

## General:

- The following pages will need to be created  
Home (Template 1), Navigation function will be needed see (Template 2)  
Product Page (Template 3)  
Renovation Page (Template 4)  
Website Contact page (Template 5) Functionality for these pages will be needed see template (5.1 and 5.2)  
Our Portfolio Page (Template 6)  
Individual Portfolio Page use (Template 8) This will be used for full case studies/full news/blog entries  
Individual Text based page (Template 7)  
Our Story Page (Template 7)  
Manufacture Page (Template 7)  
Meet the team Page (Template 8)  
Our process page (Template 9)  
New Staircases Page (Template 10)  
All Staircases (Template 11)
- The website is designed to fit a 1920px grid the majority of graphics will stay within these boundaries, however some elements may be coded to the browser width for larger resolution these will be the following:
  1. All footer background colours only
  2. (Template 2 and 3) Grey band at top of page and bottom of page, the two grey lines in the centre will stay the set size
  3. (Template 5 and 6) Grey band at top of page and bottom of page
  4. (Template 6) Grey band at the top of the page
- All images that are used in the First Step Designs website PSD templates will need to be removed as they are temporary images, they should all be replaced with images from the First Step Designs image bank to ensure correct, low file size and high quality images are used before website goes live.
- All call to action buttons will have a soft fade when rolled over. If they have a outline this outline will fade into a fill and the text inside will fade to white if the call to action button is purple for example.
- Products and services sign up tick boxes cannot be auto ticked the user has to tick them manually in sections such 'join our newsletter' or on the contact forms.
- When each page loads it should softly fade in and then out of view when the user goes to a new page or leaves a page that they are currently viewing the fade shouldn't be too long around 1-1.5 seconds.
- The share and back to top buttons will be on every page located on the right hand side like template 1 shows and this will follow the user down the page. See more information below.

## Top Navigation (Template 1):

- Logo when clicked links to the homepage
- Style selector links to the style selector page (Please see template 5), when this text is hovered over with the mouse the text will turn orange. When the link is clicked by the user this will go to 'template 5' but will display the page so that the 'style selector' is at eye level.
- 'Menu' navigation when clicked launches the menu navigation (Please see template 2) and below for the

functionality for this. When these text/icons are hovered over they will turn orange.

## Menu Navigation (Template 2):

- The menu navigation white block section containing the logo, style selector and menu links will be a sticky navigation that will stick to the top of the browser when the user scrolls down the page so that it will always be in view.
- When the menu navigation is clicked the green navigation panel will slide down from the top of the page and the text will fade into view this should take around about 1.25 - 2 seconds to display all of this. The Menu text and the burger icon will then fade out and then the close text and the 'x' will fade into view in the same position. When close is clicked this will then simply just close the drop down navigation by moving it upwards out of view.
- All social icons will link to the appropriate social channels and will turn the colour of each social channel or orange on hover
- Email address when clicked will open up a new email with the email address already populated
- The contact number when clicked will launch a phone call on mobile devices
- When each link is hovered over with the mouse the copy will turn orange
- All links will link to the named pages. There is some specific link functionality which is for the following:

When the 'gallery' link is clicked by the user this will go to 'template 5' but will display the page so that the gallery is at eye level.

Download brochure automatically downloads the latest brochure and opens it up in a new browser.

'Get a quote' when clicked goes to the contact page (template 5.1) but to emphasise the contact form everything but the form will be slightly faded with a white overlay until the user clicks into a field within the form then the background will fade back into 100% opacity. As 'get a quote' has been clicked the first field will already be populated to 'get a quote'.

Style selector goes to the 'style selector section' as mentioned above

'Ask a question' when clicked goes to the contact page (template 5) but to emphasise the contact form everything but the form will be slightly faded until the user clicks into a field within the form then the background will fade back into 100% opacity. As 'ask a question' has been clicked the first field will already be populated to 'ask a question'.

Join newsletter link will auto scroll the user to the bottom of that page that they are currently on so that the footer is displayed showing the 'join our newsletter' section.

## Homepage (Template 1):

- Sticky navigation is mentioned above in regards to functionality this is the same for every page
- The images once they get to 1920 grid size (as designed) will not get larger there will just be a white either side
- When this page loads each staircase block will slide into view with its two halves moving in from the left and right hand sides then the text will fade into view once the two images meet. This will be done automatically then the next two halves of the next block will come in the same way to hint that there is another section to look at. This will move more into position when user scrolls down the page as the two blocks will finish coming together and then the text will fade into view. This section needs to be done so that the text fades in just before eye level. The following blocks will be the same on scroll.

