**Proposed new BioSpectrum web site**

**Main objective –** Simple, clear and concise web site that is easy to navigate, return to previous page or return to Home page. Must be easily “editable” by ourselves internally once completed so we can add and edit items when needed. Main page will have links to the below categories in a simple icon click button.

As a good reference please see [www.cjmedical.com](http://www.cjmedical.com) as an example of what we would like to achieve. The main bulk of the site will be in the “Product Range” pages and all text we will provide to you along with images of the products as well as a PDF for the brochure download.

We want to utilise our corporate colours throughout and keep the design uniform and in line with our branding.

1. **Home Page** – front page with image and logo with stap line “Creating a difference in healthcare” and menu links for below sections
2. **About Us** – short history and overview of our business which we will provide copy for and will be no more than half a page.
3. **Product categories page** – we will have 4 main “Product Categories” which will be: Urology, Gynaecology, General Surgery, ENT. When someone clicks on a product category, they will then be taken into the product page where they will have another option to select which product they are interested in.
4. **Product page** – This section is where all the details about the individual products will be. Here we will need a detailed page about key product lines. Suggest we have key products in full detail but lesser products a simple PDF click section onto the appropriate brochure. All products will have a PDF link to their brochure and some may have a video link to YouTube.
5. **Manufacturers page** – a “selling” section for manufacturers looking for a UK distributor
6. **Company standards** – ISO/Carbon neutral details (Short section one page and at the end of the web site)
7. **Social responsibility** – our values and work with wider stakeholders (Short section one page and at the end of the web site)
8. **Customer Support/ Contact** **Us** – contact details (Short section one page and at the end of the web site)

The below section gives a first draft of a road map for sections and sub section of the web site.

**Overall menus and sub menus:**

1. **Home page**
2. **About us**
3. **Product Categories:**

* Urology
* General Surgery
* Gynaecology
* ENT

**4) UROLOGY:**

* Urofino Ureteroscopes
* ClearPetra Flex Access Sheaths
* Genius Morcellator
* S Dilators
* Plasma Bipolar System
* Polymer Clips
* Endourology Products:
  + Laser Fibres
  + Stents
  + Guidewires
  + Stone Baskets
  + Ellicks
* Instrumentation
  + STEMA
  + Bipolar Plasma

1. **General Surgery**

* Choledochoscopes
* Cholangioscope
* CBD Accessories
  + Baskets
  + Graspers
  + Forceps

1. **Gynaecology**

* Bipolar Plasma
* Urolon

1. **ENT**

* Piezotome
* Marina Medical

1. **Manufacturers page**

* One page detailing how we work with manufacturing partners and what we an offer them

1. **Company standards**

* Covering our Carbon Neutral position, ISO standards and any other relevant standard

1. **Social responsibility**

* our values and work with wider stakeholders

1. **Customer Support/ Contact** **Us**