

The logo for MagCloud, featuring the text "MagCloud" in a white, sans-serif font centered within a solid red rectangular background.

MagCloud

Site Redesign

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Hypothesis

We believe new authors have a product in mind, a specific publication they want to create. It is difficult for them to know what products are available at MagCloud based on the existing format nomenclature. Long descriptions, redundant information, and lack of hierarchical navigation challenges them in finding the desired template for publication.

We will attract authors to download templates and generate new titles by:

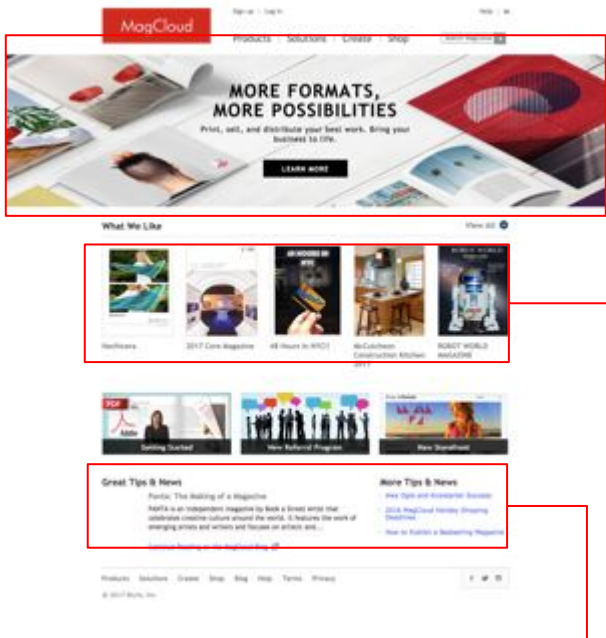
- Correlating formats into products,
- Creating a Product to Format to Download Template funnel,
- Guiding users with simple instructions on how to create a publication, and,
- Empowering new and existing authors to quickly upload PDF files

We will know our hypothesis is true when we see an increase in new titles.

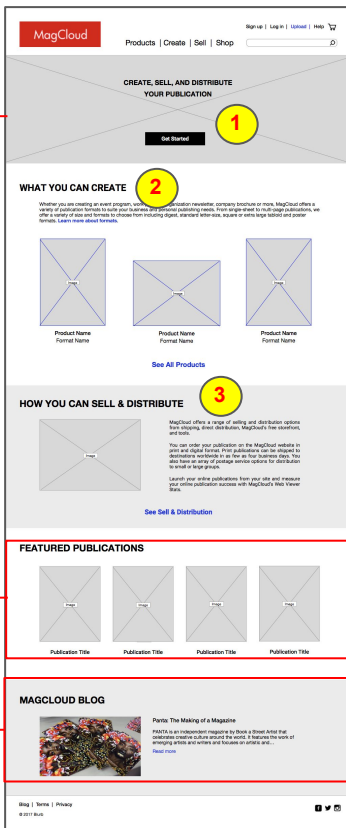
Proposed Site Redesign

Home Page

CURRENT



REDESIGN



PROPOSED CHANGES

The existing Home page appears to be a publication shop. It does not show MagCloud's value proposition. The proposal is to communicate why a user should transact with MagCloud by showing what they can create and how MagCloud could help them sell and distribute their publication..

- 1 GET STARTED CTA:
 - Navigates users to the Product page.
- 2 New PRODUCT Swimlane:
 - Add a Product swimlane to showcase MagCloud's products.
 - Improve nomenclature and present formats as products that users can understand.
- 3 New SELL & DISTRIBUTE Swimlane:
 - Add a Sell & Distribute swimlane to replace 'Features' under the existing Products page. The goal is to bring awareness on how to sell and distribute users' publications.
 - Improve nomenclature and present Formats as Products that users can relate to.

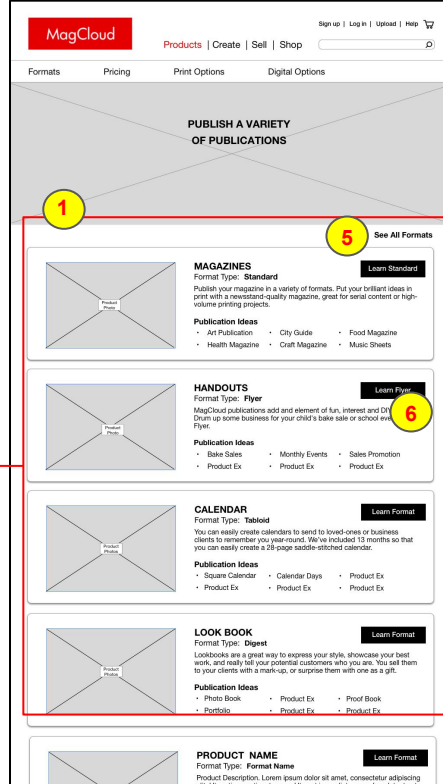
Products Page

CURRENT



Remove redundant pricing calculator

REDESIGN



PROPOSED CHANGES

The existing Products page speaks to users from a format perspective. The proposal is to create tiles of formats as “products” that users can better relate to. Allow it to be the page primary focus where it goes into details about the various products.

