

GameStop[®]

Armogon

GameStop Website Framework Presentation

Where we Started



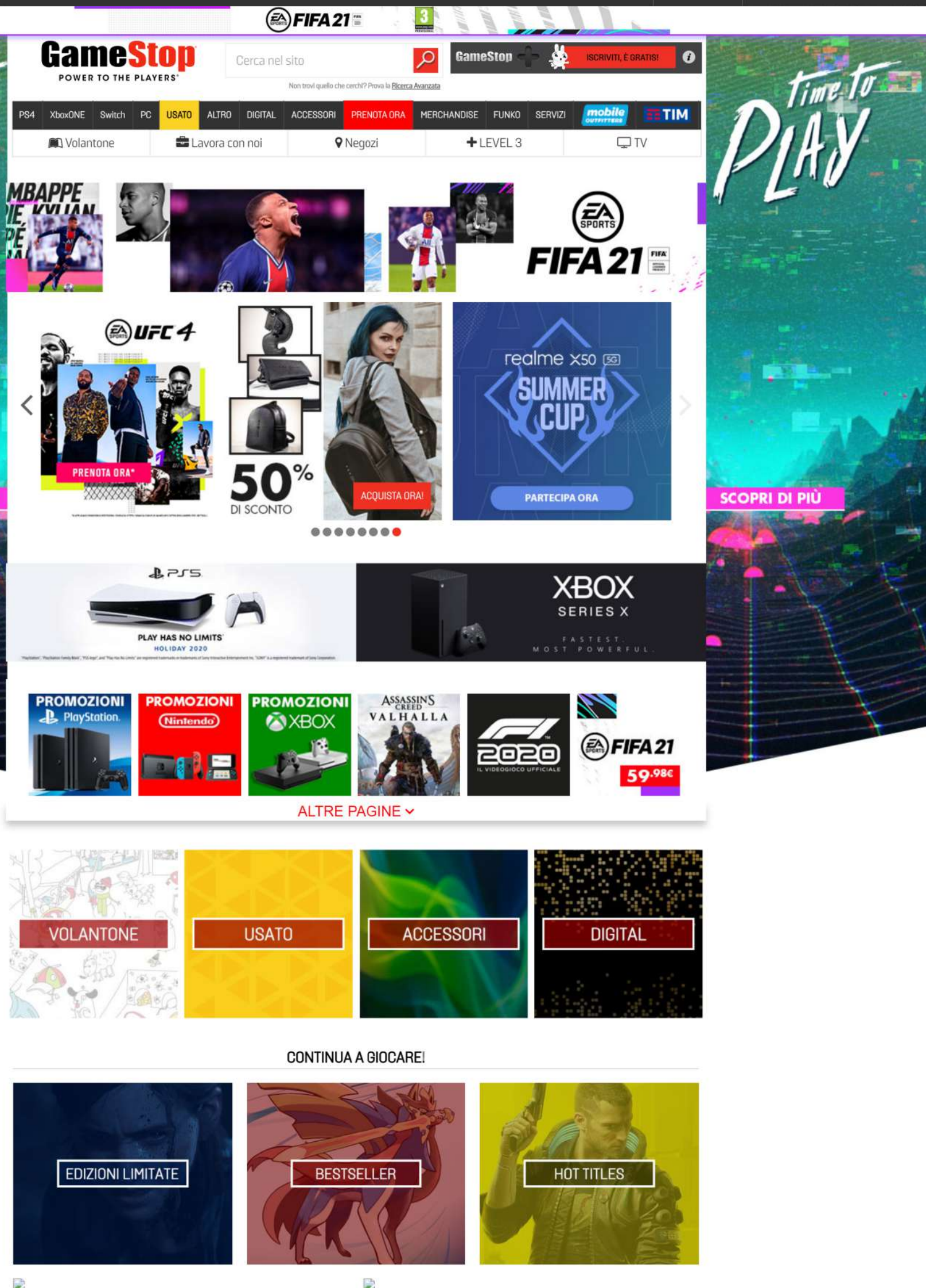
Armogan



Datas and technicalities



What now ?



