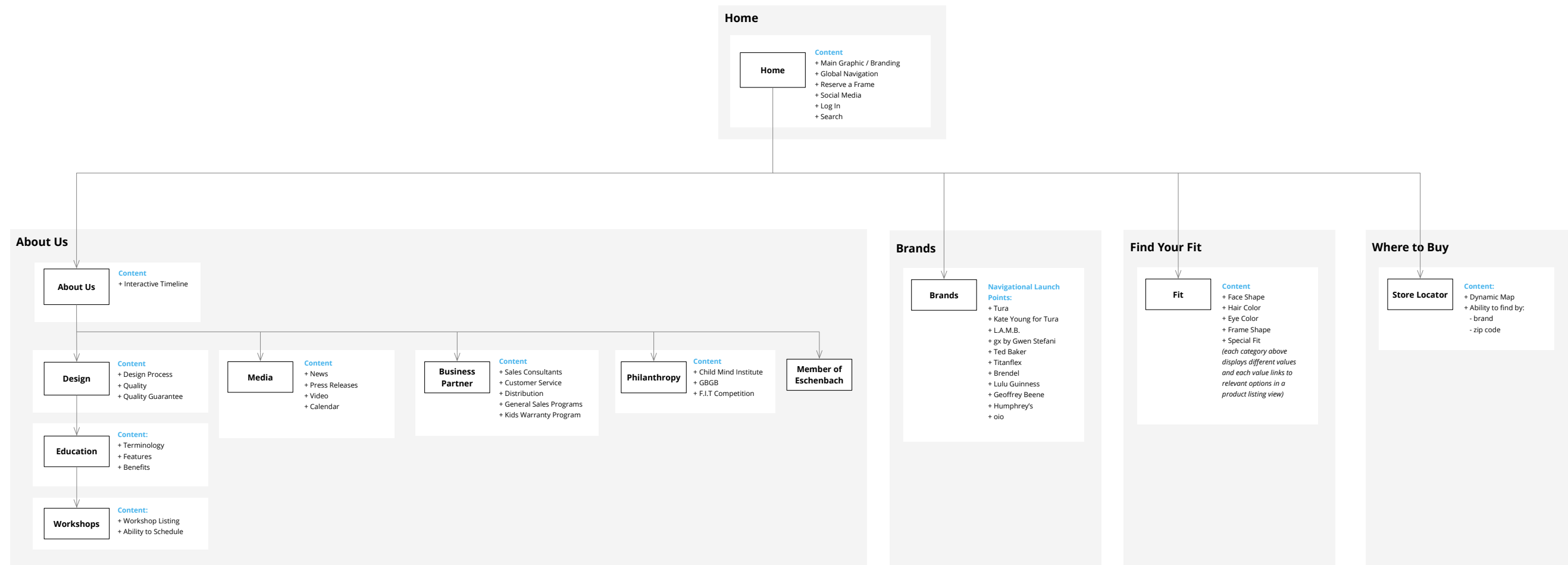


Tura Site Map

Landing

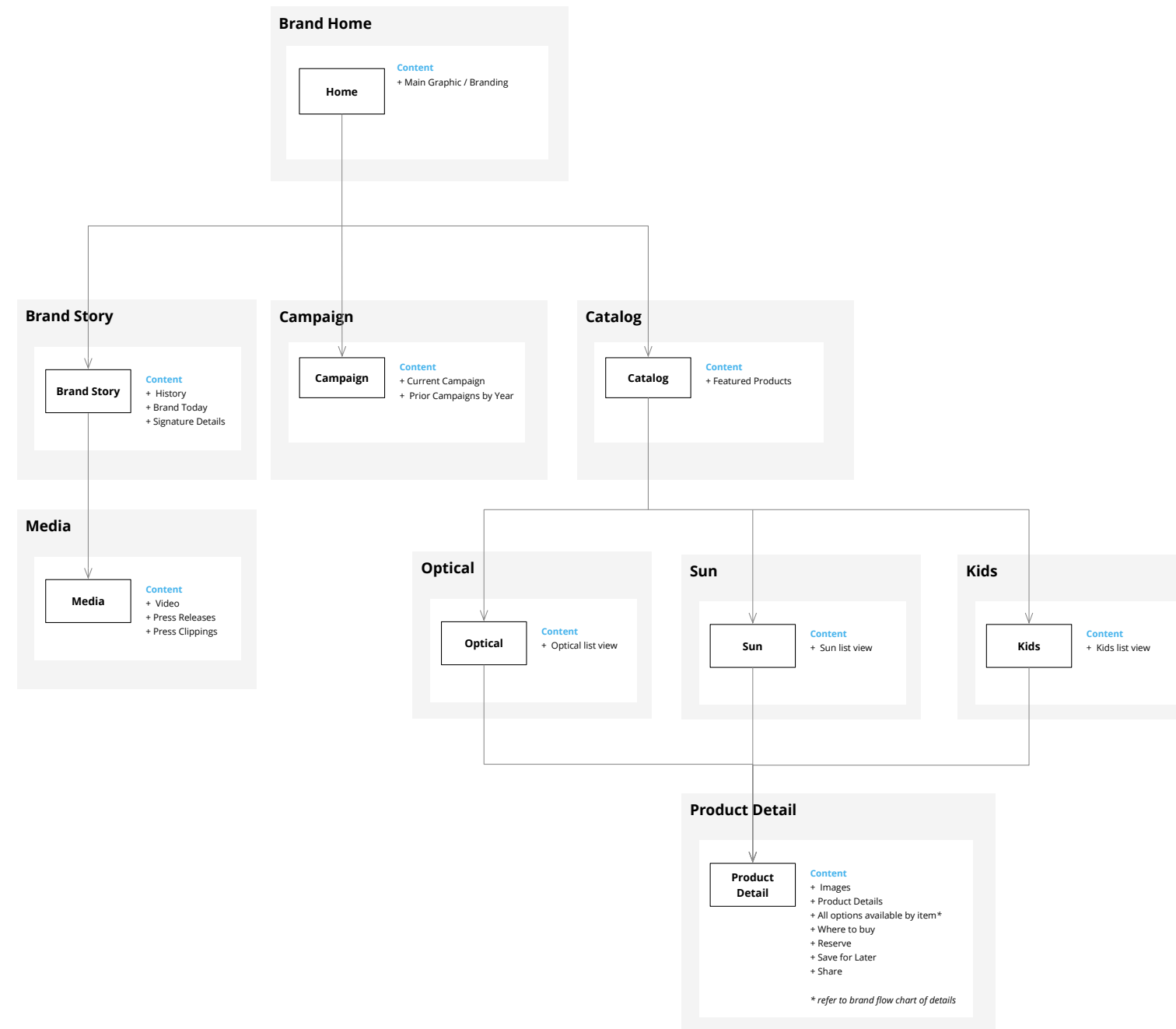


- This structure consolidates all company-related information including Product Design and Media under the About Us primary navigation.
- The objective of this organization is to keep the home page clean and well-structured.
- This organization is similar to primary competitor's site structures, which allows for a familiar experience to users in this space.
- A bold / graphic navigation panel will clearly display all categories and subcategories organized within each navigation section.

* please refer to brand flow chart for detailed content inventory of each section.