- 1 New PRODUCT TILE:
 - Create a categorization of products by formats. Include a description of each product categorization with product examples.
- 2 PRINT OPTIONS:
 - Remove this section as the same print options description is presented at Print Options page.
- 3 DIGITAL OPTIONS:
 - Remove this section as the digital options description is presented at Digital Options page.
- 4 FEATURES:
 - Relocate its content to the new Sells (aka the Sell and Distribution page).
- 5 SEE ALL FORMATS link:
 - Navigates users to the Format Page
- 6 LEARN FORMAT button:
 - Funnel navigates users to the Format Detail Page

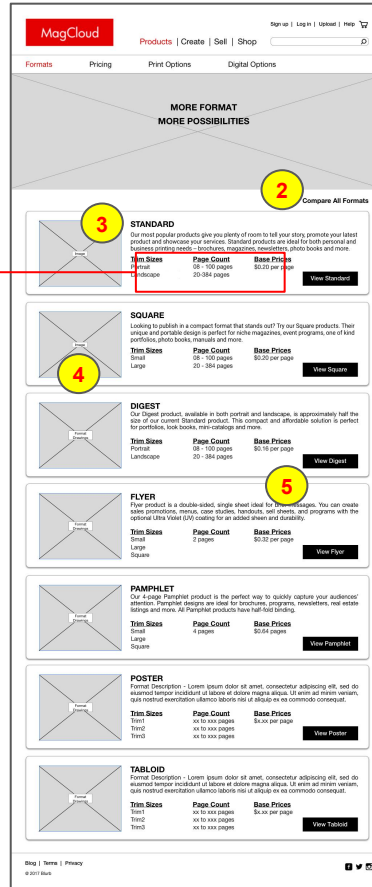
Formats Page

CURRENT



Remove redundant pricing calculator

REDESIGN



PROPOSED CHANGES

The existing Format page is difficult to read. Users have to click on the tertiary nav to view a detailed description of the formats. The proposal is to create a new Formats page that lists all seven formats for easy viewing.

1 Tertiary Nav:

- Remove tertiary nav. Users will be navigated to the Format Details page by clicking on the format image as current exists in the detail page.

2 COMPARE ALL FORMATS link:

- Navigate users to the Format Comparison page. (See slide #)

3 New FORMAT TILE:

- Provide a detailed description of each format from the existing format detail page.
- Include critical format to help users decide which format to create such as trim size, page counts, and base price.

4 FORMAT IMAGE:

- Navigates users to the Format Details page.

5 CREATE FORMAT button:

- Funnel navigates users to the Create/Download template page.

Formats Comparison Page

CURRENT

The current website displays a dense table of format options. The table has columns for 'Format', 'Trim Size', 'PDF Size', 'Binding', 'Page Count', 'Paper Stock', 'Extra Features', and 'Price'. Below the table is a 'Price Calculator' with various input fields and a 'Calculate' button.

REDESIGN

The redesigned website features a clean, simplified 'Format Comparison' table. The table has clear headers: 'Formats', 'Trim Size', 'PDF Size', 'Binding', 'Page Count', 'Paper Stock', 'Extra Features', and 'Price'. The rows are grouped by format type: Flyers, Pamphlets, Digests, and Squares. The layout is more spacious and easier to read.

PROPOSED CHANGES

The propose is to reuse the existing Formats page and create a Formats Comparison page.

- Remove the tertiary nav as it is no longer needed.
- Remove the pricing calculator for a cleaner look.
- Recommend to simplify the table in the future so it can easily be digested.

