



Q&A

Green Jersey's Mark Fraser talks us through the redesign of Plainlazy.com, the fashion retailer's online store, which was in need of a new look for 2008



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Why did Plain Lazy need a redesign, and what was the brief?

Until March 2008, the e-commerce website of Plain Lazy, a well-established, successful lifestyle clothing brand, suggested it might have been run from a bedroom. It actually had two separate sites: one all-Flash site to showcase its products, which was invisible to search engines and difficult to update; and an e-commerce site that lacked the design flair and fun associated with the Plain Lazy brand.

Green Jersey was briefed to replace both sites with a single, integrated website, combining serious e-commerce functionality with Plain Lazy's rich content and cheeky humour.

What are the main elements of the redesign?

We first created an interim redesign in three weeks, to help the Christmas and New Year trade, with as many improvements as possible.

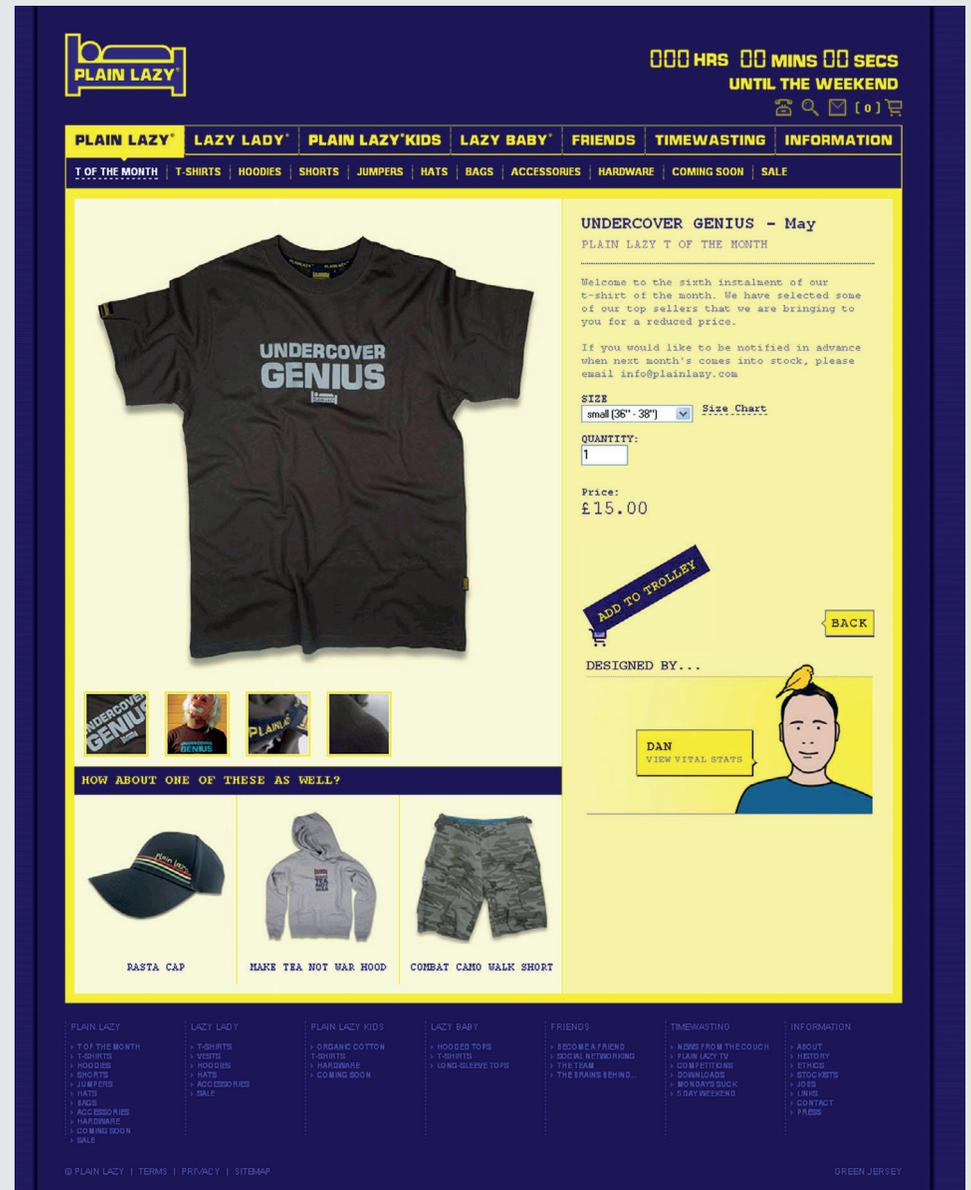
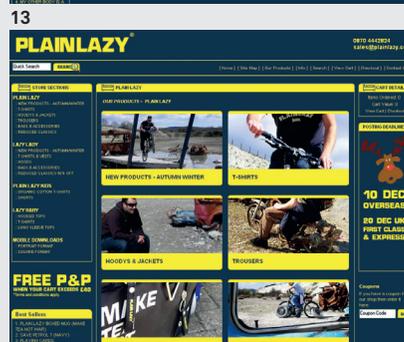
Plain Lazy's customers are very fashion-conscious, so we added lifestyle imagery to show the clothes in action. We changed the old blue and yellow used as it looked washed out, and we put right the basics of the design – the alignment and positioning of elements on the page, adding custom buttons, correcting the colours and showing the familiar Plain Lazy 'bed' logo around the site. We then moved on to the full redesign.

Laziness and cheeky humour is at the heart of the brand, and we wanted the new site's design to reflect this with rich content and quirky features. For

example, there's a Flash countdown to the weekend in the header, a Flash 'sick note' generator and scraps of paper 'taped' to the page throughout the site with type-written text upon them. And to ensure that the image-based approach with all the lifestyle photography didn't sacrifice search engine friendliness or usability for humans, we built a comprehensive footer with all section links and sub-links shown.

What technology was used?

The project's graphics work and Flash was produced with Adobe CS3, while the site's construction is tableless CSS through Dreamweaver. The whole site is built with Actinic's Business e-commerce software (www.actinic.co.uk).



13 Usability and navigation on the original site was poor – contact details were hidden, while **product navigation** and links were unclear

14 The site was given an **interim redesign** for the Christmas period – usability was improved, and a little lifestyle photography was added

15 The **final site** has a rectangular, blocky layout for simplicity, in keeping with the brand's no-nonsense reputation. It has

horizontal navigation only and no sidebars, so the whole page width can show content