

Homepage (Desktop)

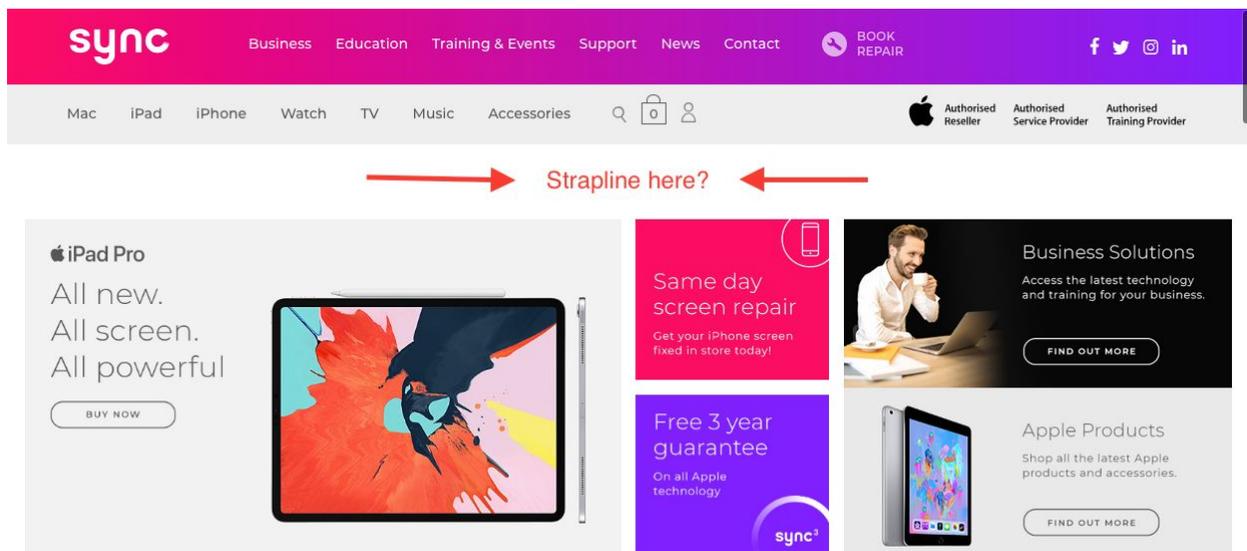
Note: Some desktop suggestions also apply to mobile, and will be labelled as such)

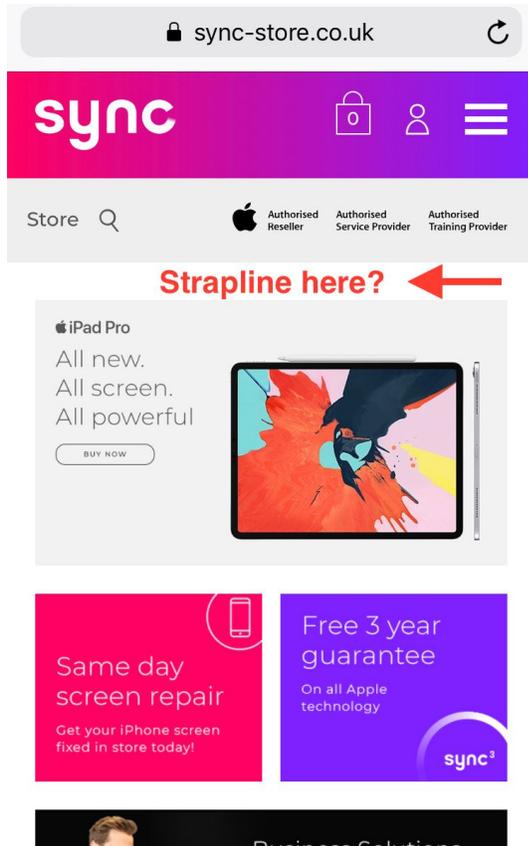
1. Addition of homepage strapline? (Desktop & Mobile)

Action: Add a one-line strapline to instantly and clearly explain what Sync is

Reason: Lack of trust/understanding in what Sync is and what it does i.e. an official Apple reseller that sells all the latest Apple tech

Notes: Potential space/design issue - could look too cluttered and/or push key promo blocks below the fold. Also potential repetition of info in top grey bar. Possible that this is enough, but worth a test? See below screenshots:





2. 'Latest News' Section - Potential for more exciting copy (*Desktop & Mobile*)

Action: Change 'Latest News' header on homepage to something potentially more engaging (see notes section for suggestions)

Reason: As the non-Apple part of Sync is allowed to have more of a personality of its own, this section is a prime opportunity adding some.

Notes: Potential options could be:

'What We're Talking About'

'Sync Talks Tech'

'Blogs, Tips & Bonus Bits'

'News Just In ...'

Latest news



POSTED 22.03.19



POSTED 22.03.19



POSTED 07.03.19

3. Homepage Apple Products Promo - 'Find Out More' button (Desktop & Mobile)

Action: Change 'Find Out More' to more direct CTA?*

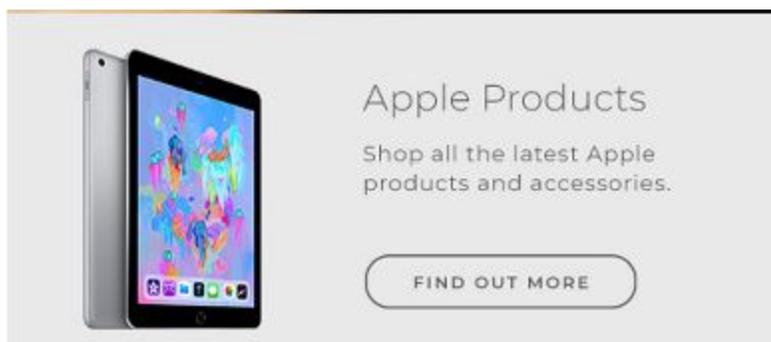
Reason: Only a small thing but potentially is a bit vague/unsuitable for what lies ahead in the user journey. 'Find Out More' implies there may only be information ahead, whereas it is actually the main store page where you view and buy products.

