

columbus
foam
products
inc

Table of Content

Company Overview.....	1
Screenshot.....	2
Columbus Foam Product home page	
Columbus Foam Product athletic page	
Goals, Requirements & Constraints.....	5
User Profiles.....	6
Elizabeth Smith	
Mary Jane Johnson	
John Dopples	
Hierarchy.....	10
Wireframes.....	11
Home page	
Product page	
Customer Support Form page	
Check Out page	
Color Palette.....	16
Imagery.....	17
Typography.....	18
Visual Solutions.....	19
Nikki Cen	
Patricia Oberle	
David Skelton	
Comparative Analysis.....	28
Dior	
Clear Design UK	
Advantages & Benefits.....	31

COS Des!gn Team

Prototype Presentation

Company overview

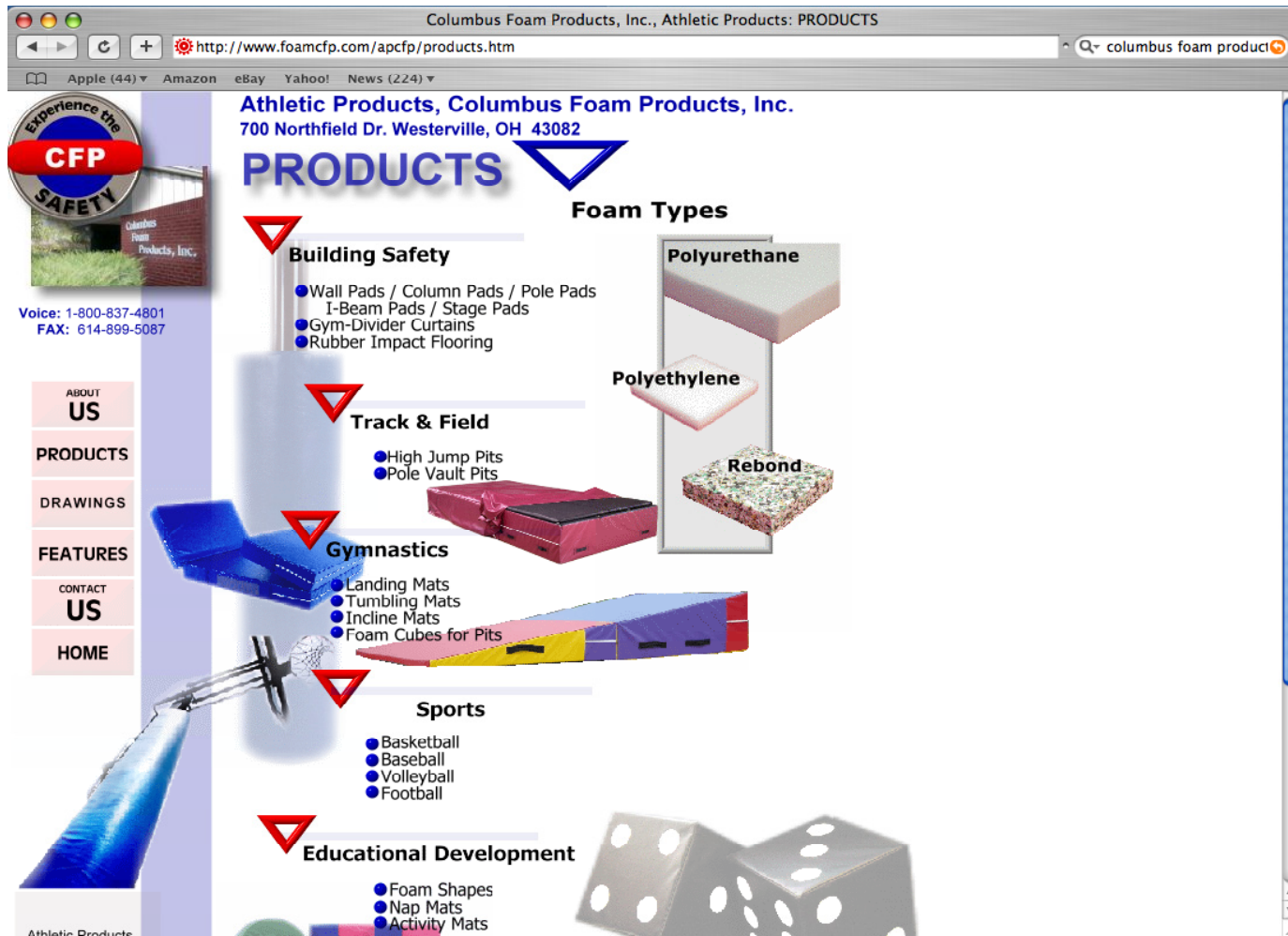
Opened in 1995, Columbus Foam Products Incorporated is located in the Columbus suburb of Westerville. The company offers foam products through their athletics and dock seals department in addition to providing custom made products for their clients.

Screenshot: home page

The screenshot shows a web browser window with the URL <http://www.foamcp.com/>. The page features the company logo, contact information, and promotional text. The browser's address bar shows the URL and search results for 'columbus foam product'. The page content includes:

- Columbus Foam Products, Inc.** logo and a photograph of the company building.
- Contact information: 614.899.5080 phone, 614.899.5087 fax, and 800.837.4801 toll-free.
- Email: MoreInfo@foamcp.com / Retail requests / Wholesale requests
- Text: Custom-cut foams for furniture, boat & RV cushions, window seats, mattresses and craft projects.
- Images of a motorhome, a boat, and a sofa.
- Text: Call, E-mail or fill out either our Retail or Wholesale form.
- Text: Call, fax or email us today!
- Bottom contact information: [Email US: MoreInfo@foamcp.com](mailto:MoreInfo@foamcp.com) / fill out quote form / Upholsterers request catalog
- Bottom contact information: 614.899.5080 phone / 614.899.5087 fax / 800.837.4801 toll free

Screenshot: athletic page



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Prototype Presentation

Goals

- To organize sites and sub sites
- Higher quality pictures
- Picture placement

Requirements

- Site accessibility
- Easier and quicker to order products
- Simplicity of the site itself

Constraints

- Client's familiarity with the Internet and computer
- Flash
- Time restraints

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Prototype Presentation

User profile: Elizabeth Smith

Age: 45

Sex: Female

Company: Yoga Unlimited

Location: Glasgow, Scotland, United Kingdom

Seeking: To have a custom made foam for mats that are easier to store
and comfortable to use for our special needs clients

COS Des!gn Team

Prototype Presentation

User profile: Mary Jane Johnson

Age: 35

Sex: Female

Company: Smooth Step Studio

Location: Columbus, Ohio, United States

Seeking: In the process of opening a gymnastic studio, I have

had a lot of help from the CFP company, both the website
and people have made everything so much easier.

