



Frog & Toad Website Re-Design

DANIEL SMELANSKY

What is Frog & Toad?

Frog & Toad is a Providence, RI based small business selling gifts and products ranging from stationary to kitchen goods to novelty gifts.

They're a local favorite and a go-to store for Rhode Island themed gifts, as well as creating their own line of original products and artwork.



Client Interview

I spoke with one of the team members at Frog & Toad, Michael Ezzell, to learn more about their operations and current website.



HOW ARE PEOPLE SHOPPING?

A large percentage of revenue comes from online sales, more-so than in-store sales. Even local shoppers will use curbside pickup or delivery simply for convenience.



WHO IS SHOPPING?

The majority of their customers are Rhode Island residents (or somehow connected to RI) aged 40-60



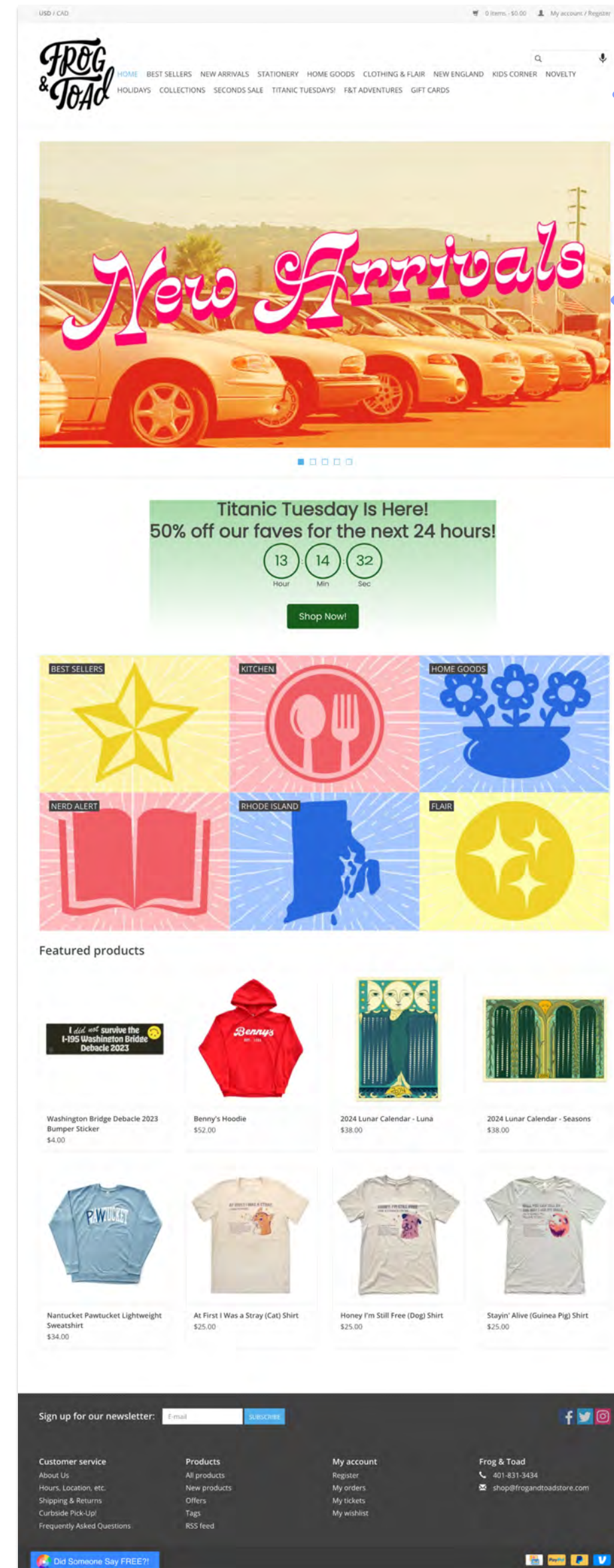
WHAT ARE PEOPLE SHOPPING?

New arrivals always bring a boost in sales, so they are important to highlight. Their Rhode Island and New England themed products are top-sellers.

Current Site Audit

While the current website serves its function as an online store - it does a poor job of representing how Frog & Toad is unique and what they have to offer.

For example, Frog & Toad has been named “the most Rhode Island store in Rhode Island”, however there isn’t a mention of that anywhere on the homepage.



TOP NAV IS CROWDED AND BUSY

CAROUSEL HIDES LOTS OF INFORMATION AND TAKES UP THE ENTIRE SCREEN

PRODUCT CATEGORIES AND FEATURED PRODUCTS ARE BELOW THE FOLD

THE ABOUT PAGE AND NEWSLETTER SIGN UP ARE HIDDEN IN THE FOOTER

Competitor Audit

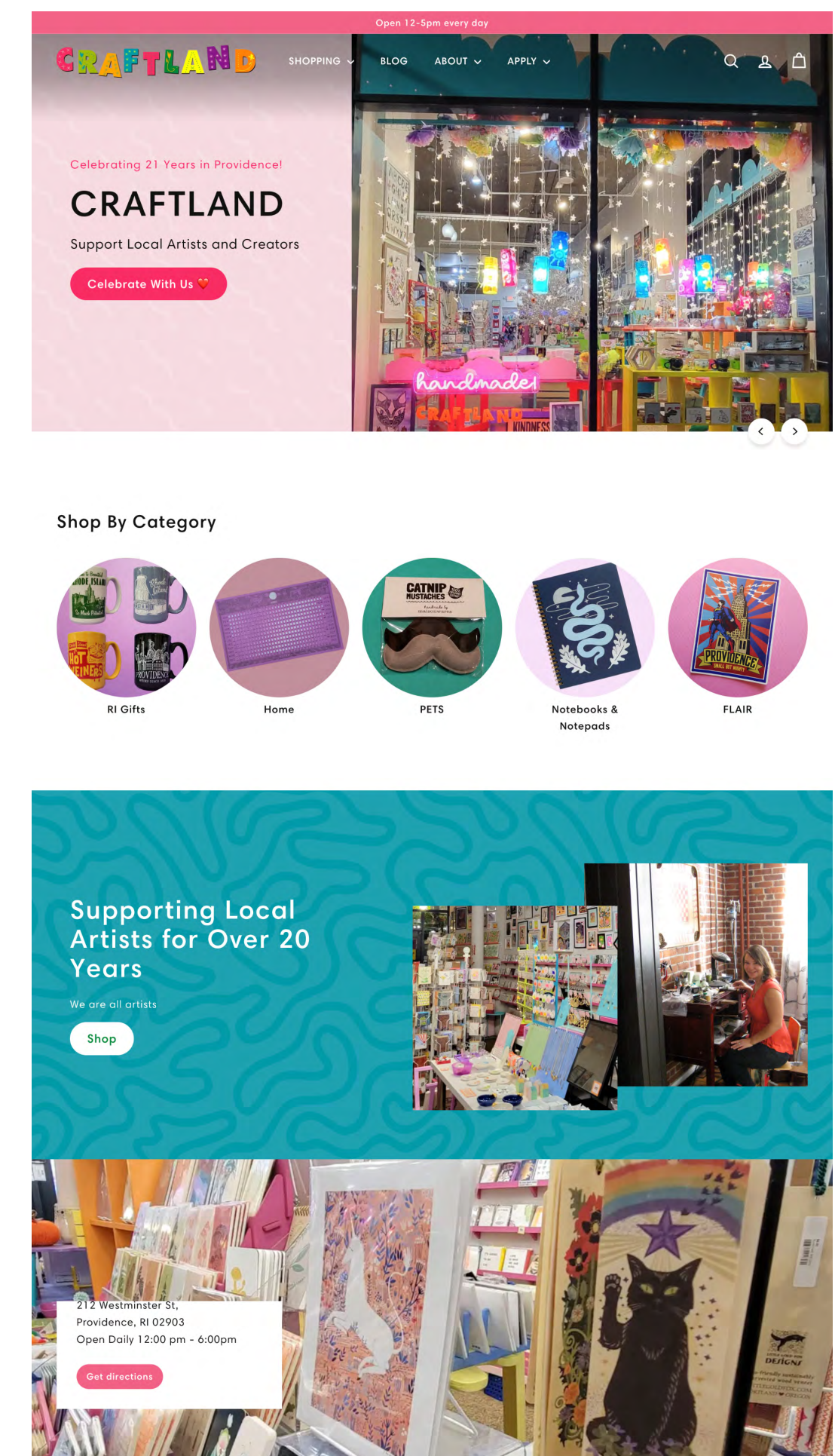
To better understand Frog & Toads competition and gain insight into other business, I analyzed two competitors websites.