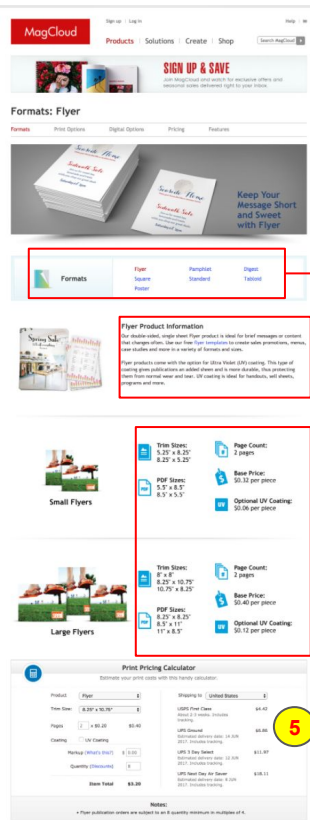
The examples is the initial step towards simplification but it requires additional work to include pertinent information such as size dimensions.

The proposed 'Format Comparison' table is a grid showing the availability of various features for different format types. The table has columns for 'SIZES', 'SHAPES', 'SHEETS', 'PAGES', 'BINDINGS', and 'PAPER STOCKS'. Each cell contains a checkmark (✓) or an empty cell, indicating whether a feature is available for that format type.

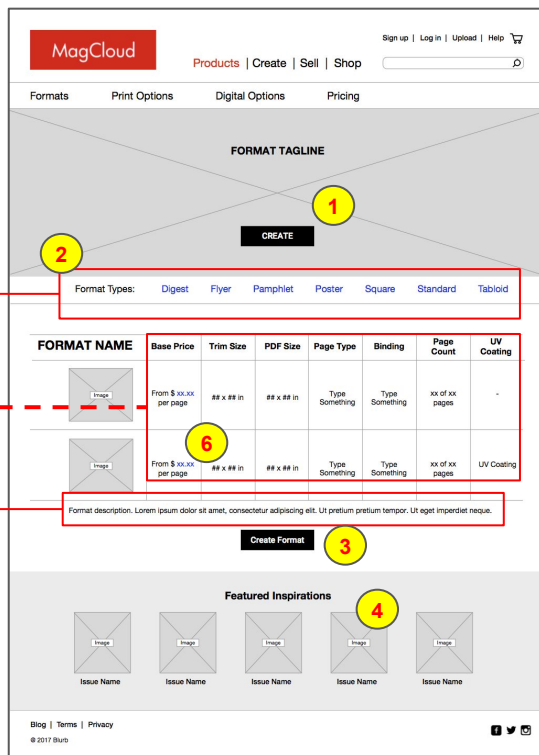
	Digest	Flyer	Pamphlet	Poster	Standard	Square	Tabloid
SIZES							
Small	✓	✓	✓	✓	✓	✓	✓
Large	✓	✓	✓	✓	✓	✓	✓
Square	✓	✓	✓	✓	✓	✓	✓
SHAPES							
Portrait	✓	✓	✓	✓	✓	✓	✓
Landscape	✓	✓	✓	✓	✓	✓	✓
SHEETS							
Half Fold	✓	✓	✓	✓	✓	✓	✓
Single	✓	✓	✓	✓	✓	✓	✓
PAGES							
Multiple	✓	✓	✓	✓	✓	✓	✓
Flat	✓	✓	✓	✓	✓	✓	✓
BINDINGS							
Saddle Stitch	✓	✓	✓	✓	✓	✓	✓
Perfect	✓	✓	✓	✓	✓	✓	✓
Wire-O	✓	✓	✓	✓	✓	✓	✓
PAPER STOCKS							
ICA Text	✓	✓	✓	✓	✓	✓	✓
ICA Text	✓	✓	✓	✓	✓	✓	✓
ICA Cover	✓	✓	✓	✓	✓	✓	✓
ICA Cover	✓	✓	✓	✓	✓	✓	✓
UV Text	✓	✓	✓	✓	✓	✓	✓

Formats Detail Page

CURRENT



REDESIGN



PROPOSED CHANGES

The existing Format Details page is difficult to read. The proposal is to display the details in a table format for easy viewing.

- 1 CREATE CTA:
 - Funnel navigates users to the Create/Download Template page based on the selected format.
- 2 Tertiary Nav:
 - Click action updates the Format Detail page based on user's action
- 3 CREATE FORMAT button:
 - Funnel navigates users to the Create/Download Template page based on the selected format.
- 4 New FEATURED INSPIRATIONS:
 - Display featured publications.
- 5 PRICING CALCULATOR:
 - Remove redundant pricing calculator as it is displayed at the Pricing page
- 6 FORMAT PRICE:
 - Navigate users to the Pricing page and show the pricing for the selected format.