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Prototype Presentation

User profile: John Dopples

Age: 55

Sex: Male

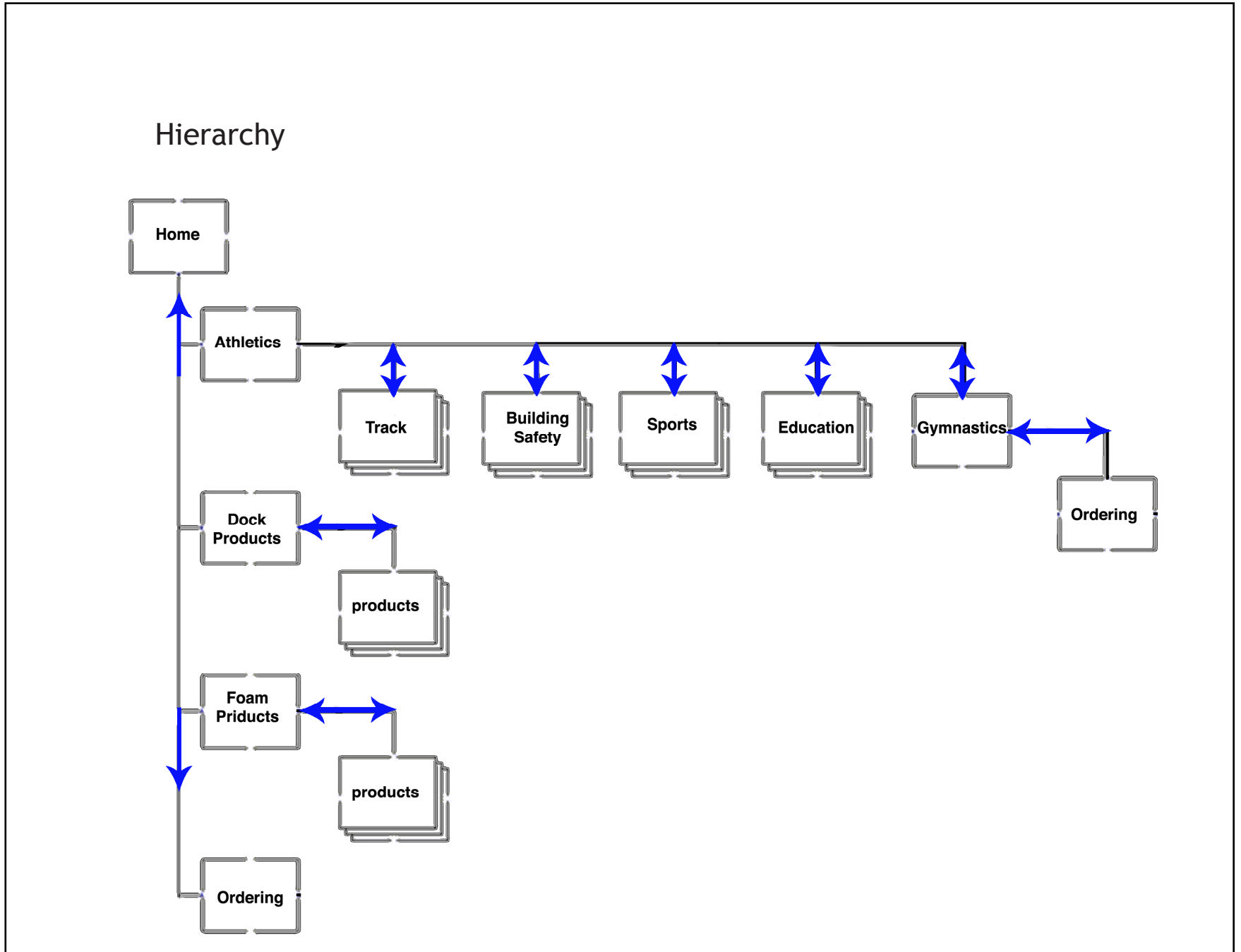
Company: Penski Trucking

Location: Cleveland, Ohio, United States

Seeking: When ordering dock bumpers and levels I order from CFP.

Their website is fast and easy to use: in just three easy clicks, department, product and checkout.