Global retailer of well-designed products and gifts



Local art and gift store and direct competition



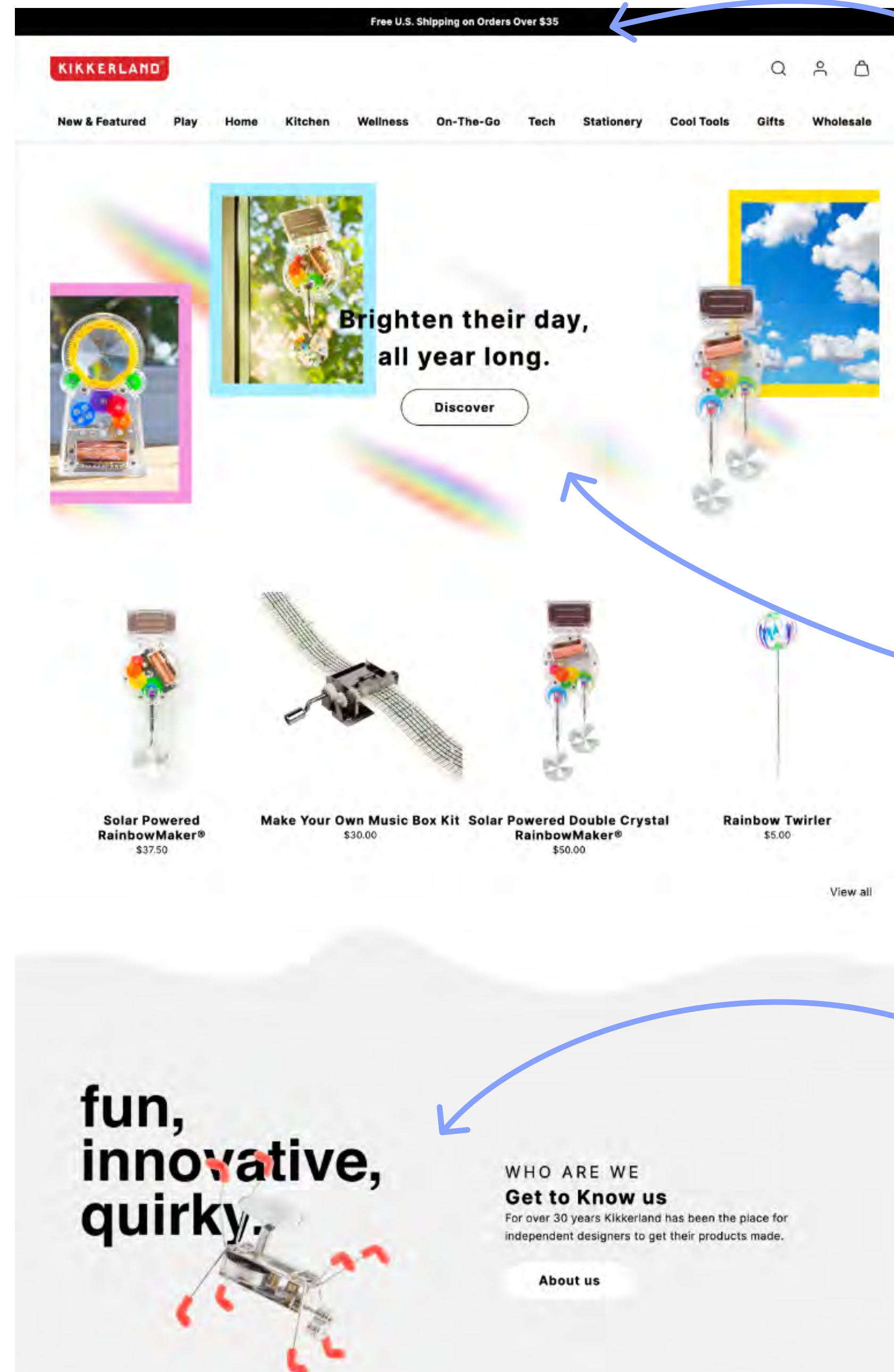
KIKKERLAND®

Site Audit

Kikkerlands website is clean, simple and easy to navigate.

Their products take center-stage and visitors are immediately encouraged to shop around with clear CTA's

The site also provides info about the company itself which lends credibility and trust.



TOP BAR WITH FREE SHIPPING DEAL GIVES VISITORS A BENCHMARK OF HOW MUCH TO SPEND

SIMPLE TOP NAV WITH GENERAL CATEGORIES ALLOWS VISITORS TO QUICKLY FIND WHAT THEY'RE LOOKING FOR

CAROUSEL WITH PRODUCT SPOTLIGHT AND SPECIFIC PRODUCTS BELOW IMMEDIATELY INTRODUCES A FEATURED PRODUCT

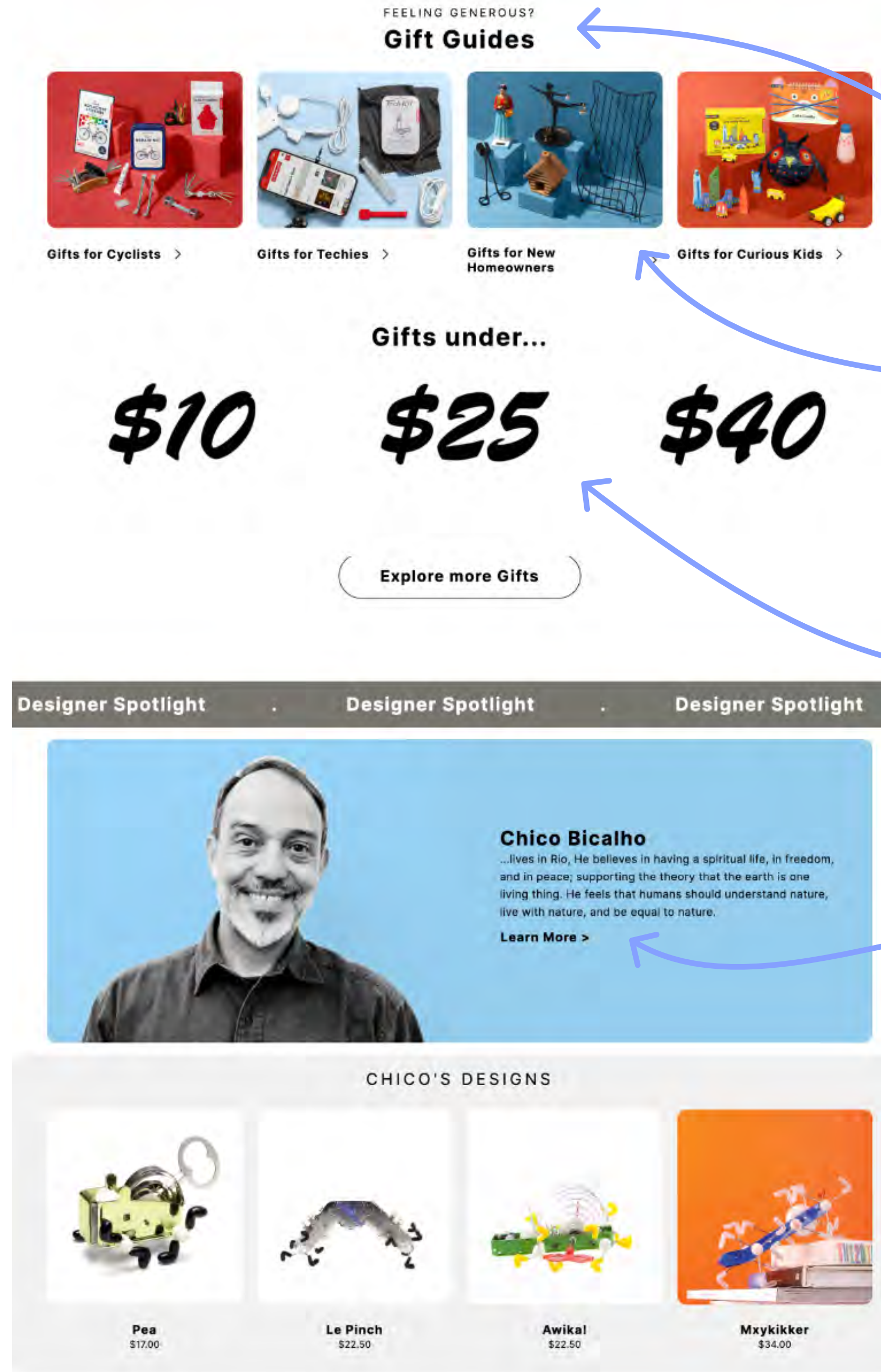
BIG BOLD IMAGE SMALL SUMMARY AND LINK TO ABOUT PAGE