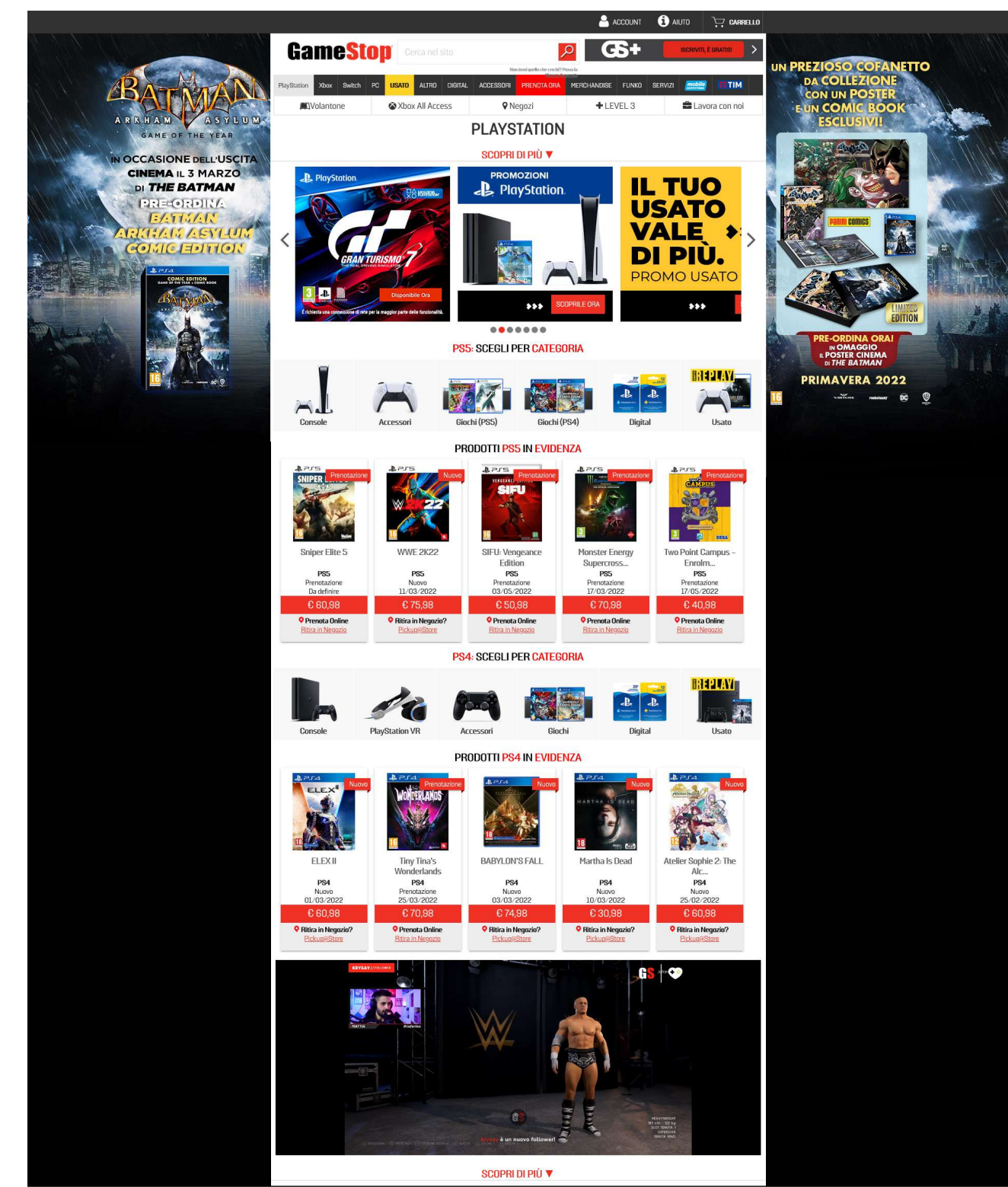
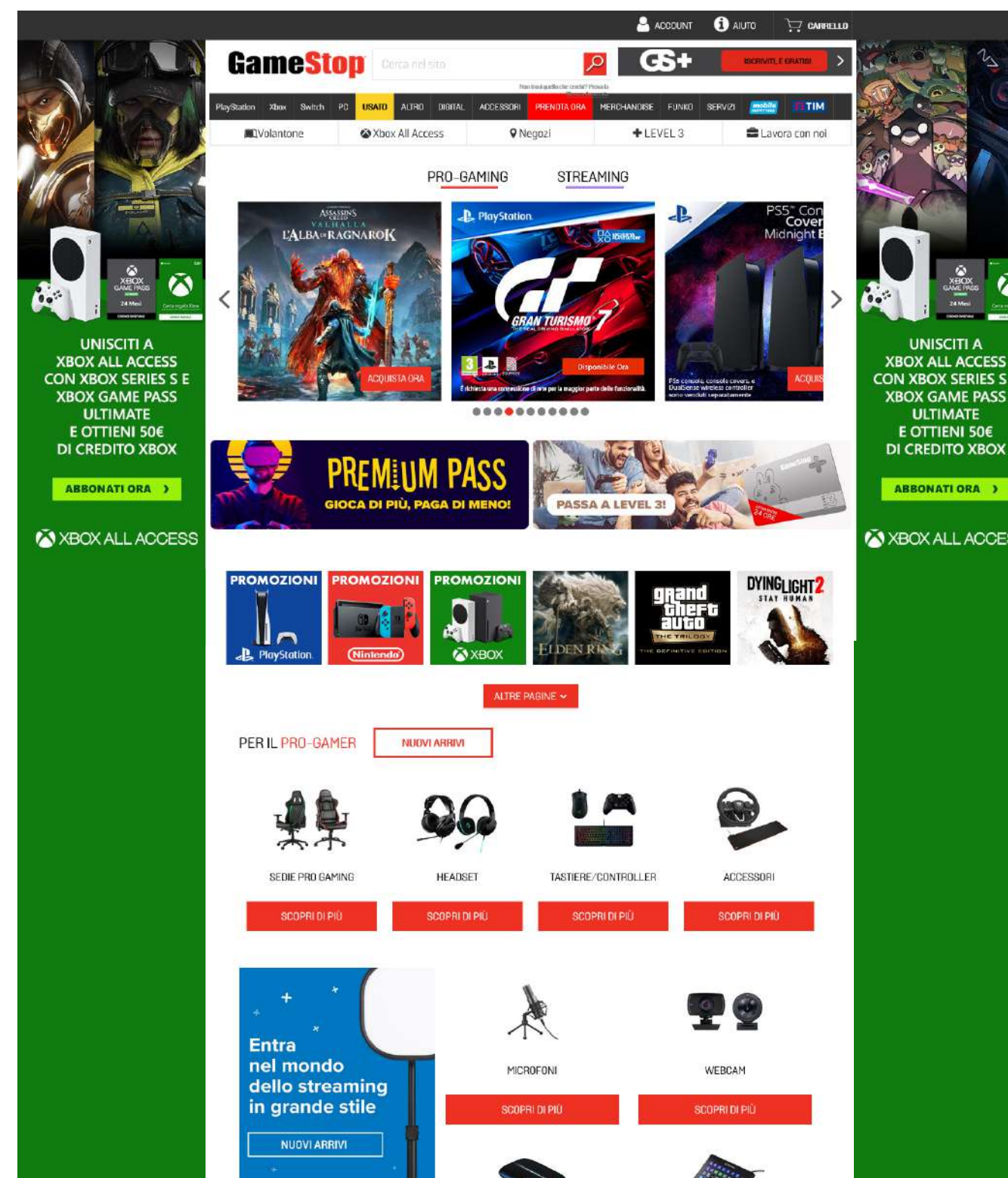
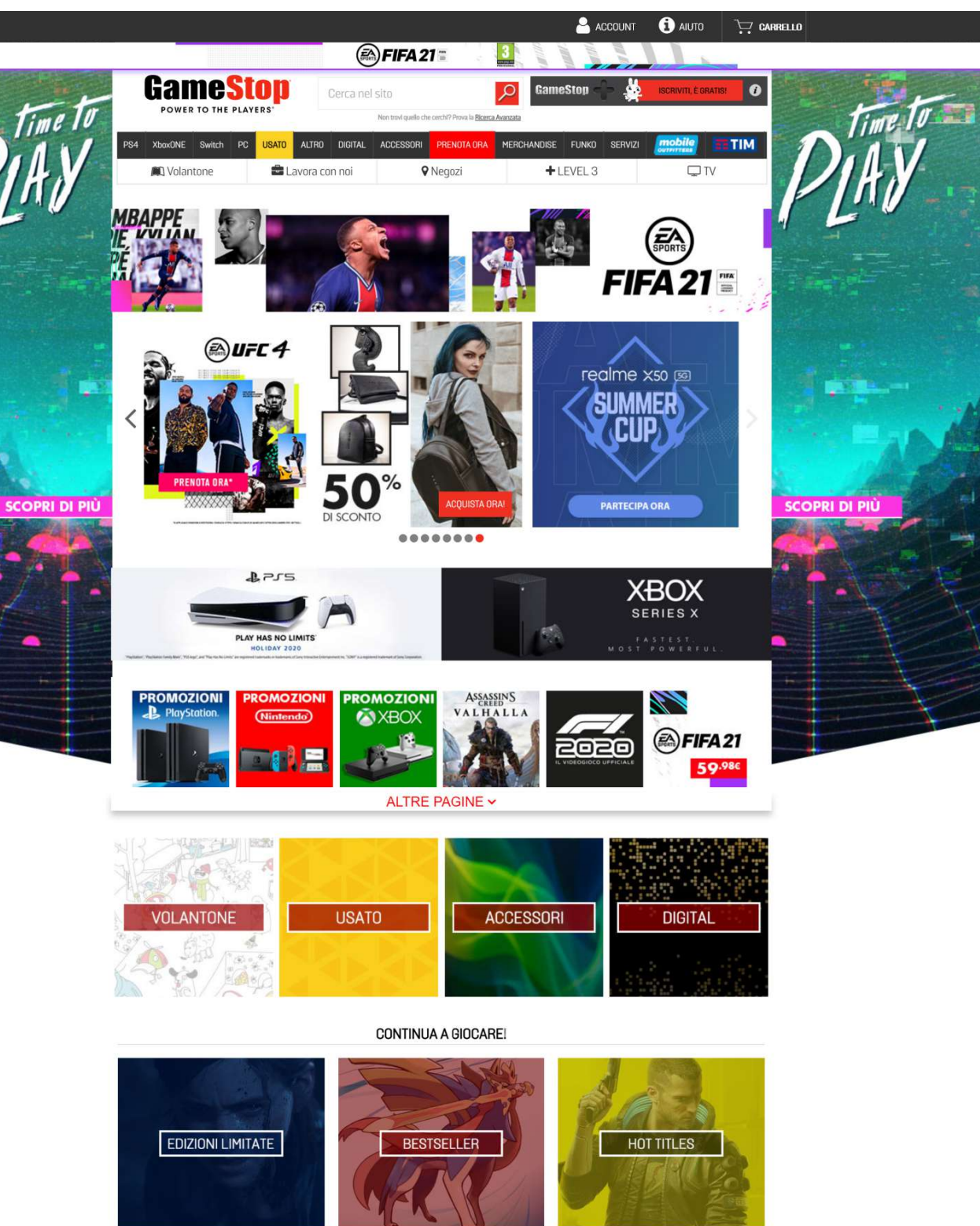
Where we started