Notes: Could potentially change to:

'View All Products'

'View & Buy'

**Unless there are Apple-dictated restrictions on language here?*

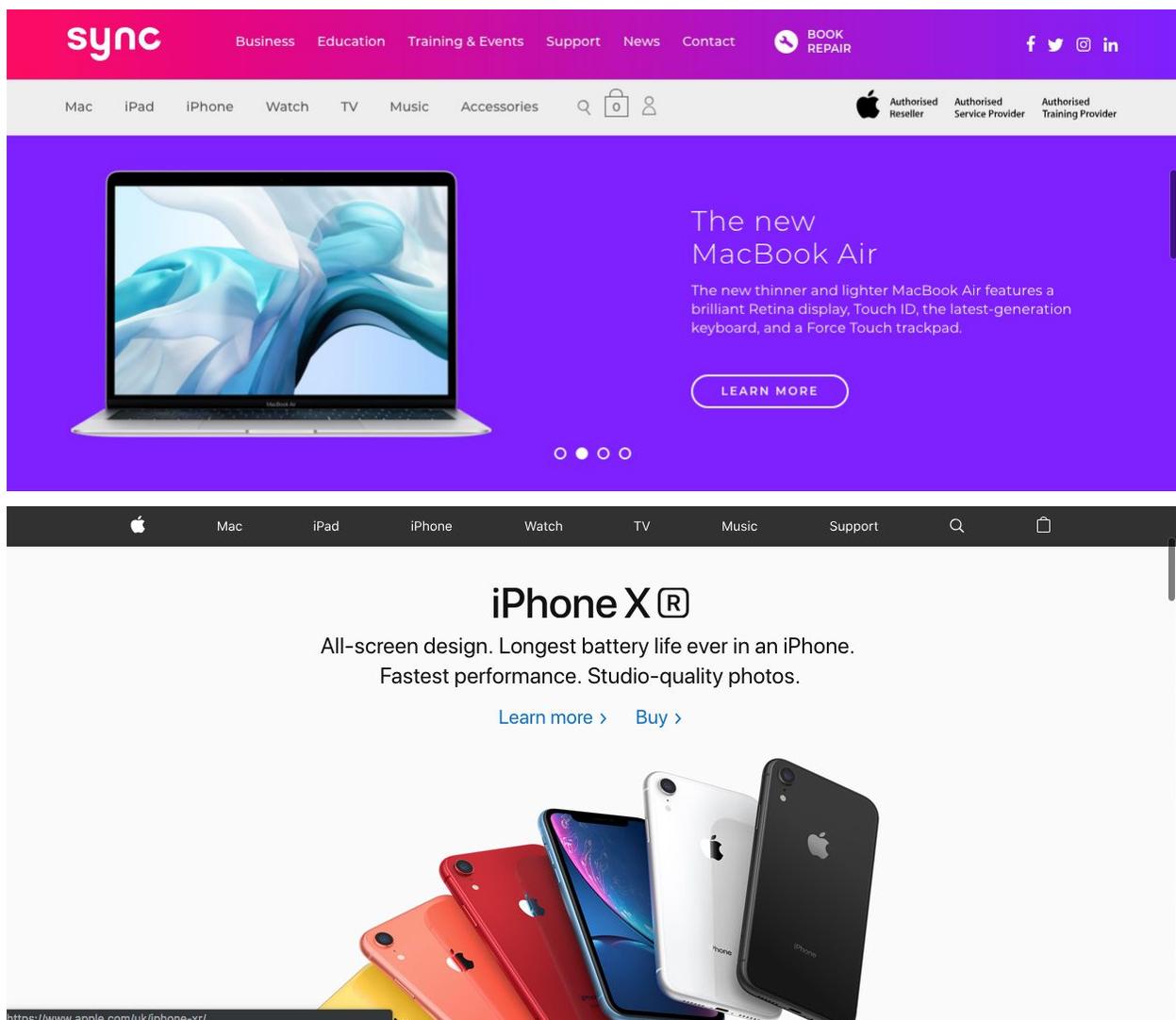


4. Homepage Scrolling Product Banner - CTAs (Desktop & Mobile)

Action: Add extra 'Buy' button on each product block next to 'Learn More' OR change button to 'Learn More & Buy'

Reason: Gives a clearer indication of what lies ahead in user journey and more closely mimics Apple website. More direct CTA i.e. 'there's more than just information waiting for you when you click this'

Notes: (See below screenshot comparison)



Homepage (Mobile)

1. Store/Search Icon Spacing

Action: Increase the spacing between 'Store' and the search icon in top grey bar on mobile home screen. Also potentially add a visual 'click cue' to the 'Store' button such as an arrow.

Reason: Potential that the current closeness of these elements makes it look like they are part of the same function rather than separate functions i.e. Search the Store as opposed to 'Shop the store here' OR 'search the whole site.'

Visual click cue (e.g. Store >) could further help separate these two functions and make it clearer that 'Store' is a clickable button.

Notes: Potential design issue with spacing so will understand if this can't be done.