KIKKERLAND®

Site Audit

The site provides visitors with easy ways to find what they're looking for with gift guides and price-based categories.

Featuring one of the product designers on the homepage makes the products feel personal.



CONVERSATIONAL TONE OF THE COPY IS NICE

THE GIFT GUIDES HELP VISITORS WITH THEIR SHOPPING AND REMOVE THE FRICTION OF SEARCHING THE SITE

PRICE BASED CATEGORIES ARE FRIENDLY TO ALL BUDGETS

DESIGNER SPOTLIGHT BRINGS A HUMAN ASPECT TO THE PRODUCTS

LINKS TO SPECIFIC PRODUCTS

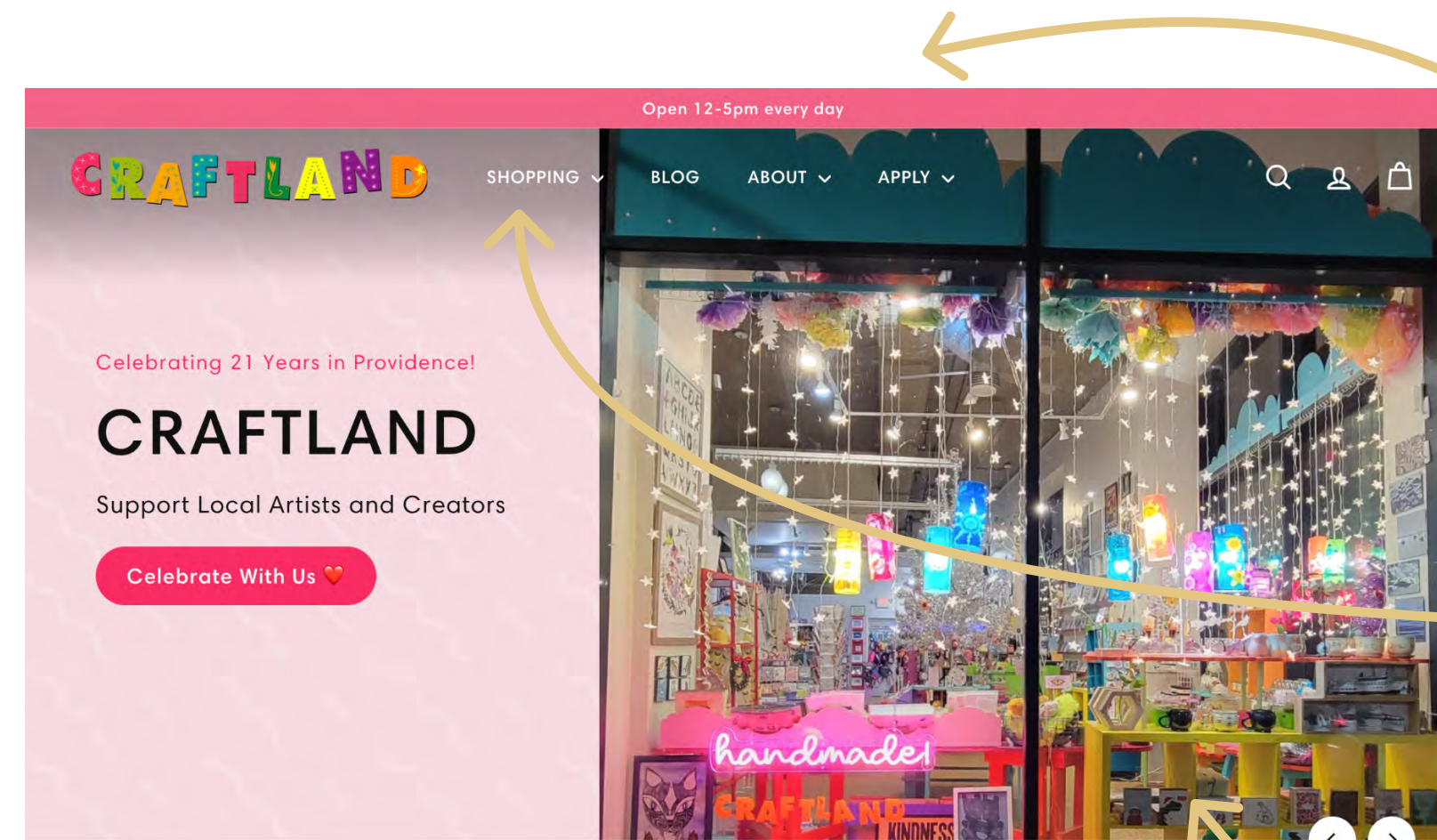
CRAFTLAND

Site Audit

Craftland's website has a strong brand and immediately introduces the visitor to the store.

The homepage has an emphasis on the physical location and the online store is hidden in the top nav.

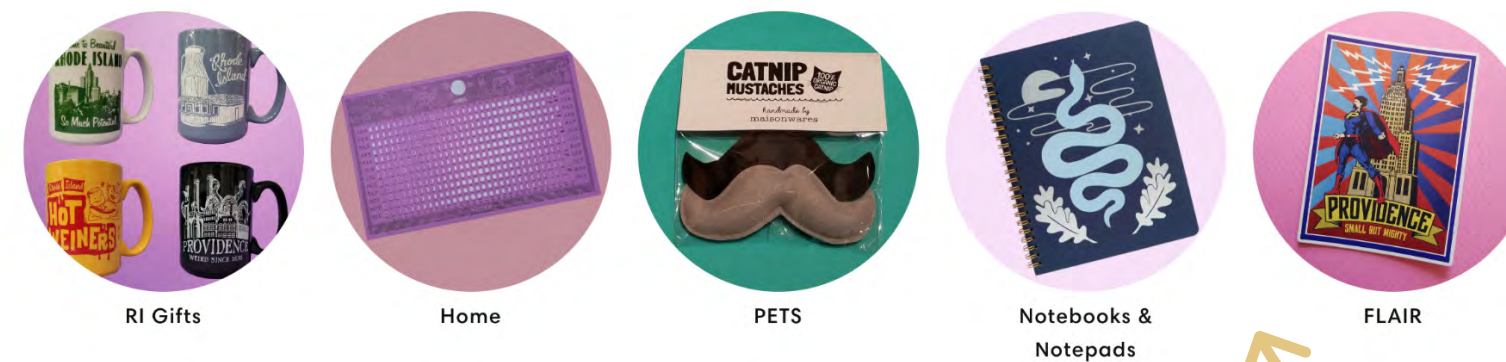
The layout is a fairly standard template, but it gets the job done.