- Each block will consist of two images all of these images will be a clickable area, when clicked will link to that type of staircase product page. When the mouse is within that section block the 'View Collection' copy will turn orange to indicate that the images can be clicked, the images of the staircases will also fade to a darker black emphasising the text (see second block on template 1). All text within each block will link to the appropriate page like the images.

#### Share and back to top buttons (Seen on Template 1):

- These buttons will be displayed on every page and will move down the page when the user scrolls
- The share button when hovered over will extend to the left and will display the social channels that that page can be shared on. When the social channel is clicked it will take the user to that social platform in a new browser window and will auto populate the link into the comments box ready for the user to share if they decide to post.
- When the back to top arrow is clicked this will auto scroll the user to the top of the page at a speed that is not too fast
- When each of these icons is hovered over it will fade out from black to orange and the other way when the icons are not hovered over

#### Footer:

- Contact information section. The email address will launch a new email and the phone number when pressed on mobile devices will launch a phone call
- Feefo widget will need to be coded into the footer with a text based link underneath linking to the reviews as the Feefo example that has been added is an image for reference only and will need to be removed when the Feefo widget is coded
- The join our newsletter section will need the users email address and when they click join will add them to the newsletter. If the user also ticks the information and product services box and then clicks join they will then have decided to request information about First Step Designs products and services. Tick icon can be found on template 5
- Warranty and Terms and conditions links at the bottom will link to a text based page constructed from template 7

#### Product Page (Template 3):

- 'Get a quote' button when hovered on will fade and fill into a solid purple and the text will also fade from purple to white. Instances of buttons like this will follow this style.
- The 'Download a brochure' link will fade from the purple to orange on hover
- The plus icons in the corner of the images when clicked will add the image to the style selector. When hovered on, the grey band will extend to the left and will say 'add to style selector' so that the user knows what that button does. Once it has been clicked the text will say 'added' and the box will fade from grey to orange with the text fading to white. Then the style selector copy at the top of the page will display the number of images they have added in brackets e.g. (1) (2) etc.
- The designer section will allow for a custom testimonial to be added from a designer about that staircase. Meet the designer will go to that designers team page about them and contact us will go to the contact page
- The mini gallery will auto fit the set width of the six images as displayed, if four images are only uploaded they will span the width of the sixth (displayed) but will expand more in width than height so that a landscape image box is created. The display more text when clicked will load another layer of images

that will fade in. If more images are not loaded then the 'display more' copy wont be visible.

- Case study section at the bottom of the page. The intro paragraph will be custom text added for that particular case study. The rest of the text set in the two columns will pull through from the full case study page.
- The 'read more' button will open up the case study page that uses template 7 where the user can read the rest of the blog.
- The 'View all case studies' button when clicked will display all case studies for the user to view using template 6 as this will auto select the case studies filter from the drop-down on this template

#### Renovation Page (Template 4):

- This will work the same as the product page but will feature more images in the mini gallery showing the types of renovated staircases in different materials. Template 4 should be used for this.

#### Contact/ask a question page (Template 5):

- The email and phone number sections will work in the same way as mentioned above for similar sections
- The 'style selector section'. When there are no images in this section there will only be one box that has a white fill and a black outline (shown in template) with text saying 'no images selected, click here to add images', when this box is clicked it will scroll the user down the page to the gallery where they can select images to add. When images are in this box the copy will simply read 'Click here to add images' and this will scroll down in the same way to the gallery section.
- The 'style selector' section, if images have been selected by the user throughout the website they will be displayed here, users can only select up to 6 images. When the 'x' is clicked it will remove that image from the 'style selector'. On hover the box will expand to the left and will say remove.
- The 'style selector' section. When the 'send images and launch enquiry form is clicked it will launch the 'get a quote' version of the purple form (see template 5.1) with the quote or question field auto populated to 'get a quote'. More detail on this form below.
- Staircase gallery. This section will display 3 lines of images, however when the 'Display more' copy is clicked more lines of images will be revealed pushing the footer downwards so that more gallery images can be displayed these will fade into view.
- The 'get a quote or ask a question form (displaying 'ask a question'). The first field the user can select if they want to ask a question or get a quote. Depending on what answer they select, the form will change to reveal the relevant fields. The mandatory fields will need to be marked with an asterisk, please check with First Step Designs in regards to what fields are required as the required fields are just examples at this stage.
- The 'notes section' lines will be a scrollable section if the user puts quite a bit of detail in here that surpasses the three lines of copy
- Download a brochure tick box when ticked and the form is submitted will launch a new window where the PDF is displayed
- If the user also ticks the information and product services box and then clicks send they will then have decided to request information about First Step Designs products and services. Tick icon can be found on template 5. If they don't tick the 'product and services' box the form will be sent with the in-putted information but the user won't be sent First Step Designs products and services emails in the future.
- When the form has been sent the 'Get a quote or question' copy will say 'thank you your question has been sent'.