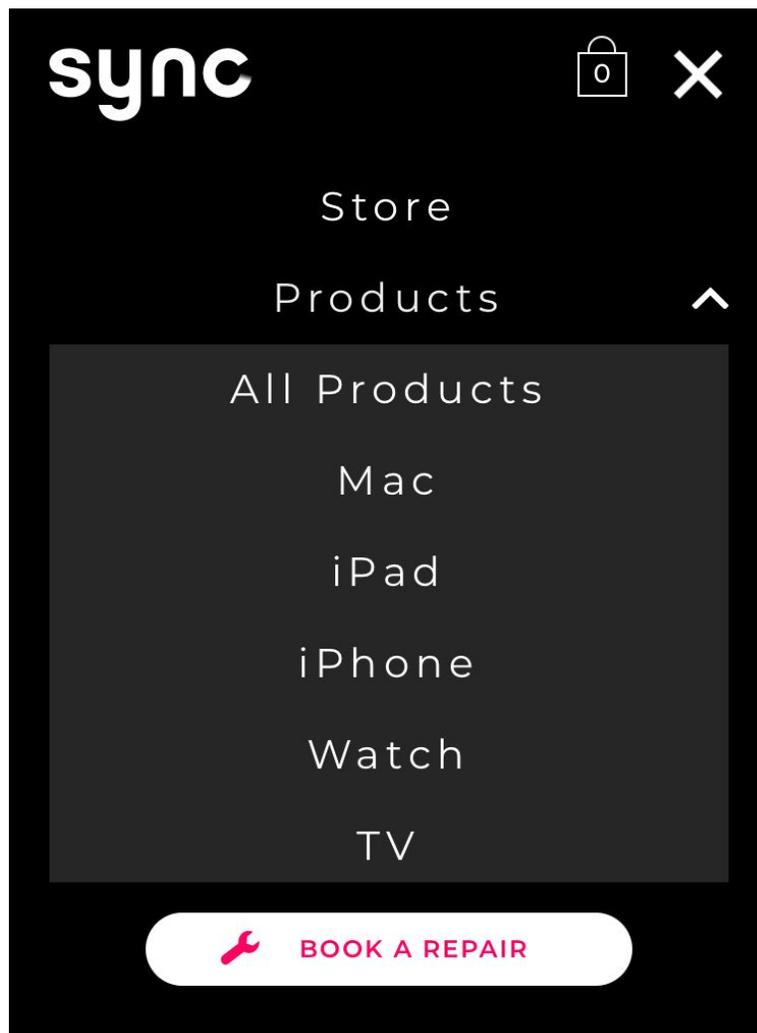
(increase spacing slightly ^)

2. Hamburger Menu List - Potential duplication of options

Action: Remove 'Store' option in menu list?

Reason: Slightly confusing - both options take you to the ultimate same place, which can cause slight confusion. "Which do I click?"

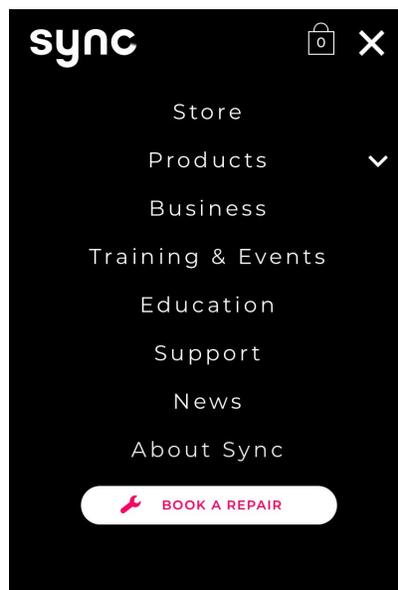
Notes: 'Products' dropdown already gives an 'All Products' option, which goes to the same place as 'Store'. The word 'Products' is also much clearer and much more UK-friendly as a menu option than 'Store'. Let's maybe simplify the menu and delete 'Store' if we can?



3. Hamburger Menu List - List Items Order

Action: Switch order of Training & Events & Education to put 'Business' and 'Education' together

Reason: Just a small thing but they are next to one another on the Desktop menu and it makes more sense for these two to sit together.

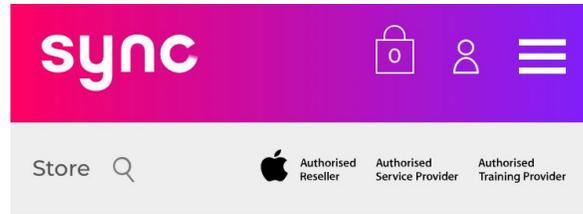


4. Latest News Section Layout Issue

Action: Turn off blog post preview feature or fix layout bug (whichever applies)

Reason: Layout looks jumbled and messy

Notes: Might be worth removing this entire section for mobile if possible / if this layout issue can't be otherwise rectified.



Latest news



POSTED
22.03.19

POSTED
22.03.19

POSTED
07.03.19

5 Photo Handy
iPhone editing apps
shortcuts for
to for a mobile
speed quick workin
up fix
your Mobile
working is
if ubbina your . . .