Prototype Presentation

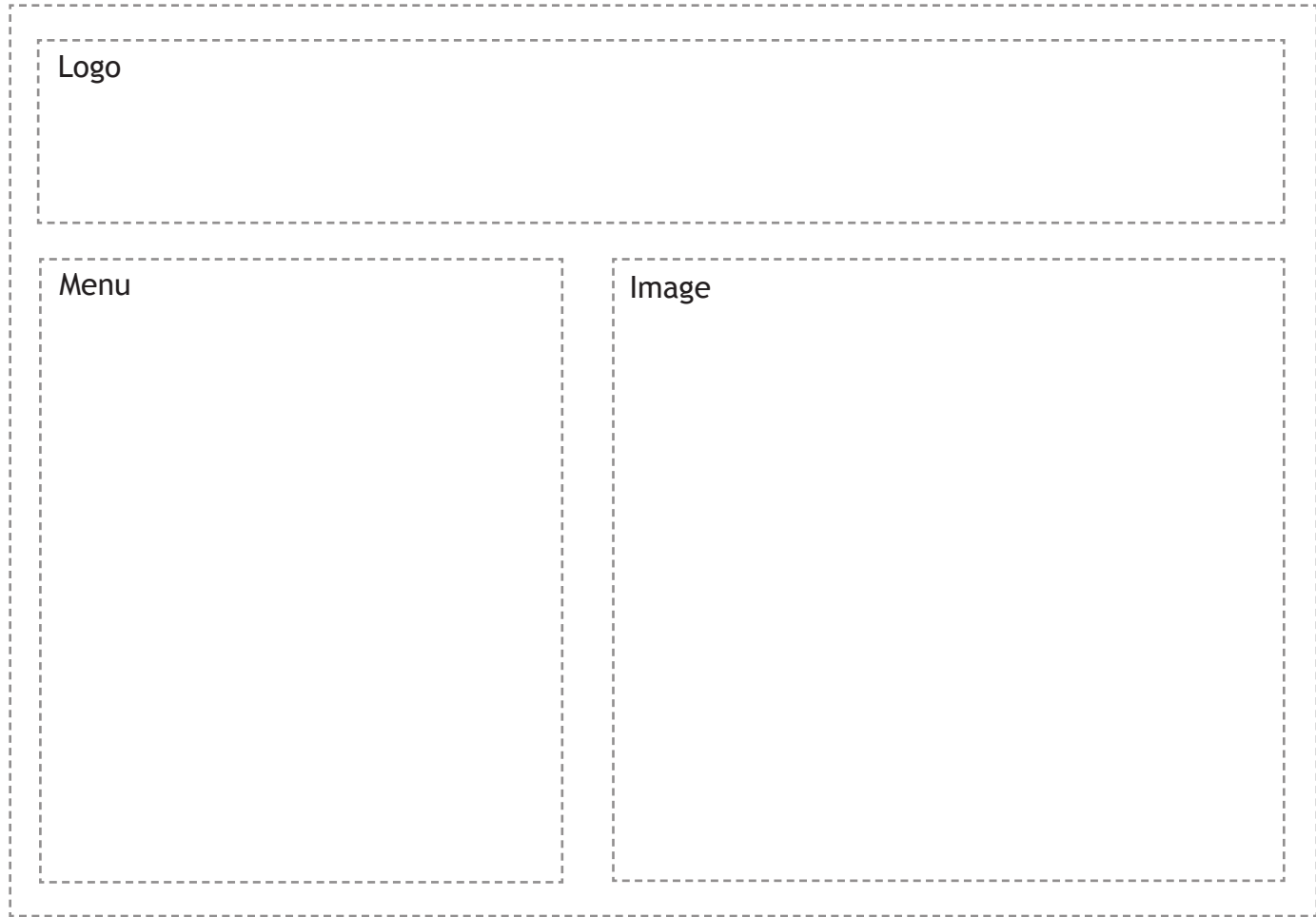


Wire Frames: homepage

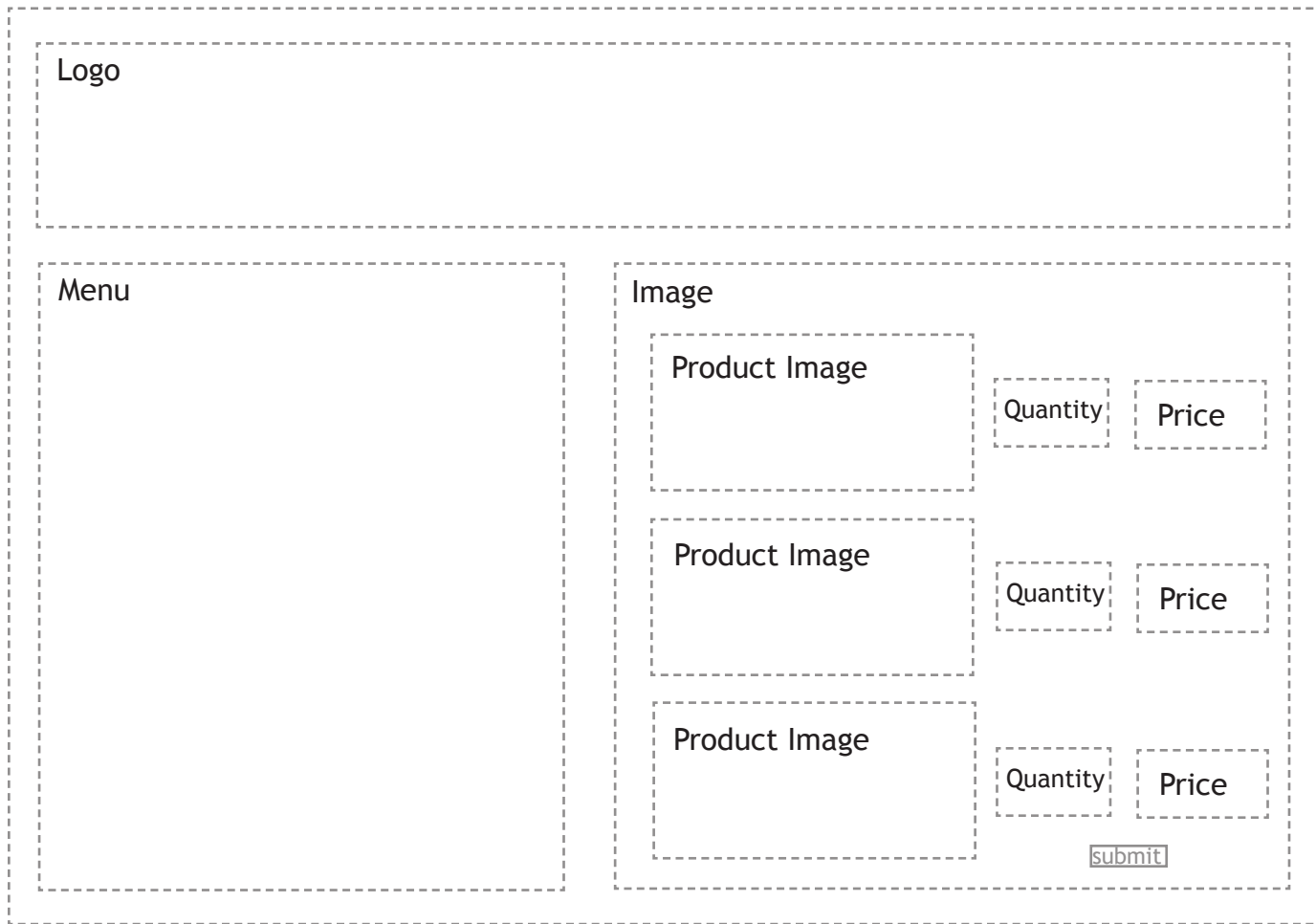
Logo

Menu

Image



Wire frames: product page



Wire Frames: customer support form

The wireframe is enclosed in a dashed border and is divided into three main sections:

- Logo:** A rectangular area at the top left for a logo.
- Customer Support Form:** A central area containing:
 - Title: Customer Support Form
 - Name:
 - Email Address:
 - Subject:
 - Question(s) & Comments:
 - submit button
- Image:** A rectangular area on the right containing contact information:
 - Telephone Help
 - Toll Free: 1.800.837.4801
 - Local: 614.899.5080
 - Fax: 614.899.5087
 - Address: 700 Northfield Road
Westerville, OH 43082

Wire frames: check-out

Logo

Shopping Cart

Model:

Product Name:

Quantity:

Price:

Total:

Image

- Change Quantity: Enter the new quantity or zero to delete

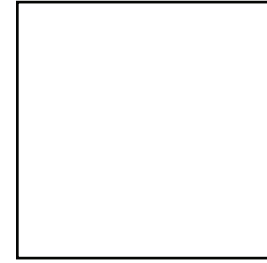
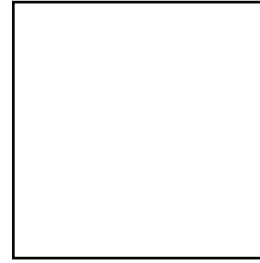
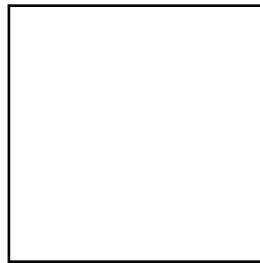
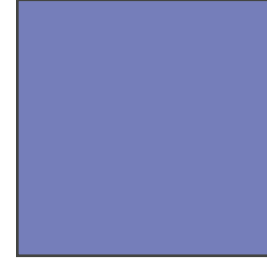
- Shipping Charge: To view shipping charge or the continue processing your order, press "Secure Check Out"

- Forms of Payment: Visa/Mastercard/Amex/Discover/Check/Money Order

- Purchase Order: See our purchase order instructions

Prototype Presentation

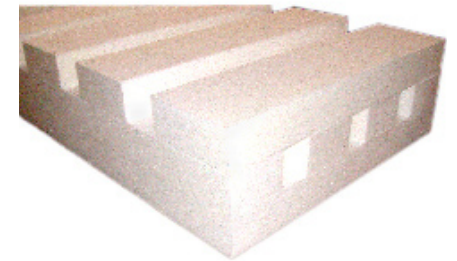
Color palettes



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Prototype Presentation

Imagery



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Prototype Presentation

Typography

Verdana - headings

Arial - menu

Trebuchet - text

Visual solution: Nikki Cen: home page



Columbus Foam Products

CUSTOMER SUPPORT REGISTER SIGN IN CART

HOME

PRODUCTS

- Athletic Products
 - > Building Safety
 - > Track & Field
 - > Gymnastics
 - > Sports
 - > Educational Development
- Hugger Dock Equipments
 - > Dock Seals
 - > L-Pads
 - > Truck Shelters
 - > Architectural Drawings
 - > Dock Levelers
 - > Dock Bumpers
 - > Bumper Seals
 - > Strip Doors
 - > Steel Hoods
 - > Raid Shelter
- Custom-Cut Products
 - > Furnitures
 - > Boats
 - > Windows
 - > Mattresses

CONTACT

ORDER

Welcome to Columbus Foam Prodcuts!

