



CLIENT DOCUMENTATION

Sögreni of Copenhagen

sogrenibikes.com/

SÖGRENI

Design Brief

CLIENT

Sögrene was established by Søren Sögrene 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 Sögrene is often seen in international magazines like Wallpaper and Conde Nast Traveller, and a range of museums throughout the world keep Sögrene bicycles in their permanent collections, or offer the Sögrene 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 Sögrene, and the new website must reflect it.

AUDIENCE

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

COMPETITION

The competition Sögrene 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

Provided

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

Needed

- + Revised High Quality Logo



User Profile



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 websites, but he didn't want to spend much time looking at each website and decided to go to the shops with the nicest looking websites for him, which did not include SögreNI.

User Profile



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	Below 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 was Sögreni. Marie doesn't like to buy online, so she looked for a physical address. She saw "The Shop" and clicked on it, hoping to find an address. When she realized that the webpage that opened was an entire text, she imitatively exited the page. Marie searched for Sögreni on Google instead, hopping to find the address, and went there on the following day.

User Profile



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.

Functional Specifications



NAVIGATIONAL

- + Search Function
- + Filtering & Sorting Options

SHOPPING

- + Account Page
- + Shopping Cart
- + User Login/Sign Up
- + Frame-Size Charts
- + Currency and Language Options
- + Product Detail Page

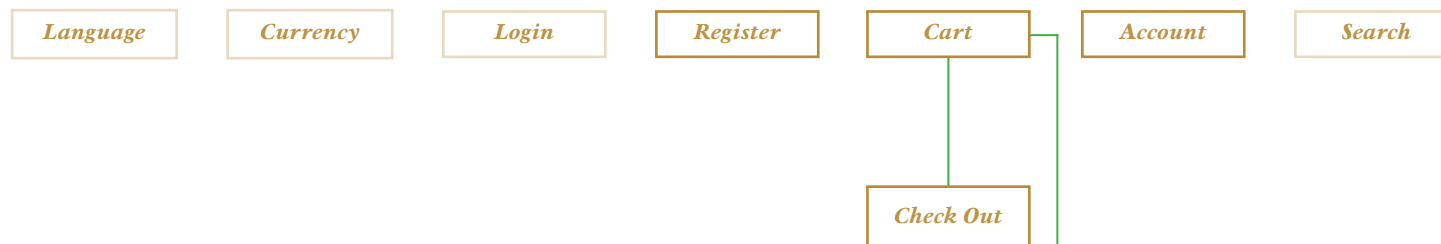
OTHERS

- + Blog
- + Newsletter Mailing List Sign-up
- + Interactive Map
- + Terms, Policies & Shipping Link
- + Slideshow
- + Social Media Links

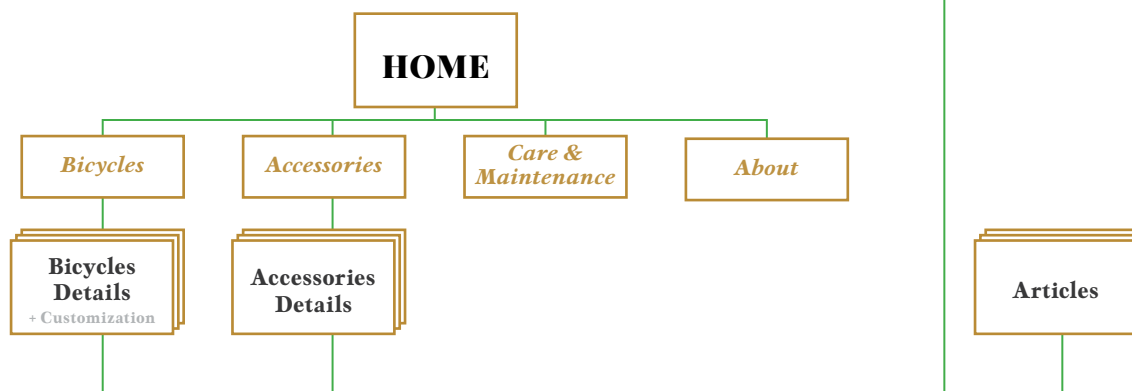
Site Map



Universal Nav



Main Pages



Footer



Caption

- Pages
- External Page
- Drop-Down Function
- Connection
- Static or On-Screen

Hover on the box brings this state. By default the division is in the center, and the text is just the title, like on the right side

Email

Password [Forgot password](#)

Remember me

SING IN

Or create an account, if you don't have one.



