

Dentalytec					
Quick links			Search	Language selector	
Homepage					
Main menu	About	Products	Find out more	Contact	
	<ul style="list-style-type: none"> <li>▼ About Dentalytec</li> <li>▼ Quality Assurance</li> <li>▼ The Company</li> </ul>	<ul style="list-style-type: none"> <li>▼ Product Catalogue               <ul style="list-style-type: none"> <li>▶ Product range (name)</li> <li>▶ Subcategory</li> <li>▶ Product item</li> </ul> </li> <li>▼ Customisation</li> <li>▼ Store</li> <li>▼ FAQs</li> </ul>	<ul style="list-style-type: none"> <li>▼ Become a distributor</li> <li>▼ Support &amp; Resources               <ul style="list-style-type: none"> <li>▶ Resource type 1                   <ul style="list-style-type: none"> <li>▶ Items in Resource type 1</li> </ul> </li> <li>▶ Resource type 2</li> <li>▶ Resource type 3</li> </ul> </li> <li>▼ Testimonials</li> <li>▼ Blog</li> </ul>	<ul style="list-style-type: none"> <li>▼ Contact us</li> </ul>	
Footer	About About Dentalytec Quality Assurance The Company	Products Product Catalogue Customisation Store FAQs	Find out more Become a distributor Support & Resources Testimonials Blog	Contact Contact us	Social links

Templates provided for TheBeerGiraffe:

- Kitchen Sink (T0)
- Home (T1) **\*\* NEW \*\***
- About (T2)
- Product Overview (T3) **\*\* NEW \*\***
- Product Single Page (T4) **\*\* NEW \*\***
- Country Selector page (T5)
- Blog landing (T6)
- Blog Single Page (T7)
- FAQ (T8)
- Contact (T9)
- Error Page (T10)
- Text Page (T11)
- Text + Contact Form Page (T12)

- Resources Page (T13) **\*\* NEW \*\***
- Resources Single Page (T14) **\*\* NEW \*\***

**Most templates have been identified as a reskin of the existing beer giraffe templates.  
New templates have been identified above.**

Page name: **HOMEPAGE**

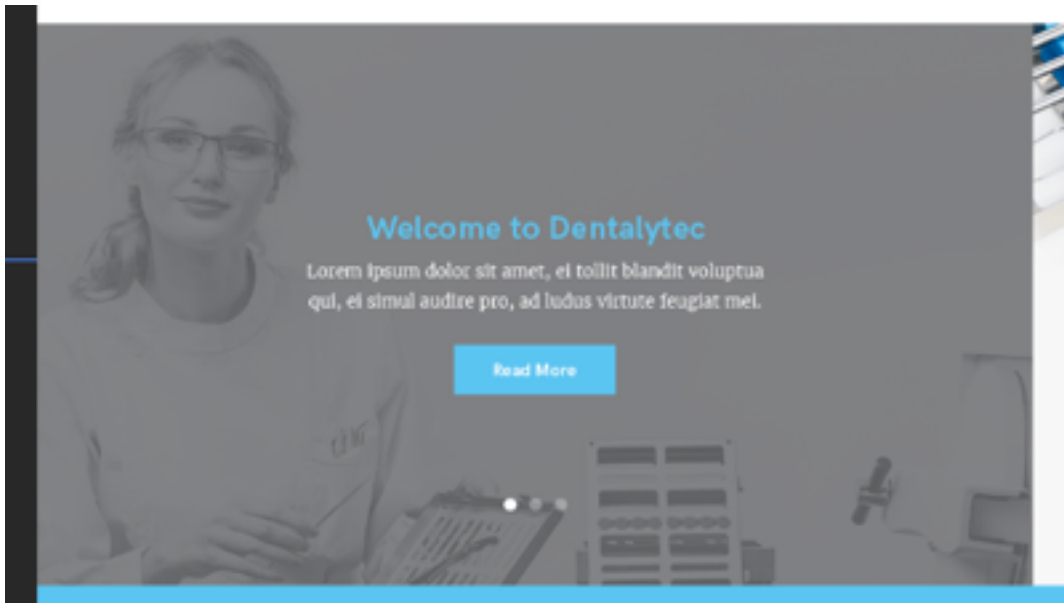
Template: T1

**www.dentalytec.com**

Description and purpose: The standard landing page that the user sees when typing in the given URL

