

## TEAM-ANDRO Redesign 2017 | **Briefing**

# 1 Background

TEAM-ANDRO (<https://www.team-andro.com>) is a German website related to bodybuilding and fitness.

- Founded in 2004
- Reporting from all major Bodybuilding events around the world
- Big community: More than 260.000 users  
The community is the heart and soul of our platform. Our users are very passionate about their training and diet and like to seek and give advice to each other. Bodybuilding and fitness often are important parts of their lives.
- Free online coaching programs that are very well received and a constant success
- Thousands of articles and videos, hundred thousands of images
- Big online shop selling nutritional supplements

Our users are mainly young and male, but other groups should not be scared away. Especially our coaching programs attract a more mixed audience.

## 2 Status quo

The TEAM-ANDRO website consists of the following main sections:

- **Portal:** <https://www.team-andro.com/>  
In January 2015, the portal has been slightly modernized and switched to a responsive layout.
- **Forum:** <https://www.team-andro.com/phpBB3/>  
Currently, the forum uses a desktop layout and a mobile layout depending on the user agent. The layout can also be manually switched in the bottom area.  
The desktop layout is in use since 2010, in mid-2012 the mobile layout with reduced functionality was added.  
The forum will be updated and migrated to a responsive layout in the future.
- **Videos:** <https://clips.team-andro.com/>  
The video portal is currently in the process of a complete overhaul and will be replaced with a new software and a responsive layout.
- **Gallery:** <https://www.team-andro.com/coppermine/>  
Since September 2013, the gallery uses a responsive layout.
- **Shop:** <https://shop.team-andro.com/>  
The shop was relaunched with a responsive layout in August 2014.

Additionally, there's a site-wide search using Google's Custom Search Engine and a User Control Panel for registered users.

Every section uses a different underlying software, extensively customized for TEAM-ANDRO. The sections are connected through a shared user management based on the forum software (phpBB), with exception of the shop which runs completely independent.

### 3 Goals and Visual Style

The current layout of TEAM-ANDRO is rather outdated and desperately needs a renewal. The new layout should be modern but not too „trendy“ as it will again be in use for many years.

- We prefer an **almost flat** style, i.e. a minimalistic approach that makes subtle use of gradients and shadows for a better user experience.
- With the majority of our users being on mobile devices, the design needs to be **mobile first**. Everything has to be built to work on small screens and to be usable when touched with fat fingers.
- The current **colour scheme** with blue as main colour and red for accents has been well established for many years and we would like to keep this basic combination. But we want you to adjust the colours for a fresher, more modern look, and to make them better fit together when they are used adjacently.

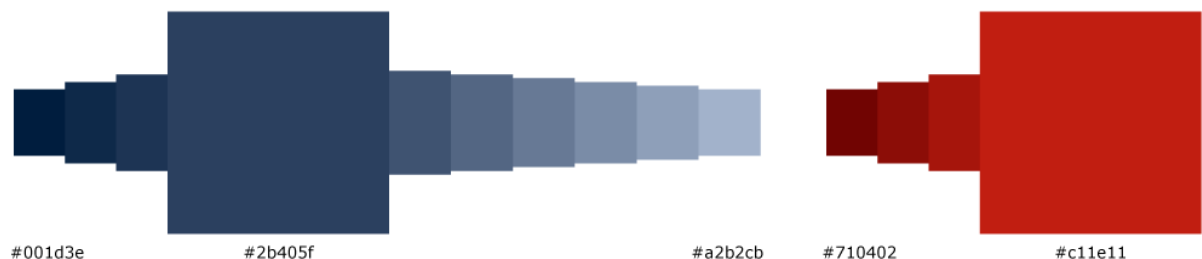


Figure 1: Current main colours blue and red

The overall **background colour** should be light, we do not want to keep the dark blue as surrounding background.