Bicycles

Which of Sögrenis bicycles will suit you the best? You design the bicycle with your head and your heart, we build it after your specifications. Contact us for specialty custom designed bicycles.

CHOOSE A MODEL



Accessories

“Here we try to build the *BEST BIKES* in the world”

—Søren Sögreni

Who is Sögreni

Copenhagen's own original bike makers & shop. A short portrait of the founder and the mechanic behind the premium, danish-designed, all-European-sourced Sögreni bicycles.

PLAY VIDEO

or

READ MORE

LOGO

Sögreni of Copenhagen
Sankt Peders Stræde 30A
1455 København K Denmark

+45 33 12 78 79
+45 33 12 72 71
info@sogreni.dk



Name

Email

Topic

SEND

Navigate

Bicycles
Accessories
Maintenance
About Us
Sign-in / Sign-up
Account
Cart

Info

Terms, Policies & Shipping
7 Reasons to buy a Sögreni bicycle
Media/Press
Jobs

Blog

Article one
Article two
Article three
Article four
Article five
Article six
More Articles

Newsletter

Sign-up for bicycles news, tips for taking care of yours as well as new styles and accessories.

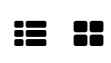
SEND

HOME > BICYCLES

Bicycles

Which of Sögrenis bicycles will suit you the best? You design the bicycle with your head and your heart, we build it after your specifications - so, as you'd expect, it might take some time. Please allow anything from 8 to 16 weeks before you can expect delivery.

All bicycles available in 5 frame sizes. See the Frame Size Chart to see wich feets you better.

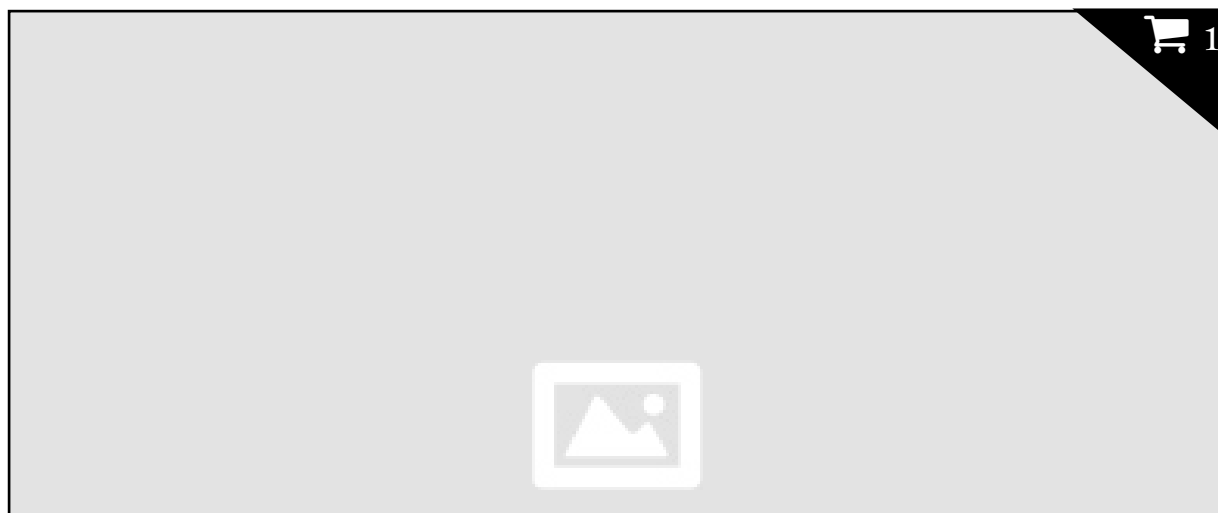


PRICE ↓ | FILTERS ≡

Wheel size ▶ 28 | Color ◀ ■ □ ■ ■ ■ □ □ ■ | Frame type ▶ | Frame size ▶ 48 56 | Reset Filters

Cart count, when applicable.