Where we started

Before 2022, the European GameStop websites had varying layouts and regulations, resulting in disorganized advertising that did not maximize marketing effectiveness or user conversions. This lack of alignment necessitated a major overhaul to improve the user flow and develop effective communication and marketing strategies.

Additionally, the user interface was unclear and convoluted, lacking a defined communication message and causing confusion for users.

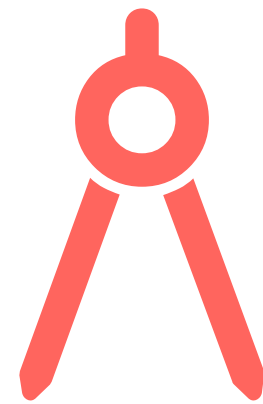
The UI presented was poor and left much to be desired, leading to unclear communication and creating a blurred experience for users. The user flow was not clear, and the message the company wanted to communicate was blurred and not completely defined.



Challenges and Considerations

The organizational process of devising an efficient new structure was a challenging first step. Reorganizing such a vast environment from scratch required considering numerous crucial points, which were related to vastly different perspectives and operational areas, including both creative and operational aspects.

- Devising an efficient organizational structure was challenging due to the vastness of the environment and the need to consider diverse perspectives and operational areas.
- Reorganizing all the websites required careful consideration of crucial points related to creative aspects (e.g., graphics, UI) and operational aspects (e.g., implementing faster solutions to prevent overloading).
- Achieving success required a thorough understanding of the organization's strengths, weaknesses, and potential areas for improvement from a marketing perspective.
- Involving stakeholders from different departments and areas was essential to ensure an efficient and successful reorganization process.



Armogan

*Presumably derived from a French dialect word, armogan is a 19th-century naval slang name for **fine weather**. In particular, the perfect weather for traveling or starting a journey.*

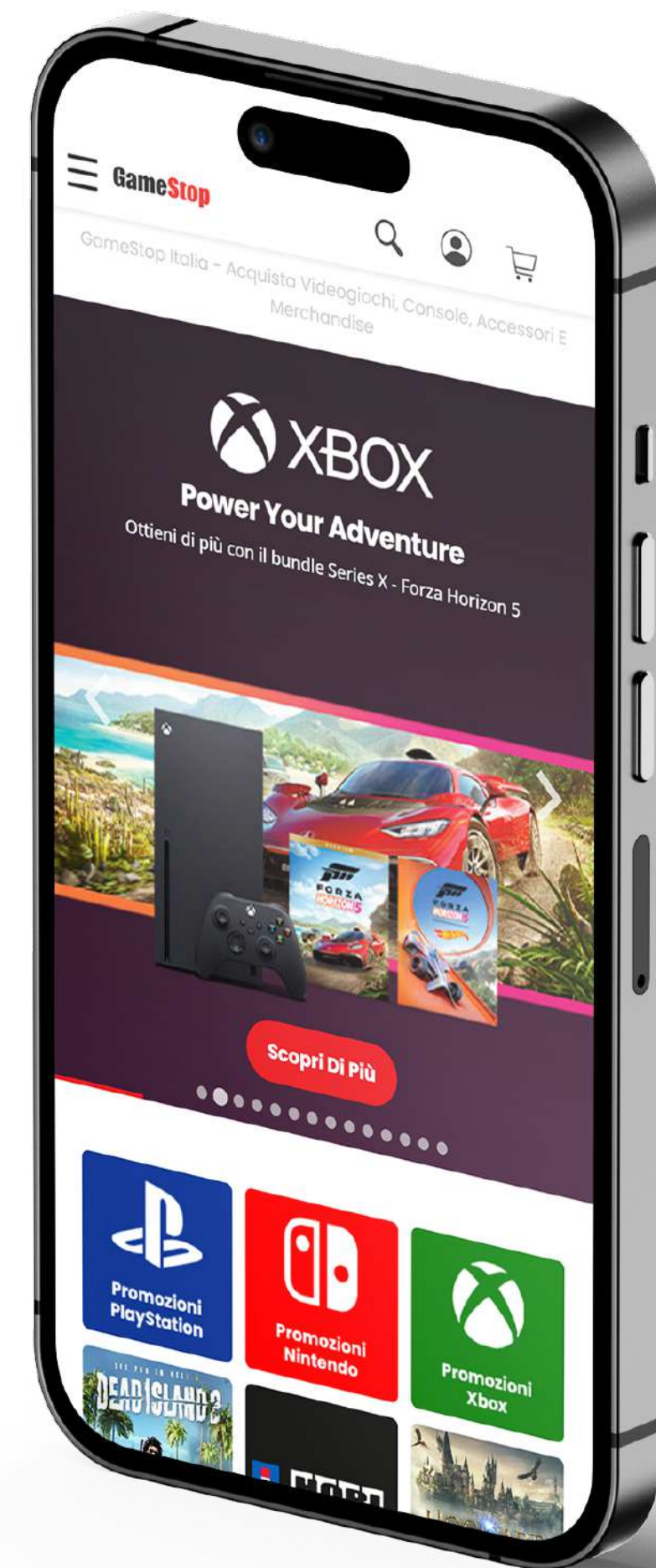


Flexibility and dynamism

The next slides will cover the concept behind the project and the technicalities involved, as well as the solutions developed during the design phase to meet marketing requirements.

Armogon is a web interface module that enhances user navigation by unifying country styles and updating outdated website structures.

It works on both mobile and desktop devices, is fully customizable and responsive. It uses a modern, module-based approach similar to modern frameworks, with independent modules for each page.