- We are open to the use **web fonts** for the design, but as font file sizes are rather heavy please keep your choice to a reasonable amount of font families and styles. Please make sure your proposal is a high-quality font that is well tested on different devices and operating systems. If you want to use fonts that are not open source please contact us beforehand. Readability is the most important quality of the font for the body text. We prefer a well-established and well tested sans serif font that works even in smaller sizes.
- We consider **icons** to be an important part of interface design and want you to take special care when designing/choosing an icon set. The icons will be implemented as SVG images, therefore all icons have to be delivered in vector format. We like the look of line icons as can be seen e.g. in the Feather Icon set (<https://feathericons.com/>) or the Linearicons (<https://linearicons.com/>).
- **Buttons** as the main elements for user actions should share a common design language to be easily recognizable and to clearly show their specific role (primary action, secondary action etc.).

### 3.1 Inspirational Websites

We were not able to find any website related to bodybuilding or fitness that we really liked. We collected some sites from other fields, mainly news sites, we found inspiring:

- <https://thenextweb.com>  
We like the clean, clear and modern layout of the home page – and how they play with variations of the layout grid.  
The article pages look very harmonious and balanced. Main headline, supporting content (social media icons etc.), body text and sidebar content are well composed.  
It's only a bit too colourful.
- <https://www.usatoday.com/> (desktop version)  
It's also a clean and clear layout on the home page. The grid layout in the main area and the right sidebar work well together, one almost doesn't notice the rather conventional "two column layout".  
The font sizes are a bit too small in some areas.
- <http://www.bbc.com/>, <http://www.bbc.com/news>, <http://www.bbc.com/sport>  
We very much like the use of the responsive grid and the clear structure of the layout. The article pages switch to a two column layout without looking boring.  
The header area on the news and sport sections inspired our prototype of the header area (see chapter 4.1) as it has to deal with the same elements (site wide navigation, section navigation etc.).

### 3.2 What to Avoid

As the most important part of TEAM-ANDRO is our content, we favour clear design and readable typography over fancy effects one gets tired of too soon.

Current designs have started to somehow look the same, mostly "inspired" by bootstrap ("Every Fucking Bootstrap Website Ever" – <http://adventurega.me/bootstrap/>). We'd like you to stay away from these typical elements and strive for a custom design that supports our content – not the other way round.

Nowadays, the only sensible approach when starting a website design seems to be "mobile first". But we would like to avoid falling into the trap of "mobile only" that treats the desktop like a giant mobile device. The content should be presented with reasonable information density that fits the actual space. There is no need to blow up font and image sizes to fill the screen – or to hide parts of the user interface behind hamburger menus if there is enough space to just show them.

## 4 The Elements to Be Designed

Because of the sheer size of the TEAM-ANDRO website it is not possible to cover all details in this context. We picked some pages that represent main elements we would like you to work on. Our goal is to develop a design system that can be expanded to all areas of TEAM-ANDRO.

### 4.1 On All Pages: The Header Area

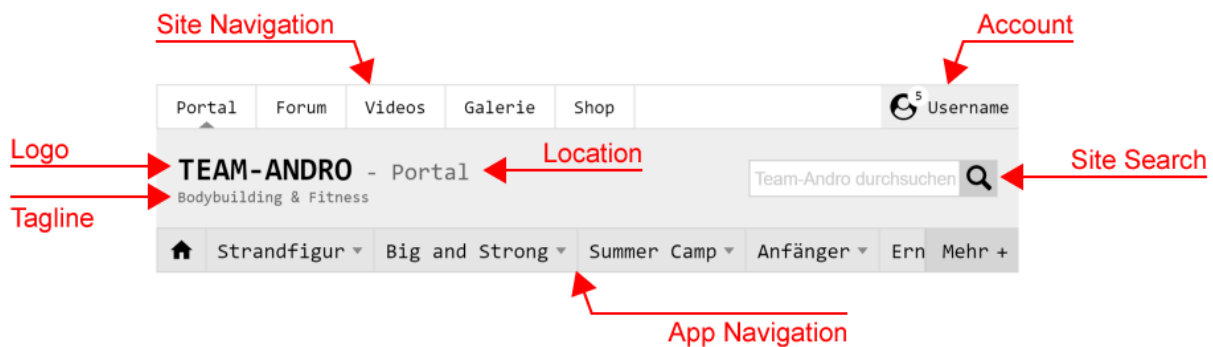
The header is shared across all our applications. We have built a responsive prototype that shows the desired new structure.

