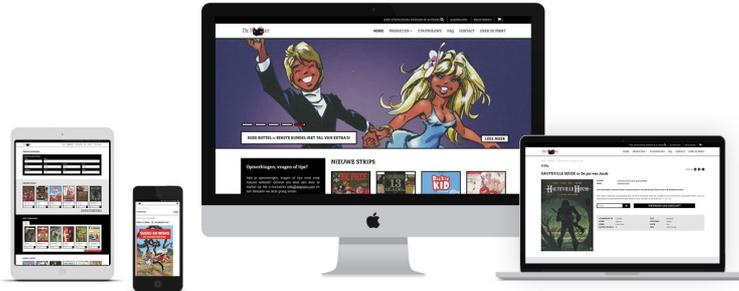


# THÉ COMIC BOOKSTORE OF GHENT

In comic bookstore De Poort in Ghent you find the largest collection strips in Dutch. From day one Ann and Rik are the proud owners of the famous comic bookstore at the Nederkouter. Make sure you pay them a visit next time you're in Ghent!

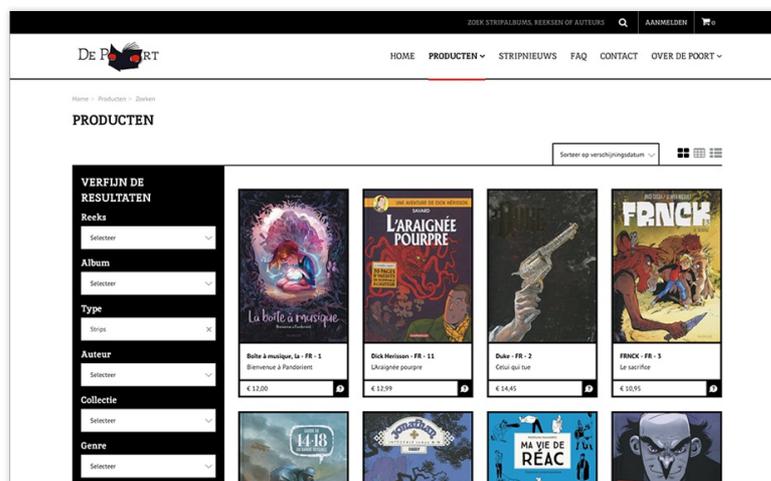


## AN EXTENDED STOCK

The stock of De Poort can be divided into Comic Strips, Collections, Authors, Genres, Series and Publishers. To work efficiently we linked the different parts with each other. We also made it possible to link News to specific comics and related series.

A Comic Strip can be available in multiple languages and have different statuses like 'available', 'to be released', 'on demand' ... Within the CMS they check the languages and the statuses per Comic Strip. Do you see a comic that is not yet available but you're dying to own it? Leave your email address and receive a notification as soon as it is in store. If you can't choose you can always opt to give your friend or loved one a gift voucher. Not a problem at this new webshop.

With one click they add comic strips to a certain category like 'top 20', 'top 50', 'new comic strips' or 'exclusively at De Poort'. Thanks to these tags comics appear directly on the right spot on the website.



## FACETED SEARCH

To find the desired comic easily within the extended collection we set up a faceted search. This search option uses filters and makes it easier for people to find what they are looking for. We linked the faceted search to keywords, series, authors,

collections ... by which the search results can be filtered and refined.

## PRACTICAL EXTRAS

Behind the website you will find a large amount of automated emails and bulk actions. Changing the price of a certain serie to one and the same price? This no longer has to be done comic strip by comic strip but happens in bulk. This one example of automation eases the work of Ann and Rik so they can spend more time doing what they love.

You pay by bank transfer or online with **Ingenico** - super convenient. Thanks to the integration the payment status per order appears in the CMS. This way they know perfectly which packages can be send. Packages are send with **bpost** and tracking code. They enter the code in the CMS and the code is send automatically to the customer who can track his package.