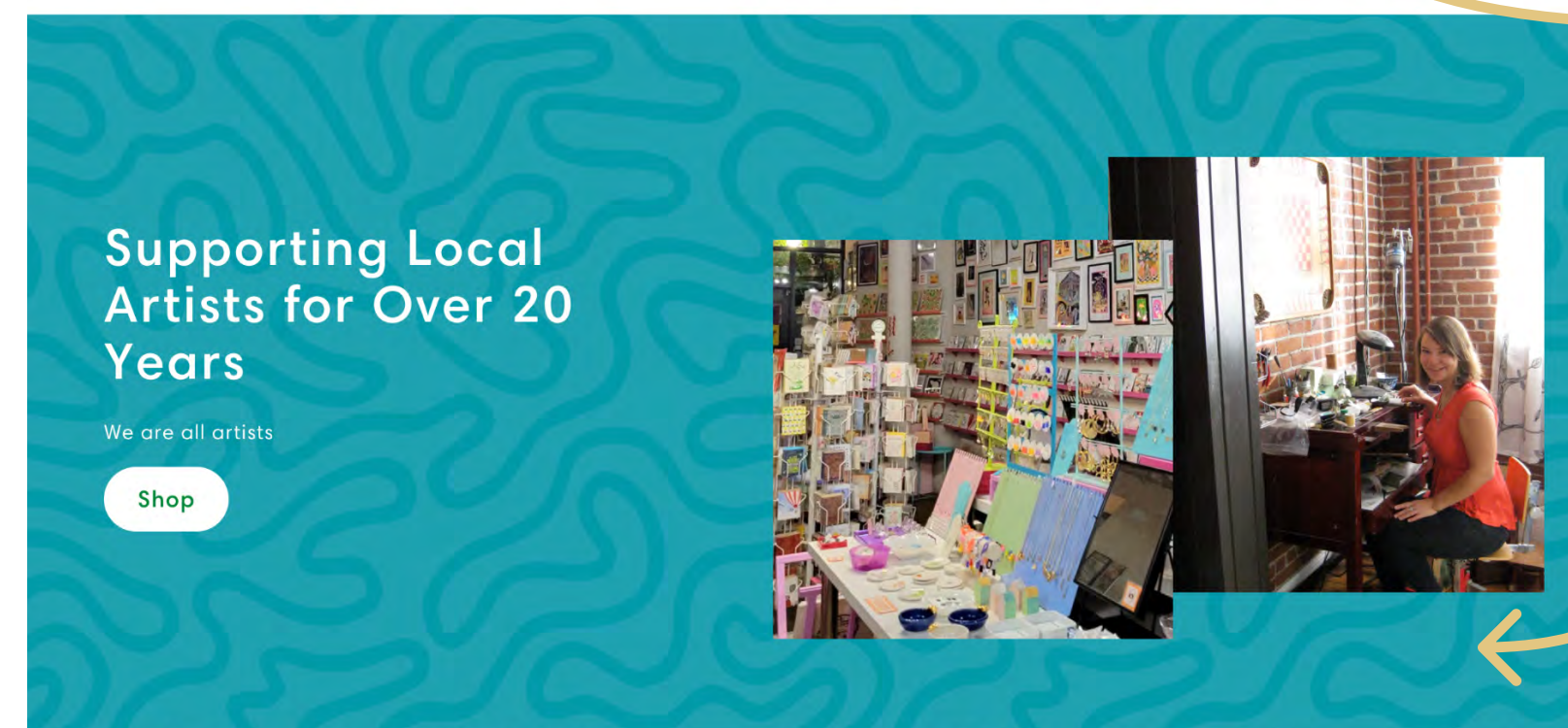
TOP BANNER LISTS HOURS OF THE PHYSICAL LOCATION - CATERING TO LOCAL CUSTOMERS

NO TOP NAV FOR ONLINE STORE - VISITOR HAS TO CLICK TO FIND PRODUCT CATEGORIES

Shop By Category



STOREFRONT PHOTO EMPHASIZES THE BRICK-AND-MORTAR LOCATION



CATEGORY ICONS FEATURE PHOTOS OF ACTUAL PRODUCTS

BANNER WITH TAGLINE THAT EXPRESSES THE STORES VALUES AND PROMPTS VISITORS TO LOOK AT THE ONLINE STORE



Site Audit Takeaways



SIMPLE LAYOUT

prioritizes product photography

PRODUCT GUIDES

ease the shoppers experience

DESIGNER PROFILES

build credibility and
a personal connection



PLAYFUL BRANDING

aligns with the stores aesthetics

STORE PHOTOGRAPHY

highlights the physical location

STORE VALUES

give shopper deeper insight
and familiarity

Areas for Improvement

Based on my conversations with the client, competitor website audits, and general research, I identified three main areas of improvement to focus on with this redesign.



STORYTELLING

Frog & Toad is a small business with strong roots in the local culture of Rhode Island, and the website should emphasize and celebrate that.