### Requirements

- The Homepage will display large images and quick links to other pages of the site
  - This will be a carousel which will allow for:
    1. Title
    2. Excerpt
    3. Read More Link

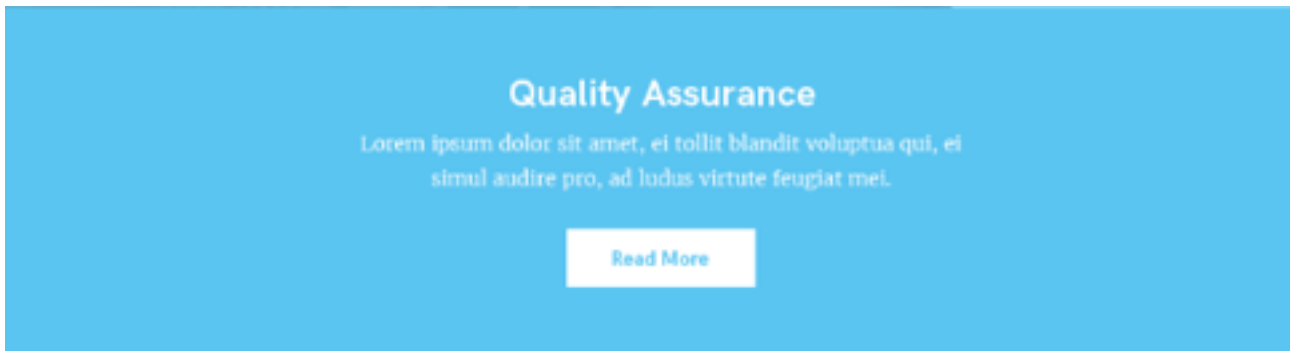


- It contains main navigation items in the menu and further links in the footer
  - About
  - Products
  - Find Out More
  - Contact
  - Search Trigger



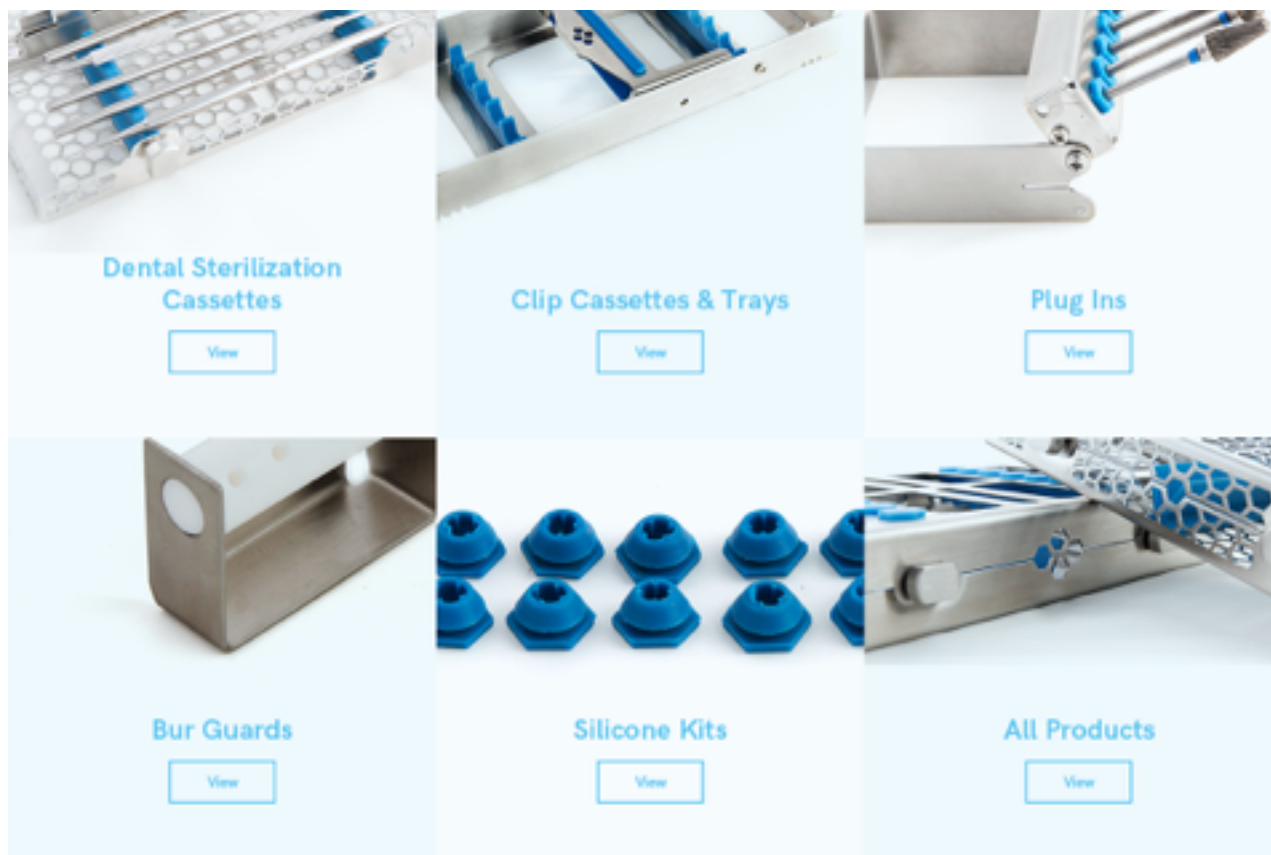
- The design of the website will take **up the full width of the screen**, no blank space will be left on the side (as seen on beer giraffe currently)
- Language selector required for the page, as the website will operate in the following languages (All templates must be prepared with `_e` function and reference the dentalytec domain):
  - **EN**
  - FR
  - ES

