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website flaws: DF news and	Photos	of DF	sets
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Posted by Fregul325 - 2007/03/30 19:22

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just thought i'd share my opinion about this in the intrest of keeping df alive.

:(

The online shop news link should be a lot ,hmmm a lot more noticibale for a intrested people who have had no previous experience with DF. When i look at the news it appears as if nothing has changed since 2006. of course if you look cloosly the small text indicates that news can now be found sowhere else (in this forum somwhere!). But if you dont know that and your not really looking....

:(

oh and and i really dislike the fact that the pictures of what you buy are so small in the online shop. i have to look for other sources to find the pictures. I've notices good pictures in the forums and the newsletters. but that is only good for experienced df buyers not newbuyers on the block. If you don't share my opinion your free to respond. :P

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#### website flaws: DF news and Photos of DF sets

Posted by admin - 2007/04/02 17:56

A major overhaul of the front page is being planned for early this summer. After this page was set up, we determined that it was better to post news and notices in the Forum section -- rather in a news section. That section will be removed on the next go-round. Thanks for your feedback.

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#### website flaws: DF news and Photos of DF sets

Posted by waza - 2007/04/02 23:25

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I think you would probably good to post the main news items on the main page as well as the forums. Some more casual collectors may not want to delve into the forums. Forums can be intimidating to some people as they feel they will need to browse through lots of info to get to the relevant stuff.

Even if it is just a brief summary, a news section provides a quick way to get to the core bits of info, even if you mainly use it to create a link to the key forum thread.

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#### website flaws: DF news and Photos of DF sets

Posted by jkratzer - 2007/04/03 12:10

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Jeff and Doug;

Sorry guys, but I gotta agree with waza on this one. Keep a small 'News' section on the main storefront page, to inform the newbies and those who need to go look and split fast (the 'read it at work' crowd). I

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know it's more work for you, but it will keep revenues UP for DF, which is one of the reasons to HAVE a Web presence, right?				
See ya!				
Jim				
website flaws: DF news and Photos of DF sets Posted by lupus - 2007/04/03 12:18				
Second hands up in support of Waza.				
As mentioned above, a quick skim of the main page for major announcements would be appreciated. I know, even as a regular on the boards now, sometimes when I go looking back for older announcements, they can get lost in the mass of other posts on the boards. While this is not a problem when one has time, if in a rush, or new to the boards, this can seem quite daunting.				
This is specially true for announcements of new sets and pre-orders. Got to grab any casual browsers and captivate their attention and their wallets:)				
website flaws: DF news and Photos of DF sets Posted by Ghostmage - 2007/04/03 15:03				
I'm actually against any improvements to the website				
that would probably bring in too many new customers with sets selling out faster and not leaving enough for me! :) just kidding here, of course!				
If you guys wanted to really ramp things up with the web-site (and DF), you should probably just add a few of us to the payroll! L & IO could provide the promotional photos with their super-cool set-ups, Jackattack & THOD could probably do a section for brainstorming ideas to be used for upcoming sets, Odhannon & Dante could have a section on D&D "adventures" using DF product, Ghengis could do the Sci-Fi section photos and you could even add a colorful monthly write-up featuring Jkratzer and Kradlo to spice things up with coverage of DF events going on around the country.				
Do that my friends, and you'll be selling stock in your company by year's end!				
Just do me a favor after all of this happens keep making enough sets where I can buy 2 of everything that comes out!				
~Cheers				

#### website flaws: DF news and Photos of DF sets Posted by Shadox - 2007/04/03 16:42

I agree with others you need to have teh quick news link.

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# website flaws: DF news and Photos of DF sets Posted by Wereweasel - 2007/04/04 02:49

I would suggest replacing the "Featured Products" on the main page with the following...

Photos and links representing the various genres that DF produces.

These photos would be of setups using all of the sets in that genre -together

The link could then direct customers to the appropriate section of the "store". At that point customers would then be able to view the existing stock photos for the individual sets. These sets work well, but they work far better when used in conjunction with one another -especially with the release of the new sets.

Included at the top of the above should also be a prominent link to the entire store, to display the full scope of products available at-a-glance.

That is another reason I suggested replacing the "Featured Products" as it now stands. Although it is labelled accordingly, it is nowhere near as prominent as the photos. As a result new and casual viewers may believe this to be the entire list of DF product available.

Showing/promoting the full (and substantial) range of product is one of the best ways to instill confidence in potential customers/collectors.

## website flaws: DF news and Photos of DF sets Posted by Wereweasel - 2007/04/04 03:18

I would also suggest replacing the "Bestsellers" section.

Personally, I would much prefer a similar space to be used for an "Items to Watch" section.

This way collectors are fairly warned before certain items become unavailable -including the last shipment of limited run sets, one-off item runs and items/sets that may be discontinued.

As a customer, I would find this information far more useful.

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Posted by L - 2007/04/04 03:42

You know, I think that's a really great idea.

Since DF has gone direct-sales only, and they can't really afford to keep a large quantity of everything in stock at all times, it would make a LOT of sense to let customers know which sets are about to be sold out. It may be months before a restock comes, so for casual browsers, it would be GREAT to know "best to act now" vs. "you have time."

This is the sort of thing that affects us all equally -- newbies, longtime fans, forum-users, etc. None of us know when a Cavern Set is about to sell out until a restock comes along in a year, or when the Deluxe Room Set is going to go away, etc. Letting people know which sets have reached the "Less than 20 left in stock!" mark, or some such point, would be great.

L

## website flaws: DF news and Photos of DF sets Posted by lupus - 2007/04/04 10:45

The items to watch is a great idea. Specially for long time fans. I know it will eventually become an issue for me as I start chasing up stuff that I want/need. At the moment, almost all the stuff is on there anyway since I'm still new, but I'm sure given time, there will be things I want, and the watch list would help me prioritize.

I'm not sure if this watch list is all that helpful to newbies though as at the start, it is probably hard to imagine what one would need and without some of the basic sets, it's hard to just purchase stuff just because it's going out of stock. In that fashion, the best sellers list is probably of more help to newbies as it shows them what is 'hot' at the moment :) Although, I personally do not pay it much attention, even when I was new to the site/hobby.

The link to the Newsletter is still broken and doesn't load well on my browser. I know it's to get newcomers to sign up to the newsletter, but perhaps the newsletter could also be posted on the main page via this link. I know whenever I see that link, I go there expecting the current newsletter to be posted. And, it would give a chance for total newcomers to see what is coming, without having to sign up, possibly missing what has gone before.

### website flaws: DF news and Photos of DF sets

Posted by thromich - 2007/07/16 20:33

Early summer has come and gone Jeff. What gives?