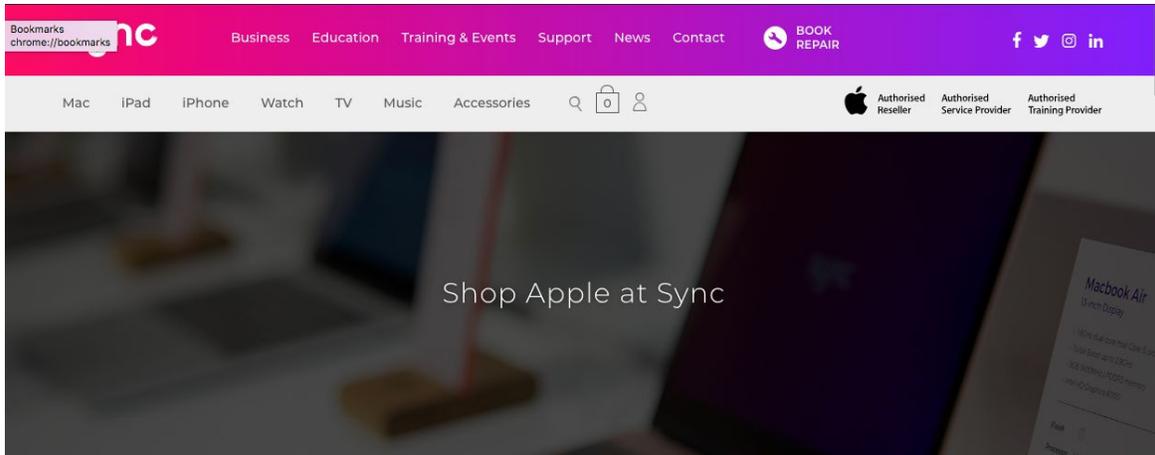
Main Products Page (Desktop & Mobile)

1. Large Top Banner (*Desktop & Mobile*)

Action: Remove or shrink the height of the top banner 'Shop Apple at Sync'

Reason: This pushes all the products way down below the fold, and is sort of redundant/creates repetition with the additional 'View Apple Products' header below

Notes: Not sure if you're able to disable design features such as top banners on individual pages in order to achieve this action?



-----FOLD-----

View Apple products



2. Product Page Header Copy (Desktop & Mobile)

Action: Change header copy to 'Choose a Category' or 'Choose a Category to Get Started'

Reason: More direct call to action and journey signposting.

Notes: If you're concerned changing this copy could affect SEO keywords, maybe we could keep the 'Apple Products' element in there somewhere, with something like this:

Apple Products

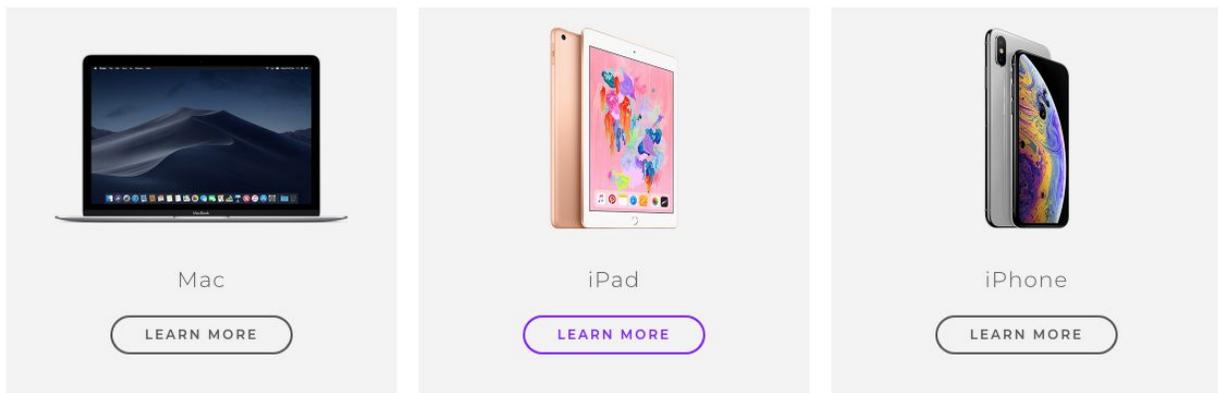
Choose a category to get started

Again, there would be more room for this if we scrap or reduce the size of the chunky main banner at the top.

3. Product Blocks CTA Buttons (Desktop & Mobile)

Action: Change 'Learn More' button copy to 'View Products' or similar

Reason: Clearer indication of what comes next in user journey i.e. commerce page rather than just information. More direct CTA.



4. All Product Pages - 'Services at Sync' Banners CTA

Actions: Each product page has a banner towards the bottom with 'Services at Sync' icons. Could we add a 'Learn More About Support Services' option that links through to Support page?

Also, should the word 'Sync' be capitalised here?

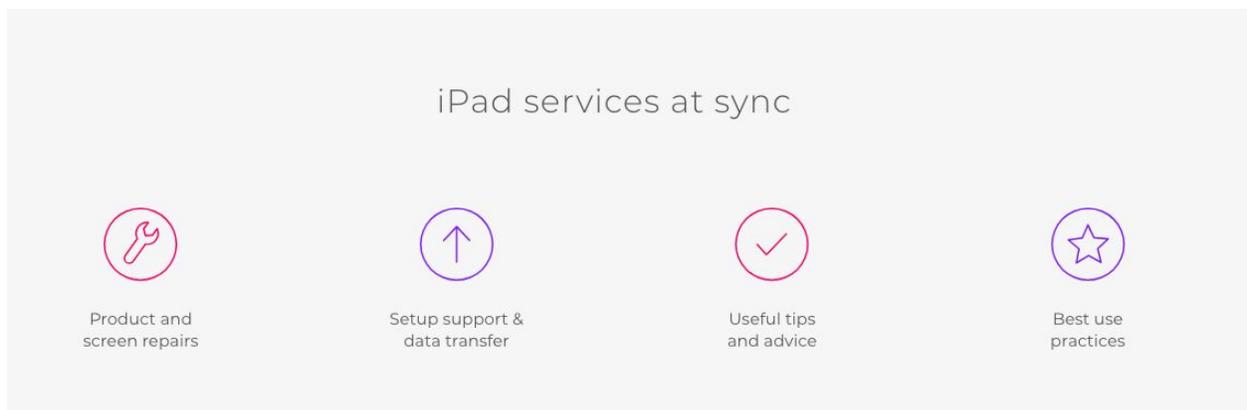
Reason: I feel it might just help users understand or learn more about all the support services Sync offers, as many of these set Sync apart from its competitors.

