reebok crossfit

> shopcrossfitreebok.com

Our second and most successful eComm site was the Reebok CrossFit store.

Prior to my involvement and employment, a simple wireframe was already established. Therefore, it was up to me to create compelling imagery for the site. I worked closely with the CrossFit team at Reebok Headquarters to create visuals that emulated the personality of a CrossFit athlete.

Using Photoshop and images supplied by the CrossFit team, we created an online store, where fans of the CrossFit movement could come and purchase gear that would either enhance their workouts or announce that they were a CrossFit athlete.

Again, as time passed, my responsibilities for the site grew past just creating imagery. Custom pages needed to be created to promote special offers and promotional programs. Using the CMS within the Magento platform, I was able to create these custom pages with HTML and CSS.

In its first six months, the site sold $1.1 million. It continues to be the most successful site we have created.

SEE THE SITE

reebok crossfit - phase two
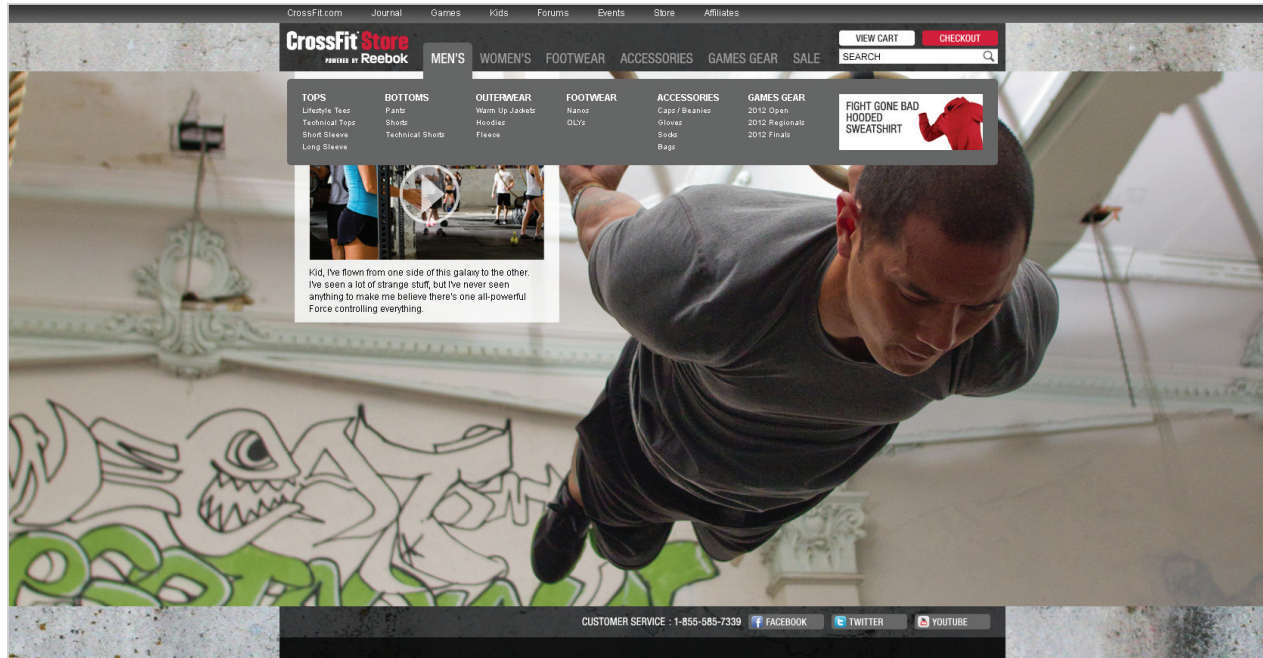
After a year of its existence, the president of CrossFit Greg Glassman felt that the CrossFit store was too simple and common - that it did not feel like a "premier" online store.

It was up to me to create the look and feel for phase two of the CrossFit store. Using Photoshop, imagery from the CrossFit team at Reebok HQ, and examples of "premier" sites provided by Mr. Glassman, I created the wireframe and mockups for the second phase of the Reebok Crossfit online store.

The second phase's home page features larger imagery to help show the personality of the CrossFit athlete and uses a cleaner layout that helped the user focus on a single message that the CrossFit Team wanted to communicate to the consumer.

This version also uses a better navigation system so users can quickly drill down into specific categories of apparel they are looking for.
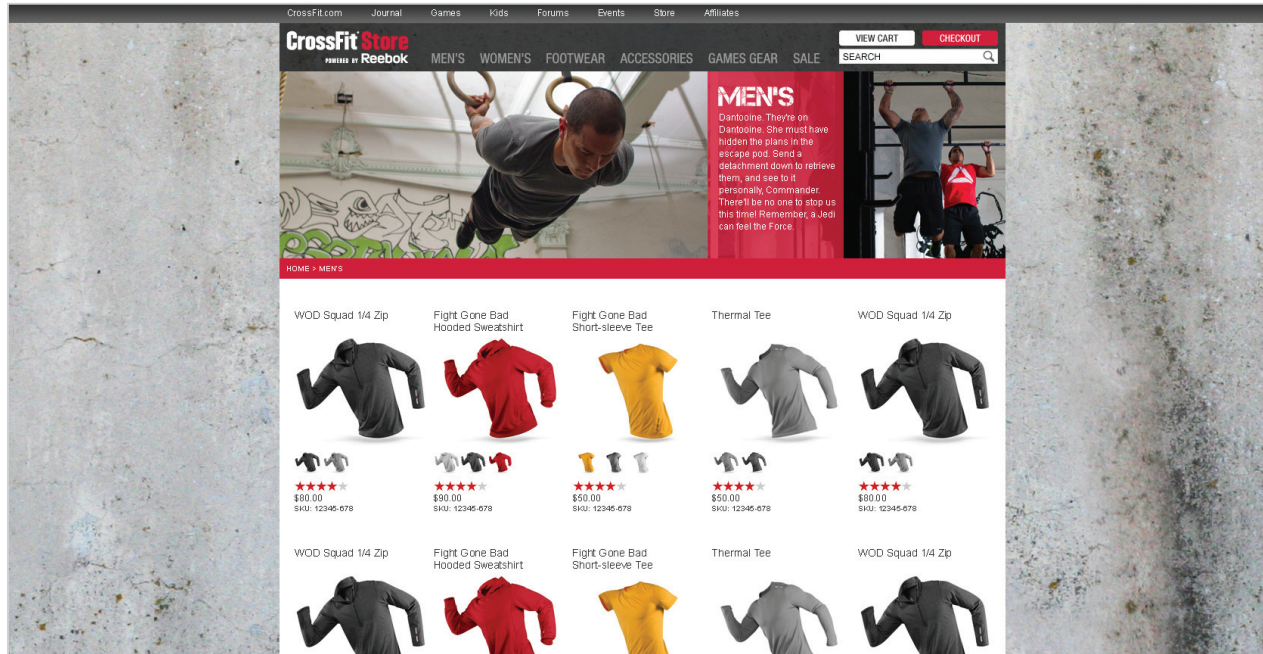
One of the features requested features for this version of the site was the ability to see different colorways of an article on a category page by clicking on the smaller thumbnails below the article's main thumbnail. Using this functionality, the site could quickly show everything the site offered. My role was to show how this could happen visually.

This version of the Reebok CrossFit site is set to launch early to mid 2013.