

## Content for website

- Home page - intro
  - Desktop:
    - Video - make sure it is updated vimeo link for lifestyle video (the latest one I sent)
  - Mobile site:
    - Only two pictures full width:
      - First top picture mobile site home page
- Home page - three worker introduction pictures - should all take up equal space
  - Left hand side - Left hand side worker intro home page
  - Center - Center worker intro home page
  - Right hand side - Right hand side worker intro home page
- The Fair Frank 2017/18 Collection:
  - Sneaker - change to two sneaker pictures above the “The Milo Sneaker”
    - Left hand side - Left hand side sneaker intro fair frank collection
    - Right hand side - Right hand side sneaker intro fair frank collection
  - Boot - add text in second primary color in Ruschka’s brand guide “COMING SOON” in medium size letters horizontally in the center over the image, the word COMING over and word SOON underneath
    - Boot intro fair frank collection coming soon
  - Derby - add the same text as with the boot above
    - Derby intro fair frank collection coming soon
    - Note: if it doesn’t work size wise with the above try using “Derby intro fair frank collection coming soon back-up”
- How our shoes are produced
  - Video - make sure it is updated vimeo link for production video

## Final structure of footer:

- Left hand side:
  - Our Story
  - How They’re Made
  - Workers’ Premium Fund
  - Blog
  - Contact Us
  - FAQ
  - —Social Icons —
- Right hand side:
  - Factory & Workers’ Fund Files
  - — blank space — Note: can you remind me, was it possible to add a blank space here?
  - Shipping
  - Returns
  - Privacy Statements
  - Terms & Conditions
  - — Payment Methods Icons — Note: Make sure they are all about the size of GiroPay (i.e. iDeal icon is too small and Visa and PayPal are too big)
- Center:

- Make circular logo smaller in the middle

The logo on the top bar is not in the middle (I have attached screen shot from Safari) - can you move the logo on the top bar slightly to the right so it is in the same position as the badge in the footer when you scroll down? (assuming you are using desktop and at full width). If it doesn't work with Trace your Franks on the right hand side, try moving that to the left hand side and "Shop" to the right side

- Our story page - make the pictures larger!
  - First picture - First picture our story page - make the picture bigger!
  - Second picture - Second picture our story -make the picture bigger!
  - Third picture - leave it for now - make the picture bigger!
  - Last picture - leave it for now, I am trying to get a hold of the PolyU Micro Fund logo. Can you add another picture right next to it? I would like to add my University logo next to it as well - keep these two smaller in size than above and next to each other
- How they're made - full width pictures with text overlay (we scrap the short videos, I might still include a short video in the middle but think this would disturb the scrolling too much anyway, let's try with parallax pictures with text overlay first) - all the pictures are in the attached zip file "How they're made page"
  - First picture - Scyving
  - Second picture - Stitching
  - Third picture - leather upper is done
  - Fourth picture - glueing
  - Fifth picture - folding
  - Sixth picture - folding 2 (this one is without text overlay)
  - Seventh picture - buffering
  - Eight picture - attaching sole
  - Ninth picture - polished
  - Tenth picture - shoelaces
  - Eleventh picture - finish inspection
  - Twelfth picture - hafde
  - Thirteenth and last picture - Center worker intro home page (same one as on the home page worker section)
- Workers' Premium Fund
  - Make sure the text is equally distributed and spacing between paragraphs and sentences are equal
  - I am asking Keegan to send me an updated final illustration, I will send you when I have received it
- Contact us
  - Make sure all the links are in the color specified in my previous email, I have attached the color specs to this email for reference
    - Make whatsapp icon larger and make sure it has the same background color as the rest of the page
- Shop

- The filter is now coming up as a pop-up menu on the left hand side - can you integrate it in the original page like it was before?
- There is still a problem with zooming on the product pages - it should be zooming in optimally with a separate tiny window coming up next to it when you hold your mouse over the picture. There is a loading page problem of the pictures on every product page as well
- The pictures for the products in the shop I will make during September after producing final new samples in Ethiopia so those will be updated a bit later. Is it possible when launching the site on September 4th to launch a version without the Shop page (adding only "Shop opening on 12th Oct) in the top menu, but having all other pages working?
- Trace your Franks
  - Add icons to replace the Fair Frank badges on the top, but only slightly smaller than the Fair Frank badge size as it is now:
    - Left icon - Left icon Trace your franks page light
    - Center icon - Center icon Trace your frank page light
    - Right icon - Right icon Trace your franks page light
  - Make sure the text under neath the three steps to be well and equally distributed on each line (I have attached a screen shot from Safari showing that some words are on one line only and it doesn't look good)
  - Add 3 worker pictures - make sure their face is coming in the circle, can you add the picture so only the face shows in the grid and then when the worker's individual page opens the picture is shown in full body? - and add their worker name to see how it will show in the grid:
    - Worker 1 - Name: Jetamun Worku
    - Worker 2 - Name: Kasech Tariku
    - Worker 3 - Name: Hadey Branu
- Factory & Workers' Premium Fund Files
  - Add two dummy word and pdf files for Factory files and Workers' Premium Fund files separately to see how it will look and work

#### Title head pagers:

- Note for all - make the letters in capitals and slightly smaller than what they are now - use Logancee title head pagers as reference
- Our story - Our story title head pager
- How they're made - How they're made title head pager
- Workers' premium fund - Workers' premium fund title head pager
- Contact Us - FAQ and Contact US title head pager
- FAQ - FAQ and Contact US title head pager
- Blog - **no title head pager**
- Shop - Shop tithe head pager
- Trace your Franks - Trace your Franks and Factory and Workers' Fund Files Title head pager
- Factory and Workers' Fund Files - Trace your Franks and Factory and Workers' Fund Files Title head pager
- Shipping - Shipping, Returns, Privacy Statements Terms & Conditions Title head pager

- Returns - Shipping, Returns, Privacy Statements Terms & Conditions Title head pager
- Privacy Statements - Shipping, Returns, Privacy Statements Terms & Conditions Title head pager
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Summary for Deb

Put up two files on the Factory and Workers' Premium Fund file page to see how it will work and look

Social media share buttons on standard product pages in shop

Install PDF invoice extension for woocommerce

Install Payment types variable cost extension for woocommerce

Add the link at "Our products are handmade in Ethiopia, to follow the production of our shoes click here" at how our shoes are produced section on home page - make the "here" a link to How they're made page

Make sure Instagram is linked and showing properly

Make the text on the sign-up part of website more centered and make sure the place where you enter your email is smaller (especially for mobile site as now it takes up the whole width of the screen)

Make the Subscribe button a lot less wide, it should only be about a third size of the place where you enter your email and centered below it

Make sure the color of the top bar and footer are the correct primary colors

Add youtube and vimeo links at the bottom

Remove the line that comes up on scroll up button arrow, and also on the arrows scrolling left and right between products in the shop

Make sure all links are the color I indicated in last email, have copy pasted them here for reference: