The site consists of 5 pages:

- Front Page

- About Me

- Beard Oil Review Methodology

- Charter

- Blog

The site will be implemented as a Blog on a CMS (not yet determined which platform, so please do not be prescriptive). The design should focus on the Front Page, though a template for a blog post should also be provided.

The main content of the blog posts ongoing will be Beard Oil Reviews.

The overall style of the site should be funky, fun and masculine. I have a visual in my mind of a brown, orange and black colour theme – although don’t let this limit your imagination if you have awesome creative ideas. I really want somebody to let their creative juices create the optimal design for this site, based on their understanding of what I am trying to achieve with it and the theme of the site.

Have a look at the mock-up on <http://bestbeardoil.info> to get an idea of the concept – although do NOT use the style or logo. We want something completely different and much more visually appealing that will draw users to the web-site.

**Front Page**

The front page contains the Comparison Table, which is the core of the entire site.

I envision the front page is comprised of 4 elements

1. Comparison Table
2. Side bar for blog post highlights
3. Top of the site, with logo, call to action and photo of me (my name is Bobert Brush, so it would be good to have the text “Global Beard Oil Review – with Bobert Brush”. Maybe with the Bobert Brush in signature style writing)
4. Custom designed background. I would like to see some kind of custom drawn/designed beard background. This background should start in the top section and flow through “behind” the comparison table. E.g., it might be a long beard drawing starting at the top and flowing around the site. Use your imagination.

The comparison table needs to have these fields:

**Information Fields:**

Supplier, Name, Photo, Origin, Base Oil, Scent

**Review Fields:**

Aroma, Therapeutic Affect, Value, Overall

**Buy Now Button:**

This button appears in the end column of each row for each product

The comparison table needs to look really cool and cutting edge, much more than just the bland table that is on the mock-up website. However, at the same time it needs maximum clarity and legibility.

The review columns should be narrower than the information fields, as the review fields will contain only numbers. In overall terms, the review fields should take up about 30% of the entire table width, leaving 70% for the information fields. Visually I envision the review and information fields should have a slightly different look to them.

The design challenge is to “squeeze” the table into the site, as there is quite a lot of information to display, whilst still being able to have a side bar to showcase the blog side of the site. I envision that the headers/labels for the comparison column descriptions will need to be angled or layered in some way to achieve this, while still remaining highly legible.

The table should be sortable and filterable, so please include appropriate visual clues to these functions.

For the purposes of the PSD, please include 20 rows in the comparison table.