- When searching, look for similar keywords within **the title and the content of a post or page** and display items as a list, **add pagination** if there are many entries that match search
- A link to quality assurance should be placed beneath the carousel which will show:
  1. Title
  2. Excerpt
  3. Read More Link



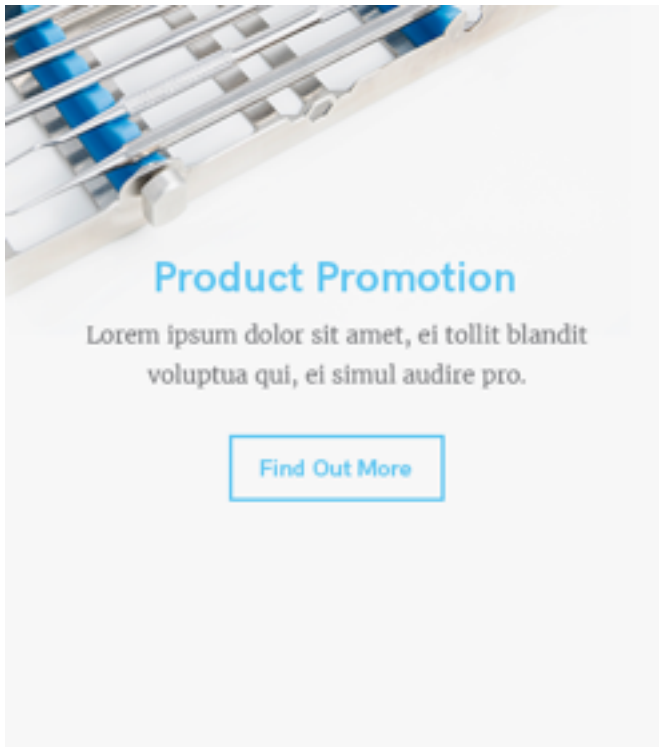
Key areas to highlight

- All 5 product categories of Dentalytec that take user to their individual category and product item pages:
  1. Dental Sterilization Cassettes
  2. Clip Cassettes & Trays
  3. Plug Ins
  4. Bur Guards
  5. Silicone Kits
  6. LINK TO ALL CATEGORIES



- Small 'pop-up' on top right that displays featured/highlighted products for a given time period and/or events that the company wishes to promote
  - client wishes to promote either individual **products** (link to product page)
  - or **events/trade shows** they will take part in (link to **blog** page)

*N.B. Post type blogs can have different categories such as (events, trade shows, blog etc.)*



- Quality Assurance pod!



Page name: **ABOUT DENTALYTEC**  
Template: T2

### **dentalytec.com/about-dentalytec**

Description and purpose: An overall 'about' section providing more information about the company and team.

#### Requirements

- When clicking on the 'About Dentalytec' link in main navigation menu, or footer, user sees an overview page
- the content is split into pods/sections with relevant content
  - Display the **team** here
    - Individual team members will have their images displayed, and some more information on their backgrounds
  - Explain what the brand is about
  - USPs

**Note: Although the client asked us to merge the "About" page and "The Company" page when developing TheBeerGiraffe, they confirmed that in the case of Dentalytec, they definitely require separate pages.**

*Consider Team as a post type*

**N.B. Content to be provided for Team Members, Brand and USP**

Page name: **THE COMPANY**

Template: T2

**dentalytec.com/the-company**

Description and purpose: A more detailed page displaying info about the company, their factory, etc.