The attachment Header.pdf (see Figure 2) is a collection of screenshots that show the header prototype for the relevant applications (Portal, Forum, Gallery, Shop) in different sizes.



Figure 2: Preview of Header.pdf

Some explanations and details on the mandatory header contents:



- The **site navigation** holds the links to the main TEAM-ANDRO sections: portal, forum, videos, gallery, shop.
- The **account** link leads to the login page or the user control panel if the user is already logged in. The user should be notified of the number of private messages, shown as little badge in the prototype.  
Please note: The shop's user management is separated from the other applications, therefore the account link is not present in the header. The user's shop account has to be included in the content area.
- The branding area contains the **logo** (see chapters 4.1.1 and 4.1.2) and the **tagline** („Bodybuilding & Fitness“).  
Additionally, the current **location** (= the active section) should be made obvious. At least, it has to be added as text. We would like to see it accompanied by an icon that represents the section.
- The **site search** should be included as a search input field or as a button.  
Please note: Each application has an additional *app search* in the content area that should not be mixed up.
- The **app navigation** shows navigational items that belong to the active section. The app navigation differs per section, the forum currently doesn't have one.

The elements can be differently arranged, but please make sure that the site navigation and the app navigation are clearly separated and that their particular purpose is still obvious.

#### 4.1.1 A Brief History of the TEAM-ANDRO Logo

The term "andro" in TEAM-ANDRO is taken from the word "androgen", the male hormone. In the first years of TEAM-ANDRO, the "androgen" molecule structure was used in the logo:



In May 2010 the molecule structure has been reduced to a pentagon as can be seen on the current website:



Currently, simplified versions of the logo are in use, especially to fit the requirements of social networks and advertising:



#### 4.1.2 The Logo for the Design – Two Choices

There are two different logos available: a revised version of the current logo (see 4.1.2) and an all new one (see 4.1.2.2). **We would like you to choose the one that fits your design better – and to also show us a version of the header area only with the other one.**

Both logo versions use a symbol combined with the text mark, the symbol will be used separately in very constraint spaces (e.g. as favicon). As the logos are not yet in use, you might suggest another arrangement and proportion of symbol and text, but please use both together in the website header. The colours used in the previews can be changed and adjusted, as best fits the design.

Different representations of the logo might be used to responsively adapt to the available space in the website header, p. e. a more compact version might better fit the mobile view. The logo will be inserted as an SVG graphic which can be swapped on certain breakpoints.

Please find the logos attached as EPS vector files and as PNG bitmap images.

#### 4.1.2.1 The Current Logo Revised

The revision of the current logo keeps the pentagon as the symbol, the font of the text mark has been changed. It has only one colour and can be used on light or – inverted – on dark backgrounds.

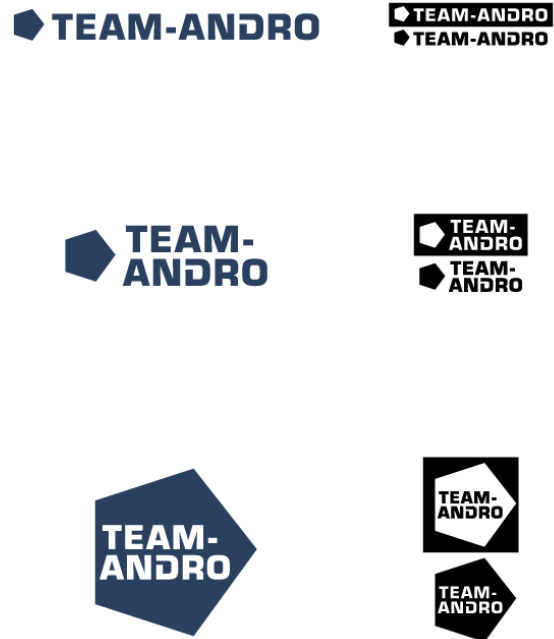


Figure 3: Preview of Preview-Revised.pdf

#### 4.1.2.2 The All New Logo

A new logo for TEAM-ANDRO has been designed in another contest on 99designs which is a fresh start without the previous symbol and typeface. It's a combination of a geometric symbol („TA“) and the text mark „TEAM-ANDRO“ in different arrangements to fit into a variety of more or less constraint spaces.

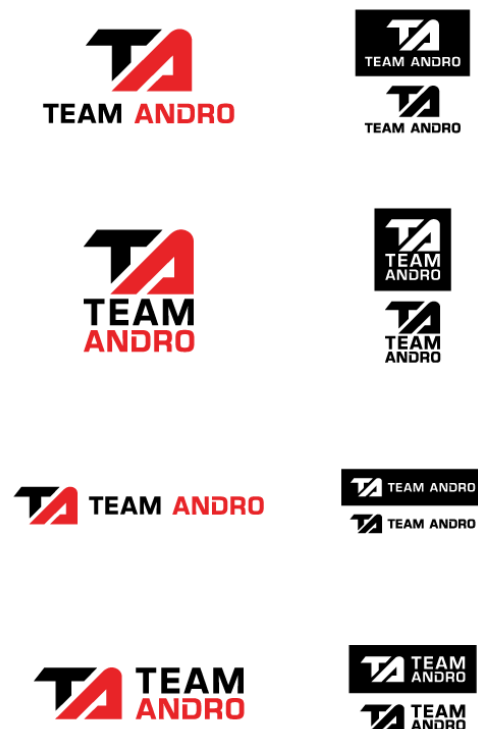


Figure 4: Preview of Preview-All-New.pdf

## 4.2 Selected Pages

We made screenshots of some live pages and modified the contents to show the elements we want you to design. The screenshots do not exactly resemble the live pages, we even removed some parts that will no longer be relevant. Please use the contents of the screenshots as starting point for your design, not the URLs.

**Each page design has to be delivered in a „mobile“ and a „desktop“ version.**

The maximum width for large screens has to be at least 1280px as this will be the size of the videos in our video portal.

### 4.2.1 Portal News List

Filename: Portal-News-List.pdf

Example: <https://www.team-andro.com/news/15/>

- The **main content area** holds a list of news teasers that are linked to TEAM-ANDRO content or external resources.

Each teaser has a sub headline, a main headline, the news text with author and date, an image and a link to the category. The user should get a hint where the news link might take him. Currently, an icon in the upper right corner of the image marks links to forum discussions, galleries, external resources and YouTube videos.

The current image sizes can (and should) be changed to larger sizes.

Our video content plays an important role, therefore video news should be distinguishable from the others. Currently, the images of video news sit on the right and have a play icon in the middle. We would like to see them even more highlighted, e.g. with especially large images.

- The **right sidebar** contains some promotions for our own content: a banner image and products of the shop, current articles and some videos.  
Please note: The images of the shop products are JPEGs with white background; it is not possible to use images with alpha transparency. The image size (currently 90 x 105 px) might be changed, the aspect ratio of 0,85 has to be preserved (see Figure 6).
- The **footer** holds some statistical information, two groups of link lists and a copyright notice.

We are open for suggestions that move away from the classical arrangement of main content and sidebar. The news teaser texts might be shortened and the number of items per page can be changed. Currently, there are 15 items per page (the screenshot shows only 8).



Figure 5: Preview of Portal-News-

Andro-Shop Specials

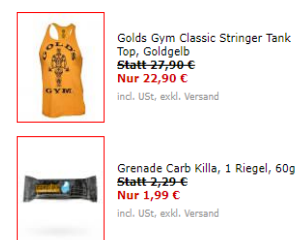


Figure 6: Shop promotion with highlighted image area

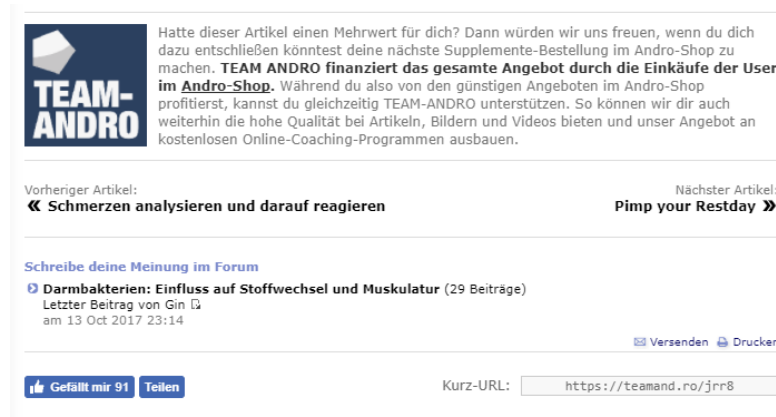


## 4.2.2 Portal Article

Filename: Portal-Article.pdf

Example: <https://www.team-andro.com/logbuch-fuers-training.html>

- The **article header** consists of sub headline, main headline, author and date, a rating widget and some supporting links. The Facebook widget should be replaced by a custom designed button.
- The **article content** in the screenshots is a compilation of basic elements we'd like you to design:
  - text elements (headings 1-6, paragraphs, image with caption, lists, table),
  - various form elements (single and multi-line text inputs, selects, checkboxes and radio buttons, submit buttons),
  - various alerts/messages for feedback on user actions.
- Below each article sits some **supporting content**:



- A promotion of our shop with TEAM-ANDRO logo.
  - Two navigation links to the previous and next articles.
  - Info and link to the related topic in our forum.
  - The short URL and a Facebook widget. The latter is optional and can be left out. If you keep it please use the same custom button as in the article header. Of course, you can choose other positions for these items.
- The contents of **sidebar** and **footer** are the same as on the news list.

A note on form elements:

- The font size of form elements (input, textarea, select) has to be at least 16px to avoid focus zoom on mobile devices.
- The labels have to be separated from the input fields, please do not suggest inline labels.

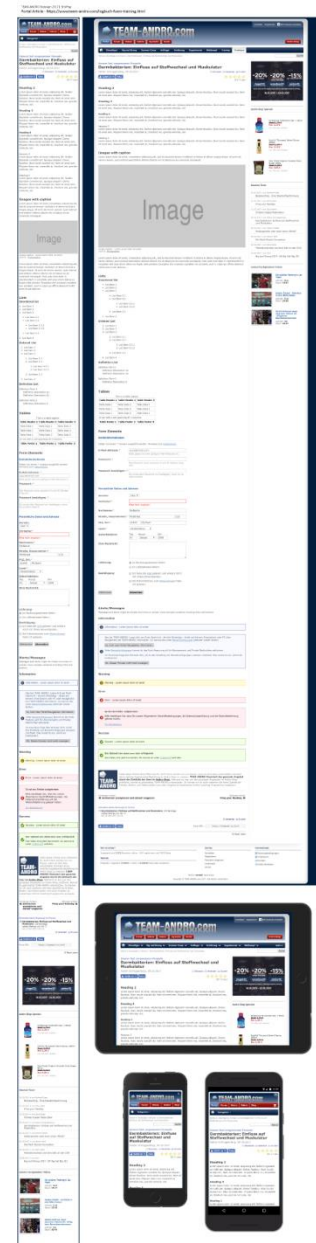


Figure 7: Preview of Portal-Article.pdf

## 4.2.3 Shop Category

Filename: Shop-Category.pdf

Example: <https://shop.team-andro.com/Eiweisspulver/>

- Because the shop's user management is not connected to the other applications, there are no account and login links in the upper right corner of the site header. The shop account has to be added to the content area. Currently, the two links "Anmelden" and "Mein Konto" ("Login" and "My account") are below (desktop) or above (mobile) the blue app navigation bar.
- Currently, the **shopping cart** is part of the blue app navigation bar (desktop) or sits above it (mobile). We would like this to be improved to make the cart more obvious for the user.
- The main content area starts with a part of the **category description** which is continued below the products.

Then follows a list of **sub categories** with an image and the category title. The category images are optional and can be removed in the new design.



Figure 9: Filter button with opened dropdown menu

The list of products has a **pagination** bar on top and bottom. The top bar also holds three filter buttons, each of which opens a dropdown menu.

The items in the product list share the main elements: image, title, price and cart button.

Some products additionally have a select element to choose the variant, and a marker for range prices ("from 18,90 €") in the lower right corner of the image (see Figure 10).