Capitalisation on Sync name just a style/grammar observation.

Notes: More of a 'nice to have' suggestion.

Mac | iPad | iPhone | Watch | TV | Music

@AI - Can you look at the grey spacing (margin/padding) after the "learn more" CTA's on these pages that I have added. I want it to be 90px like at the top, and I can't see why it's adding extra.



Accessories (Desktop & Mobile)

1. Large Top Banner pushing products below the fold (*Desktop & Mobile*)

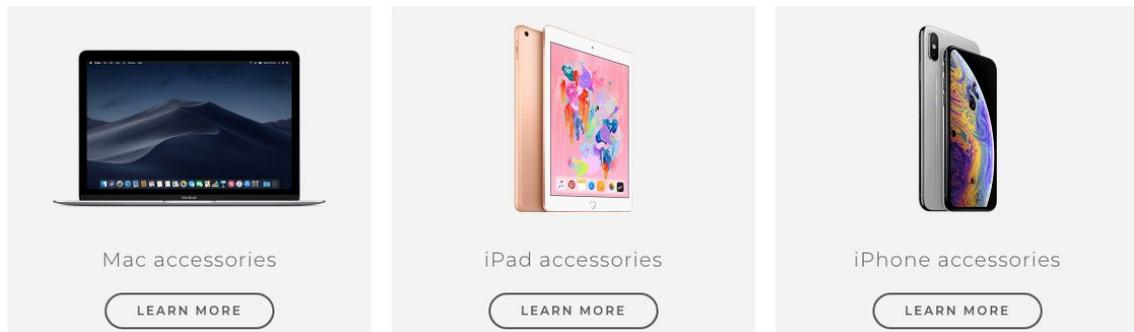
Action: See **Action 1** in Products section. Shrink or remove top banner.

2. Accessories Page Header Copy (*Desktop & Mobile*)

Action: Add "Choose a Category" or "Choose a Category to Get Started" to this header (see **Action 2** in Products section above)

Reason: More direct call to action and journey signposting.

View Apple accessories



3. Accessories Product Pages - Add to Bag CTA (Desktop & Mobile)

Action: When you click through to individual accessories categories e.g. Accessories - Mac Accessories, each product has 'Add to Bag' as the CTA. Change this to 'View Product'.

Reason: Too soon to have 'Add to Bag' at this point. A customer will usually want to view the product more closely before they commit to a purchase, so this may put them off clicking through as they will think it'll go straight to the purchasing screen. In addition, this button does in fact take them to a full product description page, so 'Add to Bag' is inaccurate at this point.



Leather Sleeve for 12-inch
MacBook

£149.00

ADD TO BAG

Leather Sleeve for 13-inch
MacBook Pro

£179.00

ADD TO BAG

Support Page - Desktop & Mobile

1. CTA Buttons - Change CTA Copy

Action: Make some CTAs clearer:

Nationwide Collection & Drop-off Service - Delete last line of copy and change CTA to 'Find out More' or 'Find out More & Book'

Full Service Checks - Change header to 'Product Health Checks and change CTA to 'Book Your Health Check'

Technology Buy Back Service - Remove 'Click Here' link ('click here' links have become generally regarded as 'spammy-looking' in the industry). Replace with 'Find out More' CTA button at the bottom (linking through to the [Buy Back info page](#)) to sit next to the 'Contact Us' CTA button.

General layout suggestion 1: I'd split up some of the bigger blocks of text into smaller chunks, such as in the Tech Buy Back section.

Technology buy back service

Got some old Apple products gathering dust in a drawer, or just want to trade in your old device to offset the cost of a new upgrade? As part of our Tech buy back service we'll collect your devices at no extra cost, check an anti-theft database to ensure ownership and return your devices to you (if you change your mind about trading them in). For more details and T&Cs of the service [click here](#). Get in touch to discuss your device today.

CONTACT US

Split into two paras? ^

General layout suggestion 2: I might be wrong here but I'm wondering if the banner in the middle of the page might stop people from scrolling further i.e. they think that's the bottom of the page (I did, anyway!). Perhaps if we made it skinnier so users can see that there's more services underneath? No worries if not possible.



Data transfer and recovery services

Whether it's a simple backup, data transfer, moving to a new device or getting back lost files, our team can help out. Your data is safe in our hands.



Queue jump on repairs

If you need an urgent Apple product repair service, we offer a priority diagnostic and repair service, available for a small fee.



Mac recycling

We can recycle your old Macs. If your Mac has a monetary value, we'll recycle it and you'll receive money straight into your bank account! If it doesn't, we can still recycle it.



While-you-wait upgrades

Drop into store or book an appointment to upgrade your RAM and Hard Disk space. Our speedy team can complete your upgrade while you wait.