Small amount of details appears on hover



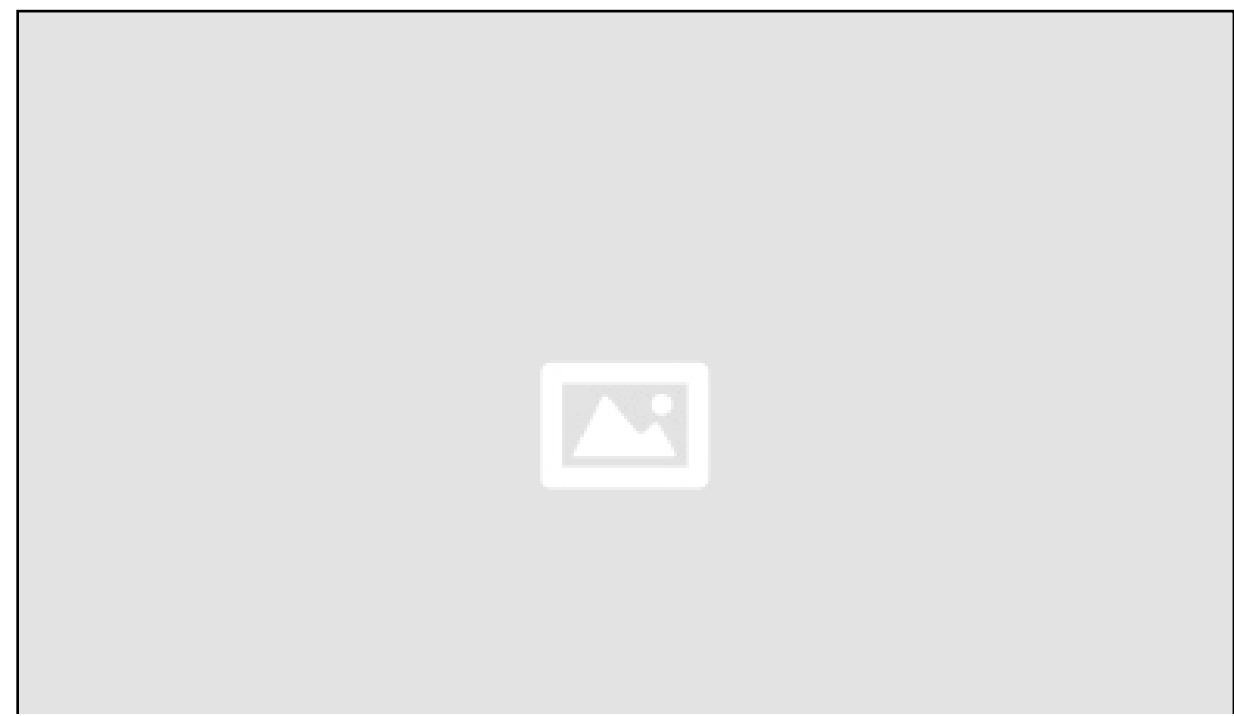
Classic (The Louisiana Bicycle)—Open Fram

The bicycle for the city. Upright sitting position for better overview of traffic, 26 inch wheels for quicker maneuvering, and low balance point for fast turns.

