

# Content Survey

site: <http://www.freitag.ch/>

section: home page

page: index.html







Content	Type	Section <sup>1</sup>	Priority <sup>2</sup>
Top Navigation	Navigation	SW	5*
Store Locator			
Support			
Media			
Contact			
Newsletter			
Search bar			
Language drop down menu			
Main Navigation	Navigation	SW	1
Logo / Home button	Navigation / Branding		
Online Store			1
F-Abric			5*
About Freitag			1
News			5*
Favorites button			
Cart button			
Slideshow	Media	Page	1
Latest News	Section	Page	5
Save the Unicum	Subsection		
Image	Media		
Description	Informative		5*
A Gift from Us	Subsection		5*
Image	Media		
Description	Informative		
Get Dressed with F-Abric	Subsection		5*
Image	Media		
Description	Informative		
One Bag Fits All Sports	Section	Page	5*
Video	Media		
Description	Informative		
From Truck Till Bag	Section	Page	5*
Images	Media		
Description	Informative		
Freitag Online Store	Section	Page	5*
Fundamental Collection	Subsection		
Image	Media		
Description	Informative		
Reference Collection	Subsection		
Image	Media		
Description	Informative		
Freitag Am Donnerstag (lecture series)	Section	Page	5*
Images	Media		
Descriptions	Informative		
F-actory and Resources	Section	Page	5*
Images	Media		
Descriptions	Informative		
Footer navigation	Navigation	SW	4
Support			
B2B			5*
Small Print			5*
Imprint			5*

Contact			
Newsletter			
Facebook Logo			
Copyright			
FREITAG Logo / Home button			5
<b>Things that need to be added to this page</b>			
SHOP Section (A brief overview on what's on the shop)	Section	Page	2
INSIDE Section (A brief overview on the FREITAG inside story)	Section	Page	2

1. Essentially here I track whether the content appears only on this page **[page]**, throughout the current section **[section]**, or site-wide **[SW]**. This also allows me to categorize content and establish local .vs site-wide priorities.
2. Here I establish priority levels. This is especially important for small screens, as the reduced screen real estate forces you to focus on what's really important on each page. I rank them as follows:
  1. **Critical:** Needs to be immediately accessible to users
  2. **Important:** High degree of importance. Should be easily discoverable if not immediately visible
  3. **Top-level:** Solid page content, should be stressed to the viewer and easy to find
  4. **Secondary:** Positioning, structure, and styling should convey that this content is either related to, or secondary to any higher-priority content.
  5. **Extraneous:** Content that is not necessary for page or site effectiveness has little or no relationship to other page content. Content ranked with this priority should be considered for removal.

\* This means it needs to be moved either within current page or to another page

Colors to indicate where to move:

	Move to Main Navigation Category
	Move to SHOP tab (Navigation)
	Move to INSIDE FREITAG tab (Navigation)
	Move / Combine into SHOP Section (Body)
	Move / Combine into INSIDE FREITAG section (Body)
	Move to Footer