## A SPECIAL TREAT FOR CLIENTS

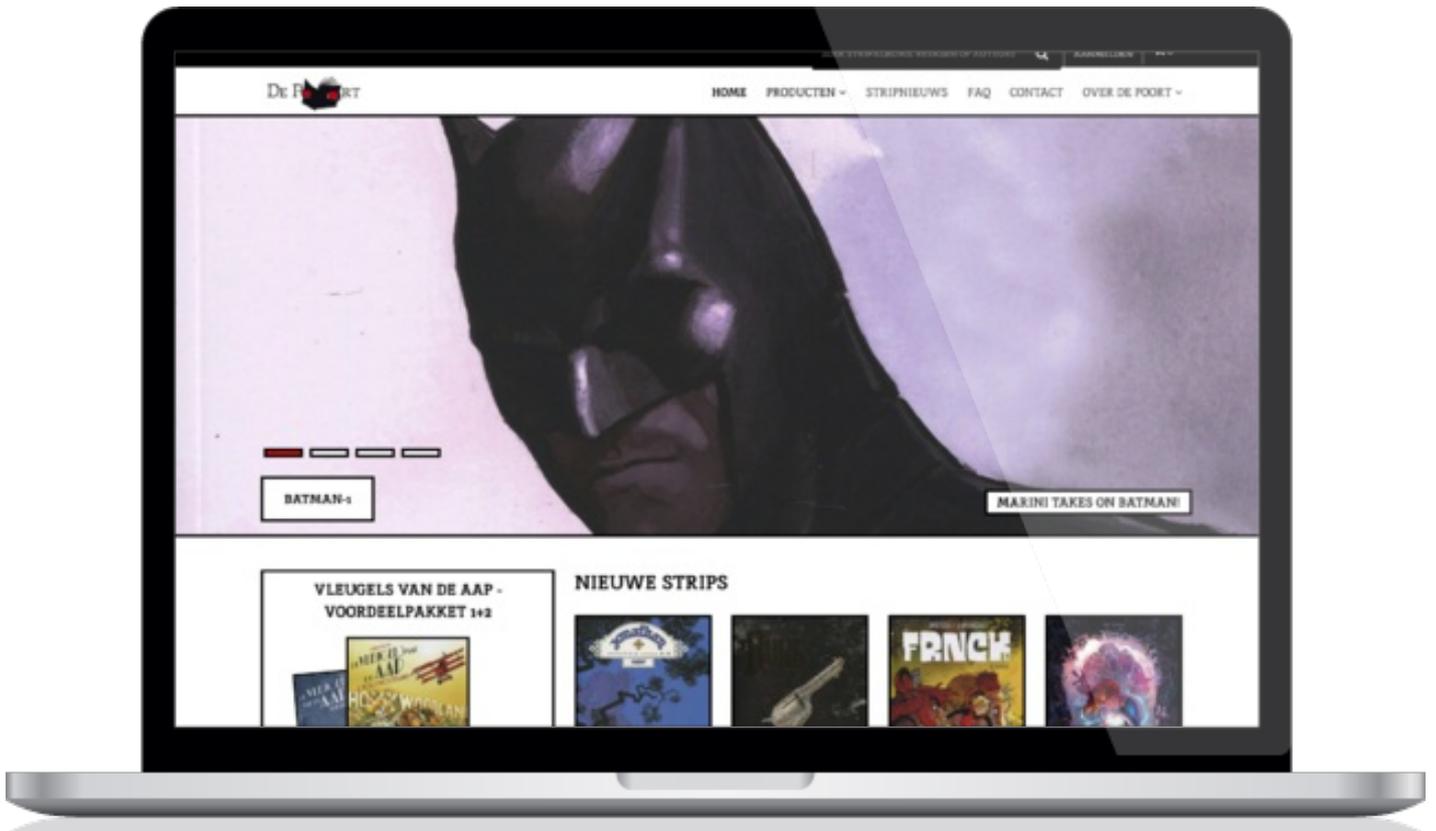
There are three types of clients: 'normal', 'VIP' and 'BIB'. After login you can keep track of your Reading List. Most people just do this for their own pleasure except when you're a VIP or BIB client. VIP clients and libraries (BIB clients) pay a fixed sum in advance. In exchange they receive the comic strips added to their Reading List automatically at home.

## LINKED WITH STRIPMUNK

We linked the collection of De Poort with **Stripmunk**, developed by **Next Apps**. The website helps passionate comic book readers to keep an overview of their personal collection but also which comic strips they already read, want to read and which ones they have lended out.