### Contact/get a quote page (Template 5.1):

- This page will work the same as the 'ask a question' page however the form will display additional fields.
- The 'style selector images' the images that user has added to their style selector will be added in here as thumbnails. If no images are selected there will be a thumbnail in there that has a purple fill and a white outline (see template 5.1). The text inside the thumbnail will say "no images selected, click here to add images', when this box is clicked it will launch the mini gallery in a pop-up shown in template 5.2.
- When the 'what's style selector' copy is clicked or hovered on it will display a line of text underneath the 'style selector images' title that will say 'Style selector allows you to select images that you like as a reference point to send to First Step Designs along with your quote form.
- The '+ Add images' text when clicked will launch the mini pop up gallery that will fade into view (shown in template 5.2).
- Upload images when clicked will allow the user to add up to 6 images in total of their current staircase
- The other two tick-boxes are the same as what is mentioned above in the 'ask us a question' section.
- If the user also ticks the information and product services box and then clicks send they will then have decided to request information about First Step Designs products and services. Tick icon can be found on template 5. If they don't tick the 'product and services' box the form will be sent with the in-putted information but the user won't be sent First Step Designs products and services emails in the future.
- When the form has been sent the 'Get a quote or question' copy will say thank you your quote has been sent.

### Style selector gallery pop-up (Template 5.2):

- This pop up will fade into view and will display images that are on the website for the user to add to their style selector. This will be a scrolling gallery where the user can scroll to view all of the images that are on the website that have been selected to be used for the style selector section. When a new image is added it will add it to the style selector images in the 'get a quote form'.
- Close will fade the box out and continue with the 'get a quote form'.

### Our Portfolio Page (Template 6):

- Each entry will be categorised so that the filter at the top of the page can be used to filter results by category
- This page will display case studies and interesting news stories in the world of First Step Designs. As a new entry is created it will either go in a rectangle or a square, so that it follows the set pattern in the design.
- When 'read more' is clicked it will display the full article in the style of template 8 but without the circular image. The three images at the bottom of the page will display the next three blog entries or case studies so the images will have text on them featuring the next blog or case study title and a read more text, to encourage the users to click the image to read the next blog. The blog/case study image will appear at the top of the page.

### Our Story/Manufacture Page (Template 7):

- This page talks about the manufacturing process from selecting the wood to the finished product. Links

are on the left hand side of the copy to skip to the next manufacturing stage or the next stage can be read by clicking the 'Manufacture...' button. Contact us button will go to the contact page.

- The three images at the bottom of the page will enlarge when clicked.
- The 'our story' page will be the same as the 'manufacture page template' but the content will reflect the story of the company along with the images, the links on the left hand side and at the top of the slider will need to be changed accordingly

#### Team Members Page (Template 8):

- This page uses the same template as the 'Our story/manufacture' page but with a few additions such as the profile image of the designer and the clickable link boxes of the rest of the team below that when clicked will load their information and images. When the page loads it will random select a designer each time so that one designer isn't always first on show.

#### Our Process Page (Template 9):

- This page uses the same template as the 'Our story/manufacture' page but without the copy at the top of the page. Text has been added to each stage to accompany the image. Each image will visually represent each stage. We recommend that actual images are used of the stages rather than icons.

#### New Staircases/All Stairs Page (Template 10):

- Some images when clicked will go through to a 'product page' where as some images on hover will display a short paragraph of text. When a short paragraph of text is only available, the 'read overview' copy will be displayed, if the staircase can be clicked to go to that product page the copy will say 'view'. If the staircase is a 'read overview' only preview it will fade dark on hover like shown in the second block down on the right hand side shown on template 10. The contact us button will fill and fade to orange and the text will be white that will fade in.
- New staircases page and all staircases pages will use the same template but will be different pages when clicking on the nav

If there are any queries or questions at all please call Plinkfizz on:  
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