€1,669.00

Add to Cart

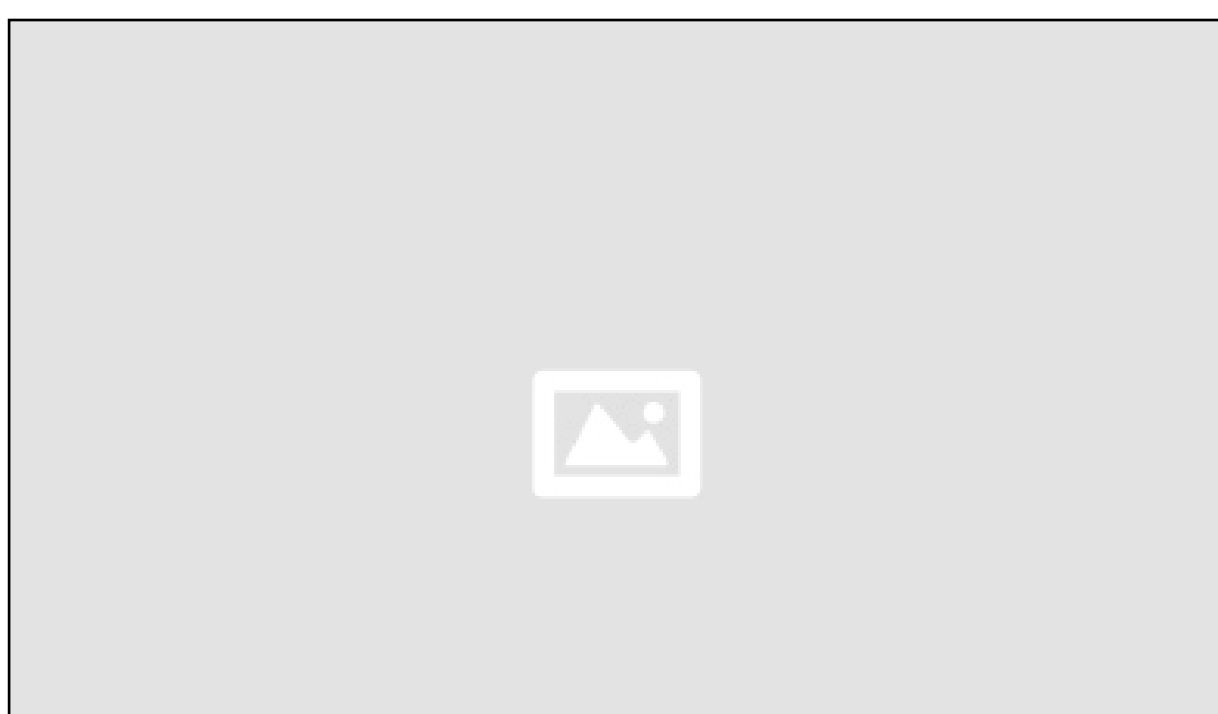
More Details



Classic (The Louisiana Bicycle)