Basket Page - Desktop & Mobile

1. Bag Hover/Pop-up Copy Alternatives (Desktop Only)

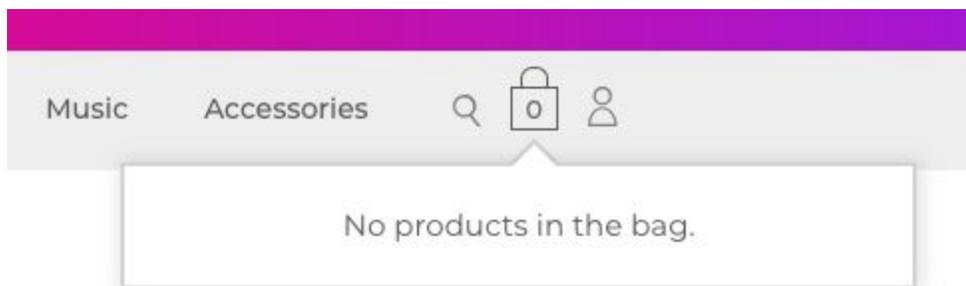
Action: Make the copy a little more creative and engaging. Examples could be:

Nothing here... yet

I'm empty, for now.

This is one empty bag

Reason: Nice opportunity to add a little more of that 'Sync' personality into the process.



Notes: Is this section tied to official Apple copy restrictions? If so, I understand the above might not be possible.

2. Main Bag Page Copy & CTA Alternatives (Desktop & Mobile)

Action: Make the copy & CTA a little more creative and engaging e.g.

Message: This is one empty Applecart. Let's fill it with goodies

CTA button: Start Shopping

Message: I'm empty, but not for long!

CTA button: Let's Start Shopping

Reason: Again, this is a nice opportunity to add a little more personality into the site.

Your bag is currently empty.

RETURN TO SHOP

Notes: Is this section tied to official Apple copy restrictions? If so, I understand the above might not be possible. If it's not possible, maybe let's add a 'Popular Products' section underneath to add another route to conversions - see screenshot example below:

@AI could we do this? Have it pull through either the most popular items or we could specify 3/4/5?

You don't have any items in your cart

CONTINUE SHOPPING

Popular Items

<p>Obama: An Intimate Portrait by Pete Souza</p> <p>★★★★★</p>	<p>The Sun and Her Flowers by Rupi Kaur</p> <p>★★★★★</p>	<p>Fire and Fury: Inside the Trump White House by Michael Wolff</p> <p>★★★★★</p>	<p>Milk and Honey by Rupi Kaur</p> <p>★★★★★</p>	<p>NOOK Tablet 7" by Barnes & Noble</p> <p>★★★★☆</p>
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(Example from Barnes & Noble)

My Sync Page - Desktop & Mobile

1. 'Username or Email Address' Field Label (Desktop & Mobile)

Action: Consolidate into just 'Username' or just 'Email Address' for this label

Reason: This is a common friction point, particularly for new users and for users returning after a long absence who can't remember login details/formats. If people's usernames are always their email address, use 'Email address' to avoid all confusion.

my sync

Create your MySync account.
Track your orders, update your details, view

Login

Username or email address *

Password *

Remember me

[Lost your password?](#)

Business Page - Desktop & Mobile

1. Intro copy too long? (Desktop & Mobile)

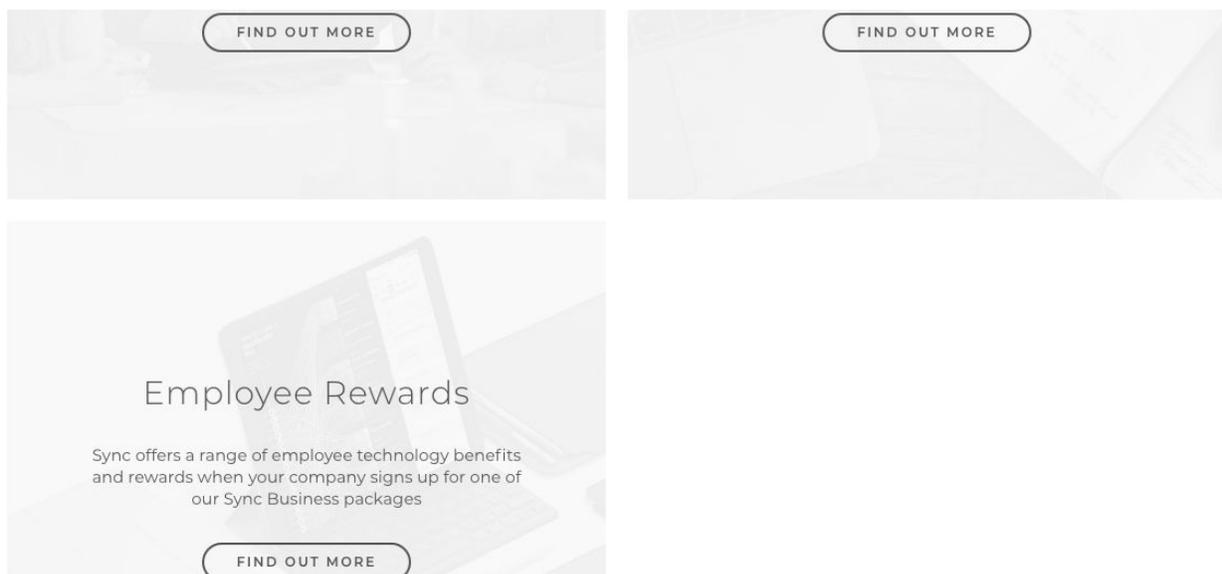
Action: Delete header and first para of intro copy.