Product Page - Print Options

CURRENT

Color, Quality and Paper

MagCloud prints your content on demand whenever you or one of your customers places an order. All publications are printed in full color with a full bleed on off-white digital presses. These commercial presses have been calibrated to provide a high quality output of all your content, from crisp text to vibrant graphics. All publications are printed on paper that is FSC-certified and acid-free, and the weight of the paper is dependent on the length of your publication and the binding type you select.

Saddle Stitch Binding

Saddle stitch binding is available on our 8.5" x 11" Standard, 8.5" x 11" Square, and all Folio products. Perfect bound publications have a quality glued binding unlike in a paperback book. Saddle stitch publications are printed on a standard paper throughout, and are bound and stapled. They can be anywhere from 8 to 100 pages long, with a total page count that is a multiple of 4. 4 to 8 page publications are printed on standard weight 90# cover stock, and 8 to 100 page publications are printed on a higher 100# cover stock.

Perfect Binding

Perfect binding is available on our 8.5" x 11" Standard, 8.5" x 11" Square, and all Folio products. Perfect bound publications have a quality glued binding unlike in a paperback book. Saddle stitch publications are printed on a standard paper throughout, and are bound and stapled. They can be anywhere from 8 to 100 pages long, with a total page count that is a multiple of 4. 4 to 8 page publications are printed on standard weight 90# cover stock, and 8 to 100 page publications are printed on a higher 100# cover stock.

Wire-O Binding

Wire-O binding is available on our 8.5" x 11" Standard, 8.5" x 11" Square, and all Folio products. Wire-O bound publications have a quality glued binding unlike in a paperback book. Saddle stitch publications are printed on a standard paper throughout, and are bound and stapled. They can be anywhere from 8 to 100 pages long, with a total page count that is a multiple of 4. 4 to 8 page publications are printed on standard weight 90# cover stock, and 8 to 100 page publications are printed on a higher 100# cover stock.

Half-Fold Binding and Single Sheet Products

All of our Folio products are printed on 80# cover stock and have a half fold binding. A half fold binding is created by binding a single sheet that is twice the size of the finished product in half, creating a page publication. Our Folio and Folio products have a binding and printing of a single sheet of 80# cover stock with printing on both sides. UV coating is included on all Folios for added durability, and printing on both sides.

Print Pricing Calculator

Estimate your print costs with our pricing calculator.

Product	Quantity	Unit Price	United States
Product	Quantity	Unit Price	United States
Print Type	8.5" x 11" Standard		\$0.33
Binding	Saddle Stitch		
Pages	10	\$1.00	\$7.50
Quantity (Discount)	100	\$0.20	\$12.00
Market (Market's Choice)	100	\$0.20	\$12.00
Quantity (Discount)	100	\$0.20	\$12.00
Sheet Total			\$13.50

4

REDESIGN

PROFESSIONAL PRINTING ON DEMAND

Print High Quality on Demand

COLOR, QUALITY, and PRINT

All publications are printed in full color with a full bleed on HP Indigo digital presses. These commercial presses have been calibrated to provide a high quality output of all your content, from crisp text to vibrant graphics. All publications are printed on paper that is FSC-certified and acid-free, and the weight of the paper is dependent on the length of your publication and the binding type you select.

BINDINGS

1

Perfect Binding

Perfect bound publications have a square glued binding, similar to a paperback book that offers a more professional feel.

Saddle Stitch Binding

Saddle stitch bound publications use a consistent paper throughout, and are folded and stapled.

Wire-O Binding

Wire-O bound publications have a double-loop wire binding that goes through holes punched along the edge of the publication.

SHEET LAYOUT

2

Half Fold Sheet

A half-fold binding is created by folding a single sheet that is twice the size of the finished product in half, creating a 4-page publication.

Single Full Sheet

Single sheet publications use 80# cover stock with printing on both sides and have no binding.

Ultra Violet (UV) COATING

3

Ultra Violet (UV) coating is applied over ink printed on paper and dried by exposure to UV lighting. This type of coating gives publications an added sheen and is more durable, thus protecting them from normal wear and tear. A satin UV coating comes standard on the front and back.

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PROPOSED CHANGES

The propose is to update the existing Print Options page with new images or icons.