Quisque eros. Fusce nec tortor. Morbi convallis dolor eu orci. Duis turpis. Pellentesque vitae purus at enim tempor rutrum. Suspendisse massa. Aenean fermentum, libero feugiat gravida mattis, ligula risus scelerisque enim, nec aliquam ante ligula at massa. Praesent eget mauris. Pellentesque luctus, sem non bibendum laoreet, eros sapien commodo massa, at aliquam nibh felis ac dolor. Phasellus aliquam elit porta ante. Aenean ac tortor.

Cras rutrum. Nulla facilisi. Cras odio ante, bibendum ac, dictum ac, sodales eget, mauris. Donec vehicula, lectus quis tincidunt elementum, nibh arcu commodo nibh, eu consectetur est felis a neque. Nam tempor consequat ligula. Mauris pulvinar gravida diam. Nulla facilisi. Donec eget nunc vitae ipsum scelerisque aliquam. Phasellus interdum ullamcorper pede. Nunc velit mi, tempor eget, mollis a, commodo in, nisi.

Sincerely,
Donald Smith
President of CFP

HOME | PRODUCTS | ORDER | CONTACT
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Visual solution: Nikki Cen: product page

The screenshot shows a web page for Columbus Foam Products. The header features the company name in large white letters on an orange background, with navigation links for Customer Support, Register, Sign In, and Cart. A left sidebar lists various product categories under 'HOME' and 'PRODUCTS'. The main content area displays three different high jump pits, each with a product image, name, reference number, dimensions, price, and an 'Add to Cart' button. Navigation arrows and page numbers are visible above and below the product listings.

Columbus Foam Products

CUSTOMER SUPPORT REGISTER SIGN IN CART

HOME

PRODUCTS

- Athletic Products
 - > Building Safety
 - > Track & Field
 - > Gymnastics
 - > Sports
 - > Educational Development
- Hugger Dock Equipments
 - > Dock Seals
 - > L-Pads
 - > Truck Shelters
 - > Architectural Drawings
 - > Dock Levelers
 - > Dock Bumpers
 - > Bumper Seals
 - > Strip Doors
 - > Steel Hoods
 - > Raid Shelter
- Custom-Cut Products
 - > Furnitures
 - > Boats
 - > Windows
 - > Mattresses

CONTACT

ORDER

Athletic Products > Track & Field > High Jump Pits:

<<< Previous Page 1 2 3 4 5 NEXT >>>

 PRO-20HJ High Jump Pits(Reference #558)
Dimension: 8'x 166" x 20" 5'6" x 8'x 18" 8'x 166" x 2"
Price: \$3,500 [Add to Cart](#)

 PRO-28XC High Jump Pits(Reference #581)
Dimension: 10'x 18'x 28" 6'x 10'x 26" 10'x 18'x 2"
Price: \$3,500 [Add to Cart](#)

 PRO-18JR High Jump Pits(Reference #582)
Dimension: 6'x 12'x 18" 1 Unit Only - Practice pit
Price: \$2,500 [Add to Cart](#)

<<< Previous Page 1 2 3 4 5 NEXT >>>

HOME | PRODUCTS | ORDER | CONTACT

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Visual solution: Nikki Cen: customer support form



The image shows a prototype of a customer support form for Columbus Foam Products. The website header features a stack of colorful foam products on the left and the company name 'Columbus Foam Products' in large white text on an orange background. Navigation links include HOME, PRODUCTS, CUSTOMER SUPPORT, REGISTER, SIGN IN, and CART. The left sidebar lists various product categories such as Athletic Products, Building Safety, Track & Field, Gymnastics, Sports, Educational Development, Hugger Dock Equipments, Dock Seals, L-Pads, Truck Shelters, Architectural Drawings, Dock Levelers, Dock Bumpers, Bumper Seals, Strip Doors, Steel Hoods, Raid Shelter, Custom-Cut Products, Furnitures, Boats, Windows, and Mattresses. The main content area is titled 'Customer Support Form' and includes contact information: Telephone help (Toll Free: 1.800.837.4801, Local: 614.899.5080, Fax: 614.899.5087) and Email Help (Please use the web form below to contact us via email. Be sure to click 'Submit.' Remember that our agents do not have more specific product information than what is listed on our site.). The form fields include a name field, an email address field, a subject field, and a large text area for the question (Please limite questions to 2000 words). A red SUBMIT button is located below the text area. The footer contains navigation links (HOME | PRODUCTS | ORDER | CONTACT) and a copyright notice (© 2003 Columbus Foam Products, Inc. All Rights Reserved.).

Columbus Foam Products

CUSTOMER SUPPORT REGISTER SIGN IN CART

HOME

PRODUCTS

- Athletic Products
- > Building Safety
- > Track & Field
- > Gymnastics
- > Sports
- > Educational Development

Hugger Dock Equipments

- > Dock Seals
- > L-Pads
- > Truck Shelters
- > Architectural Drawings
- > Dock Levelers
- > Dock Bumpers
- > Bumper Seals
- > Strip Doors
- > Steel Hoods
- > Raid Shelter

Custom-Cut Products

- > Furnitures
- > Boats
- > Windows
- > Mattresses

CONTACT

ORDER

Customer Support Form

Telephone help:

Toll Free: 1.800.837.4801
Local: 614.899.5080
Fax: 614.899.5087

Email Help:

Please use the web form below to contact us via email. Be sure to click 'Submit.'
Remember that our agents do not have more specific product information than what is listed on our site.

Your Name:

Email Address:

Subject:

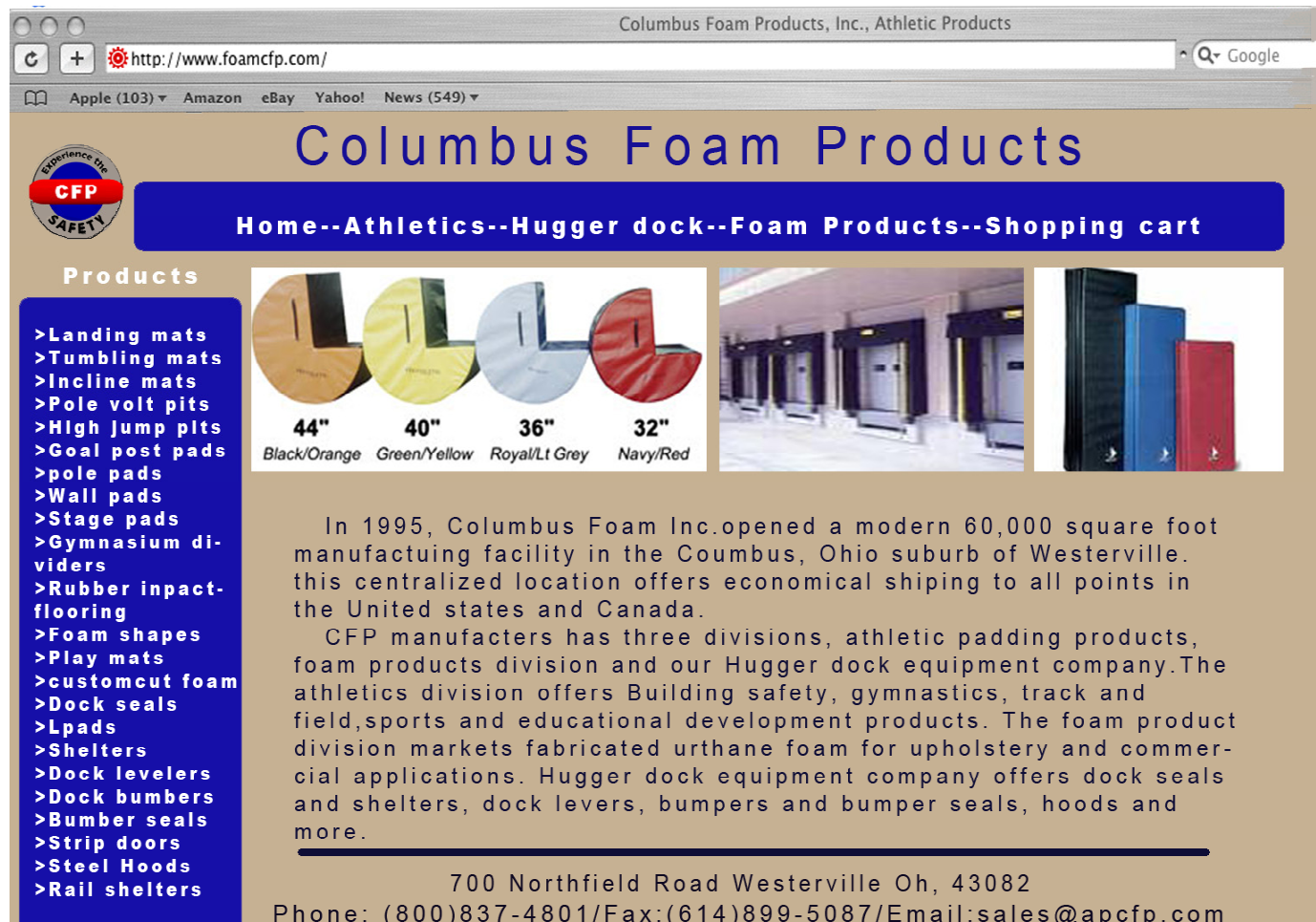
Question: (Please limite questions to 2000 words)

SUBMIT

HOME | PRODUCTS | ORDER | CONTACT

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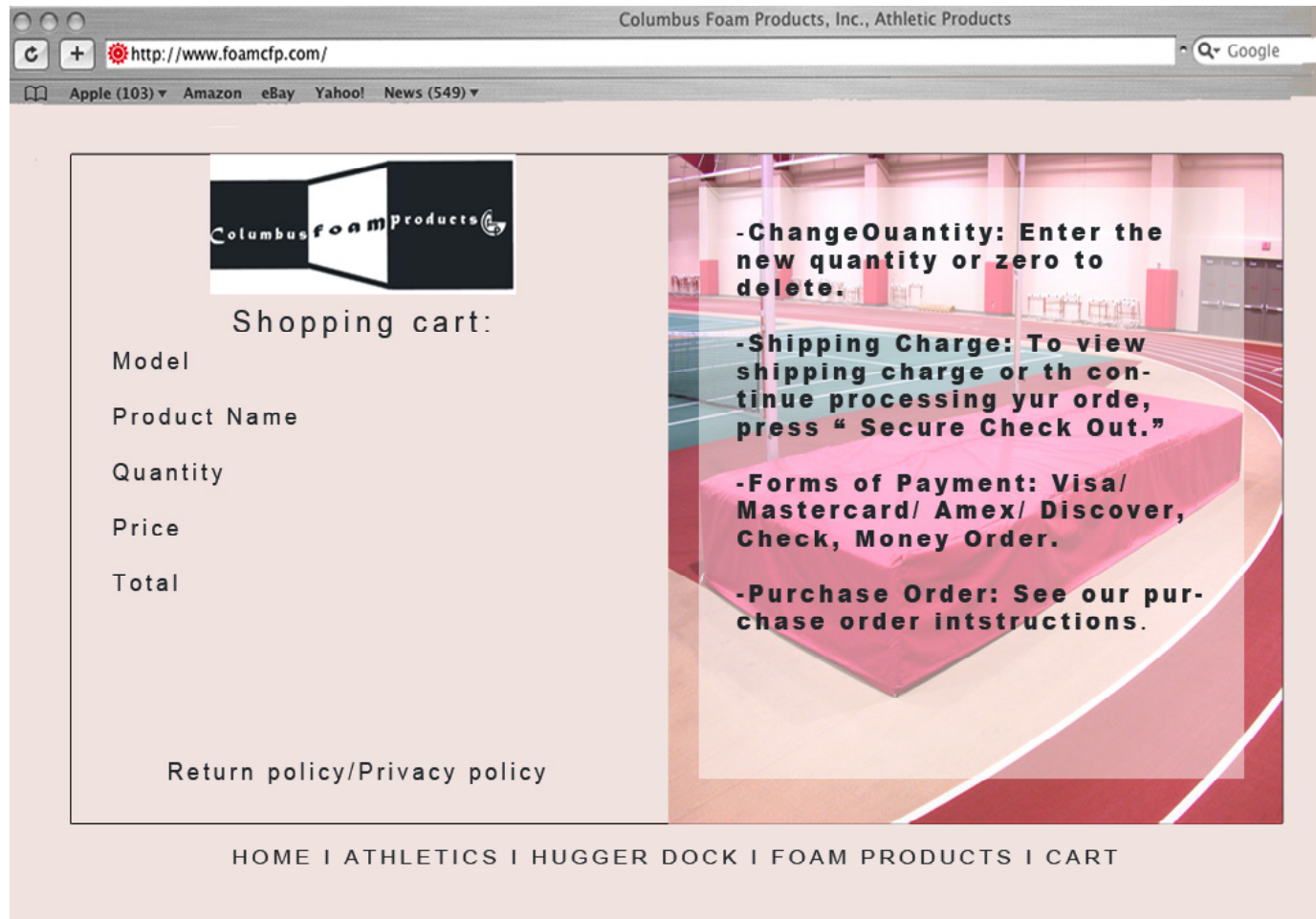
Visual solution: Patricia Oberle: home page



