

## TO DO Ineke:

Ineke is going to look for a photo editor / designer for these tasks on Upwork. I will be giving her all the images needed for this, and she will complete this with Farhan, but all images need to be approved by me.

- Main page image (now a slider). We will be using 1 very nice static image and Ineke will use the images i'm providing her and pick out images, parts of images, logo's etc out of them and have the image designer make the perfect static image. Reason why i want to switch to static is slider distracts attention for what the shop is ment to be for, selling. The size how it is now is good, but take in account this image resizes according to screen resolution, and this needs to be perfect as well, so resizable image is needed.
  
- Designer needs to create images for the products in exact the same sizes, so products look exactly the same when browsing to others, meaning dimensions need to be the same so images don't jump from here to there. Also, the products (in this case the boxes with shakes which have same size) need to stand all in the same facing postion, meaning the etiquette, shadow at the back etc etc, all needs to have same position and not differet positions, causing again when browsing through products to jump from here to there. You can see here what i mean with jumping from positions, (click tastes)  
<https://myherba.myshopify.com/products/herbalife-formula-1-voedingsshake>
  
- This is for all products btw, they need to have all 110% perfect matching positions and backgrounds. As when this changes a potential client gets distracted. The focus is on the product.
  
- For the current products on the page now i'll explain more what i want to see different:
  1. Formula 1 Voeding Shake. These are all the different tastes available. The main page product image can be a little smaller IMO, not from the product itself, but too much white space, what do you think, please share opinion. Then the product page, the image is way too big, it should be the same size as the main page. Again stay in the same line with all images, no reason to jump from small to big. So fix this as described in earlier points.
  
  2. The combo products, have the designer create 1 combination image for both main page and product page. Take vanilla as taste, peach for instant thee. In the case with 2 shakes, simply take 2 times vanilla for the image.
  3. The green buttons for selecting tastes and products on product page need to be changed to dropdowns (@mansoor knows about it, discussed earlier)
  4. The zoom in we don't need <http://prntscr.com/jaqnmj> – distracts it's not a clothing line we have, zooming in to shakes is not needed
  5. Clicking and opening of the images is also not needed  
[https://cdn.shopify.com/s/files/1/2678/8388/products/0256\\_BE.NL\\_Raspberry\\_50g\\_High\\_380x.png?v=1520428655](https://cdn.shopify.com/s/files/1/2678/8388/products/0256_BE.NL_Raspberry_50g_High_380x.png?v=1520428655)
  6. I want to see 4 products next to each other (i'll be giving Ineke all the product images available for selling, gonna be much more then we started with at the start of this project.
  7. The backgrounds of the product images need to be CLEAR white.
  8. Disable quick view on products
  9. Make a border around each main page product image and make the images perhaps more square so less white space as mentioned.

You can see here what i mean with all images having same size and position. These images are a bit too small though, and the quality is not good enough. But it's to give you a idea. <https://herba-online.com>

This is about everything regarding images and the viewing of products. As said, we are adding more products into the shop.

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Regarding design, layout and the functionality of the shop:

- We have the green buttons "register or log in to view price". Change those to "Bestellen" and add a call to action icon in it. Not necessarily needs to be a cart like here > herba-online.com. Maybe a arrow, that's something for Farhan's team. So we are switching all buttons on the shop we have now to "Bestellen".
- Take a look here <https://blog.hubspot.com/marketing/great-call-to-action-examples> . @Farhan the whole shop design needs to be adjusted to this way of working with call to action buttons, and other elements not being so important not being call to action buttons, selecting a taste should not be a important button for example.
- The account right side dropdown in the header should be a green button, register and buttons next to it for sign in and check out in white with green border. The check out button changes color when a user is signed in, then the button of check out becomes green, so the potential client sees the green button and call to action to proceed to purchase.

About text, onze producten, blog, recepten, product information, review, additional information:

- Disable reviews for now, we can always put that back later but at this moment disable review parts.
- Ineke is going to translate everything to dutch when Farhans team is ready. Either Farhan will explain how and where to put these translations where needed. Or we pass a letter with all translations needed, Ineke you need to discuss that yourself with Farhan.
- Farhan needs to explain in a letter to Ineke and me how to write in "onze producten, blog, recepten, and where to upload images etc.
- Ineke needs to do product research and write her own texts for the products, no copy paste's (VERY IMPORTANT FOR SEO) and the text should be well written not too short not too long. And fun reading, no boring readings.
- While doing product research she will also be able to find receipts from the shakes and other products of Herbalife.
- As a result of the research she will be able to write a page about our products , in the blog, and receipts.

This is the whole project, after this we can do mini fixes but Farhan and Ineke needs to finish the project working together with this letter and details given. Important questions obviously can be asked, otherwise don't come with all different questions to me for each task, everything should be pretty clear.

@ Ineke, follow the steps and start with looking on Upwork for the image editor or designer. The freelancer needs to have more then 1000 hours worked, and 100% job success or close to. Ask for a fixed price for the job that needs to be done. You can hire him, just let me see before you hire.

@Farhan, please guide Ineke as much as possible where she needs it, and would be nice if you have suggestions for the image editor / designer.