- 1 **BINDING Swimlane:**
 - Create a concise description of each binding to improve readability.
- 2 **'SHEET LAYOUT' Swimlane:**
 - Create two separate descriptions for Half Fold Sheet and Single Sheet so users can distinguish them individually.
- 3 **UV Coating Swimlane:**
 - Page refers to the UV coating on several occasions. Recommend to show the UV Coating descriptions from the Help page to minimize lateral navigation.
- 4 **PRICING CALCULATOR:**
 - Remove redundant pricing calculator as it is displayed at the Pricing page

Product Page - Pricing

CURRENT

Products: Pricing

Make a Big Impact With a Small Budget

Flyer, Pamphlet, and Poster Publications

Bound Publications

Volume Discounts

Print Pricing Calculator

Digital Pricing Calculator

1

2

3

REDESIGN

Products: Pricing

MAKE A BIG IMPACT WITH A SMALL BUDGET

Print Pricing Calculator

Price Comparisons

BOUND PUBLICATIONS

FLAT PUBLICATIONS

Volume Discounts

1

2

3

PROPOSED CHANGES

The proposal is to update the existing Pricing page.

- Place the Pricing Calculator on top of the page based users interests as identified from the Hotjar heatmaps.
- Rename “Flyer, Pamphlet, and Poster Publications” to ‘Flat Publications’ to be consistent with the naming convention of ‘Bound Publications’

1 Tertiary Nav:

- Remove the tertiary nav as it points to the format detail page .

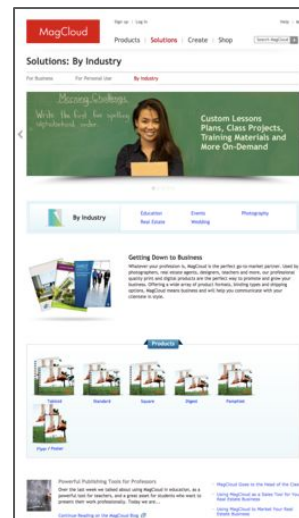
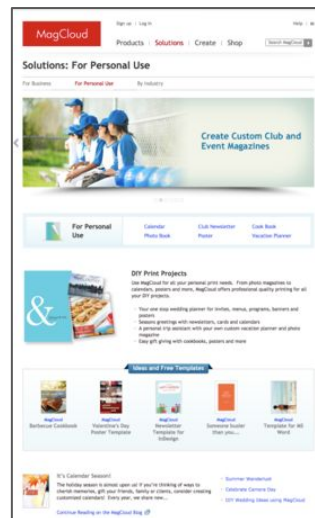
2 DIGITAL PRICING:

- Remove the Digital Pricing Calculator and let it reside on the Digital Options page. Digital publication is more for selling and distribution and it does not impact the print cost.

3 CREATE CTA:

- Navigates users to the Create/Download Template page based on the selected format from the pricing calculator.

Solutions Page - Remove



PROPOSED CHANGES

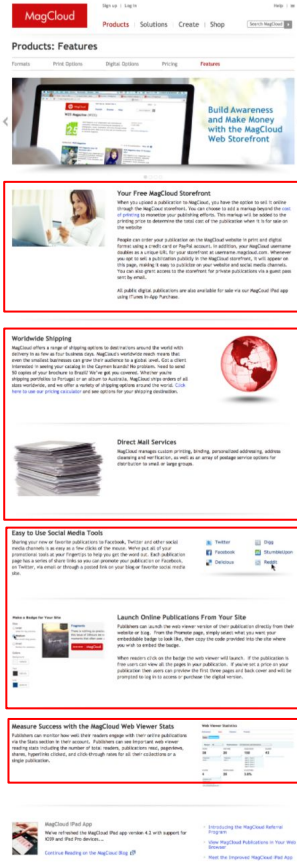
The proposal is to remove the Solutions page as it does not provide added value. Current pages refer to existing pages:

1. Product/Format Detail pages
2. Product/Pricing page
3. Create/Download Template pages

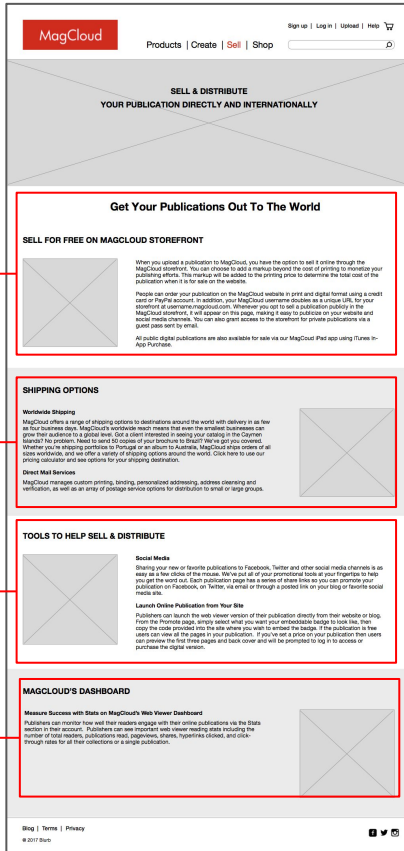
The removal of the solutions page will reduce redundant informational display, minimize lateral navigation, and improve IA by eliminating the tertiary nav (circle # 4) with the redesign.