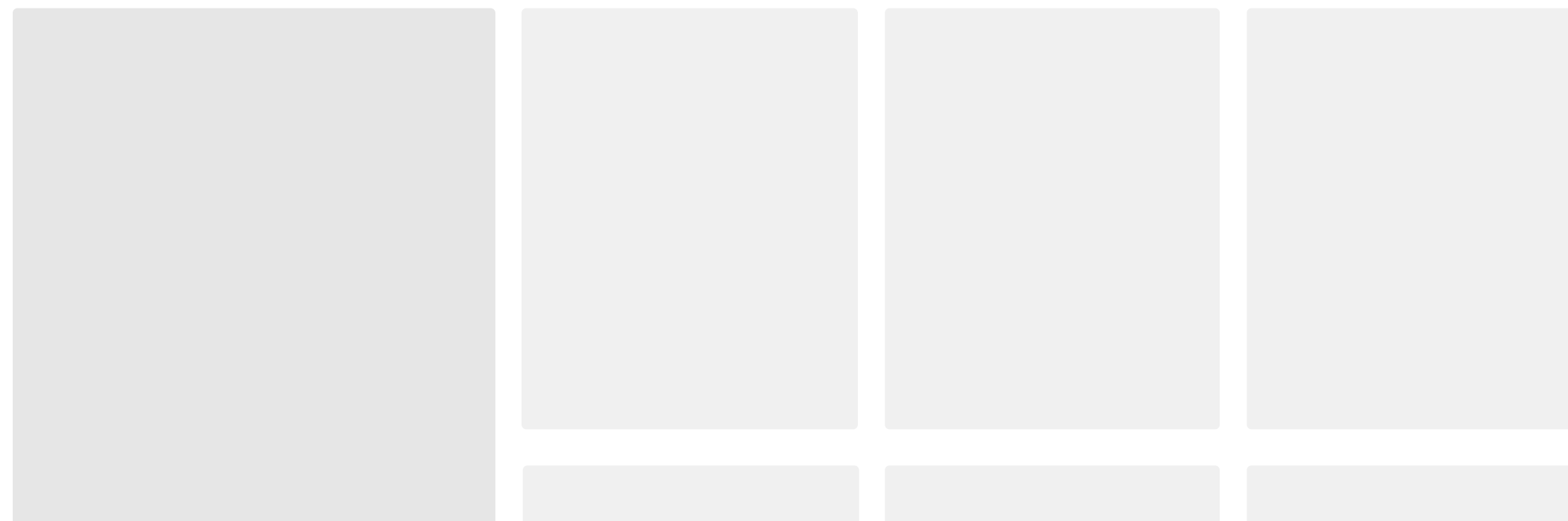


Components Based

Armogon is a modular design framework that allows countries to tailor their pages to their needs while still preserving a core style. Each module serves a specific purpose and can be positioned wherever necessary, and the framework is constantly evolving through updates, improvements, and the development of new modules.

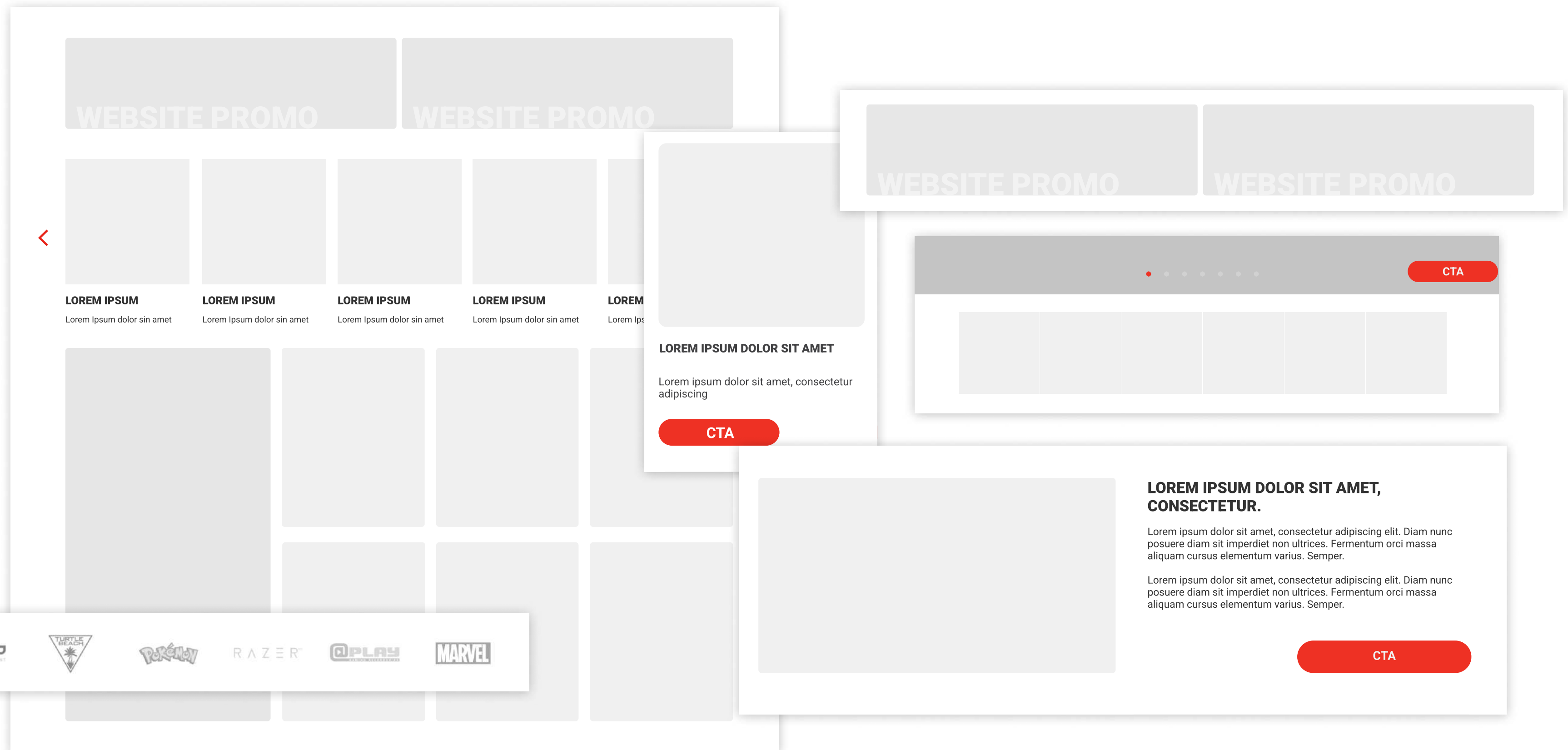
The idea of viewing a page as a blank canvas composed of independent modules can aid in their maintenance and reuse for future purposes.

Armogon works in close collaboration with the marketing department to create custom framework components that meet both internal and external opportunities, and they're committed to keeping their components up-to-date based on customer feedback and emerging technological trends.





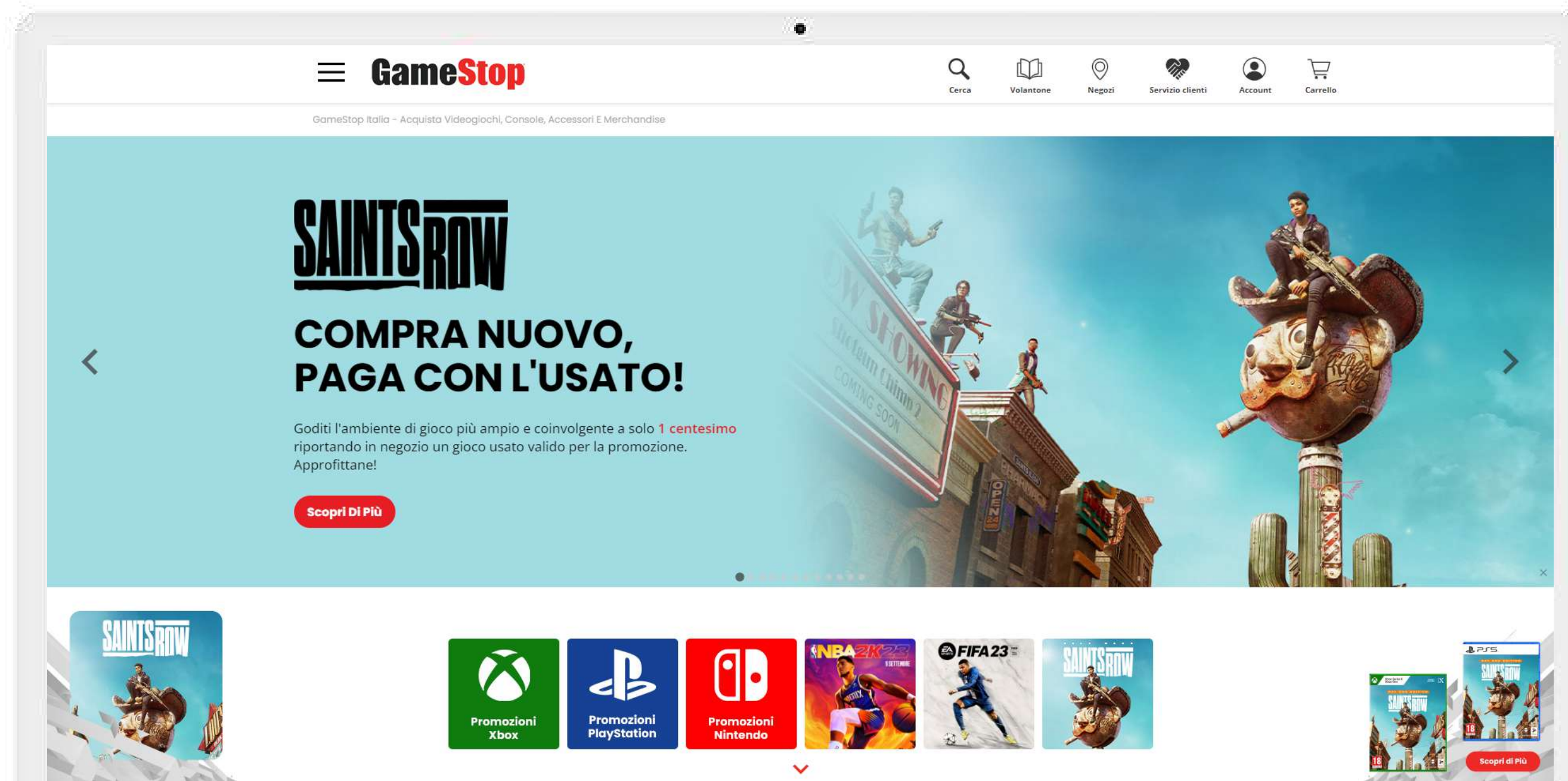
Armogon ensures the framework stays adaptable and can meet the ever-changing needs of the market, while also providing tailored solutions for each specific opportunity.





Shaped by Needs and Opportunities

Working closely with marketing we've created custom framework components that are regularly updated based on customer feedback and emerging trends, allowing us to meet the unique needs of each project and stay adaptable to the changing market.





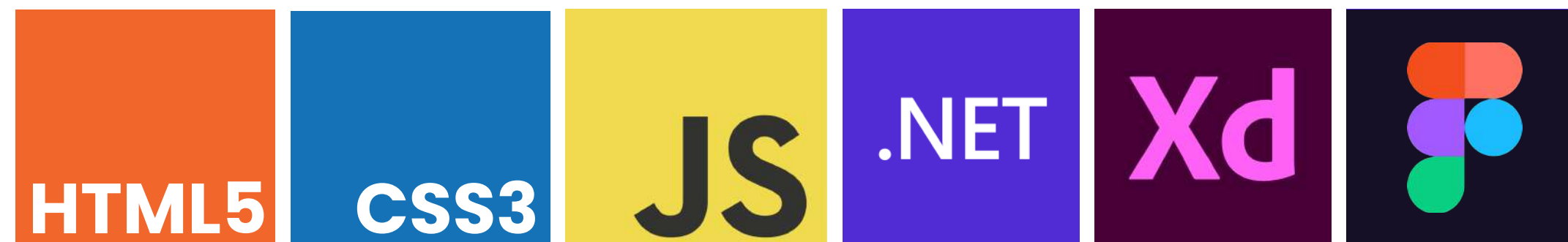
Branding for Improved Website UX

Armogogan's website follows consistent brand guidelines and a comprehensive brandbook, fostering trust and credibility with users.

The site is fully responsive, prioritizing components for all screen sizes and resolutions, providing a seamless and cohesive experience for all users across devices. Users can expect a high-quality website experience without any compromise to usability or functionality.



Technology Used in the Development Process



Technology Used in the Creative Process





Datas and technicalities

"Discovering the Power of Data: Unveiling our Achievements after over a year later"



What we Obtained

Data provided by Google Analytics over an analysis started from April 2022 to April 2023

+30%

Conversion Rate

+10%

Average Time on Page

-7%

Page bounce rate

The introduction of Armogan has resulted in significant improvements in the conversion rate, average time on pages, and page bounce rate. These improvements suggest increased user engagement and a more user-friendly website, demonstrating the effectiveness of the new website structure.



Optimization & SEO

Data provided by Lighthouse Reports

+31%

Performance

+6.5%

Accessibility

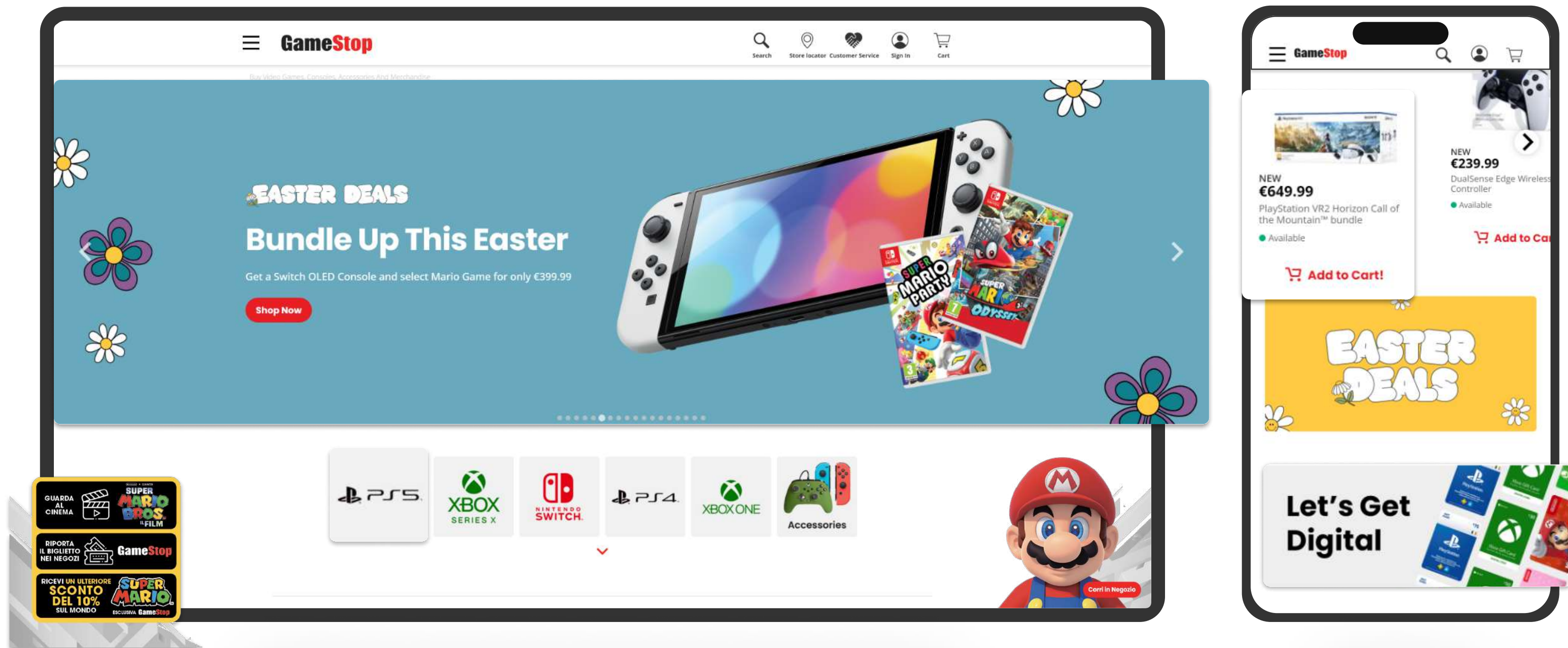
+22%

SEO

In addition, the implementation resulted in notable improvements in website performance, accessibility, and SEO optimization. The website is now faster, more accessible, and better optimized for search engines. These enhancements have significantly improved the user experience for our website visitors.



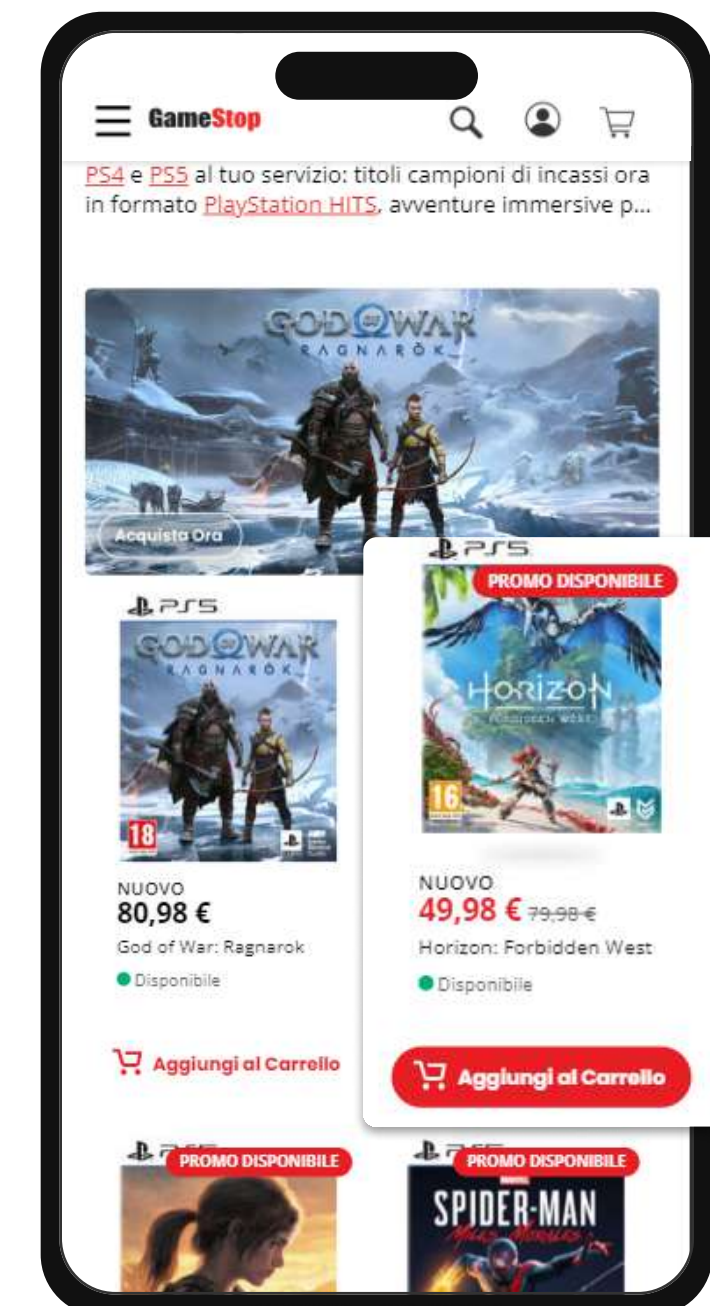
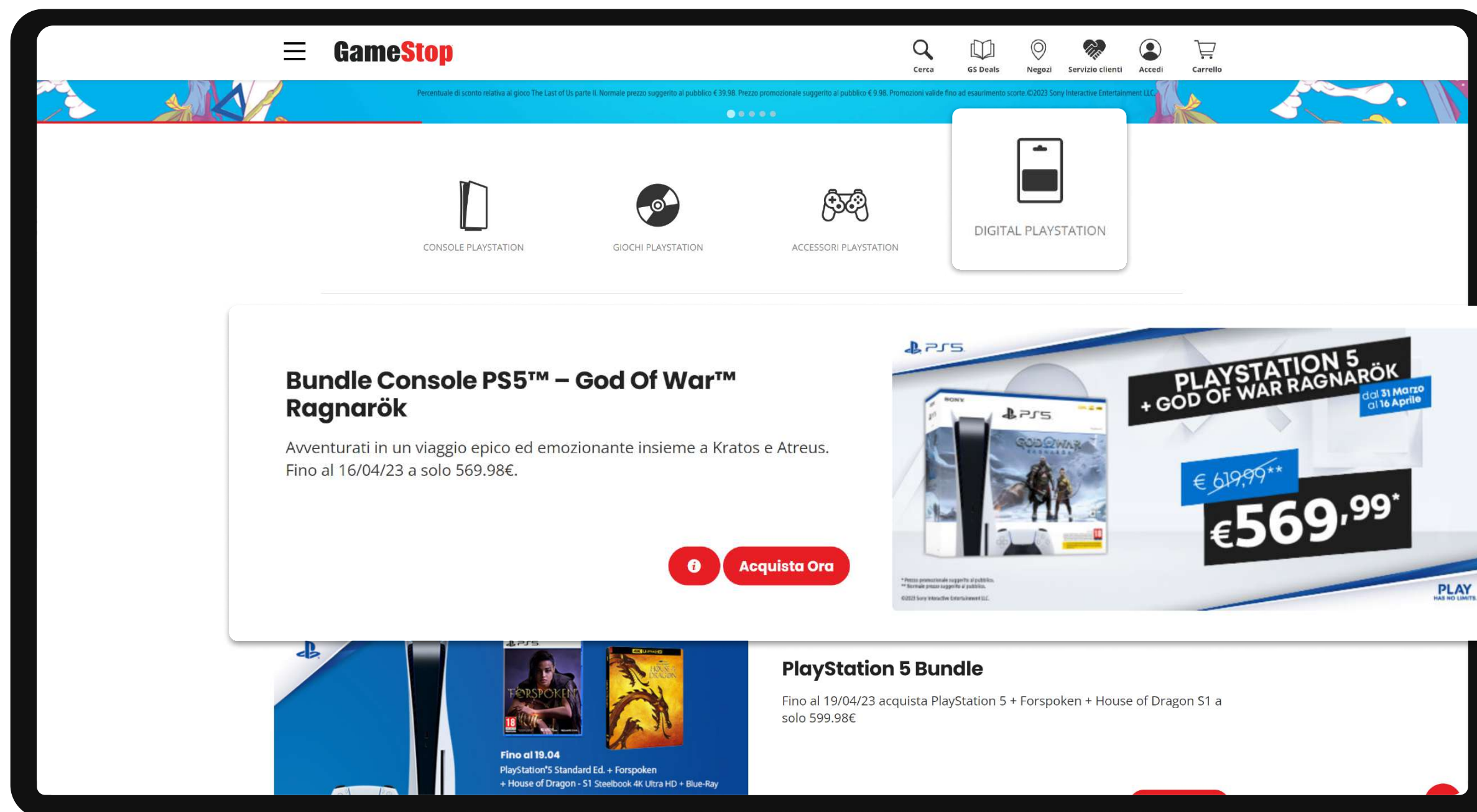
Page's Showcase



Homepage



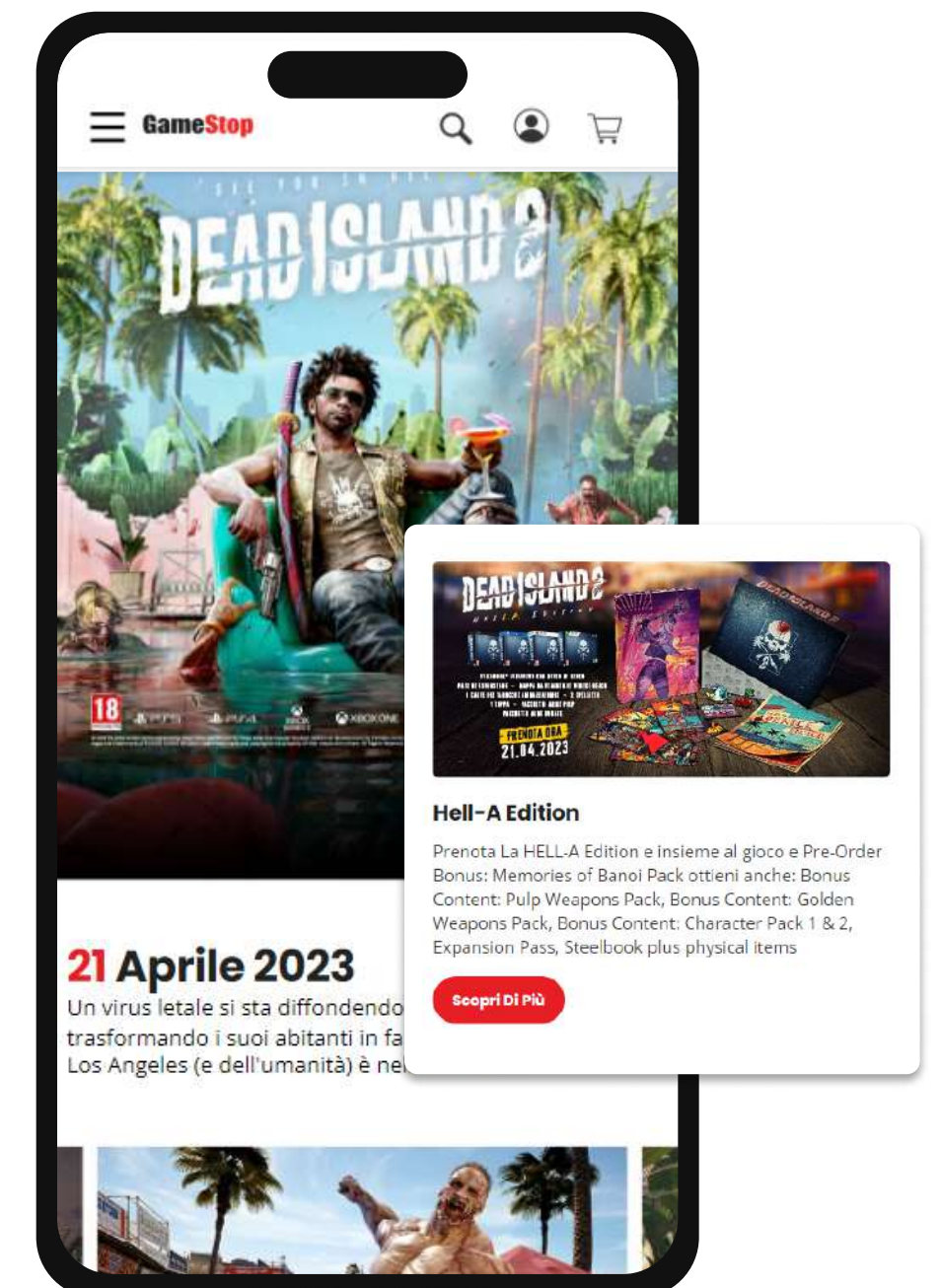
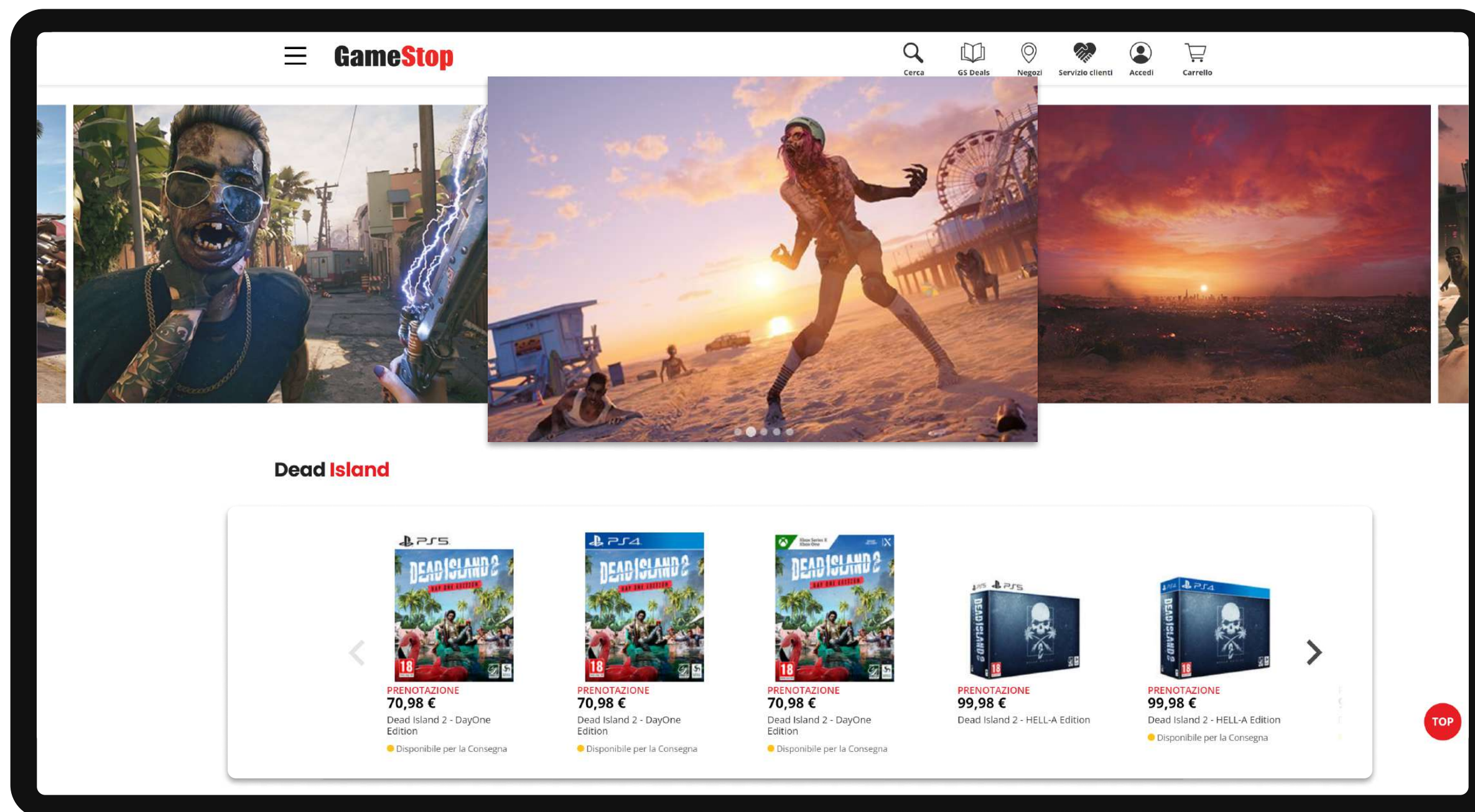
Page's Showcase



