



CLIENT DOCUMENTATION

Sögrene of Copenhagen

<http://sogrenibikes.com/>

SÖGRENI

Design Brief



Client

Sögreni was established by Søren Sögreni in 1981. At first the company was building a reputation for unique and contemporary designed bicycles, but has now expanded in bicycle accessories. The work of Søren Sögreni is often seen in international magazines like Wallpaper and Conde Nast Traveller, and a range of museums throughout the world keep Sögreni bicycles in their permanent collections, or offer the Sögreni bicycle accessories in their museum shops. His shop, located in downtown Copenhagen, is featured in many tourists routes.

Project

The company now looks into expanding its online sales and reach into international market. To do so, we will redesign its current website.

The main goal of this redesign is to address issues that on-line consumers may encounter and make the website more attractive to visitors. Elegance it is a important part of Sögreni, and the new website must reflect it.

Audience

This projects targets upper-middle class young and middle-age adults, interested in contemporary and Danish design, and with appreciation for handmade products.

Competition

The competition Sögreni of includes various traditional Danish bicycle shops and other stores specialized in hand-made custom bicycles, many of whom have e-commerce websites.

Velorbis

Pros

- + Multiple/International currencies
- + Search Functionality
- + Oversized Menus

Cons

- + Social Media Link on Navbar

Assets

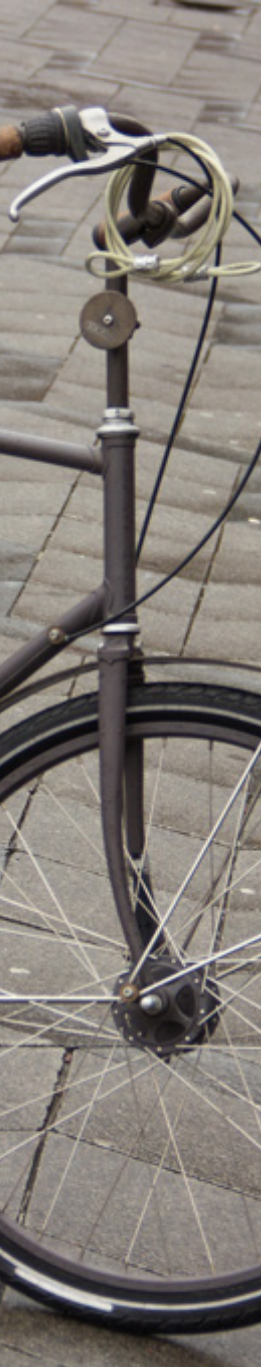
Needed

- + Pictures
- + Items Descriptions
- + Product List
- + Comprehensive "About" texts

Needed

- + Logo Revision

User Experience



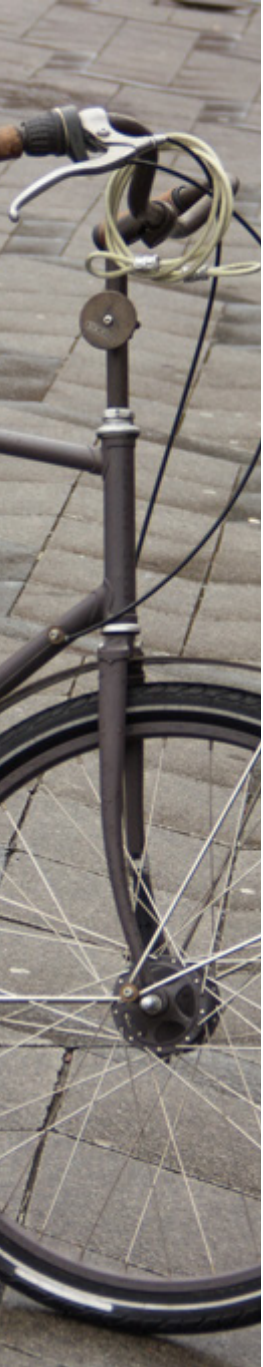
Kevin McKinley 22

Gender	Male
Location	Copenhagen, Denmark
Education	University of Copenhagen
Family	Single
Hobbies	Reading and Writing
Occupation	Student/Librarian
Income	DDK 63/hr (~\$11/hr)
Work Hours	Monday-Friday, 8am-12pm
Disabilities	None
Computer skill	Average

User-Site Interaction Episode

Kevin is an exchange student from Canada that arrived a few weeks ago. He was looking into buying a bicycle for transportation with some money that he brought with him. He decided that he wanted a retro style bicycle and went to Google looking for handmade bicycle shops close by. Kevin found Sögreni among many other website, but he didn't want to spend much time looking each one and decided go to the shops with the nicest looking website for him, which did not included Sögreni.

User Experience



Marie Hansen 47

Gender	Female
Location	Copenhagen, Denmark
Education	Rhythmic Music Conservatory
Family	Single
Hobbies	Traveling
Occupation	Violinist
Income	DDK 603,767 (\$108,732)/yr
Work Hours	50-60hr/week
Disabilities	None
Computer skill	Bellow Average

User-Site Interaction Episode

Marie always liked to use bicycles as transportation. Her most recent bicycle broke so she searched for someplace to buy a new one. Among the results it was Sögrene. Marie don't like to buy online so she looked for a physical address. She saw "The Shop" and clicked on it, hoping to find a dress. When she realized that the webpage that opened was a entire text she imitatively exited the page. Marie searched for Sögrene hopping to find the address and went there on the fallowing day.

User Experience



Francine Coppersmith 35

Gender	Female
Location	Pasadena, California
Education	California College of Arts
Family	Married
Hobbies	Cooking
Occupation	Art Curator
Income	\$50,441/yr
Work Hours	Monday–Friday, 12pm–9pm
Disabilities	None
Computer skill	Average

User-Site Interaction Episode

Francine saw an article on featuring a bicycle produced in conjunction with Sögreni. She went to website to see more of his work. She found the bicycles and bells lovely pieces of arts and wanted to buy them decorate her home. Unfortunately, she lost interest on the checkout. The website didn't displayed USD values –She didn't think it worth the inconvenience of creating a account just to find out she could not pay in USD nor figure the currency exchange value.