Sell Page

CURRENT



REDESIGN

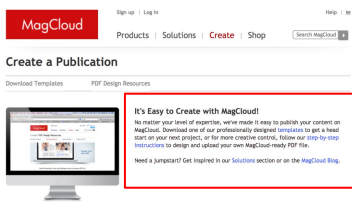


PROPOSED CHANGES

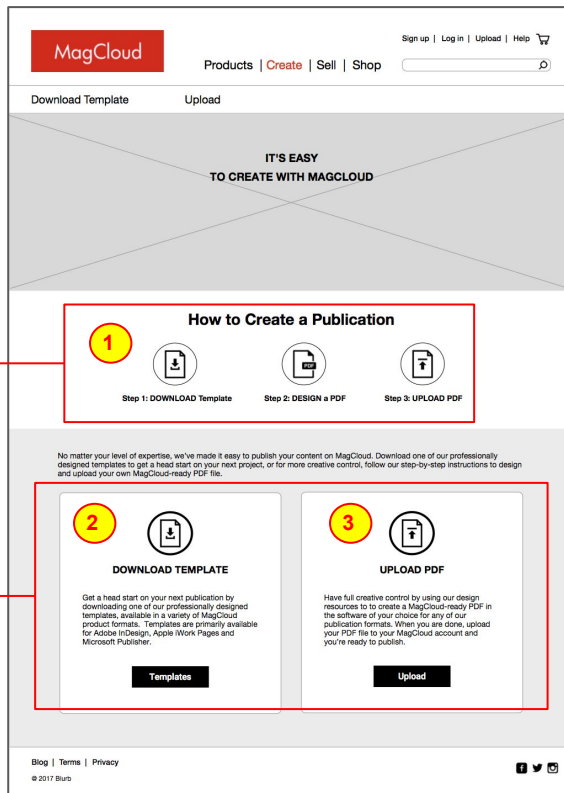
MagCloud's sell and distribution options are buried underneath the Products/Feature page. Propose to create a new top nav menu called Sell. This will create an awareness of MagCloud's sell and distribution offerings that users may not have been aware of.

Create Page

CURRENT



REDESIGN



PROPOSED CHANGES

The existing Create page does not provide guidance to users on how to create a new publication. The proposal is to create simple 3 steps instructions for users to follow.

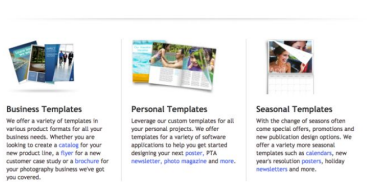
- 1 New HOW TO CREATE A PUBLICATION:
 - Create icons and bullet points to guide users.
- 2 DOWNLOAD TEMPLATE:
 - Move section to the right and match the order of execution towards publication.
 - Match the instructions icon above.
 - TEMPLATE button navigates users to the Create/Download Template page.
- 3 UPLOAD PDF:
 - Rename from “Design it Yourself” to “Upload PDF” for clarification.
 - Match the instructions icon above.
 - UPLOAD button navigates users to the Upload page.

Create - Download Templates Page

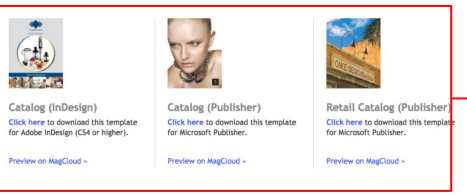
CURRENT



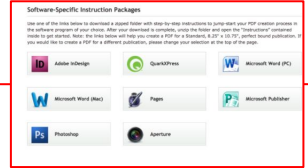
Create: Download Templates



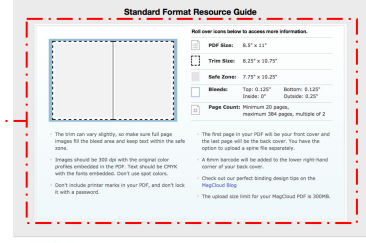
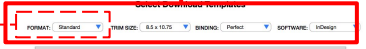
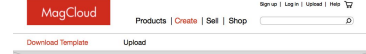
Download Templates: Catalog