## CUSTOM CONTENT BUILDER

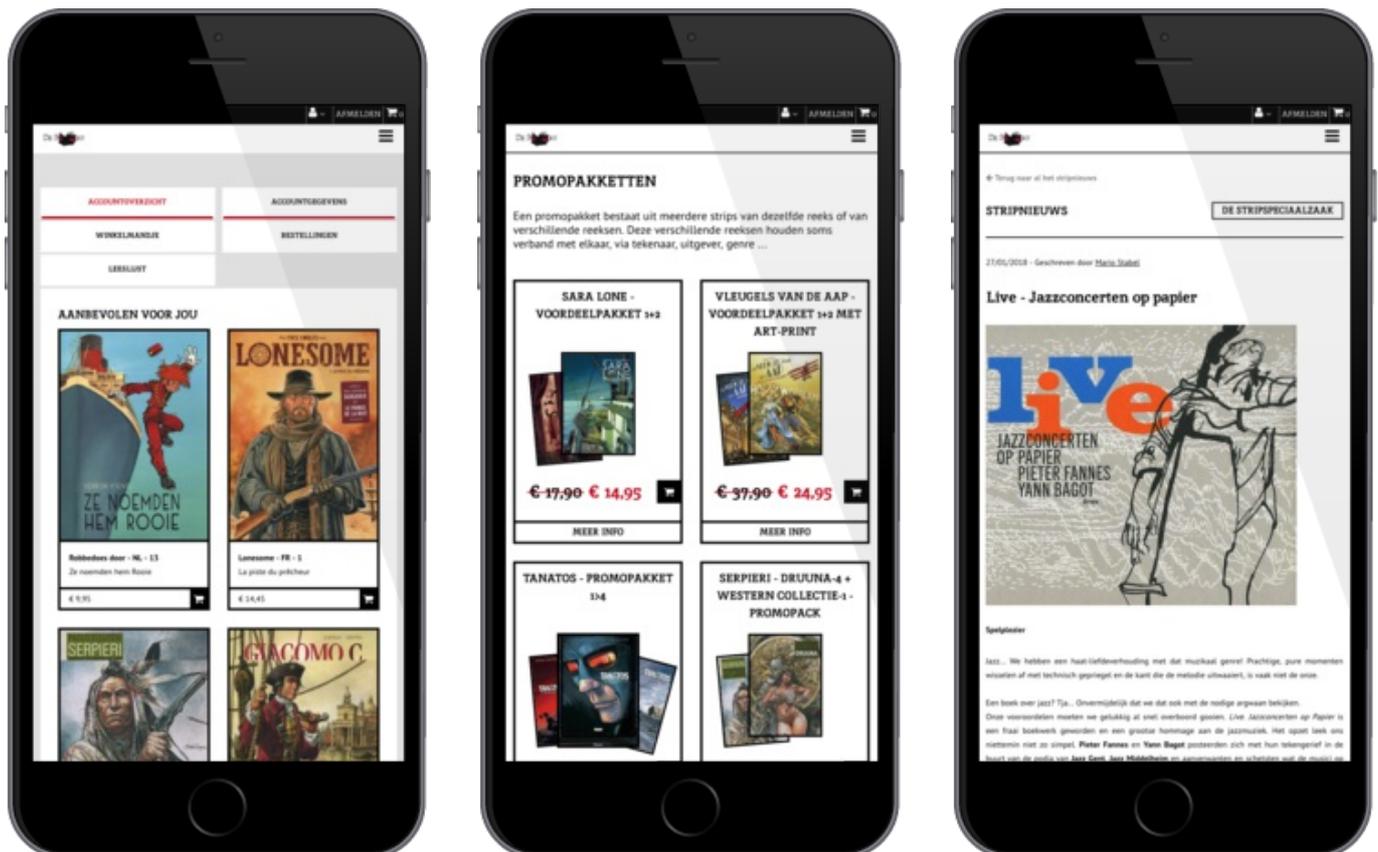
We built a dynamic website in which De Poort controls the layout of news and certain pages with our **content builder** - in the past we did the same for **VIAA**. We developed both static and dynamic content blocks with each one having different alternatives depending on the content. The homepage has a fixed structure with four flexible blocks that allow them to highlight news, offers ...



## WEB DESIGN

Those who shop online want to find things quickly. We set out a clear structure but also added some playfulness. The titles use the font Inika while the reading text is set in PT Sans. The colours balance perfectly and we stayed true to their branding colours black, white and red for call-to-actions. We created a sober basis so the colourful covers get all the attention they deserve.

Take a look on the new website of De Poort and get your favourite comic strips delivered at your place..



## EAGER TO LEARN MORE ABOUT THIS PROJECT?

Do you have a similar project and are you curious about our approach? Feel free to get in touch with us for more details.



Client: De Poort

Website: <http://depoort.com>

Date: 14 July 2017

#### SERVICES

Consultancy & Strategy

Design

Front-end & Webdesign

Web development

Digital marketing

## WORKING TOGETHER?

At Code d'Or we are a really tight crew. Each one of us has his own specialty and by joining forces we lift both one-time projects and year-long collaborations to the next level.

Do you wish to discuss a project or show us your talent? We'd love to meet you.