



Webpage Redesign
production booklet

Client **Overview**

Starting out as a small shop in Worcester, MA

Pure Hockey is now the largest hockey retailer in the USA. They share a love for hockey with their customers, hiring previous hockey players and hockey fanatics to work in their stores and ensuring their customers have someone who can help them navigate their way into the perfect product. Pure Hockey started as a dream for two men who were once hockey players, coaches, and parents of athletes. The owners, David Nectow and Sal Tiano, invested in 3 local sporting goods stores in Massachusetts back in 2002 and have been growing ever since!

Define **User**

Pure Hockey is a brand that is unique

to professional and amateur hockey players. Their target audience is men aged 18–35. This is due to the type of equipment sold and the age and gender of most hockey players. These men are athletes who enjoy good quality equipment at an affordable price, but also those who like the more up-to-date equipment and brands! Offering different brands opens up the audience to more men who may be particular to the branding of their equipment.



Site **Goals**

Pure Hockey has a very simple branding system

which shows through to their web page. My goal for this project was to give them a new and exciting feel and a more simplistic layout to the homepage. I opened up the sections and broke away from a typical grid system of rectangles and squares. With this new design, I hope to draw attention to the main points of the website like pure rewards and sale items. I also wanted to give the user an experience different from any of the competitor sites. I kept the web site flow simple and easy to follow but also very appealing to look at.



Five **Recommendations**

NAVIGATION

My first recommendation for Pure Hockey

is to minimize the amount of navigation drop-down sections. I would create a consistent font and click style to clarify the clickable headers and links. I would then remove a lot of the text from the drop-down menu and divide them into categories. Leaving breadcrumbs for the overall navigation between pages, I would also keep sections highlighted when on that page and have a clear way to get back to the home page. The navigation needs opened up so I would add more negative space. I would not use a hamburger because I feel it is overused, so I want to find a new way to express the collapsed categories.

OVERALL SITE DESIGN

I recommend using a clean grid system

that utilizes the rule of thirds. I suggest adding images but not too many so they don't become overpowering or distracting. Keeping to an airy and open design is my main focus. I suggest getting rid of the cramped feel of the page's original design. I plan to add a pop of color to draw attention to call to actions and links. I suggest keeping the products on the homepage to a minimum and keeping the navigation bar clean and clear. I would make the homepage flow smoothly and keep hierarchy in mind.

CONTENT

I recommend simplifying the content

in Pure Hockey's navigation and excluding the excess words and separate word groups. I suggest opening up the page and adding more paragraph sections with clickable content. The current content feels confusing and the amount of content on the page may scare away viewers and cause them to leave the page before exploring the rest of the site. Therefore, I suggest limiting the content on the homepage and creating an easy-to-follow flow while keeping hierarchy in mind when deciding the layout of content.

GENERAL UX

I recommend using colors and fonts similar

to the logo to make the site feel consistent with the brand. I suggest not overusing images and maintaining a consistent mood throughout the website. The site also needs to have obvious buttons and links by adding a change in color or style when hovering.

SEARCH/CART

For Pure Hockey I recommend removing

the bag icon and adding a unique cart icon. This is a more well-known icon that is consistent with other shopping sites. The cart can be its own style consistent with any other icons on the page. The search bar needs to be reorganized and a font change would be appropriate to make it more readable and noticeable. Words seem squished. I recommend a font with a much more open leading to keep with the open airy feel the site redesign has. I also recommend moving the cart icon to a more suitable place.

COMPETITIVE REVIEW

HOCKEY MONKEY

I like the navigation of this site, especially the organization. The search bar could use a bit of work. The grid of Hockey Monkey is very consistent and appealing. The hierarchy could use work. It is somewhat confusing. I enjoy the simplistic feel but a pop of color would do it some good. Content is pretty useful, but there is a lot of body copy which could be minimized. Links look nice but need to be more consistent. The site is good as far as accessibility standards. The search/cart page needs work.

HOCKEY GIANT

This site is simplified to one navigation group instead of two. It is clean and organized. Hockey Giant has cohesive text within the navigation and a useful search bar. Suggestions are useful and to the point. Design wise, the color scheme is a bit much. There is no consistent theme. It follows a grid perfectly—no breaking. Content is airy and less cramped. Icons are used well. The site has good hierarchy. Links are a bit confusing, lacking underline or color change. Buttons are a bit confusing, but the style is appealing. The cart icon is used well.