CREATE & SAVE



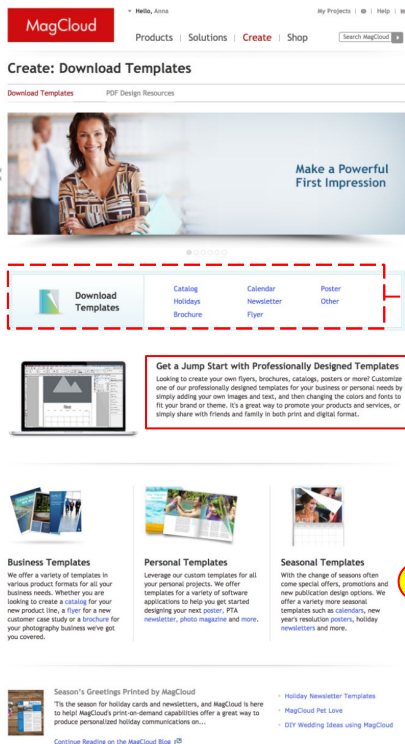
REDESIGN



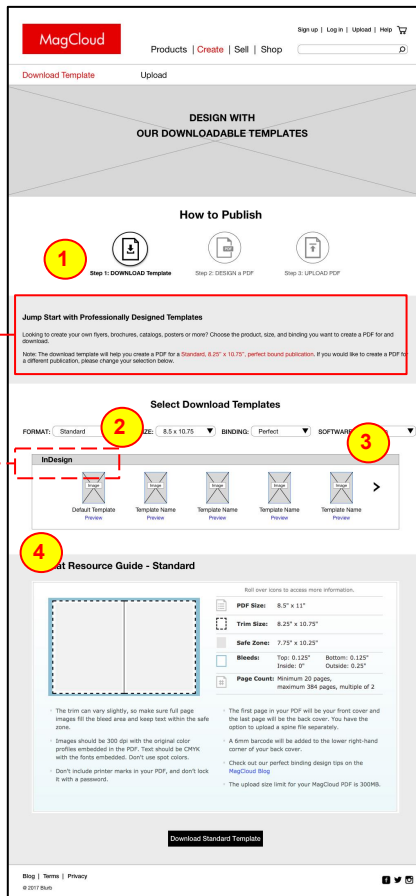
Existing Download Templates Page consist of three pages for users to locate, select, and download a template of their choosing. The proposal is to collapse the three pages into one where the page dynamically updates based on user's selection action from the drop-down list.

Create - Download Templates Page (cont.)

CURRENT



REDESIGN



PROPOSED CHANGES

The proposal is to combine Download Template and Design Resource Guides pages into a single page and left with the Download Templates page.

- 1 New HOW TO CREATE A PUBLICATION:
 - Create icons and bullet points to guide users.
- 2 FORMAT drop down list:
 - Determines which template to present to users and eliminated the need for a tertiary nav.
- 3 New SOFTWARE drop down list:
 - Remove dialogue box and expose the upload tips at the beginning of the upload process to create a better user experience.
- 4 DOWNLOAD TEMPLATES:
 - Displays default software and formatted templates based on the users selection of format, trim, binding, and software.
- 5 SOLUTIONS TEMPLATES section:
 - Remove as its previous purpose to navigate user to the formatted templates is no longer needed.

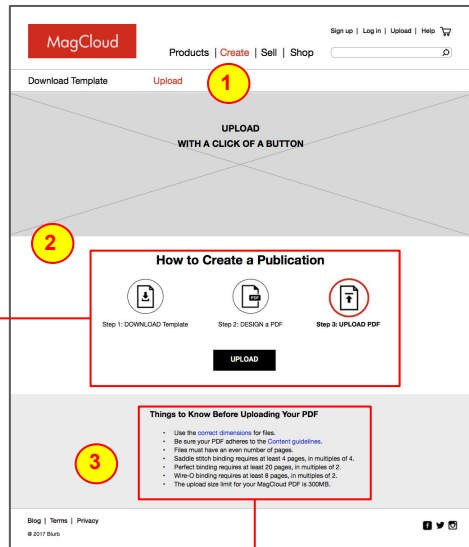
Create - Upload Page

CURRENT



When users click on the Upload button, a dialogue box pops up that is cumbersome to read.