SHOPPING EXPERIENCE

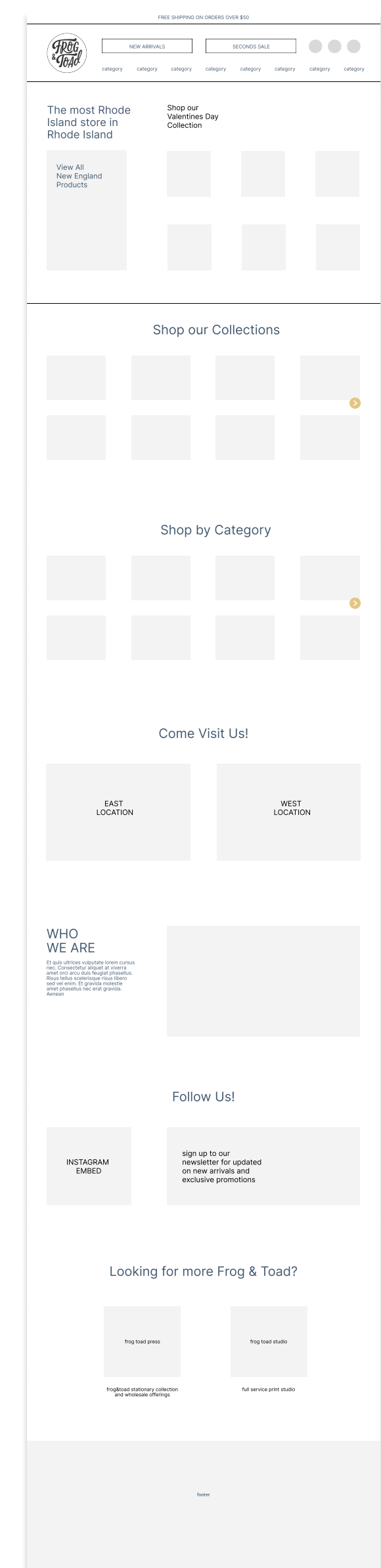
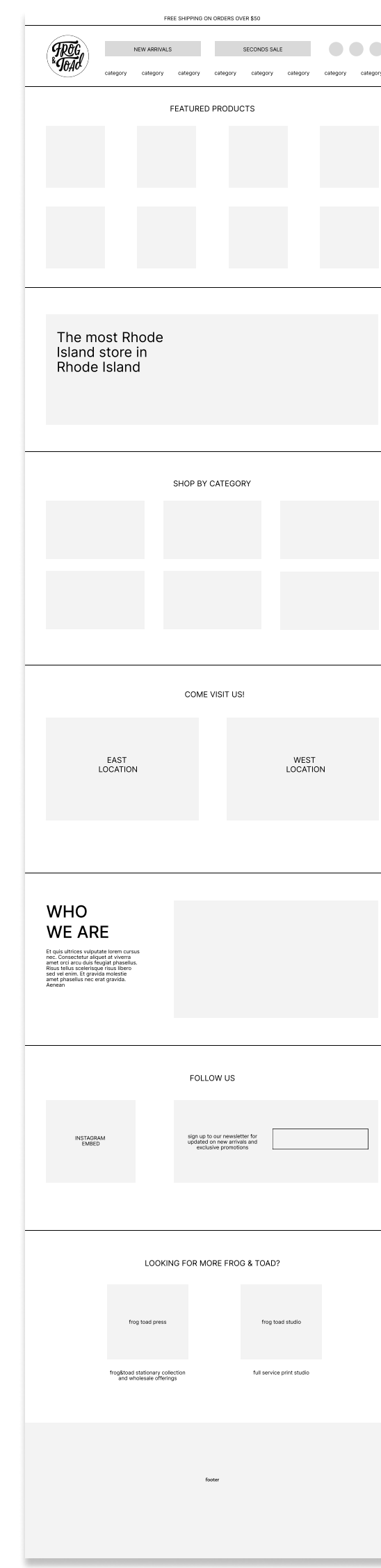
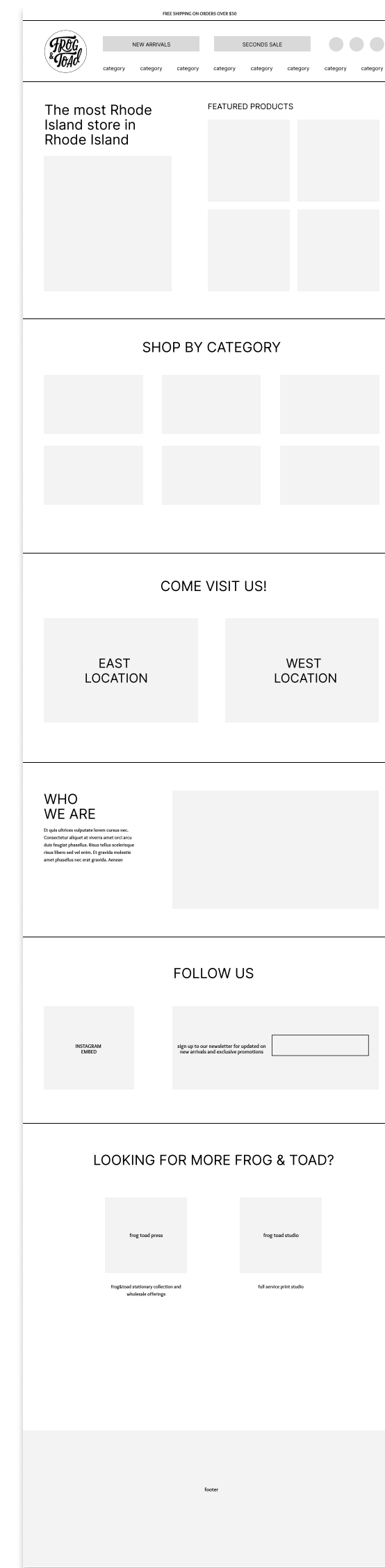
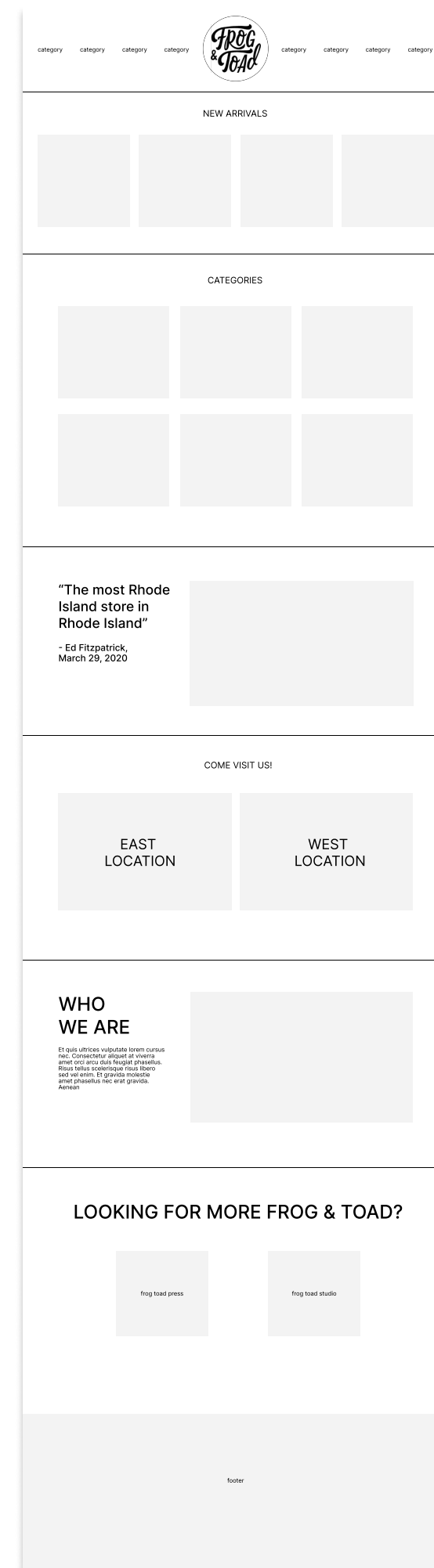
The homepage should immediately introduce visitors to the products and guide them through the shop.

VISUAL BRANDING

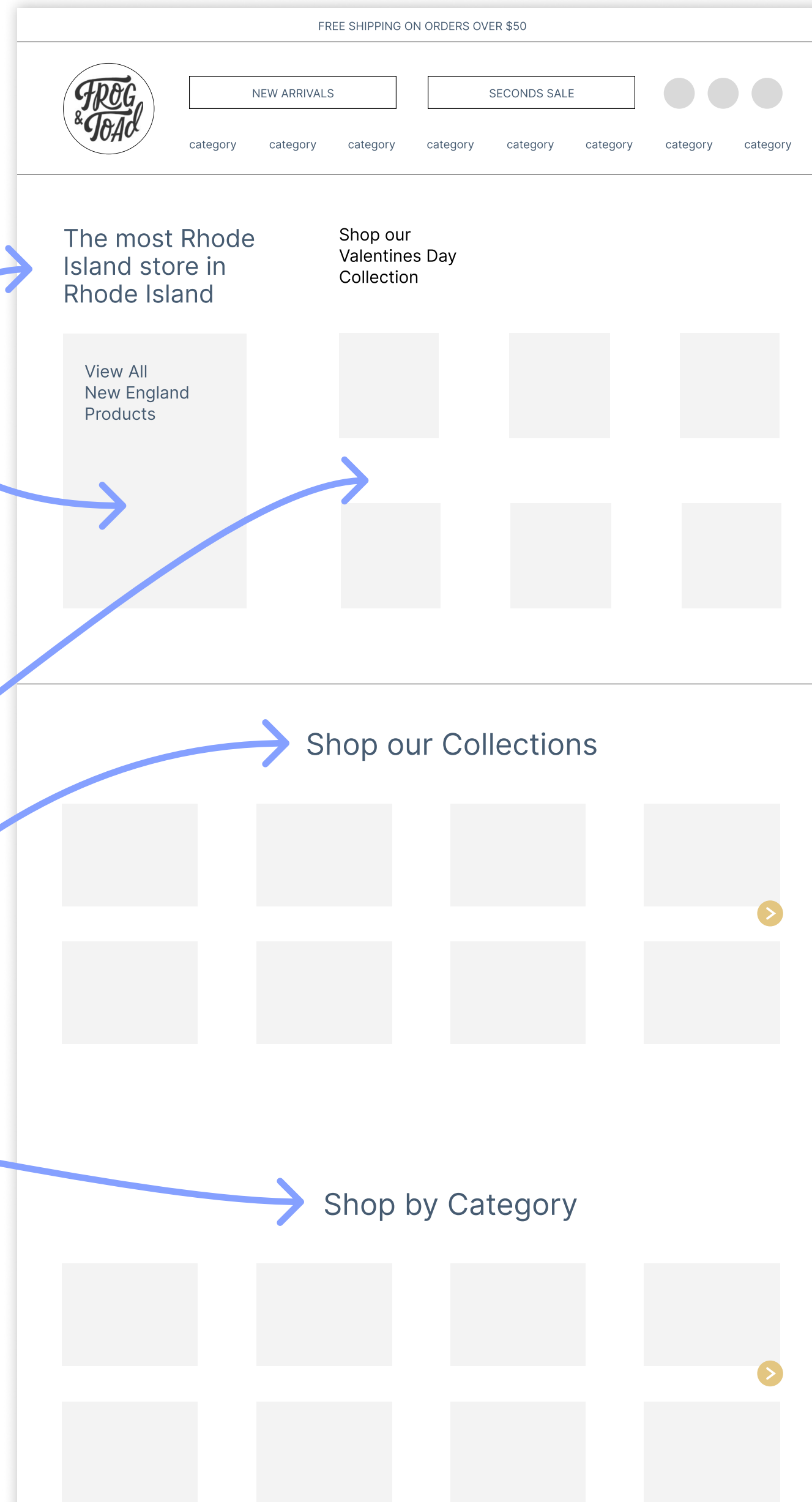
Frog & Toad has a strong logo and a line of bespoke products with strong aesthetics - those elements can be brought together to form a cohesive brand language.