SITE MAP

GEAR

STICKS

composite
wood
replacement blades
shop all

SKATES

ice skates
inline skates
goalie skates
skate sizing
shop all skates

EQUIPMENT

protective
training
accessories
hockey health
youth hockey
all equipment

GOALIE

equipment
accessories
apparel
protective
all goalie

MERCH

BAGS

equipment
apparel
all bags

APPAREL

jersey
footwear
women's
accessories
clothing
all apparel

NHL

apparel
equipment
all NHL

BRANDS

equipment
training
accessories
all apparel

WHAT'S NEW

NEW ITEMS

sticks
apparel
equipment
skates
accessories
all new items

SALE

apparel
equipment
accessories
all sale items

OTHER

STORES

SIGN IN

CONTACT US

ORDER STATUS

Footer

CUSTOMER SUPPORT

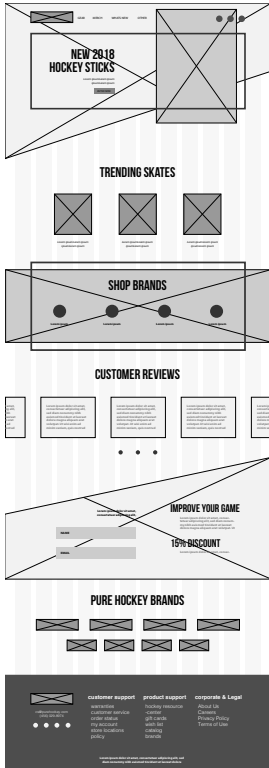
warranties
customer service
order status
my account
store locations
policy

PRODUCT SUPPORT

hockey resource
-center
gift cards
wish list
catalog
brands

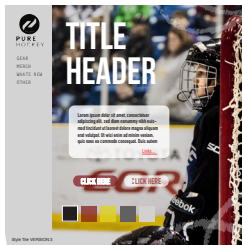
CORPORATE & LEGAL

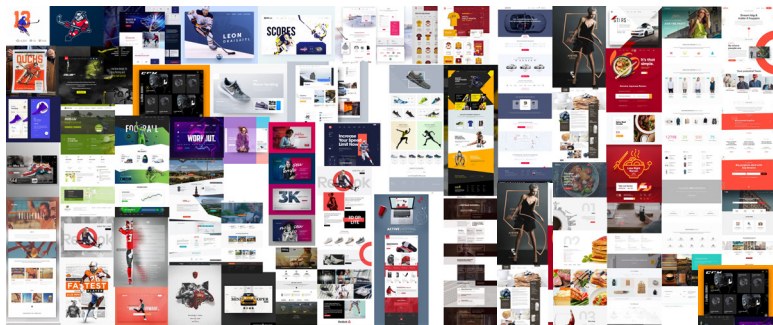
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WIREFRAME

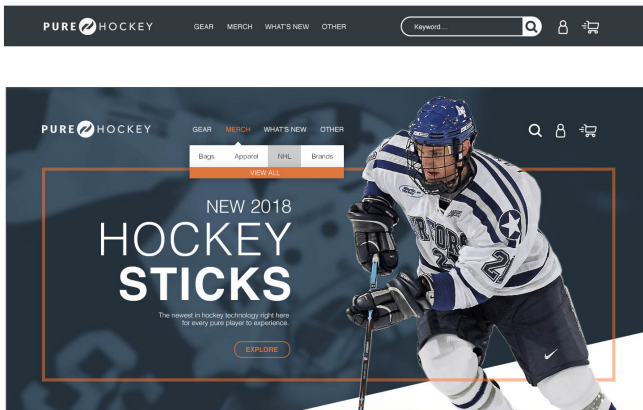
STYLE TILES





MOOD BOARD

FINAL DESIGN



NEW 2018
HOCKEY
STICKS

TOP RATED SKATES



PRO SENIOR

★★★★★

REVIEW



SUPREME

★★★★★

REVIEW



PRO ANKLE

★★★★★

REVIEW

SHOP PURE



STICKS



SKATES



GEAR



APPAREL

CUSTOMER REVIEWS

Bobby Hill

★★★★★

REVIEW

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Mike Fontana

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REVIEW

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Travis Pitzer

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Improve your game with Pure Hockey's new line of hockey sticks. Choose from a variety of models to suit your playing style. And, as a special offer, we're giving you a 15% discount on all hockey sticks. So go ahead and upgrade your gear today!

IMPROVE YOUR GAME

15% DISCOUNT

PURE HOCKEY BRANDS

BRUCE TORREY

ECCO

KAYAK

KAYAK

BRUCE TORREY

STX

YONEX

PURE HOCKEY

PURE HOCKEY

CUSTOMER SUPPORT

PRODUCT SUPPORT

CONTACT & LEGAL



1-800-888-8888
[www.purehockey.com](#)
 10000 Highway 101, Suite 100, Mississauga, ON L4W 5Y1, Canada

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