Tura Site Map

Brand Flow

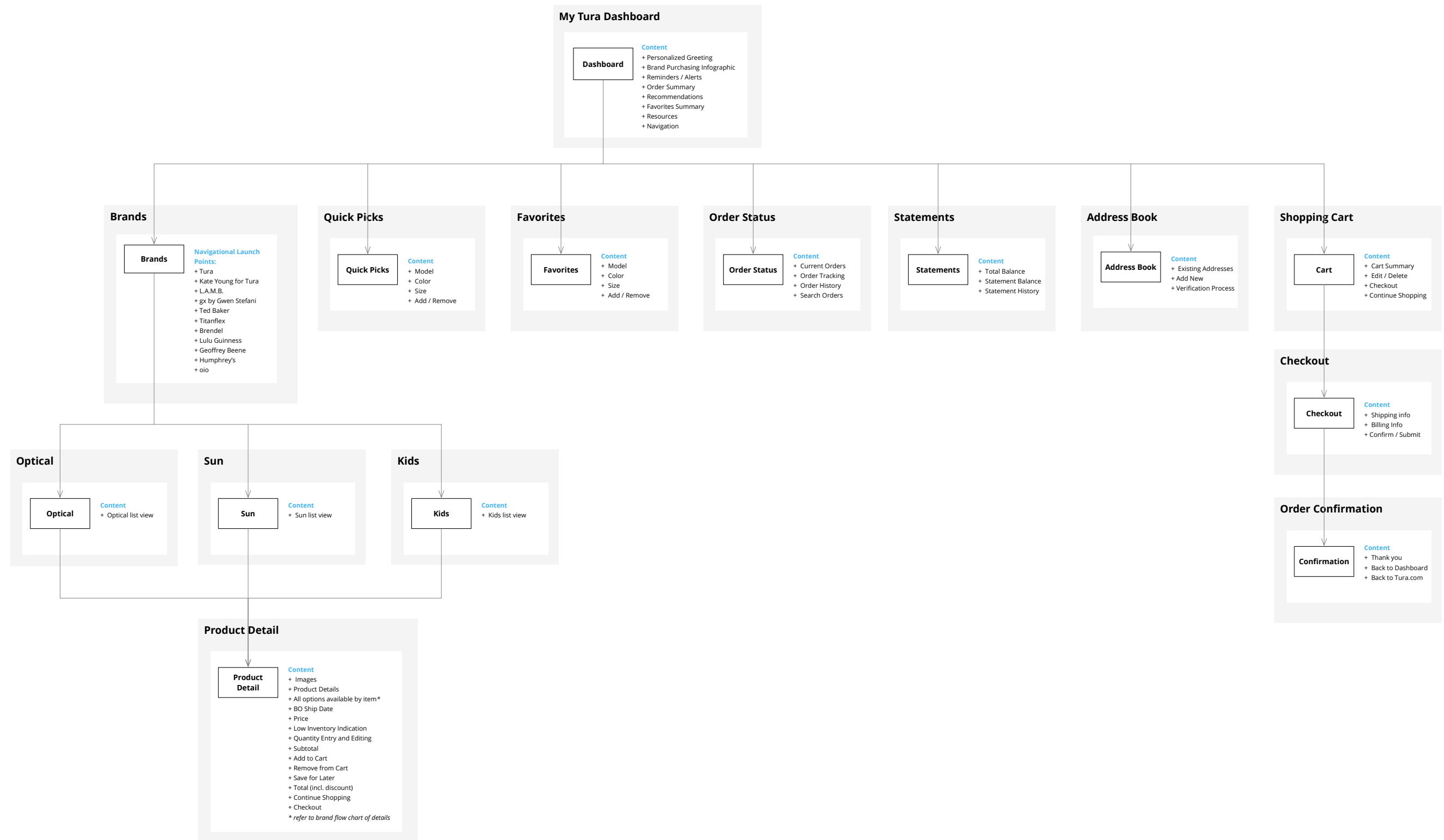


- This structure should be applied to all brands for a uniform experience, similar to viewing a catalog (note: Marchon's site illustrates this well)
- Where options are not available (for example some brands do not offer Kids) the object is omitted.
- In instances where brands have additional information, those areas can be additional links to content or open a new tab to the brand site.

** please refer to brand flow chart for detailed content inventory of each section.*

Tura Site Map

My Tura



* please refer to brand flow chart for detailed content inventory of each section.