The image size can be changed, but the current aspect ratio (0,85) of the images has to be preserved. Please note: All images are JPEGs with white background. Alpha transparency cannot be used.

- The **left sidebar** contains a navigation list of the subcategories, a promotional image and a box with a list of products. The sidebar is hidden by default on mobile devices and can be reached through the red arrow button on the left of the top heading bar.

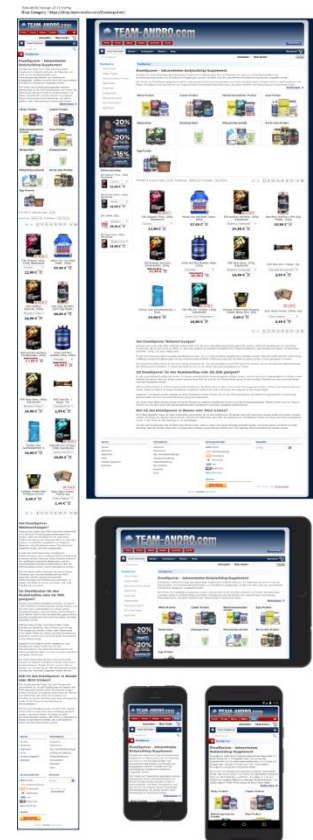


Figure 8: Preview of Shop-Category.pdf



Figure 10: Product with variant selection and range price marker, image area highlighted (dotted border)

#### 4.2.4 Gallery Image

Filename: Gallery-Image.pdf

Example: <https://www.team-andro.com/coppermine/displayimage.php?pid=581766>

Please note: The screenshots contain some elements, that are only visible to logged in users.

- The two links “Upload” and “Persönlicher Bereich” (= account) in the blue **app navigation bar** are shown as icons for mobile (right below app navigation).
- The **sidebar** consists of a navigation list with the gallery categories. For mobile, the sidebar is revealed after click on the hamburger icon on the left.
- The **main content area** starts with the gallery image with some buttons and a rating widget (same as in portal article) below. The Facebook widget should be replaced with a custom button. With the **image slider**, the user can navigate to the next and previous images.

Registered users can add comments via the simple comment editor. The users’ avatars should be used as square images, please do not suggest circular images.

- At the bottom of the page sits a **fixed navigation bar** with links to the first/next and previous/last images. The left of the two buttons in the centre leads to the gallery overview, the right one starts an automatic slideshow. The buttons are mandatory, but the placement can be changed.

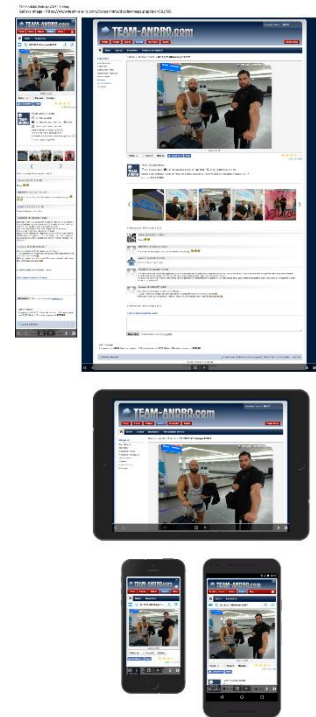


Figure 11: Preview of Gallery-Image.pdf



Figure 12: Fixed bottom navigation bar

## 5 General Remarks

The main language of the contest will be English. The individual communication can also be done in German, if you prefer.

We expect to give quite a lot of feedback and probably will ask you for modifications. Please participate only if you are able to communicate in English (or German). Of course, your language skills do not have to be perfect! We just don't want to repeat the experience of a previous contest where it was nigh impossible to communicate with some of the designers.

The pages we ask you to design are only a small representation of the TEAM-ANDRO website with its various applications. We would like you to be available for 1-to-1 projects after the contest for a further elaboration of the design when we start implementing the layout.

## 6 In a Nutshell

- The main colours should be blue and red, a light background should be used.
- Four pages have to be designed, each in both a mobile and a desktop version.
- One of the two logos should be chosen and used in the designed pages.  
Additionally, a version of the header area with the other logo shall be designed.