Wireframes

I began with low-fidelity wireframes to test out different formats and layouts for the landing page.



Final Wireframe



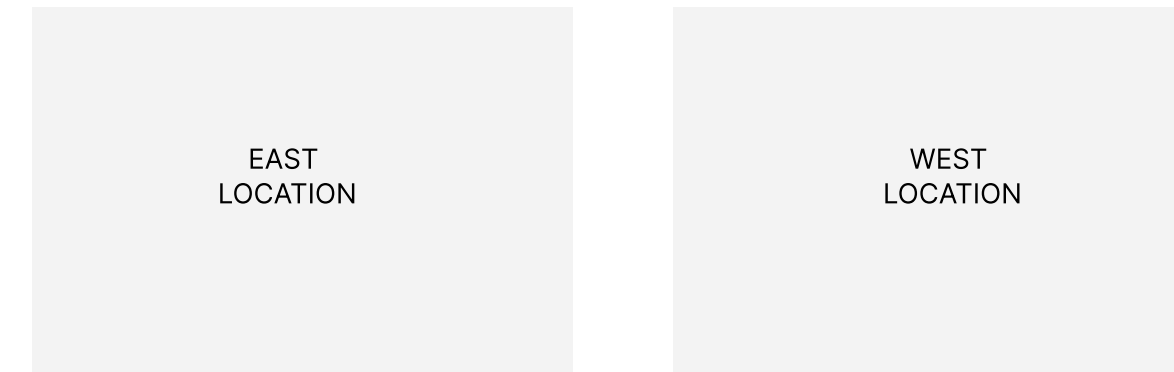
SIMPLIFIED TOP BAR WITH CLEAR OPTIONS

TITLE AND PRODUCT FEATURE BRANDS THE STORE WITH RHODE ISLAND

AREA FOR SEASONAL PRODUCT FEATURES

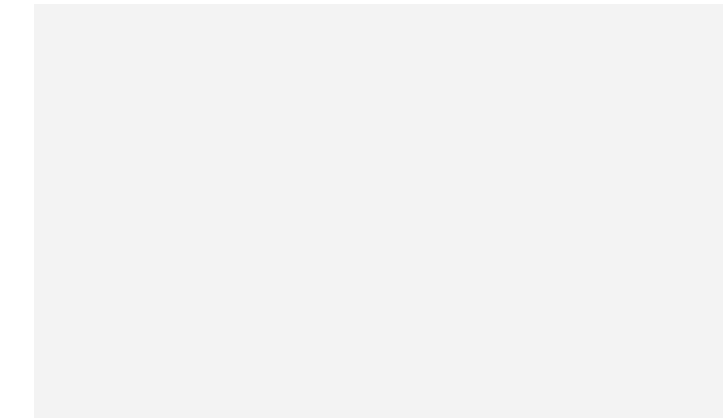
EASY TO SHOP GUIDES FOR CUSTOMERS

Come Visit Us!

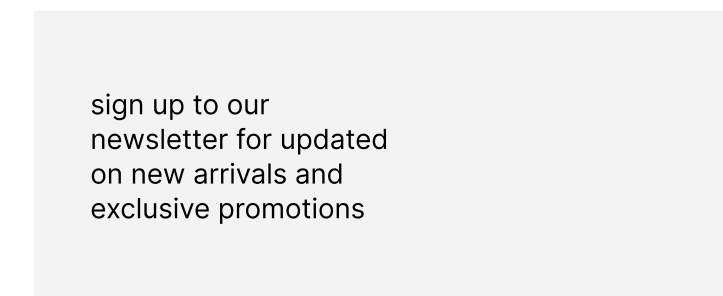
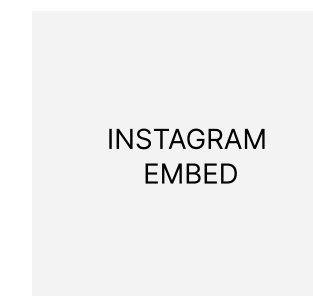


WHO WE ARE

Et quis ultrices vulputate lorem cursus nec. Consectetur aliquet at viverra amet orci arcu duis feugiat phasellus. Risus tellus scelerisque risus libero sed vel enim. Et gravida molestie amet phasellus nec erat gravida. Aenean



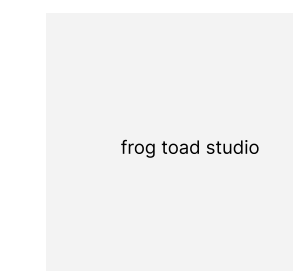
Follow Us!



Looking for more Frog & Toad?