Requirements

- User sees more info about the company, some more text about their factory (signage, but no images of the factory!)
- Standard overview page
- Displays text, images, possibly a diagram or video
- Displaying **facts and figures**, more corporate information (eg. number of employees and square meters of the factory)

**N.B. Digital should hold back on creating data structures for facts and figures until the design has actually been implemented.**

**N.B. Content to be provided for The company, Facts and figures (if applicable)**

Page name: **QUALITY ASSURANCE**

Template: T11

**dentalytec.com/quality-assurance**

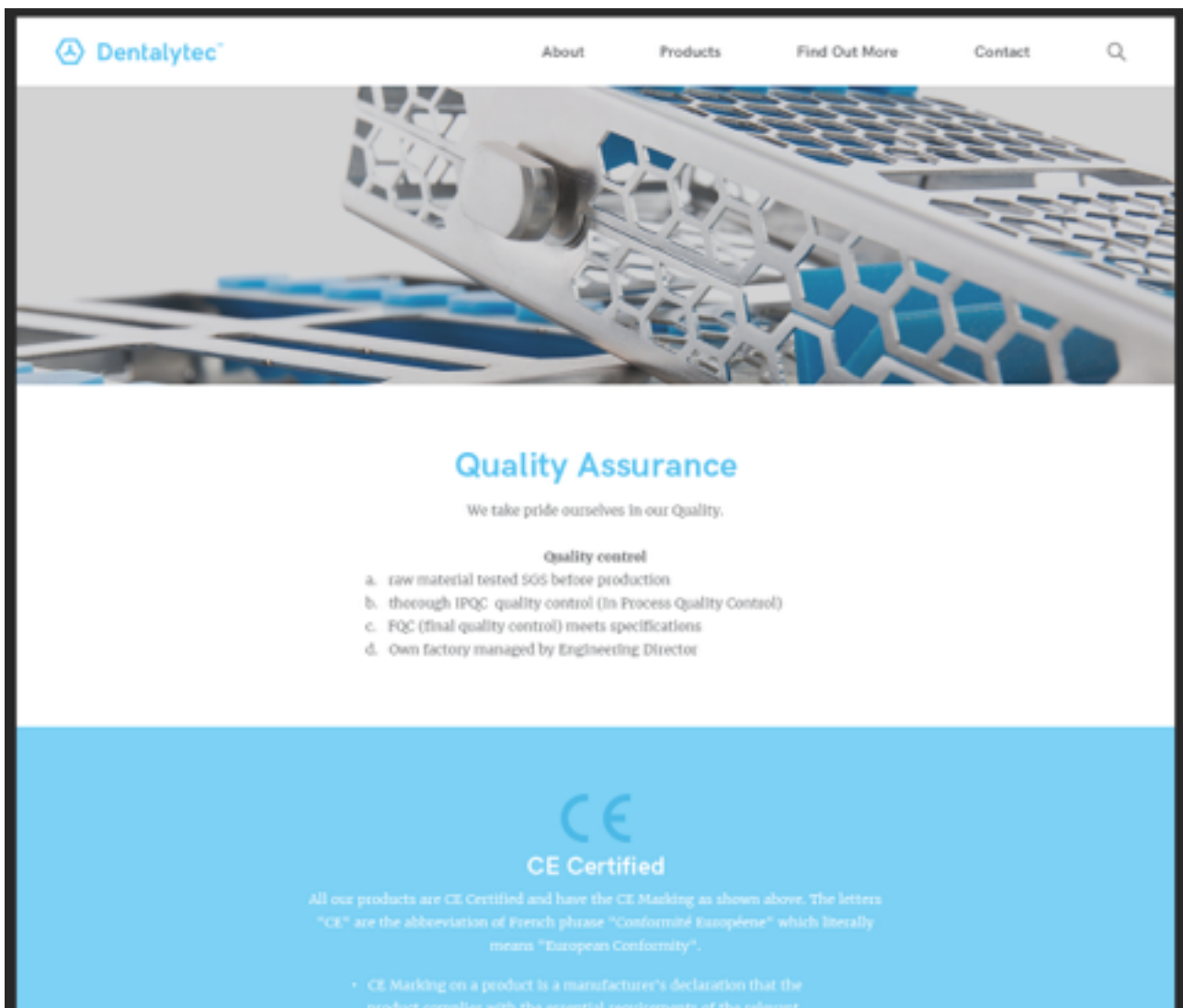
Description and purpose: Page dedicated to quality assurance and their certifications, standards adhered to, etc.