Visual solution: Patricia Oberle: product page



Visual solution: Patricia Oberle: check-out



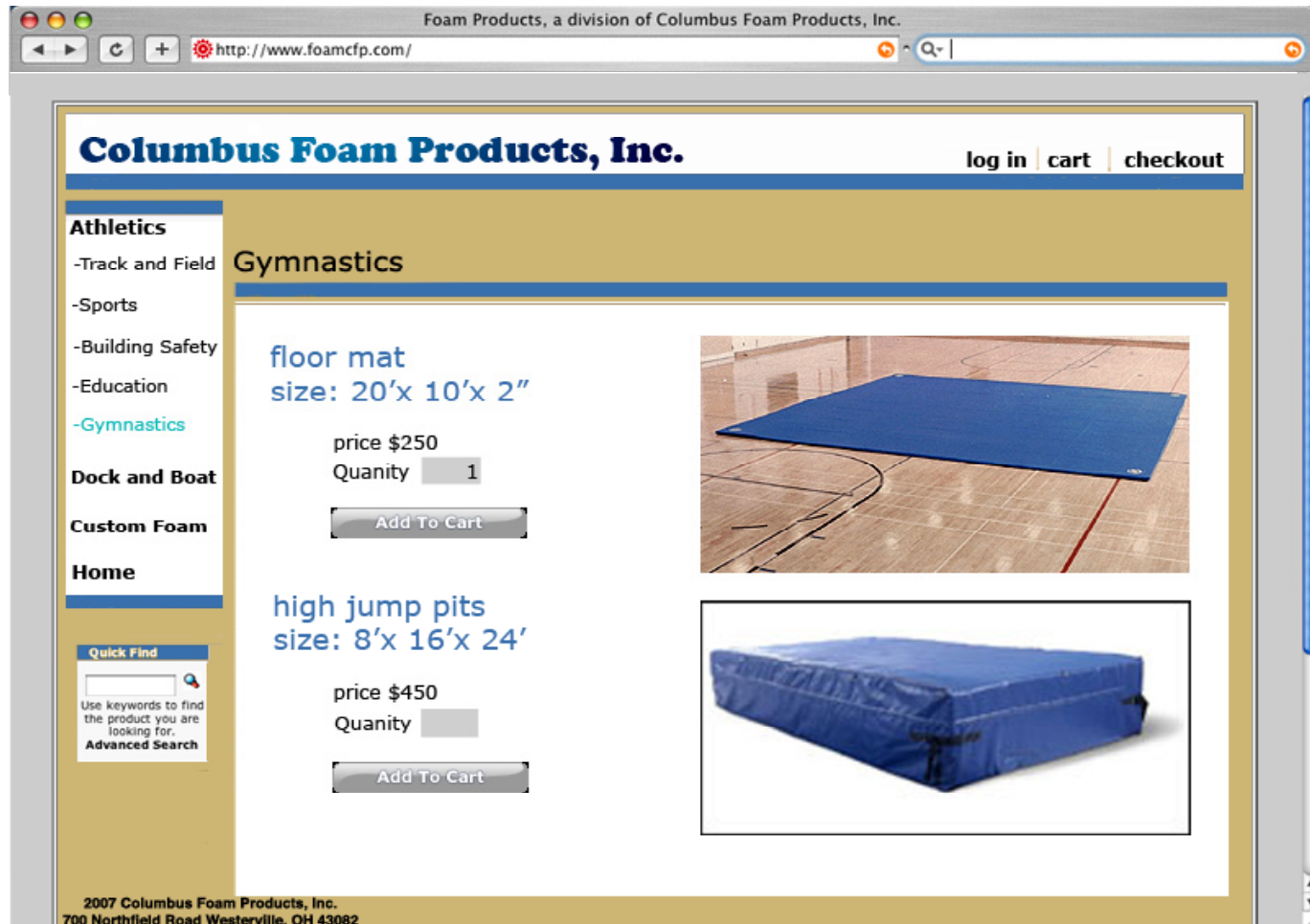
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Prototype Presentation

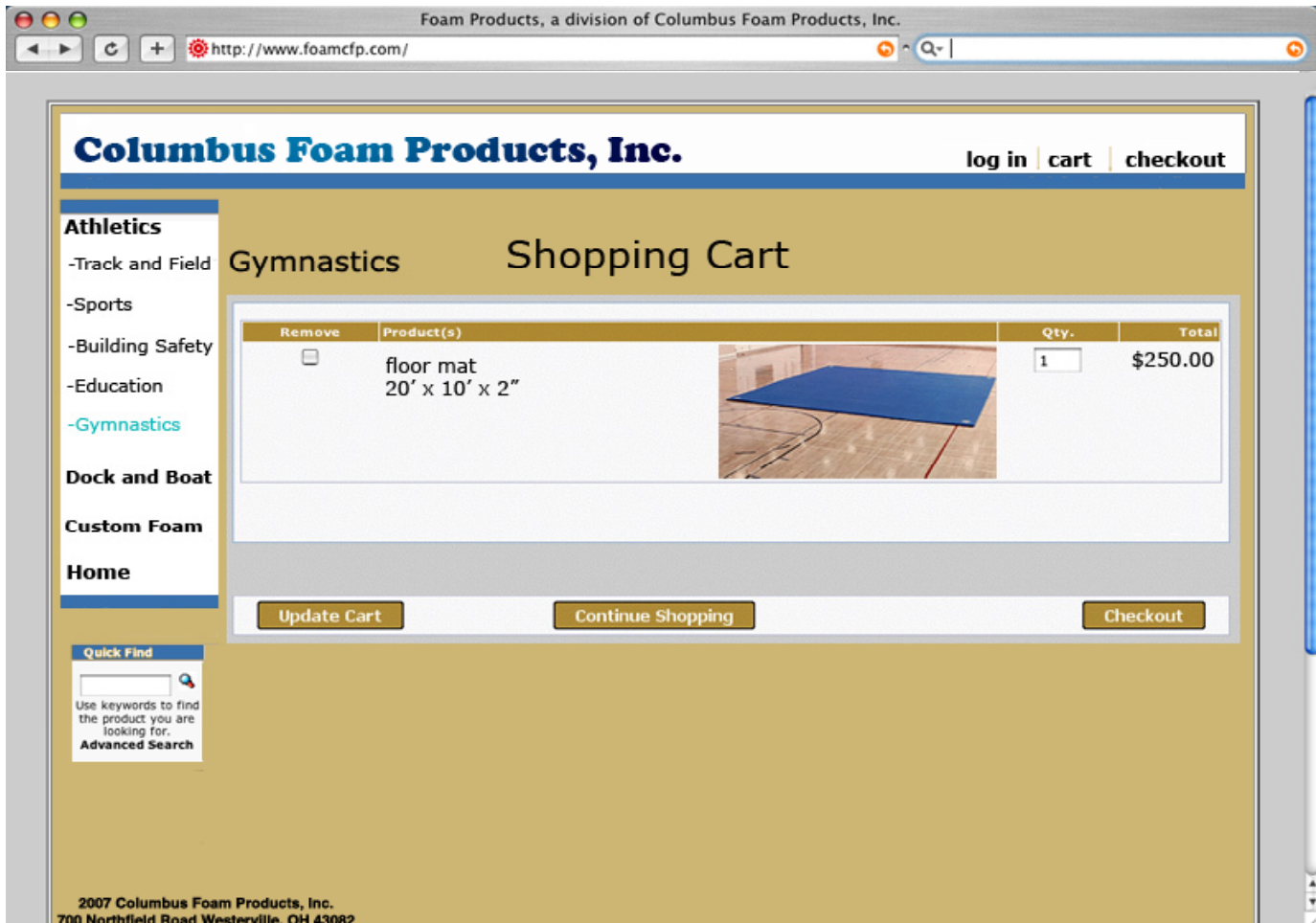
Visual solution: David Skelton: home page