Reason: I know this is my copy, but now I'm seeing it on the site it feels too waffly. I think we can get away with deleting 'Apple Professionals for over 20 years and counting', as I don't feel it's relevant or even actually adds anything here. I also think we can lose the first para. Let's go straight in with 'Integrating Apple for business technology...' and bring some of the categories back up above the fold a little if we can.

2. Add a sixth content block? (Desktop & Mobile)

Action: There are 5 content blocks on this page, let's maybe add a sixth that is purely a 'Speak to a specialist' CTA block. There is no contact CTA on this page otherwise.

Reason: Partly to add in a direct contact CTA and get people enquiring, but also to visually balance the page (on desktop - mobile is fine in terms of layout but could still benefit from the contact option)



Education Page - Desktop & Mobile

1. Intro copy too long? (Desktop & Mobile)

Action: Delete header and first para of intro copy.

Reason: Same as with the Business page - it all feels too waffly. Again I think we can get away with deleting 'Apple Professionals for over 20 years and counting' header, plus we can lose the first paragraph.

2. Add a Contact CTA? (Desktop & Mobile)

Action: Add a 'Speak to a Sync Specialist' CTA button at the bottom underneath the last two content blocks.

Reason: Same as with the Business page - we might benefit from a contact CTA here. Unlike the Business page, however, there is an even number of blocks here, so we might need to just place one of your rounded CTA buttons at the bottom instead, and then do the same on the Business page to keep it consistent in terms of design.

Training & Events Page - Desktop & Mobile

1. More Engaging Header? (Desktop & Mobile)

Action: We could make this header a little more exciting and dynamic. Something like these suggestions:

Learn. Inspire. Collaborate. - @AI use this one

Training & Networking at Sync

Sync with Your City: Training & Events

Reason: This is another Apple-free zone where we have more freedom with wording, so it's a good opportunity to feed in some Sync personality.



2. Shorten 'What's on' header (*Desktop & Mobile*)

Action: Shorten 'What's on over the next month' to simply 'What's on this month?' - also maybe needs a question mark whichever version we do as it sounds more like a question than a statement.

Reason: Nothing essentially wrong with this line, I just think it could be shorter and punchier.

What's on over the next month



Creative Liverpool :
Business Even...

MALMAISON LIVERPOOL

Getting more out of your day and delighting
clients is top of everyone's agenda in

3. 'Load More' Button (*Desktop & Mobile*)

Action: Change to 'Load More Events' ?

Reason: I'm just being fussy now. Purely optional.

Introduction to coding on iPad with Swift Playgrounds. Feel free to come along even if you have no experience of coding in the past. The session will be a hands-on session with delegates experiencing the...

FIND OUT MORE

We're exciting to be exhibiting at the St Helens Chamber Business Fair, on the 4th of April. The fair is hosted at Haydock Racecourse, and is free for businesses to attend. Live or work in...

FIND OUT MORE

Whether you're thinking about adopting Mac in to your organisation, or looking to enhance how you're currently using your Mac devices, this is the session for you. During this session, we will hear from the...

FIND OUT MORE

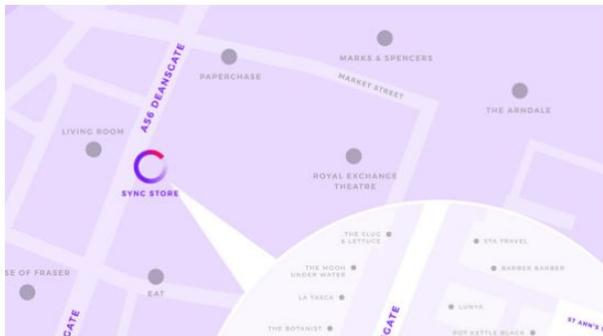
LOAD MORE

Event Space Page - Desktop & Mobile

1. Where we are section - Desktop & Mobile

Action: Change 'Click Here' anchor text to 'View Sync Store on Google Maps'.

Reason: As I've mentioned before, best practice is to avoid 'Click here' as it can look spammy, plus it is less clear what will happen when you click it.



Where we are

63 Deansgate, Manchester M3 2BW

[CLICK HERE](#) to view our store location on Google Maps

2. Enquiry Box - Desktop & Mobile

Action: Expand copy to something along the lines of

'Enquire or Book a Visit' OR

'Want to Book our Event Space? Get in Touch Below'

Reason: Just adds a little extra clarity and reflects user intent



The image shows a contact form titled "Enquire" on a purple background. Below the title, the contact information is listed: "0330 159 5900 | hello@sync-store.co.uk | 63 Deansgate, Manchester M3 2BW". Below this, the operating hours are listed: "Monday – Saturday 9am – 6pm | Sunday 11am – 4pm | (bank holidays may differ)". At the bottom, there are two input fields: "Name*" and "Message".

Contact Page - Desktop & Mobile

1. Reason for Message Dropdown List (Desktop & Mobile)

Action: Add extra casual option such as: 'I just have a question', 'I just want to chat' or simply 'Other'.

Reason: Eases common contact form friction point - Just in case somebody has a general question that doesn't fall into any of the existing categories listed.

- ✓ Reason for message
 - Store (Deansgate)
 - Online shop
 - Business
 - Education
 - Training and events
 - Hire space
 - Product support
 - Press enquiry
 - Careers
-

News Page - Desktop

1. Header? (*Mobile & Desktop*)

Action: Let's add a header here perhaps? The header could be one of my suggestions from the homepage 'Latest News' section e.g.

'What We're Talking About'

'Sync Talks Tech'

'Blogs, Tips & Bonus Bits'

'News Just In ...'