€1,669.00

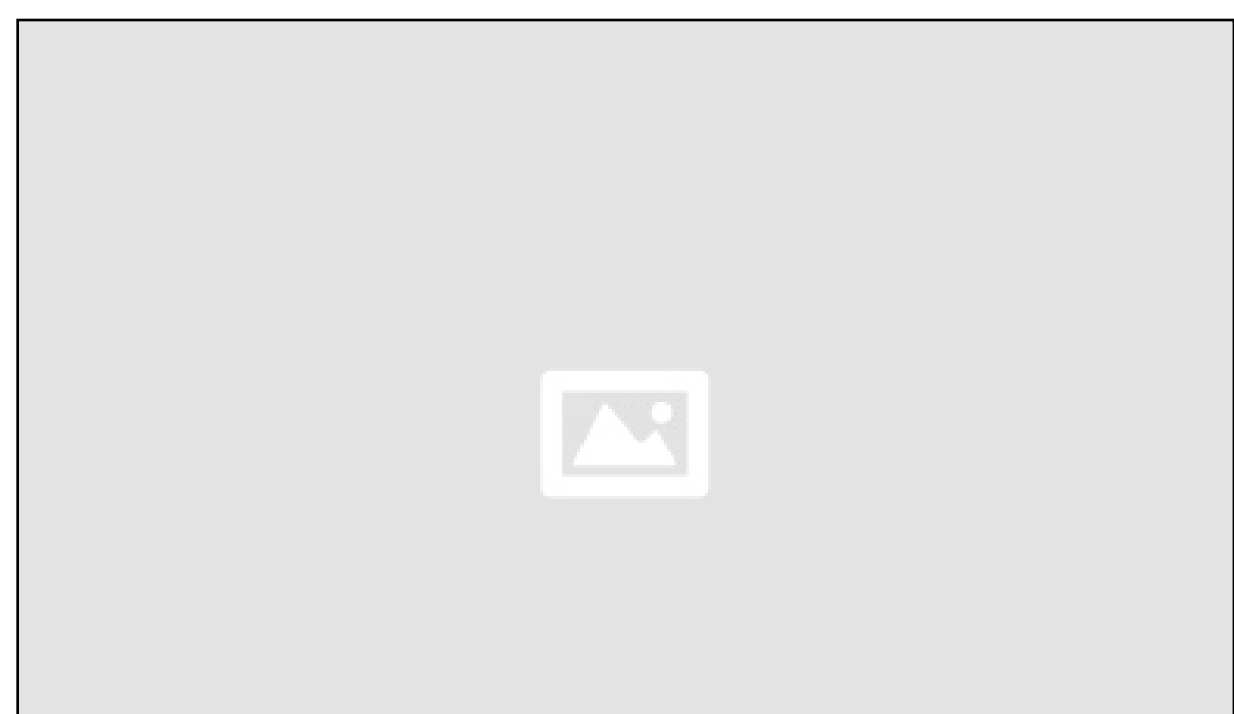
Details



Old Shatterhand—Open Frame

€1,669.00

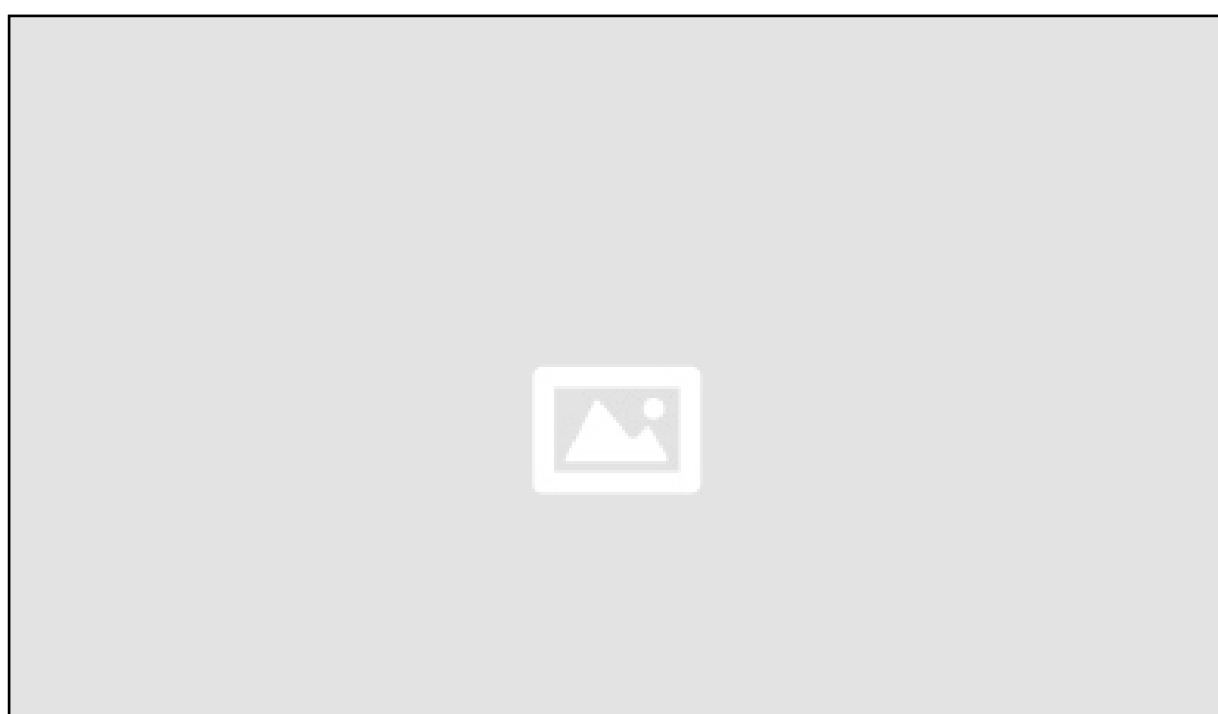
Details



Old Shatterhand

€1,669.00

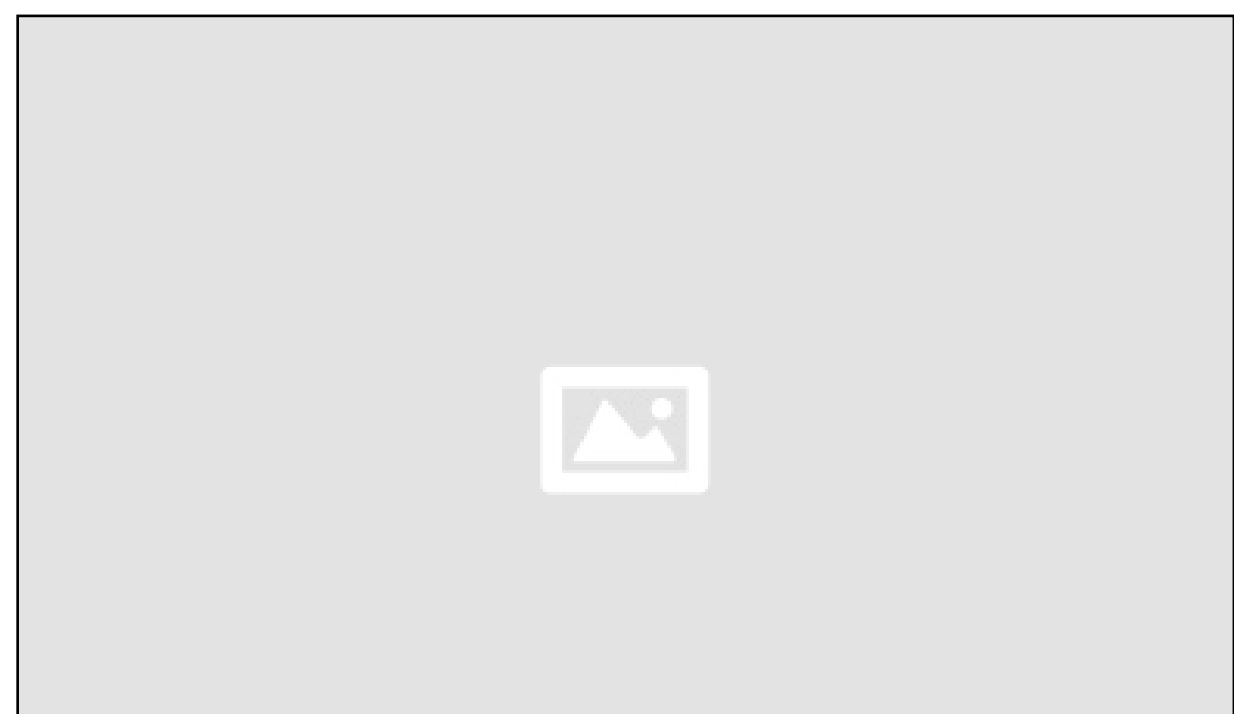
Details



Young Shatterhand—Open Frame

€1,669.00

Details



Young Shatterhand

€1,669.00

Details

By the default, sorting is A-Z. Clicking on it bring all the other options in drop down menu, and clicking on the arrow toggle from increasing to decreasing.

Clicking on Filter brings a collapsible menu with the filter options. Clicking on the filter bring all the options for that filter (like in Color), and click on it hide all the options that were not selected (like in all the other filter). Click on Reset Filter deselected all the filter options and show all the options for all the filters. Clicking on Filter hide the collapsible menu. Usability test will be necessary to determine if that action also will cause the filters to reset.

LOGO

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info@sogreni.dk



Name
Email

Topic

SEND

Navigate

- Bicycles
- Accessories
- Maintenance
- About Us
- Sign-in / Sign-up
- Account
- Cart

Info

- Terms, Policies & Shipping
- 7 Reasons to buy a Sögreni bicycle
- Media/Press
- Jobs

Blog

- Article one
- Article two
- Article three
- Article four
- Article five
- Article six
- More Articles

Newsletter

Sign-up for bicycles news, tips for taking care of yourw as well as new styles and accessories.

SEND

