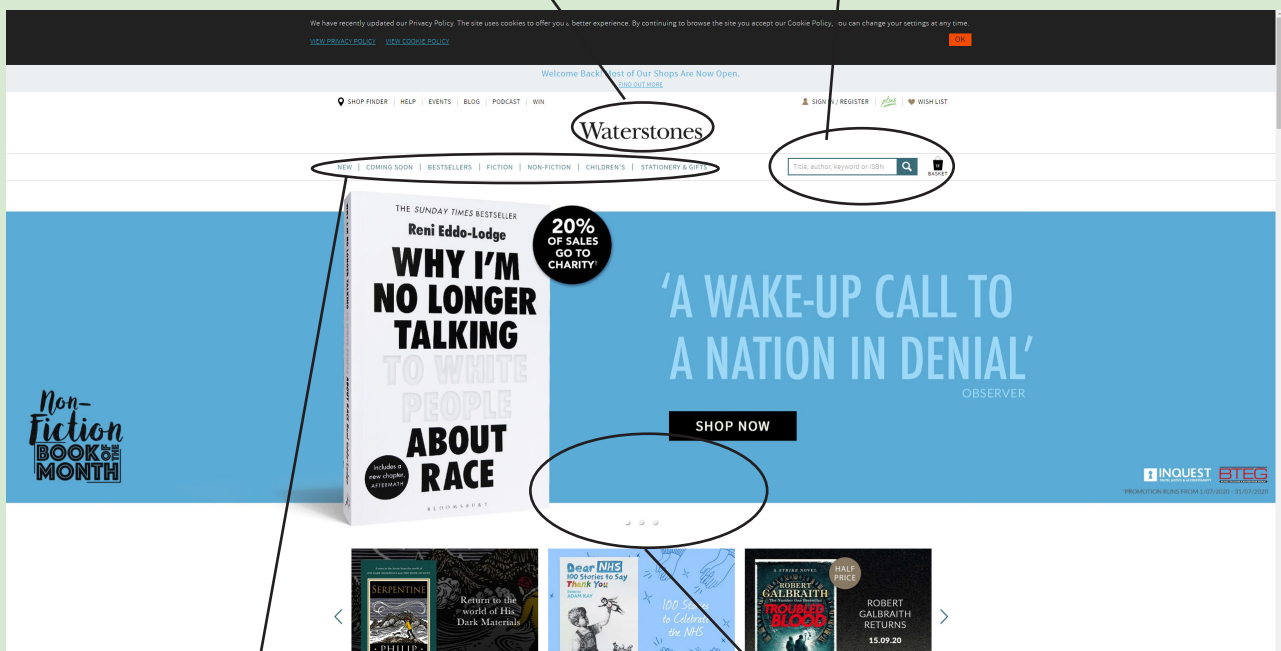
Research - the Competition

Waterstones

<https://www.waterstones.com/>

Logo - Placement is centre and more visible but still small and not main focus on page.

Search bar - easy access for something specific you are looking for. Worth including.



Pages - See how they have included a coming soon page to keep up to date you can even have reminders sent to your email when new releases are coming.

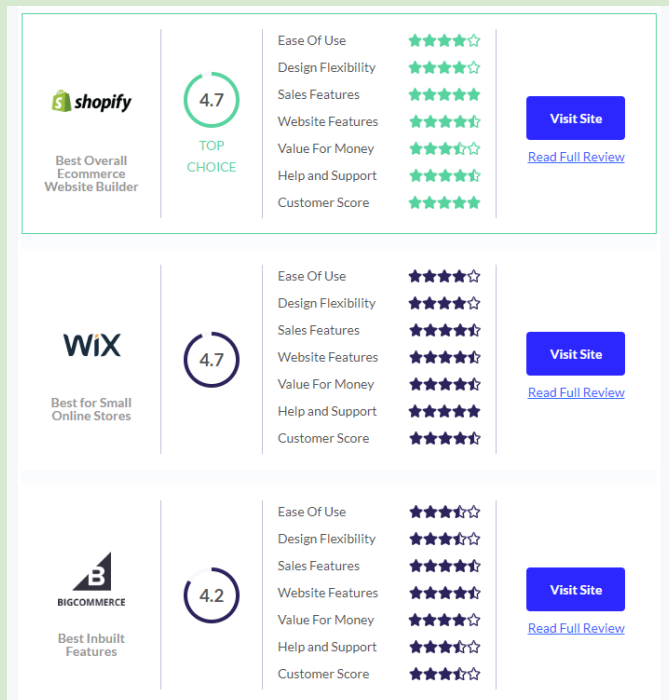
Rolling tabs - This will show large displays rolling around on this page 3 different ones. Could be used to keep stock up to date.