Requirements

- Banner
- A standard overview page
- Text, possibly images and diagram, logos displayed
- Quite lengthy in text

Repeater fields with title and content fields can be used to build the 3 pods:

- CE Certified
- DIN
- Raw material





## SHOPIFY AND WORDPRESS

Page name: **PRODUCT ITEM PAGE**

Template: T4

**dentalytec.com/product-catalogue/product-category-1/product-number-1**

Description and purpose: Individual product overview page to fully describe individual items.

### Requirements

- Display the following information about each product:
  - Product name
  - Product category name
  - Product description (currently in 5-6 bullet points, about weight, dimensions, capacity, etc)
  - 'benefits + features' of product (currently about 132 words)
  - 'how to use section' (currently about 80 words)
- product page would simply be a product overview page with as much info as possible
- there would be 2 CTA's on a product item page
  - 'Visit store'
  - 'Contact Us'
- since 'Quality Assurance' is something that the client wants to highlight as much as possible, place a link/CTA on each product listing that links back to the QA overview page on the site!
- possibly contains a link to relevant resource if such is available in the 'Support & Resources' section of the site
- by clicking on CTA 'Visit Store', user is redirected to store selector page (like the one seen on BeerGiraffe website) - this store selector 'landing page' should detect where the user is coming from, as seen on current BG store locator setup
  - if user selects 'Malta' from dropdown for list of countries and product is available in Malta, redirect user to Shopify product category page (and then proceed to checkout with 'Buy Now')
  - if user selects 'Malta' from dropdown and product is available in Malta but is out of stock, display "Sorry, this product is out of stock" and display related products
  - if user selects 'Ghana' from dropdown for list of countries and product is not available in Ghana, display a popup that says "Sorry, this product is not available in your country" + possibly a link to browse other products OR to get in touch

**NOTE:** The Plug In range is the only product range that contains 3 levels of navigation i.e. it takes 3 clicks to actually arrive at an individual product listing, the other ranges just take 2.



## Product Post Type

- Title (e.g. Vision+ S)
- Excerpt (Short summary About the Product)
- Content (Used to describe the product)
- Custom Fields
  - Features & Benefits
  - How to Use
- Taxonomy (only if available in colour options)
  - Product Category
    - Dental Sterilisation Cassettes
    - Clip Cassettes & Trays
    - Plug Ins
    - Bur Guards
    - Silicone Products
  - Colours
    - Blue
    - Green
    - Yellow
    - Red
- Gallery

## Product Colours

Some **Products** are available in different colours. This will require a conditional custom field which asks whether a product is available in multiple colours, if yes the administrator has the option to choose from a predefined set of colours.

Available in: 

Page name: **PRODUCT CATALOGUE**

Template: T3

**dentalytec.com/product-catalogue**

Description and purpose: A product listing page which will show all products in a paginated fashion and provide filters

Requirements

- Filters for
  - Category
  - Sorting order
    - Alphabetically A-Z
    - Alphabetically Z-A
    - Price, Low to High
    - Price, High to Low
    - Date, new to old
    - Date, old to new
- Currently, there are 5 product categories within the Dentalytec product universe
- Product pod shall display
  - Image
  - Title
  - Category

Page name: **PRODUCT CATEGORY/RANGE PAGES (5 in total)**

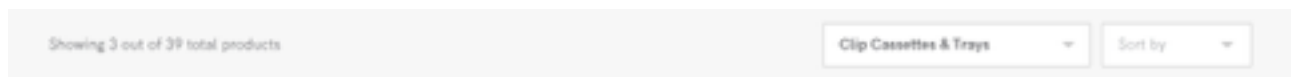
Template: T3

## **dentalytec.com/product-catalogue/category**

Description and purpose: When clicking on one of the product category pods on the product overview page, user is redirected to a detailed product range page displaying all available products in that category.