Category Page

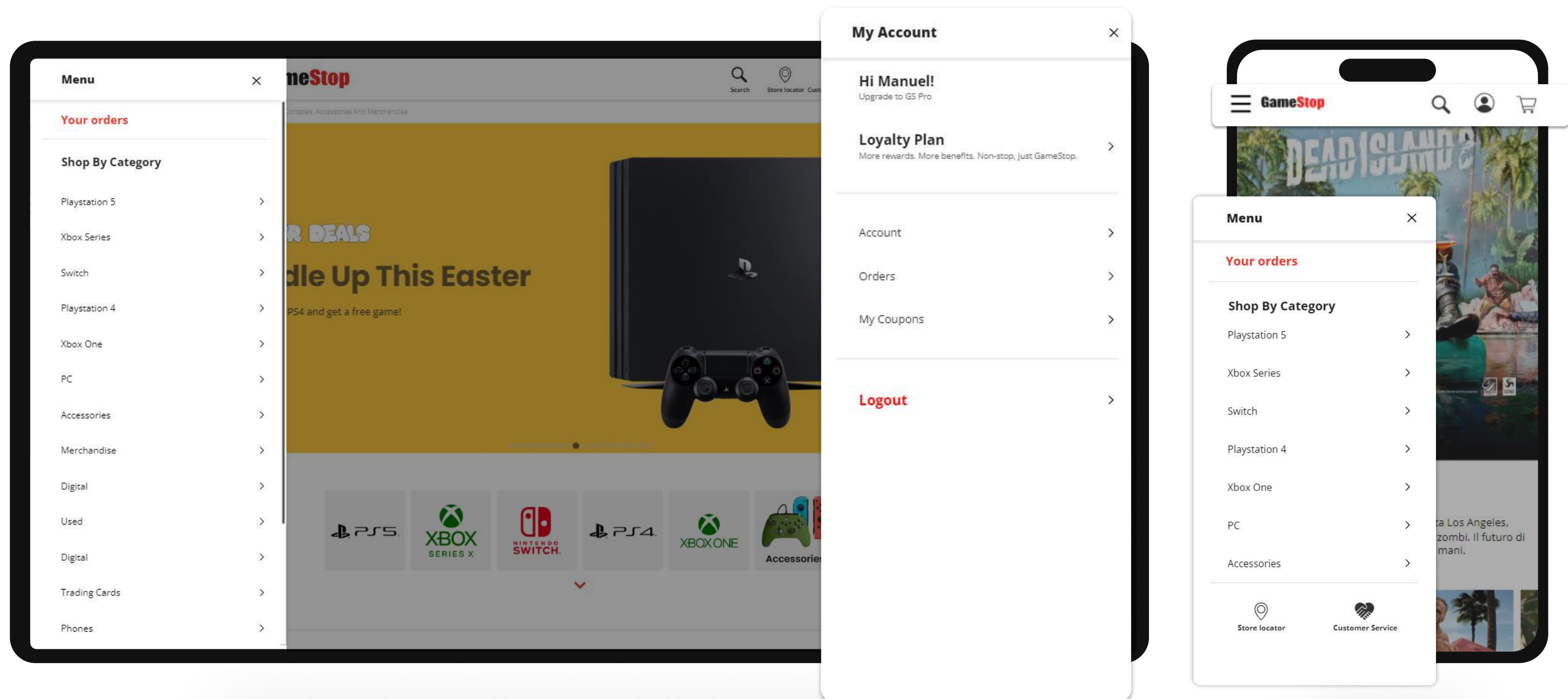


Page's Showcase





Page's Showcase



Menu Navigation



Conclusion

The successful implementation of Armogan not only resulted in improved website performance, accessibility, and SEO optimization, but it also had to cover 5 different countries including **Italy, Ireland, Germany, Switzerland, and Austria.**

As a result of these efforts, the website's bounce rate, conversion rate, and average time spent on the website improved, leading to an overall better user experience.

Additionally, **Canada** also adopted the new framework, further demonstrating its effectiveness and adaptability.

GameStop



Impacted Countries

- **Italy** www.gamestop.it
- **ireland** www.gamestop.ie
- **Germany** www.gamestop.de
- **Switzerland** www.gamestop.ch
- **Austria** www.gamestop.at

- **Canada** www.gamestop.ca

GameStop



What Now?

*"Discovering the Power of Data: Unveiling our
Achievements after over a year later"*



Constant Update

Future plans include creating new customizable and scalable modules based on the needs of the business and stakeholders. The company has already made changes to the website using the Armogan framework, and will continue to do so in the future. Despite being a new framework, Armogan has significant potential and scalability for the core business.

The framework's capabilities will be explored and its features leveraged to improve the website's performance and user experience.



Thank You

GameStop