



Sinimuna Web Design

Web Site Creative Brief and Site for Rollé Beach Blankets*

November, 2004 and May, 2005

*Miva Merchant eCommerce Engine with Custom JavaScript Builder

Project

Sinimuna Corporation, Inc. will provide creative, technical and production services to **Rollé Ltd LLC** to develop and launch ecommerce site www.rolleusa.com in order to market and sell Rollé Beach Blankets.

The project will be realized in multiple phases. This brief addresses only those details pertinent to Phase I.

Sinimuna's services will include, but not be limited to, the following:

- design/art direction/production of Phase I website
- raster graphics work and photo manipulation (Photoshop)
- vector Web animation
- Web programming (HTML, CSS, DHTML and JavaScript)
- ecommerce application (TBD) development and implementation
- copy writing and editing
- usability and user interface design
- site/animation mockups, wireframes and hierarchical planning
- timeline, milestone and scheduling development
- testing and quality assurance

Deliverables

Approximate Number of Pages: 40 (counting confirmation pages and gallery pages)

Schedule

Brief Start Date: Saturday, November 13, 2004

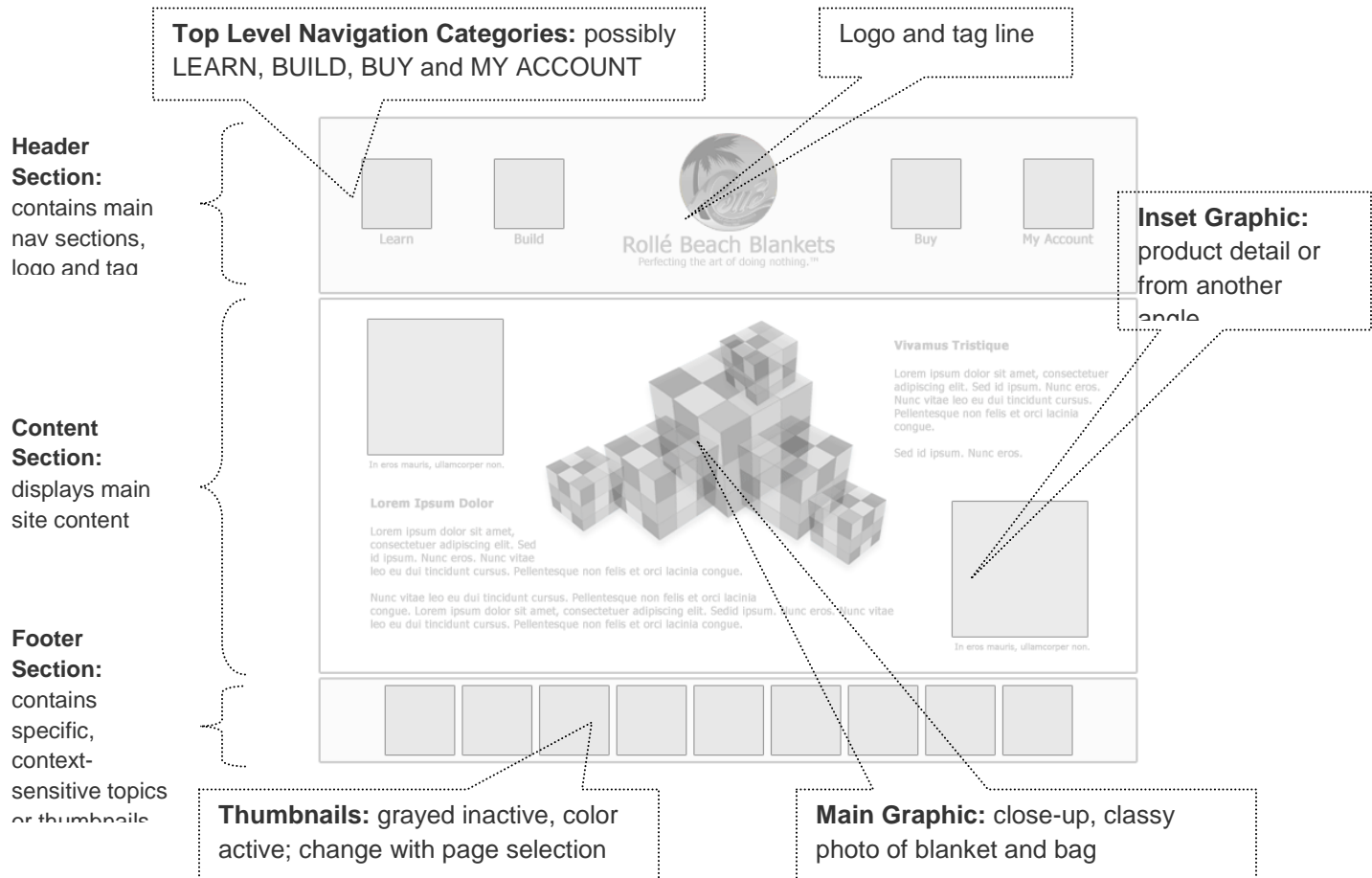
Brief Delivery Date: Monday, November 15, 2004

Site Publication Date: Friday, November 26, 2004

Budget

TBD

Home Page, Proposal 1

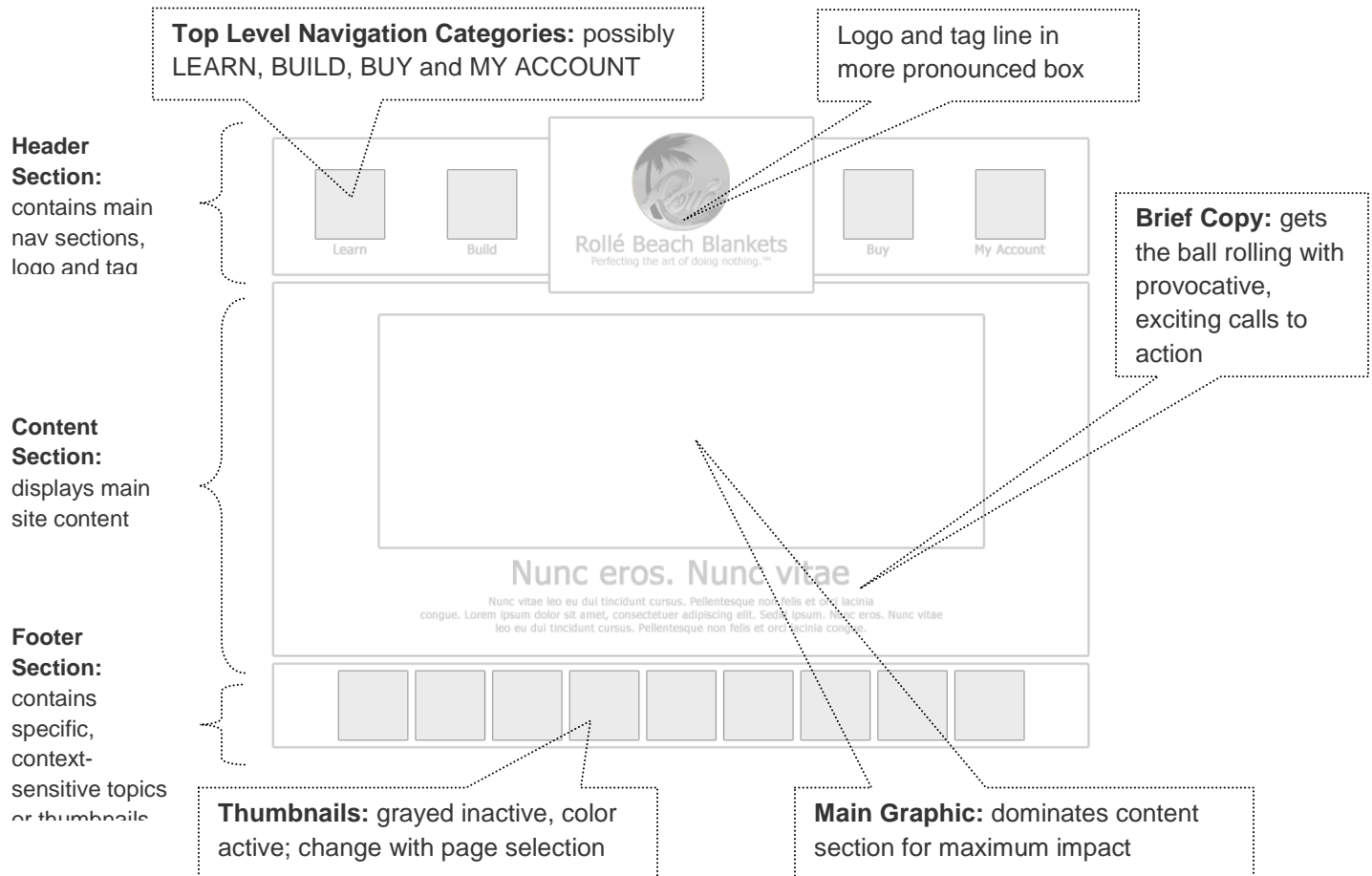


This page appears following a short intro animation that creates a tranquil surf atmosphere. The logo and tag recede from the foreground to take their place in the center of the Header Section. Flanking the logo/tag are the main nav area icons, which are grayed out, but show full-color on “mouseover” event. Clicking on these will load the Content Section with the appropriate text and graphics, while populating the Footer Section with the appropriate sub-navigation or thumbnails.

The design features ample use of white space and grayscale geometrics to convey a sophisticated, postmodern minimalism, punctuated by plentiful high-quality photos, engaging humorous and informative copy, and an easy to use, intuitive interface. The lines are clean and thin. Interactivity rewards with localized color, creating a pleasing juxtaposition between color and grayscale.

Note the **shaded** Header and Footer sections.

Home Page, Proposal 2

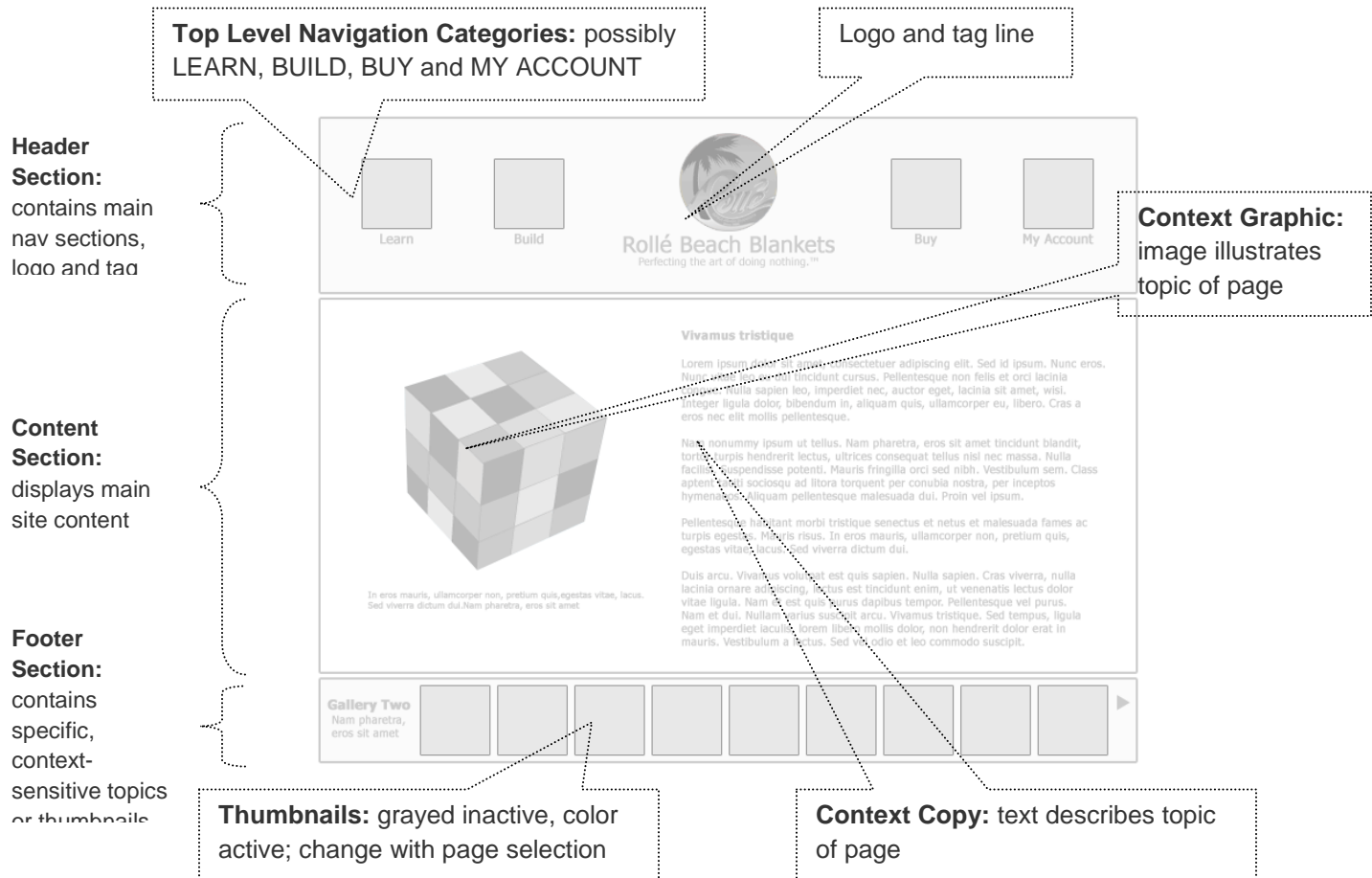


This page appears in the same manner as Proposal 1. The basic layout remains the same, but there are two distinct differences. First, the logo and tag line occupy a more pronounced, though still subtle, header box. This serves to more effectively balance the top of the page, while presenting a “storefront” feel.

Top-level navigation remains on the sides, but the revised lines produce a tiered or receded look that serve to support the hip modern kiosk metaphor. The Content Section is more devoted to the appeal of the product photography than to explanatory text. Brief copy below the main image entices the user to use the top-level or context-sensitive navigation options to dive right in.

Note that the Header and Footer sections are **not** shaded.

Secondary Pages, Proposal 1

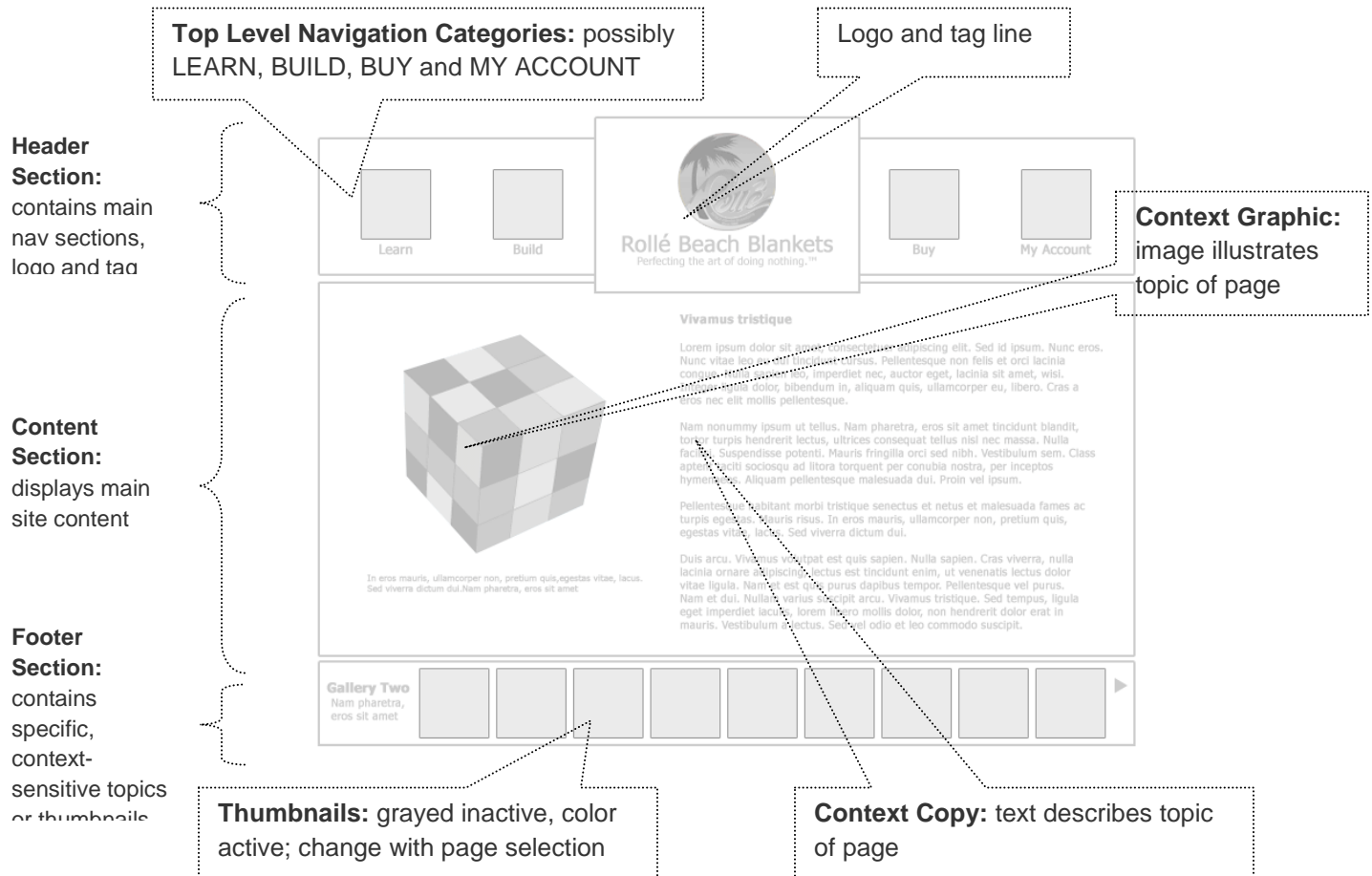


This page layout represents any page other than the home page arrived at by user interaction. When the user chooses a top-level or context option, the subsequent context page, laid out like this, will load.

The basic layout remains constant. The Header Section does not change (other than the appropriate active state for the current area). The Context Section, however, uses virtually all available central space to showcase the selected graphic (on left) and accompanying explanatory text (on right). This data changes as the user clicks through the available options in the Footer Section.

Note the **shaded** Header and Footer sections.

Secondary Pages, Proposal 2



This page layout blends both Proposal Ones.

Note that the Header and Footer sections are **not** shaded.

Site Structure

Home Page: highest level. All navigation starts here upon entering the site.

Top Level Navigation: Four main areas, under which all other content resides

I. Learn

A. Products

1. Unique Features
2. Construction Materials
3. Gallery
4. Customers/Raves/Endorsements
5. Products Downloads (PDFs, etc.)

B. About Us

1. Guiding Principles/Mission Statement
2. Company History
3. Contact Us – Phone, Email, Web Address (URL), Postal Address
4. Logos, graphics

C. News

1. Press Releases
2. Reviews

D. Help

1. Site Map
2. Directions – Use, Washing, etc.
3. FAQs/Troubleshooting/Tips
4. Help Downloads

II. Build

A. Interactive Blanket Builder

B. Colors, Patterns and Customizable Options

C. Related Pages

III. Buy

A. Shopping Cart


B. Related Pages

IV. My Account

A. Login/Register

B. Related Pages

Home Page and "How It Works" Help Page




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◊ SUMMER COLLECTION ◊ UNIQUE FEATURES ◊ CREATE ◊ ABOUT US ◊ PHOTOS ◊ FAQ ◊ NEWS ◊ CONTACT US

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Six exciting new creations for Summer 2005

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[replay ▶](#)

free shipping


shop ▶
THE ROLLÉ STORE




learn ▶
HOW IT WORKS




peruse ▶
TESTIMONIALS




read ▶
PRESS ARTICLES





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HELP * HOW IT WORKS




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it's easy!






The Rollé Beach Blanket is a snap to use. Download [printable instructions \(PDF\)](#) or view the video (note: only the Flash version streams).

 [Flash](#)
 [Windows Media](#)






Trouble viewing these files? Try those required plugins/programs:

-  [Acrobat Reader](#)
-  [Flash Player](#)
-  [Windows Media Player](#)

to unpack...

- **1. Carry Around**
Carry by the grab handle, over your shoulder or across your chest. Adjust the snugness.
- **2. Open Up**
Open the locking drawstring.
- **3. Invert**
Pull the blanket from the bag.
- **4. Tuck In**
With the bag completely inverted, tuck the strap into the interior pocket at the foot end of the blanket. Secure with the Velcro tab.
- **5. Stretch Out**
Stretch out the blanket and enjoy! Don't forget your sun protection.

to pack up...


- **1. Time To Go**
That was fun, time to head out.
- **2. Pull Out**
Separate the Velcro tab and pull out the strap from the interior pocket at the foot end of the blanket.
- **3. Invert**
Reach into the foot end pocket with one hand, grab a handful of the terry top and pull toward you. Hold the outer edge of the pocket with your other hand. Pull the contents of the blanket back inside the bag.
- **4. Close Up**
Close by pulling the drawstring tight.
- **5. Head Out**
Double check to make sure you have all your belongings. Now you're off!

[A SPACE TO TOP](#)

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“Difference” and “Features” Pages

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BLANKETS * DIFFERENCE

Shop with confidence, this site secured by  GeoTrust**Rollé: not a towel in a fancy bag**

Since the Rollé Beach Blanket was introduced in the mid 1980s, it has inspired many knockoff and copycat products. These have ranged from cheap imports to ridiculously expensive designer ensembles consisting merely of colorful towels in fancy tote bags. If that wasn't bad enough, the price tags were outrageous. Some even exceeded \$3,000. Things haven't changed much since then. For example, as of this writing, a quick Web search reveals designer beach towels currently for sale on the Internet at prices approaching \$2,000! [Start shopping](#)

Though others have shamelessly slapped on hotter price tags, no one has ever come close to duplicating the Rollé's elegantly simple design, appealing style and unparalleled bang for the buck.

Bottom line: Rollé Beach Blankets are all about quality and value. When you compare the Rollé Blanket to other luxury items, there's just no contest. At Rollé Limited, we don't cut corners. We use only the finest materials in the world, and assemble each blanket by hand to exacting specifications right here in the USA. By choosing the best, you ensure memorable, worry-free experiences year after year.

The Rollé blanket is designed to last a lifetime. In fact, we have customers enjoying blankets today that were purchased 18 years ago! That's reliability. That's stretching your dollar a long way, and making a timeless impression in the process. Rollé blankets never go out of style and their elegant form follows function. They're practical—built tough for real-world conditions—yet exude class, sophistication and **your personality** at every turn. The Rollé difference—superior craftsmanship at a reasonable price—makes the one intelligent choice obvious.


Features

Here is a brief overview of some key features:


- **Double layer construction** — The bottom layer is polyester microfiber. This incredible color-fast fabric is breathable, dries quickly, resists sand and ultraviolet damage, and offers superior comfort when combined with the terry cloth surface layer. It is remarkably lightweight and durable.
- **Patented anchoring system** — Customized anchoring coins reside in hidden pockets found in each corner of the blanket. Coins are removable for laundering or for use of the blanket at home as a comfortor or when weighing is not required. This system anticipates the occasional need for additional weights (optional), which can be added for extra windy conditions.
- **Hidden pockets** — In addition to the pockets for coin-weights, Rollé blankets feature several additional hidden pockets for valuables, personal electronics and accessories.
- **Convertible** — Each Rollé blanket folds into itself. It converts into an amazing shoulder bag with plenty of room to spare for just about everything you'll need for a day of outdoor fun. The bag features interior and exterior pockets, a key hook, a locking drawstring and the ingenious Flexi-Strap™ suspension system. Flexi-Strap™ uses elastic bands in the shoulder strap, enabling the user to carry the bag for long periods of time without fatigue.

In short, the Rollé Beach Blanket is personal, customizable, smart, cool, machine-washable and designed to last a lifetime.


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BLANKETS * FEATURES

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The Bag Is the Blanket, the Blanket Is the Bag



9 Functional reasons why the Rollé Beach Blanket is the best in the world:

- 1. Terry Cloth Top**
The top layer is 100% cotton terry cloth to keep you cool and comfortable by wicking away moisture and perspiration from your body.
- 2. Inflatable Pillow**
Hidden pocket with room to spare, houses a durable, inflatable pillow for your comfort.
- 3. Inhibitor Pocket**
For safe and convenient storage of accessories.
- 4. Weighted Corners**
Patented anchoring system features removable brass coins in hidden corner pockets. Additional weights (optional) can be added for extra windy conditions.
- 5. The Bag**
The blanket folds into itself to elegantly transform into a great bag.
- 6. Strap**
The patent pending Flexi-Strap™ Anti Fatigue suspension system makes carrying light and easy.
- 7. Zipper Pocket**
Large pocket with interior key hook accommodates valuables for easy access.
- 8. Wet Dry Pocket**
Additional wet/dry storage.

The Rollé blanket has inspired many knockoff and copycat products from cheap imports to ridiculously expensive designer ensembles consisting merely of colorful towels in tote bags. Rollé Blankets have always been manufactured to the highest possible standards and designed to last a lifetime. No one has ever come close to duplicating its elegantly simple design and appealing style.

- **Double layer construction** — The bottom layer is polyester microfiber. This remarkable colorfast fabric is breathable, dries quickly, resists sand and ultraviolet damage, and offers superior comfort when combined with the terry cloth surface layer. It is remarkably lightweight and durable.
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Product Catalog


ROLLE BEACH BLANKETS
Reinventing the art of being outdoors
a return to nature group

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“Selection” Page with “Bora Bora” Product Detail

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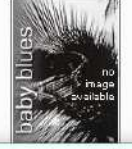
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Summer 2006 Collection - It's not just a bag. It's not just a blanket. It's a blanket in a bag!

Baby Blues






no image available

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Banana Boat






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Bora Bora






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Citrus Splash






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Key Lime






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“Selection” Page with “Citrus Splash” Product Detail

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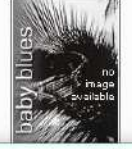
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Summer 2005 - Citrus Splash - Google Chrome

file:///E:/Desktop/Important/Rolle/blankets/popup/citrusplash.htm



no image available

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Citrus Splash

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Configure Your Custom Rollé Blanket

1 Go to the Builder Page



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Welcome! Rollé blankets are fully customizable for your organization. Below are some of the possible combinations.

Selected Print:

Choose Terry

Choose Border

Choose Logo/Graphic

< None >

top

bottom

Choose Print



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2 Choose a Border



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3 Choose a Pattern

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Choose Terry


Choose Border


Choose Logo/Graphic


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4 Choose a Terry Cloth

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Choose Logo/Graphic

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Choose Print



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5 Choose a Logo (Optional)


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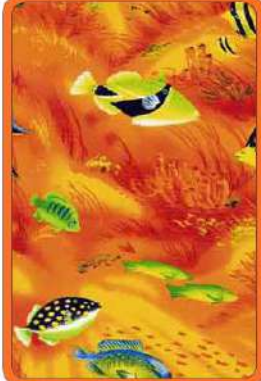

Selected Print: Citrus Splash [a stock](#)


Choose Terry


Choose Border


Choose Logo/Graphic

[Porsche](#)



Choose Print


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