Content requirements for choosing a boutique dress

How do users want content presented:

**Photos** – Large high quality photographs showing the front, back, detailing and a model shot. **Copy** – Clear and non-patronising. Users want to be reassured by the detailing, heritage and ethics.

Summary of core needs:

**Pictures** – What do the products look like? **Price** –Price, any applicable offers and easily accessibly delivery charges. **Sizing and availability** – What sizes are available and what are the dimensions of our sizing? Do they have my size? **Delivery time** – When will I get it?

| **ID** | **Page name** | **What must users do?**  The core purpose of the page. | **What support do they need?**  Include quotes from research. | **Required elements and suggestions**  Existing, new or amended assets. |
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| 1 | Homepage | Easily be able to locate and select the dresses category. | If users have been to the site before they want to get straight into the category listing, however in testing it was noted that users “may get side-tracked by other products on the homepage”.  New users will want to get a sense that the brand offers the types of clothes they would buy. | Images of the latest seasons clothing.  Sale and offer information.  Clear navigation into the product categories. |
| 2 | Category listing | Easily select a product they like the look of. | Colour, price and style are all necessary.  An indication of available sizes is useful at this stage, but can be omitted as long as it’s clear on the product page.  “I just like looking through everything available and clicking through to the dresses I like.” | Photos that show the front and back of garments:  front-back  Price and discount information.  Alternate color, if applicable |
| 3 | Product page | Add the dress to their basket. | Further images including details and model shots. Sizing and availability. Delivery and returns information.  “I often buy two different sizes to try both, so I need to make sure it’s easy to send the one I don’t want back”. | Large (fullscreen) photos both on and off models.  Detailed sizing guide with stock levels for each size and color.  Delivery and returns information.  Quantity and add to basket.  Product description including material, detailing information and the designer. |