REDESIGN



PROPOSED CHANGES

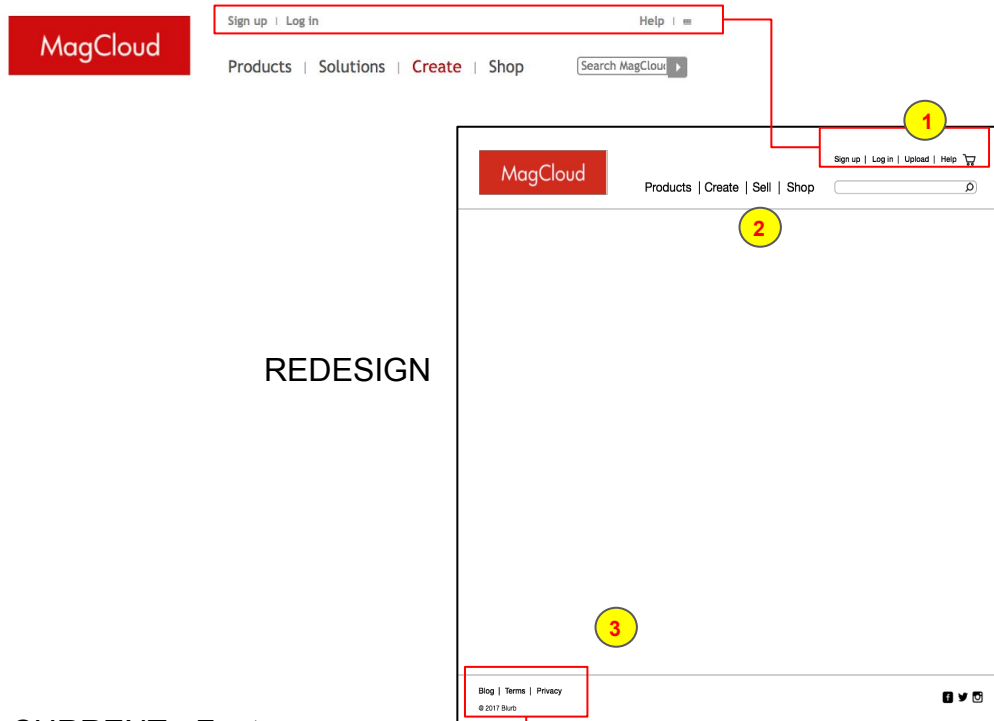
The existing page requires users to perform multiple clicks before they can upload a PDF file. The proposal is to:

- Reduce the number of clicks to expedite the upload process.
- Replace the Publish Create Draft page.
- Additionally, logged in users should automatically be navigated to this Create/Upload page when they click on the Upload link from the header.

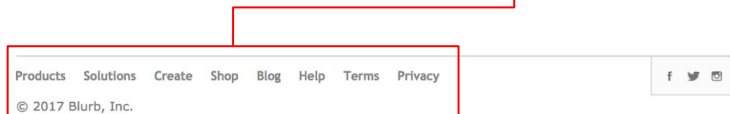
- 1 New UPLOAD SUBMENU:
 - Allow users to easily find and navigate to the Upload page.
- 2 New HOW TO CREATE A PUBLICATION:
 - Create icons and bullet points to guide users.
- 3 New UPLOAD TIPS Swimlane:
 - Remove dialogue box and expose the upload tips at the beginning of the upload process to create a better user experience.

Header and Footer

CURRENT - Header



CURRENT - Footer



PROPOSED CHANGES

- 1 HEADER:**
 - Align the Sign Up and Log In links to the right, next to the Help link. The close proximity will allow users to similar grouping and minimize eye movement.
 - Add a new Upload link for pro-users so they will be navigated to Create/Upload page and enable them to quickly upload files.
- 2 MENU - TOP NAVIGATION:**
 - Remove Solutions top nav menu to remove redundancy and facilitate hierarchical navigation. (see slide #)
 - Add a new Sell top nav menu item so users can easily find MagCloud's sell & distribution offerings.
- 3 FOOTER - TOP NAVIGATION:**
 - Remove the redundancy of top nav menus.

Prototype

See the proposed redesign [prototype](#)

Additional Next Steps

Overall Site Recommendation

Work with a content strategist to:

- Define Products by Format grouping and categorization
- Create concise description for Products, Formats, and Sell & Distributions
- Remove or reduce redundant information from being displayed across the site
- Replace publishing words with friendly terminology that users can relate to whenever possible

Revisit CSS:

- Ensure the Font Size is minimally 14 em or pixel
- Modify to use the same the Font Family
- Modify to Sans Font Type
- Or consider possibly using Blurb's style sheet for consistent branding between the sister sites

Graphics:

- Increase the size of icons
- Replace old stock images with new ones consistent with Blurb's brand

Initiate a marketing campaign to post redesign

MagCloud

Thank You