frog&toad stationary collection and wholesale offerings



full service print studio

GIVES VISITORS INFO ABOUT THE PHYSICAL STORE AND STORY OF THE STORE

LINKS OUT TO FROG & TOAD ON OTHER PLATFORMS

Frog & Toad Branding

LOGO



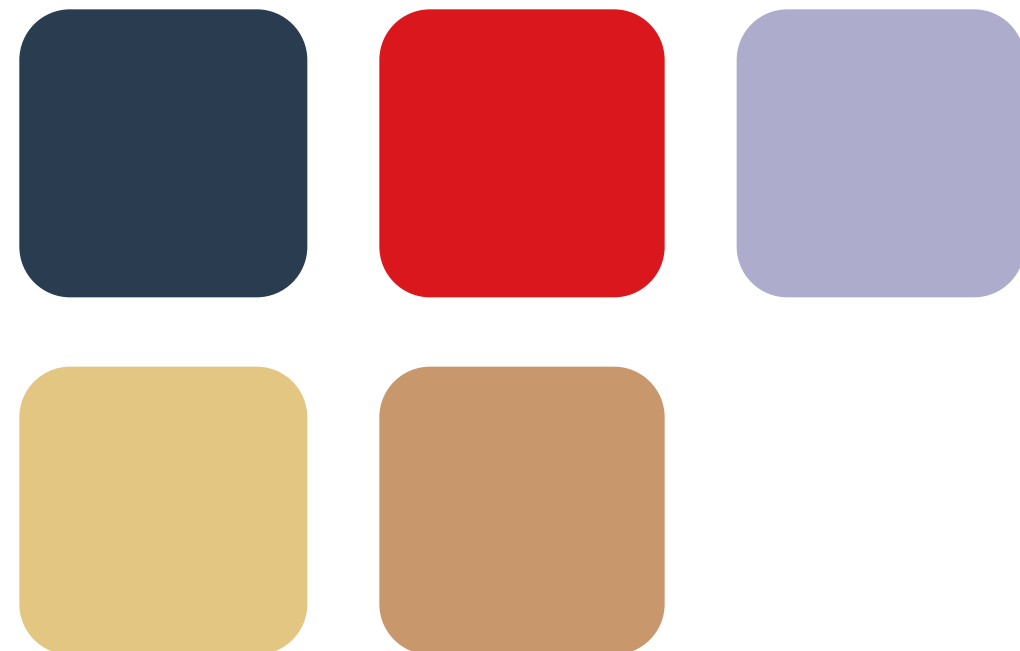
TYPEFACE

Title: Mogra

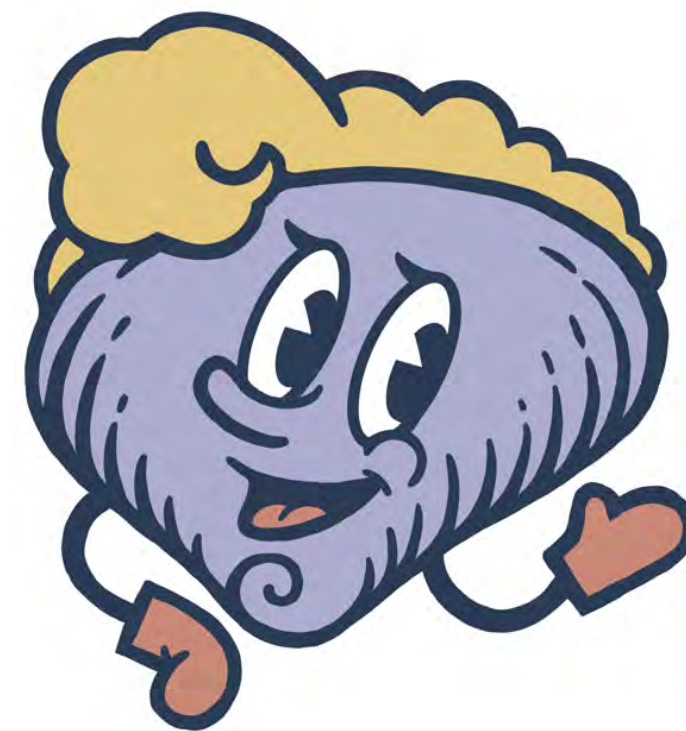
Body: Overlock

SUBTITLE: QUICKSAND

COLORS



MASCOT



‘CLANCY THE STUFFED QUAHOG’
IS A CHARACTER FEATURED ON
A VARIETY OF FROG & TOAD
BESPOKE MERCH

Final Design

FREE SHIPPING ON ORDERS OVER \$50

HOME GOODS KITCHEN PLAY STATIONARY CLOTHING TOOLS NEW ENGLAND NOVELTY

The most Rhode Island store in Rhode Island

NEW ARRIVALS

Tell 'em how you feel with our Valentines Day Collection

Shop our New England Collection

LOVE YOU LOADS HEART TINY MATCHBOX \$7.75

TENDER NOT TIMID ENAMEL PIN \$12

I DELETED GRINDR! GREETING CARD \$5.75

FOREVER YOUNG SOAK \$24

Shop our Collections

STAFF PICKS GET OUTSIDE SELF CARE LGBTQIA+ GET CRAFTY STAFF

Shop by Category

HOME GOODS CLOTHING + FLAIR TOYS + GAMES STATIONARY OFFICE SUPPLIES STAFF

Where to Find Us

Frog & Toad - East
795 Hope St.
Providence, RI

Frog & Toad - West
713 Westminster St.
Providence, RI

SIGN UP FOR OUR NEWSLETTER FOR UPDATES ON NEW PRODUCTS

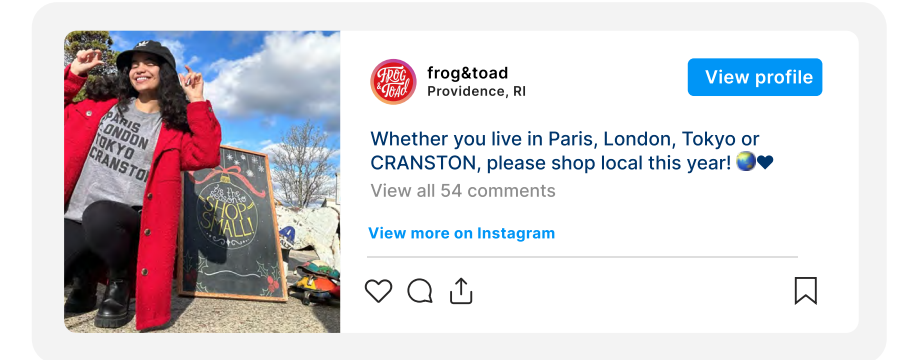
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Get to know us

Nineteen years ago, Erin and Asher Schofield opened their special little neighborhood shop with an ever-changing selection of affordable items from around the world, ranging from lovely and inspiring to odd and incredible, and featuring lots of locally-made goodness.

Since then, the store has doubled in size... and stuff!

See you soon!



Visit our print shop!

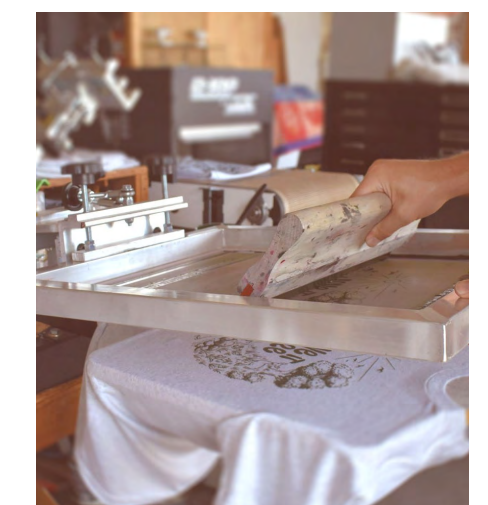
After 20+ years running our gift shop, Frog & Toad in Providence, RI, we've learned a thing or two about making well-designed merchandise that customers love. It's not something we do just to pay the bills; we are absolutely obsessed with making things that we think our customers will find delightful. We are excited to now bring our expertise to you with our full service print studio.

Shop the Frog & Toad press collection!

Here at Frog & Toad Press, the quality and craftsmanship of our products are just as important as the sense of humor that we use to create them. Our designs are all hand-drawn and hand-lettered, and our cards are printed right here in Rhode Island. It is our primary goal to make a product that feels special when you hold it in your hand. Thanks for dropping by to check out our line of goods. We know you will appreciate the love that we pour into what we do!



FROG & TOAD -PRESS-



CUSTOMER SERVICE
ABOUT US
HOURS, LOCATION, ETC
SHIPPING & RETURNS
CURBSIDE PICK-UP!
FAQ

PRODUCTS
ALL PRODUCTS
NEW PRODUCTS
OFFERS
TAGS
RSS FEED

MY ACCOUNT
REGISTER
ORDERS
TICKETS
WISHLIST

SIGN UP FOR OUR NEWSLETTER FOR UPDATES ON NEW PRODUCTS

CONTACT US
401-831-3434
SHOP@FROGANDTOADSTORE.COM

SIGN UP FOR OUR NEWSLETTER FOR UPDATES ON NEW PRODUCTS

Get to know us





FREE SHIPPING ON ORDERS OVER \$50

HOME GOODS KITCHEN PLAY STATIONARY CLOTHING TOOLS NEW ENGLAND NOVELTY



A SIMPLIFIED NAV BAR FACILITATES EASY NAVIGATION



Shop our New England Collection

The most Rhode Island store in Rhode Island



VISITORS ARE IMMEDIATELY INTRODUCED TO FROG & TOAD AS A RHODE ISLAND STORE.

Tell 'em how you feel with our Valentines Day Collection

PRODUCT PHOTOGRAPHY DOMINATES THE LANDING PAGE.



LOVE YOU LOADS HEART TINY MATCHBOX \$7.75



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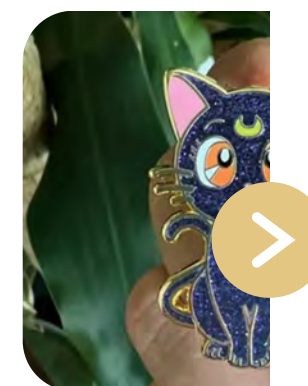
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FOREVER YOUNG SOAK \$24

AN AREA FOR FEATURED OR SEASONAL PRODUCTS ALLOWS FOR DYNAMIC PRODUCT HIGHLIGHTS

Shop our Collections



Shop by Category



HOME GOODS



CLOTHING + FLAIR



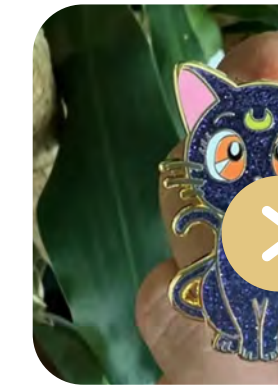
TOYS + GAMES



STATIONARY



OFFICE SUPPLIES



STAFF

SHOP BY COLLECTION AND CATEGORY SECTIONS GIVE VISITORS AN EASY WAY TO BROWSE.