We could also add an intro line to simply say:

Time for a little information download? Grab a brew and browse all the latest tech news, insights and news from the Sync experts.

Reason: The page looks a little empty and bare up top without a header, and the blog is another ideal page to inject a little personality for the brand.

SELECT CATEGORY ▾

SELECT MONTH ▾



POSTED 22.03.19

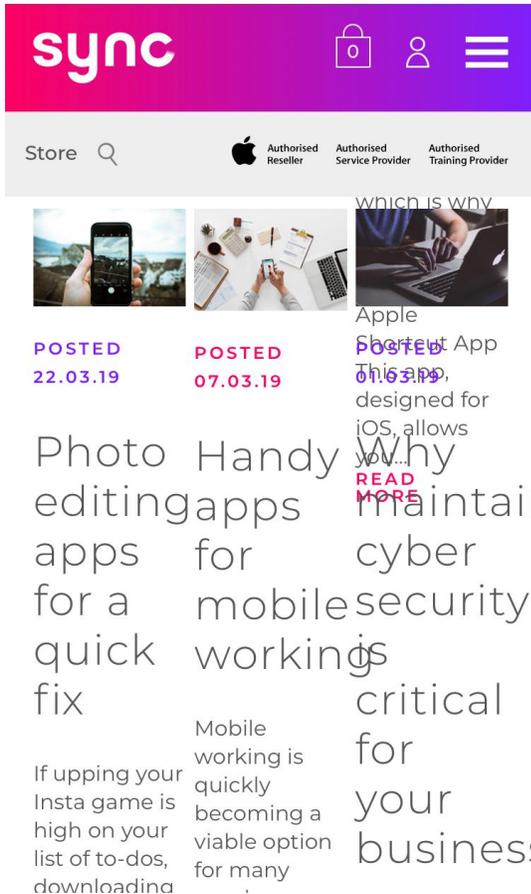
5 iPhone shortcuts to speed up your life

With increasingly busy lives, anything that can help us free up valuable time is a bonus, which

News Page - Mobile

1. Formatting

Action: The formatting might need changing for the mobile version of the blog page as it's currently scrambled. Same issue as on the homepage.



Book a Repair Page - Desktop & Mobile

1. Into Paragraph 'Pop in store' - (Desktop & Mobile)

Action: Add a link to the [contact/find us](#) page (or to [View on a map](#)) to the 'Pop in store' element of the opening paragraph to make it easier for people to locate the store.

Book a repair

Please call us on **0330 159 5900** or fill in the form below to book a repair for your Apple product.

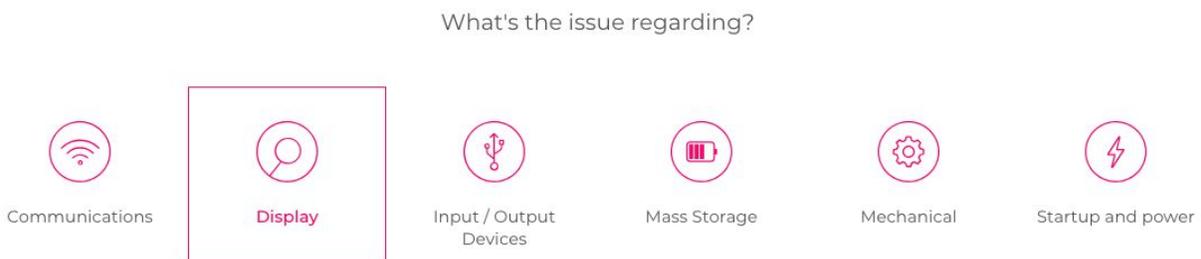
Please note we don't repair products over 6 years old.

Don't want to wait? Pop in store and we might be able to see you sooner.

2. What's the Issue Regarding? (Desktop Only)

Action: Could we add hover pop-up boxes over each category icon with examples of what could fall under that category? E.g. if you hover over the 'Display' icon a pop-up box could appear saying:

E.g. Screen image frozen, screen won't activate, screen cracked



Reason: Users might not know what category their issue falls under, so this might help.

Notes: I know you've got the message (don't worry if you're not sure which category your issue fits into) on the next step, which you could change to:

(Don't worry if you're still not sure which category your issue fits into)

3. Briefly describe the problem (Desktop & Mobile)

Action: Add prompter copy to text field such as: *"My iPhone battery won't charge"*

Reason: Help inspire users in terms of the sort of issues they can report

Please briefly describe the problem (don't worry if you're not sure which category your issue fits into) *

4. Contact Details Form SUBMIT button - (Desktop & Mobile)

Action: Change CTA to 'Submit Booking Request'

Reason: Adds a little extra clarity to what happens when you submit the form. Also reinforces that these dates and times are *preferred* dates and times, rather than it *guaranteeing* you those dates and times.

Date* ▼

Time* ▼

Click here to sign up for our newsletter to stay in sync with our latest news and offers

Please click here to confirm you have read and agree to our [terms and conditions](#) and [privacy policy](#).

SUBMIT

5. Submit Repair Form - Acknowledgement Copy (Desktop & Mobile)

Action: Could we add a little more personality to the submission acknowledgement copy? I tested it on the Dev site and, while it's absolutely fine, I feel we could add something more e.g.

Hang in there!

Your booking request has been received and we'll be in touch shortly to confirm your appointment. We'll have your device patched up in no time.

Thanks

We'll be in touch shortly to confirm your booking and if we have any questions about your repair.

Reason: These little touches are nice ways to add reassurance to the user journey and add a touch of that Sync personality we were talking about.

That's it!