### Requirements

- Display a page similar to product catalogue overview page in structure
- user can view all the available ranges in given category
  - example: Product Catalogue > Dental Sterilisation cassettes > displays all cassette ranges such as the 'Classic Range', 'Vision+ Range', etc. on one page
- Possibly cater for a filter to select for ranges (once there are many more ranges added eventually)
  - this would be a dropdown filter on the left hand side of the page where user would be able to filter for product range by name



### **Clip Cassettes & Trays**



Cassette Clip M



Clip Tray S



Clip Tray M

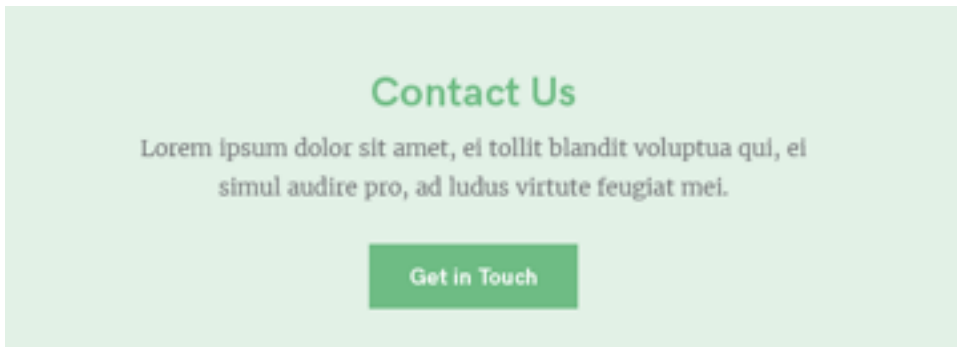
Page name: **CUSTOMISATION**  
Template: **Confirm with Raissa if T2**

## **dentalytec.com/customisation**

Description and purpose: This page describes what type of products can be customised when ordering from Dentalytec.

### Requirements

- Display an info overview page that describes customisation options
- Split page into 2 sections, outlining that customisation can either happen by **engraving the logo** or by **colour coding the silicone parts** and also explain why this is useful. The 2 main types of customisation are:
  - logo is laser engraved
  - they produce the silicone in 4 different colours that the dentists can customise so they use a cassette for a certain doctor or for a certain procedure
- ALL products can be customised as long as the potential buyer gets in touch with them to discuss the details
- CTA required:
  - Contact Us



### **N.B. This should be turned into a unique form as described below rather than just a button**

- They want to make a distinction in the backend about where the contact form message is coming from
- All contact forms should have a dropdown menu for subject to highlight why the customer got in touch, these can be:
  - customisation
  - become a distributor
  - buy a product
  - general inquiry
- On contact forms, **all fields mandatory, except message**
- Required fields are:
  - Name
  - Country (dropdown)
  - Customisation (dropdown)
    - Logo
    - Silicone Colour
  - Subject
  - Email address
  - Message

Info page, see reference: <http://dentalytec.com/logo-customisation/> and <http://dentalytec.com/customisation-with-different-silicone-colours-in-sterilization-cassettes-products/> but in addition, they want to prompt users to get in touch with them with a contact form.

## SHOPIFY

Page name: **STORE**

Template: **Using the same theme as used on The Beer Giraffe**

Description and purpose: Store would feature a number of filtered products, based on user location.

Requirements:

- For launching the site, develop 3 options for the store:
  - Europe (EN, FR, ES)
    - dentalytec.eu
  - Mexico (ES)
    - dentalytec.mx
- Depending on which store is selected, user will then see a filtered list of products that can be purchased in given location
- Option to filter by category
- Option filter by:
  - Featured
  - Best Selling
  - Alphabetically A-Z
  - Alphabetically Z-A
  - Price, Low to High
  - Price, High to Low
  - Date, new to old
  - Date, old to new
- Checkout and buying happens using Shopify
  - user can either BUY the product (CTA is 'buy')
- The client doesn't want customisation anywhere near the store, it is just an info page on the website to prompt users to get in touch with them
- content of each product listing will show:
  - a brief description (weight/dimensions)
  - most of this is already on Shopify
- Show related products if the product **is out of stock**

Page name: **WARRANTY REGISTRATION**

Template: T11

### **dentalytec.com/warranty-registration**

Description and purpose: A brief text page explaining Dentalytec's warranty policy and importance. Unless the dentist fills in this form online, there will be no warranty on products supplied.