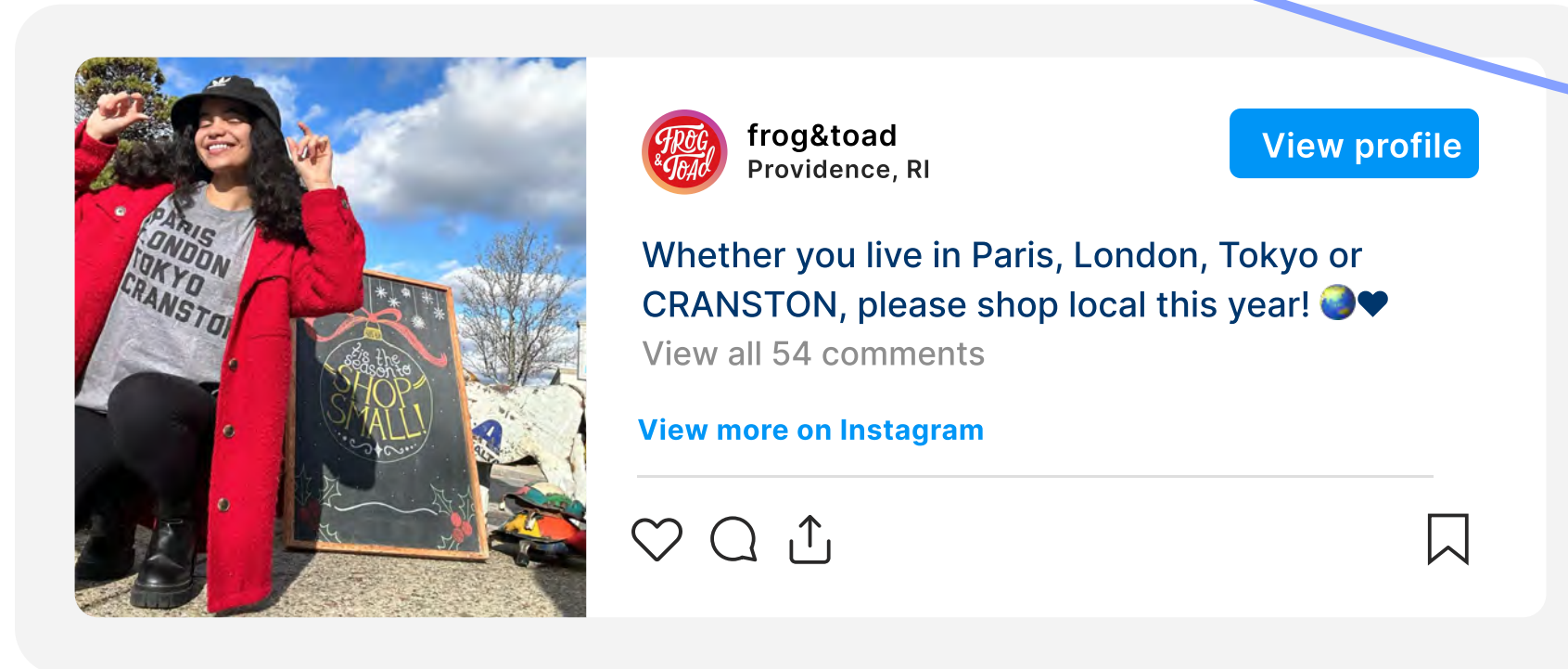
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THIS LAST SECTION GIVES CURIOUS VISITORS INSIGHT INTO THE BACKGROUND AND DIFFERENT OFFERINGS OF FROG & TOAD.

FROG & TOAD -PRESS-



CUSTOMER SERVICE

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[HOURS, LOCATION, ETC](#)

[SHIPPING & RETURNS](#)

[CURBSIDE PICK-UP!](#)

[FAQ](#)

PRODUCTS

[ALL PRODUCTS](#)

[NEW PRODUCTS](#)

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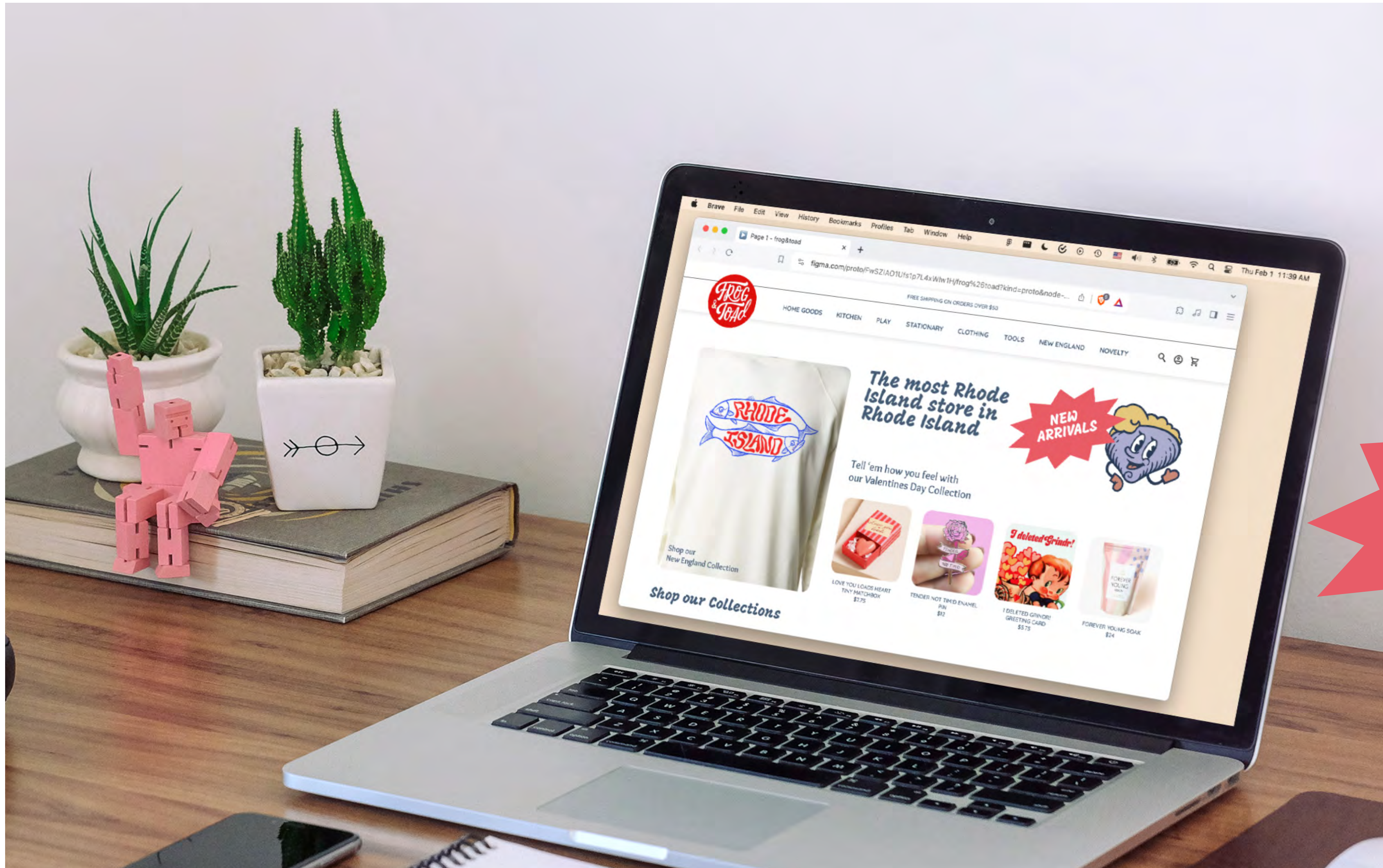
[WISHLIST](#)

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SHOP@FROGANDTOADSTORE.COM



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