Notes -

- Centred Logo
- Pages; coming soon
- Search Bar
- Rolling tabs

The Statistics

Selling through online selling sites - Positive



This chart was taken from the below webpage also check this article from oberlo on selling sites.

<https://www.websitebuilderexpert.com/building-online-stores/how-to-sell-online/>

<https://www.oberlo.co.uk/blog/online-selling-sites>

Selling online through online sites is very easy and good to do initially to build a brand for yourself as many people use these apps/websites to purchase things.

Selling through online selling sites - Negative

In the online store, customers can not touch the products or try them. For this reason copywriting and photoshooting are very important, they have to be persuasive and invite customers to buy. Product descriptions must be exhaustive and provide all technical specifications. Photos must be of good quality and show the products under different points of view.

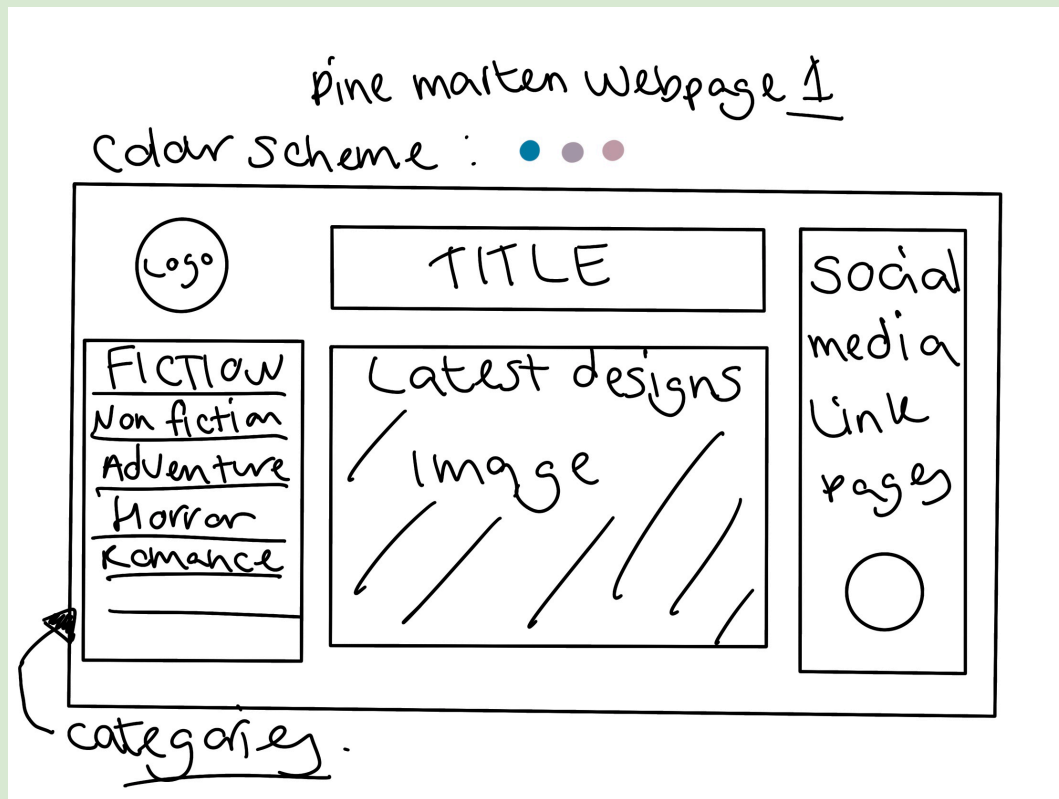
Taken from this article -

<https://www.which.co.uk/reviews/best-and-worst-shops/article/best-and-worst-online-shops-aFdmt3F4Mo6e>

Also check the above article from which listing the best and worst online shops - it's a good indicator to see what works and what doesn't.

<https://www.aeffelab.com/en/2017/04/21/e-commerce-advantages-and-disadvantages-of-online-selling/>

Mock up's - Sketches



I've done 2 separate webpage sketches with layout and colour schemes to choose from, i will then develop these further into a full brand guideline with logo, pantone colours, layout and images.