#### Requirements

- this page is to be removed completely from the menu, should not be accessible via standard URL and user journey
- page to be viewed only using a QR code (previously supplied to dentist offline)
- contains a brief description of how Dentalytec's warranty works
- contains a contact form to validate warranty, containing the following fields:
  - name
  - email
  - date of purchase
  - where the product was purchased
  - type of purchase (dropdown > reseller OR distributor OR store)
  - if type of purchase is distributor, name of distributor (text field with manual entry)
  - message
  - other than message, all fields mandatory

**N.B. CLIENT TO PROVIDE URLs issued with QR Codes. No development is to start on this page before these have been provided.**



Page name: **BECOME A DISTRIBUTOR**

Template: T12

**[dentalytec.com/become-a-distributor](https://dentalytec.com/become-a-distributor)**

Description and purpose: brief description of why Dentalytec is an awesome company to work with

*Requirements*

- Brief description (currently text + image page with about 110 words)
- CTA to contact them or a contact form for sending interest or message
- Subject line should be 'become a distributor' when arriving from here
- contact form to be linked to salesforce > client to supply access codes

**N.B. Create a new contact form specifically for this purpose.**

Page name: **SUPPORT AND RESOURCES**

Template: T13

**dentalytec.com/support-and-resources**

Description and purpose: functions as a knowledge base, containing all references on Dentalytec products and uses

Requirements

- Preferably an overview page with pods based on the type of resource (organised according to type of resource)
- Resource can be:
  - Downloadable PDF
  - Youtube Video (played within iFrame)
  - Diagrams
- *There are some blog articles on their current site that will be moved to support and resources*

*Resources can be tagged by Language. Each resource can only be assigned one language. A country flag should be displayed based on the country.*

***CONSIDER Repeater Custom Field or Custom Post Type. Developer should provide arguments in favour of the chosen option.***

Page name: **TESTIMONIALS**

Template: T6

### **dentalytec.com/testimonials**

Description and purpose: Display all testimonials on one overview page.

#### Requirements

- Display an overview page with testimonials (only a few) in separate pods
- each testimonial pods to contain the following:
  - Title (e.g. Raissa Bonello - BRND WGN)
  - Content (e.g. BRND WGN's digital team is amazing!)
  - Featured Image

**N.B. The client has confirmed that no unique design is required for this page, and using the same template as for blog is ok. - TO BE DISCUSSED WITH EXEC, as a design was still produced.**

**Page name: CASE STUDIES**

*TO BE LAUNCHED IN 2017 - Should be developed and kept hidden*

/case-studies <removing from menu now, not required for launching as there are no case studies available>

**To use the same design as blog**

Page name: **CASE STUDY DETAIL PAGE**

**Template: T7**

*TO BE LAUNCHED IN 2017 - Should be developed and kept hidden*

**dentalytec.com/case-studies/case-study-1**

Description and purpose: Display an overview page that contains relevant info about a specific case-study

Requirements

- display all text, images, diagrams or links that an individual case study contains

**N.B. the client has confirmed that no unique design is required for this page, and using the same template as for blog is ok, but this page is on hold for current development phase.**

Page name: **CONTACT US**

Template: T9

**dentalytec.com/contact**

Description and purpose: Page that displays all company info and a sample form to get in touch with Dentalytec.

Requirements:

- Display short text to prompt visitors
- display company contact details
- display a form containing the following elements
  - name and surname
  - email address
  - country
  - subject
  - message

Page name: **FAQ**

Template: T8

**dentalytec.com/faqs**

Description and purpose: Display all FAQs

Requirements

- Show all **FAQs** on one overview page
  - Title (question)
  - Content (answer)
- preferably with accordion
- limited content (now only 4 questions with limited amount of text, or linking back to other pages within the website)
- client is currently working on questions but shouldn't be more than 10 for launching

Page name: **BLOG**

Template: T6

**dentalytec.com/blog**

Description and purpose: Display blog content and articles published

Requirements

- Showcase blog posts on an overview page, displayed in pods
- show blog article, date published and CTA to read more
  - individual blog post page is displayed once CTA is clicked
- add pagination if there are too many entries



## **FOOTER LINKS**

currently are the same as the main navigation points  
social links to be placed here, the company now has:

- facebook
- google+
- LinkedIn
- YouTube

links in their footer

## **ADDITIONAL DESIGN REQUIRED**

- Search results page
- Error pages
  - 404
  - 500

**Text for both error pages to be supplied by client < pending >**

- Favicon
  - To be provided as a 260 pixel wide and 260 pixel high PNG file

FB Share Image - 1200 x 630 pixels