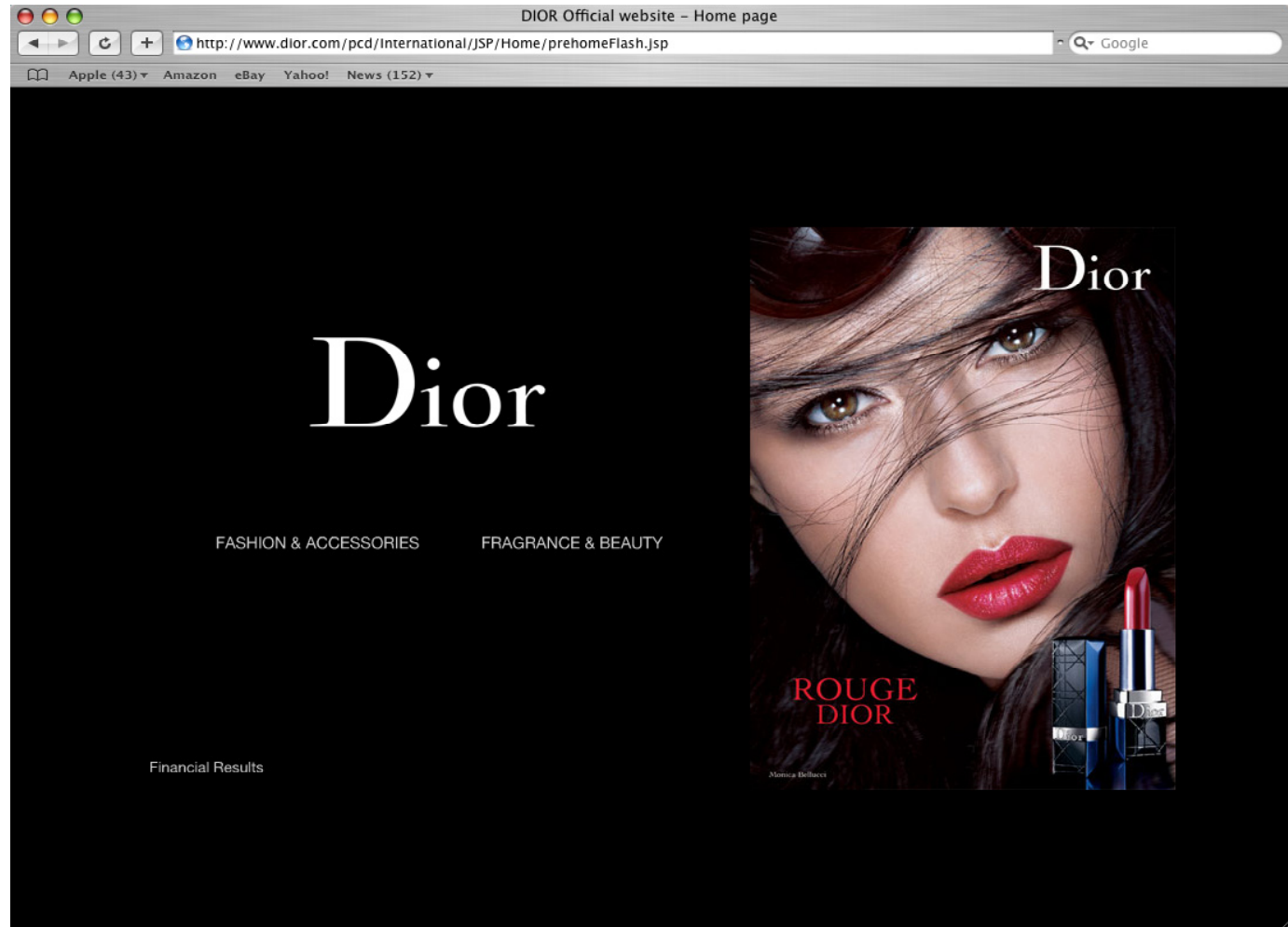
Visual solution: David Skelton: product page



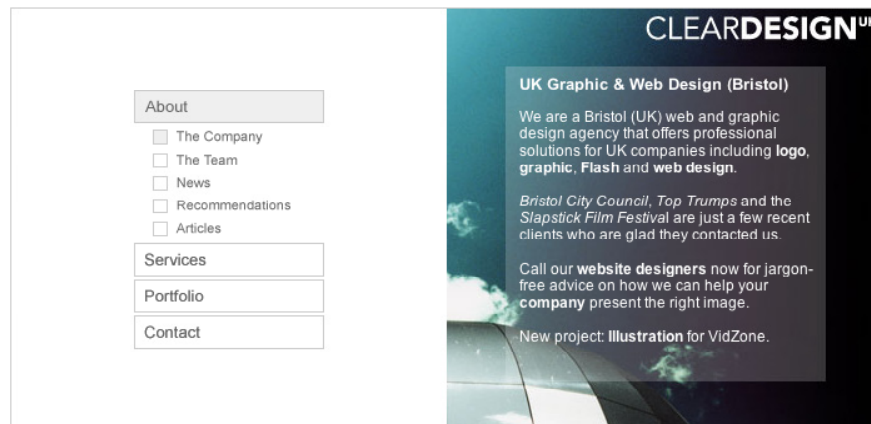
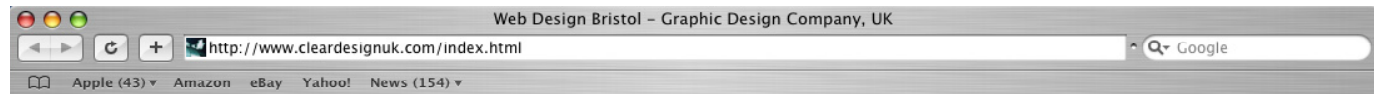
Visual solution: David Skelton: shopping cart



Comparative analysis: Dior



Comparative analysis: Clear Design UK



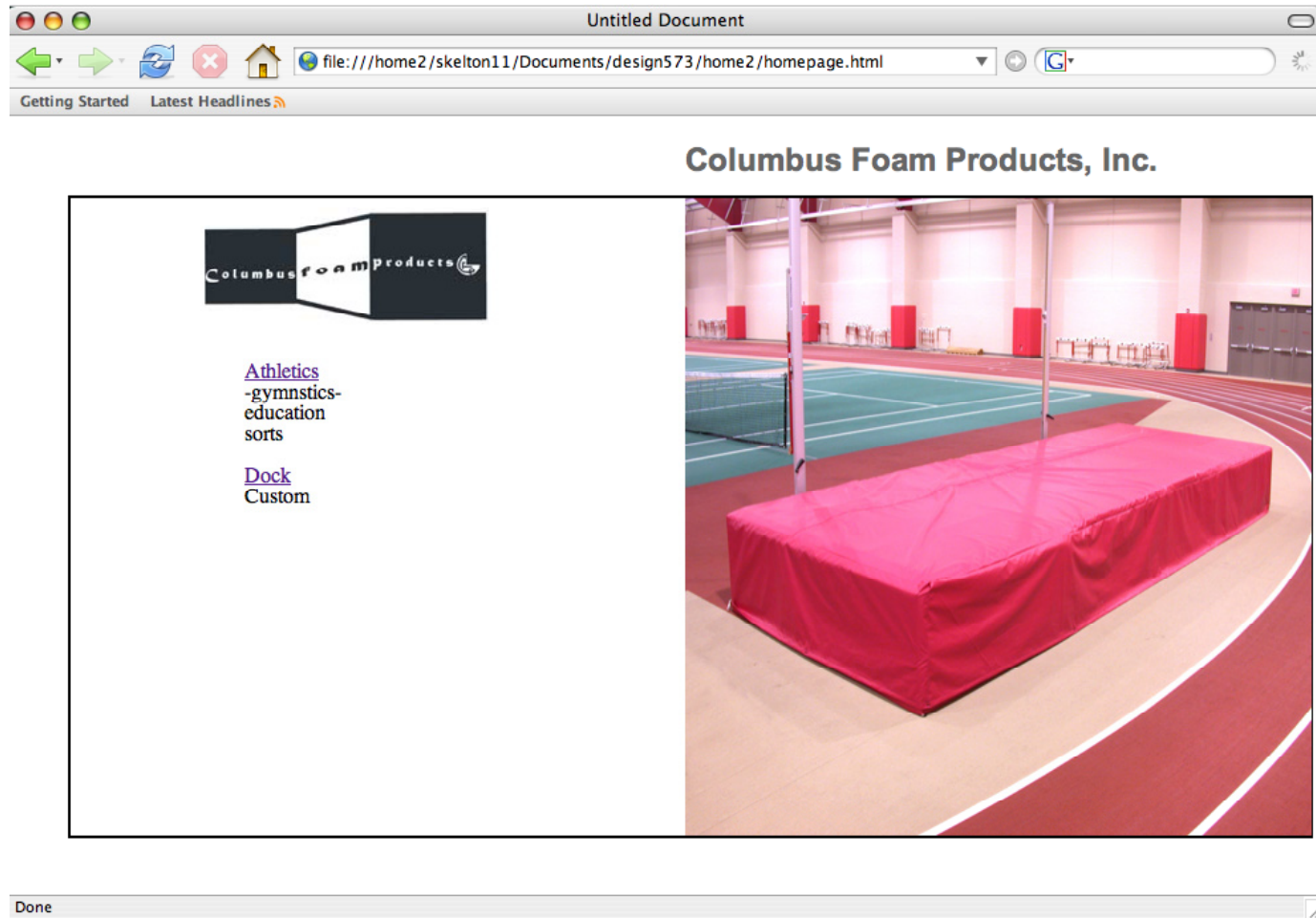
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Prototype Presentation

Logo



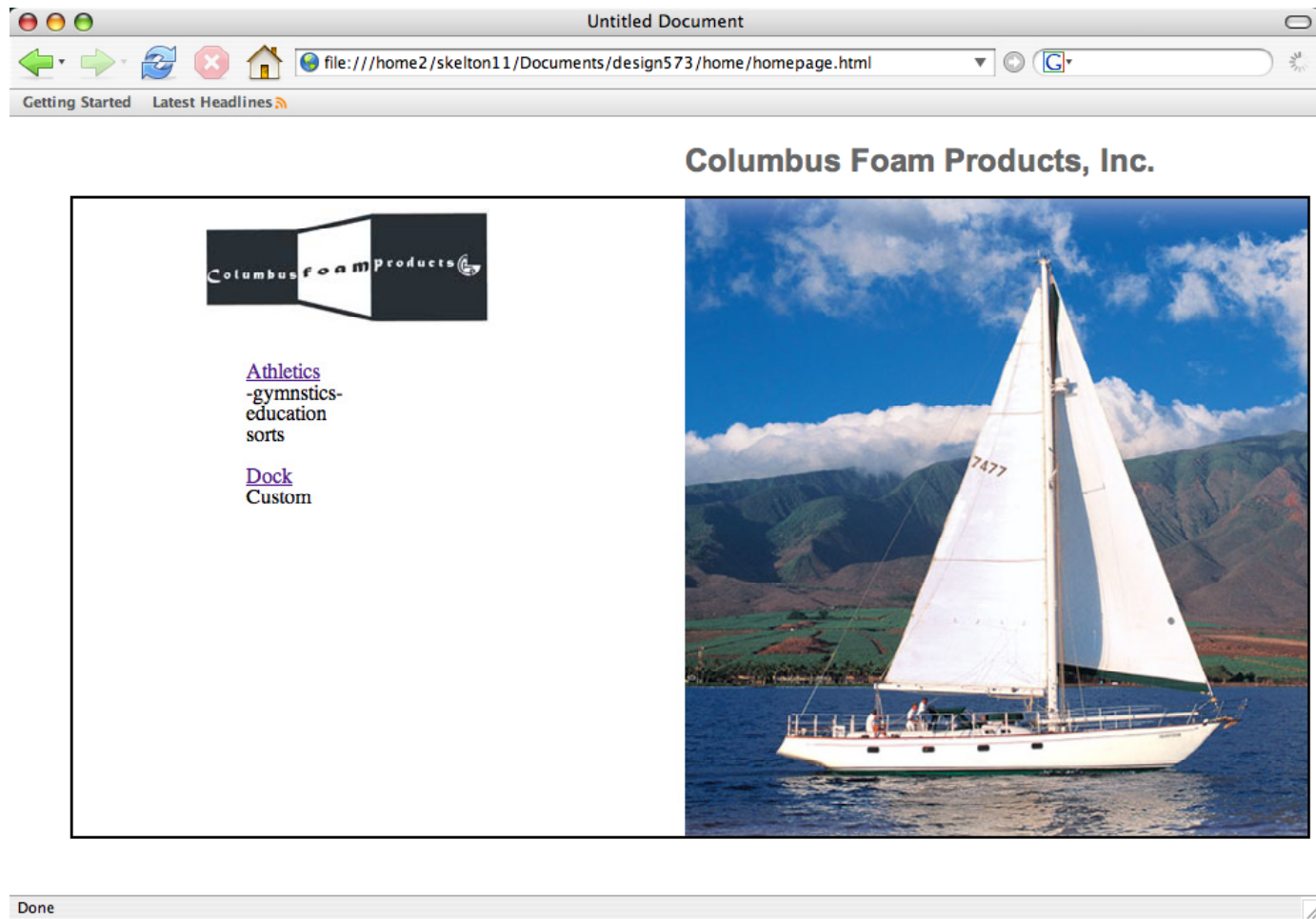
Screenshot: prototype: athletic page



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Prototype Presentation

Screenshot: prototype: dock page



Advantages & Benefits

- Make navigation easier to use
- Hierarchy is easier to navigate and link to other pages
- Consistent layouts
- Aesthetically pleasing images
- Legible type and font